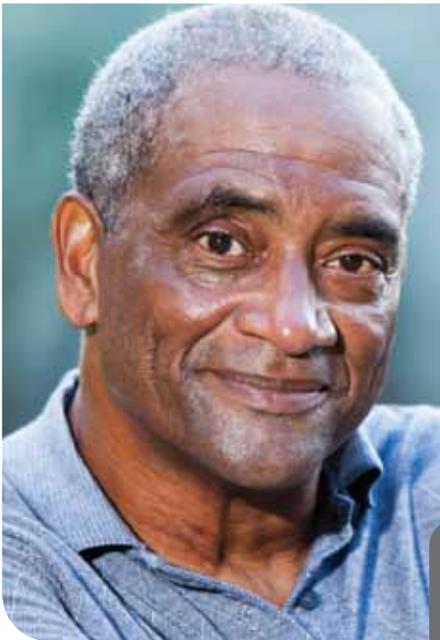


2014-15 ANNUAL REPORT



BE MIND FULL
CHAMPIONS FOR POSITIVE MENTAL HEALTH SINCE 1918



**Canadian Mental
Health Association**
British Columbia
Mental health for all

www.cmha.bc.ca

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CMHA'S VISION, MISSION AND VALUES

Our vision: Mentally healthy people in a healthy society.

Our mission: As the nation-wide leader and champion for mental health, CMHA facilitates access to the resources people require to maintain and improve mental health and community integration, build resilience, and support recovery from mental illness.

Our mandate and scope: In BC, mental health, substance use and addictive behaviour are within the scope of the organization.

Our key values and principles:

- Embracing the voice of people with mental health issues (in BC includes people with addictions)
- Promoting inclusion
- Working collaboratively
- Influencing the social determinants of health (e.g. housing, justice)
- Focusing on the mental health needs of all age groups
- Using evidence to inform our work
- Being transparent and accountable

EXECUTIVE MESSAGE

Everyone is talking about mental health, mental illness and addictions—businesses, unions, faith communities, sports teams, politicians, colleges and universities, schools, senior centres and most importantly our neighbours and communities. Through our long history of partnerships, we've helped start and foster many of those conversions. And now we are witnessing the tipping point! Mental health and well-being has become the focus of casual conversations. As British Columbians, we want to know what we can do to improve our mental health and that of our families and co-workers. We are beginning to see the difference we can make in homes, schools, workplaces and communities.

We have many firsts to report this year. We are proud to have achieved 5-year accreditation through Imagine Canada's Standards Program. Accreditation is a process of validation in which charities and non-profits are evaluated according to a set of standards. The Imagine Canada Standard Program awards accreditation to charities and non-profits that demonstrate excellence in five areas of operation: board governance; financial accountability and transparency; volunteer involvement; staff management; and fundraising. All 14 Canadian Mental Health Association (CMHA) branches in BC have committed to being accredited by October 2016. We wish to acknowledge CMHA Cariboo-Chilcotin, the first BC branch to receive accreditation through Imagine Canada, and CMHA Vancouver-Fraser, which achieved accreditation through CARF International.

This year, Ride Don't Hide grew beyond BC to become CMHA's premier fundraising and stigma-busting event. This growing national movement began in BC with Michael Schratte as he cycled 40,000km (the circumference of the globe) in a personal journey to confront the stigma and discrimination often associated with mental illness. Building on this legacy,

CMHA holds annual Ride Don't Hide bike rides to bring our communities together to help end stigma and celebrate mental health. The ride has grown quickly from two BC events gathering 560 riders in 2012, to 20 events across Canada drawing over 3,500 riders in 2014. For the second year, Shoppers Drug Mart came on as the BC provincial Title Sponsor, raising \$150,194 (32% of the BC total). Funds raised by Shoppers Drug Mart are designated for programs and services that support women and their families, including programs such as Enjoy Your Baby and subsidies for girls and women taking the Living Life to the Full Program. Across Canada, Ride Don't Hide raised three quarters of a million dollars for mental health. Please join us for the next Ride Don't Hide in June for an even bigger event.

We also launched a new program. Confident Parents: Thriving Kids is an early intervention program that supports parents whose children are struggling with behavioural problems. Specially trained coaches provide support and guidance by phone to parents, to help them serve as the primary change agent for their children. The program has a robust evidence base and can be tailored to families based on the level of support required by the parent. We are thankful to the Ministry of Children and Family Development for funding this program. In the years ahead, we will be leveraging our training and program delivery infrastructure to support system-wide delivery throughout BC. With the potential to collaborate with practitioners from the Ministry of Children and Family Development, health authorities and community-based organizations, there is a significant opportunity to expand the program's reach to additional families.

The 12th Annual Bottom Line Conference received rave reviews for both its content and its creative musical presentation on the national workplace psychological standards. Delegates identified a

number of highlights, including presentations by well-known human rights champion, Lieutenant-General Roméo Dallaire, and by Stéphane Grenier. It is not an overstatement to say delegates were riveted by these two powerful presenters who also served in Rwanda together many years ago. Like the panelists before them, Lieutenant-General Dallaire and Stéphane Grenier stayed true to CMHA's core value of learning from those with lived experience. Another highlight was the awards presentation that included a musical introduction to the National Standard of Canada for Psychological Health and Safety in the Workplace. Hosting a musical was a first for the Bottom Line Conference, and the video recording that was produced will be used to educate Canadians about psychological health and safety for years to come. Again, this year's conference would not have been possible without the support of our sponsors, including Lundbeck, Great-West Life Assurance Company, and WorkSafeBC. The conference was also heavily supported by our many labour partners who helped promote the conference with their members.

Our community partners continue to play a vital role in helping build a healthier province for all. We wish to acknowledge the ongoing support of Pacific Blue Cross as we were once again honoured to be the recipient of funds raised through their annual golf tournament.

We are also excited to build new partnerships as we look to the coming year. We are honoured to have been chosen by the Ismaili Muslim Community of BC, alongside the Vancouver Hospital and UBC Foundation, as partner organizations for the 2015 Ismaili Walk. The annual event raises awareness and funds that further the mandate of partner organizations. This year, a portion of the proceeds will go toward helping youth through our Living Life to the Full for Youth course.

Finally, none of this would have been possible without the dedicated time and effort by all Board members and volunteers at CMHA. We remain committed to our goal—strengthening our voice, ensuring quality services and enhancing our organizational health. We also wish to commend and thank the staff who work many dedicated and long hours in making our collective vision a reality each and every day.

Sincerely,



A handwritten signature in black ink that reads "JM Moore".

Judith Moore,
CMHA BC
Board Chair



A handwritten signature in black ink that reads "Bev Gutray".

Bev Gutray,
CMHA BC
Chief Executive Officer

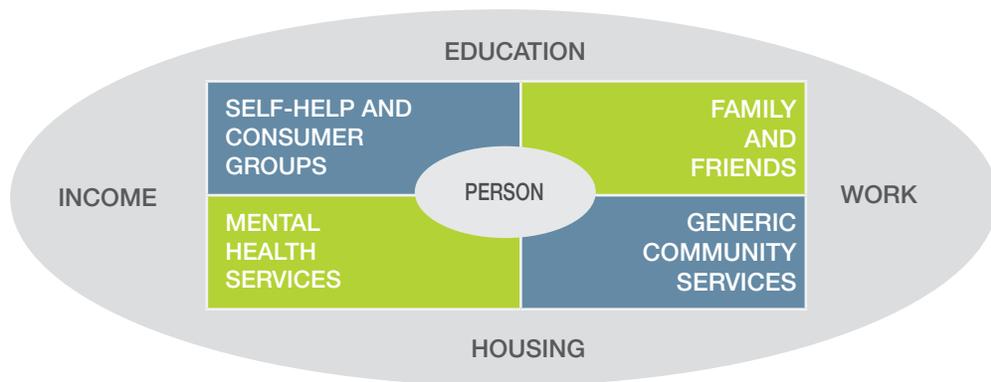
FRAMEWORK FOR SUPPORT

The Framework is the central philosophy guiding the activities of CMHA. This philosophy holds that the person experiencing mental illness is at the centre of any supportive mental health system.

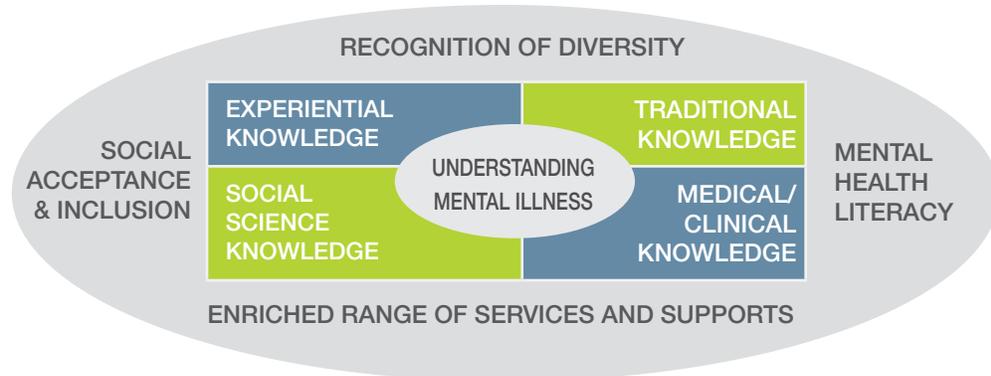
The Community Resource Base outlines a range of possible resources in addition to the formal mental health system, which can provide support to a person with mental illness. Housing, income, work and education represent four basic elements of citizenship.

The ultimate goal of the Framework is to ensure that people with serious mental health problems live fulfilling lives in the community. The Framework for Support is referred to as the most comprehensive model for mental health planning by federal and provincial governments as well as by the Centre for Community Change in the US, and the Government of Ireland.

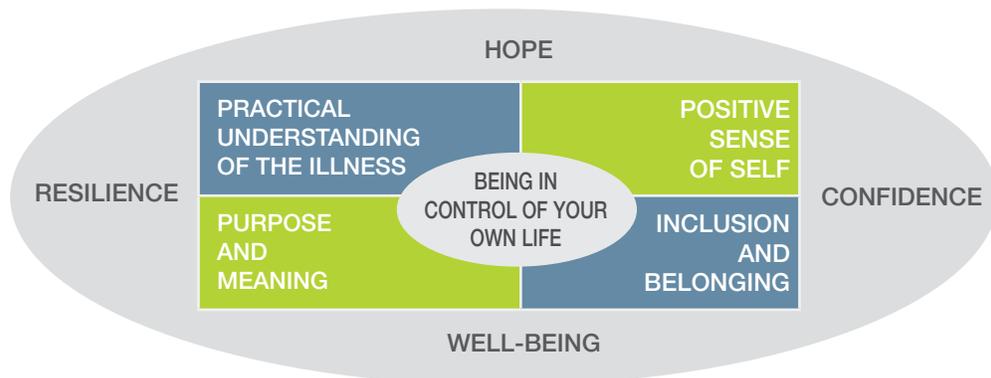
COMMUNITY RESOURCE BASE



KNOWLEDGE RESOURCE BASE



PERSONAL RESOURCE BASE



COMMUNITY PARTNERS

The work we do wouldn't be possible without the ongoing support of our funders, sponsors, donors and other community partners. In addition to the vital financial support they provide, the opportunities to partner and collaborate on making mental health possible for all British Columbians are truly invaluable.

Over the past nine years, Pacific Blue Cross has generously and tirelessly supported CMHA. In 2014, their 17th Annual Charity Golf Classic raised \$48,250 for CMHA, bringing their total support of CMHA over the years to over \$350,000. Throughout 2014–15, Pacific Blue Cross employees undertook many other projects in support of CMHA, from volunteering on the Bottom Line Conference steering committee to raising funds through the sale of their cute and squishy stress toys.

Great-West Life continues to demonstrate leadership in the area of workplace mental health with their continued support of our annual Bottom Line Conference. Over the past eleven years, they have contributed over \$1M in sponsorship, and countless hours volunteering on the Bottom Line Conference steering committee.

Shoppers Drug Mart has also stepped up as a champion for mental health as provincial title sponsor for Ride Don't Hide for a second year. Shoppers Drug Mart employees supported local events with staff teams and store fundraisers raising over \$150,000 for CMHA.

Our provincial government continues to invest in our organization, helping us to deliver services and programs, and work to help strengthen public policies.

Thank you to all of our funders, sponsors and donors including:

- BC Mental Health and Substance Use Services
- BC Ministry of Children and Family Development
- BC Ministry of Health
- BC Ministry of Justice
- BC Ministry of Social Development and Social Innovation
- Coast Capital Savings
- Face the World Foundation
- Great-West Life
- KGHM
- Lee Clan Charity
- Lundbeck Canada
- Pacific Blue Cross
- Provincial Health Services Authority
- Public Health Agency of Canada
- Shoppers Drug Mart
- Vancouver Foundation
- Vancouver Whitecaps FC
- WorkSafeBC



Kim Findlay (CMHA BC) with Laurel Mansfield of Great-West Life Assurance at Bottom Line 2015



Jan K. Grude, President and CEO of Pacific Blue Cross with Bev Gutray (CMHA BC) at the annual golf tournament



SHOPPERS
DRUG MART

ride don't hide

Supporting Women's Mental Health

On June 22, 2014, 2,198 riders in BC cycled in the annual Shoppers Drug Mart Ride Don't Hide, which promotes mental health for all with the goal of ending the stigma around mental illness. In BC, funds raised go towards supporting women and their family's mental health. Each ride was unique to the community where it was held, with everything from casual family rides, to longer uphill mountain bike trails, to city-wide rides.

Across Canada, the fourth annual Ride Don't Hide was a huge success, with a 46% increase in funds raised as well as a 65% increase in the number of riders from the previous year.

ACROSS CANADA, RIDE DON'T HIDE:

\$ raised
\$755,478

🚲 saw 3,511
cyclists

IMPACT OF RIDE DON'T HIDE IN BC

The funds raised by Ride Don't Hide 2014 went towards various programs and services across BC. CMHA programs vary by community, but all support resilience and recovery for people with mental illness and their families, and promote mental health for all.

Programs included were:

- **Living Life to the Full bursaries** for a skill-based eight-week course helping participants better deal with life's ups and downs, stress and worry, and get more out of life.
- **Pandemonium Youth with Anxiety Group** helps youth with mental health issues connect with their community, peers and adult role models.
- **Super Saturday Club**, a no-cost monthly recreation program for children whose parents have a mental illness.
- **Enjoy Your Baby**, a new program helping new and expectant moms coping with life changes that accompany the arrival of a new baby.

SUPPORTING WOMEN'S MENTAL HEALTH

Shoppers Drug Mart came on as the BC provincial Title Sponsor in 2013 thanks to the efforts of two Shoppers Drug Mart associate-owners—Omar Alasaly in Victoria and Bojana Dzombeta in Burnaby. The two associate-owners took it upon themselves to initiate a relationship with CMHA BC, recognizing a very real need to support women and their family's mental health as a component of the company's overarching commitment to improve women's health.

Shoppers Drug Mart's commitment is to improve the health of all Canadians, with a focus on Canadian women in body, mind and spirit through the Shoppers Drug Mart WOMEN community investment program.

In 2014, Shoppers Drug Mart raised \$150,194, representing over 32% of the total funds raised in BC:

- 148 Shoppers Drug Mart employees rode on June 22, with 5 virtual riders
- The largest Shoppers Drug Mart team was in Greater Vancouver, with 62 riders
- The second largest Shoppers Drug Mart team was in Victoria, with 20 riders



Riders from the Shoppers Drug Mart team with Spike, the mascot of the Vancouver Whitecaps FC

20 rides were held across Canada:

British Columbia

- Port Alberni
- Nanaimo
- Duncan
- Victoria
- Greater Vancouver
- Penticton
- Kelowna
- Vernon
- Kamloops
- Salmon Arm
- Williams Lake
- 100 Mile House
- Prince George

Alberta

- Calgary

Saskatchewan

- Regina

Ontario

- Lambton-Kent
- Windsor
- Greater Toronto
- Grey Bruce
- Peel-Caledon Hills

Media Coverage

Ride Don't Hide was featured in over 56 print, broadcast and online media stories which highlighted the event launch and public figures participating in the ride. Key media stories included the unveiling of Michael Schratte's bike as a display in the BC Sports Hall of Fame, and the participation of Mindcheck.ca representative and Western Hockey League player, Myles Mattila.

Ride Don't Hide partnered with Global BC on a series of public service announcements with returning host and TV personality Randene Neill. Global BC also hosted an on-air Morning News contest, and promoted Ride Don't Hide on the ETC Calendar and Global BC Community Central Facebook page.



Michael Schratte, the founder of Ride Don't Hide, with his wife, Deborah, in the Greater Vancouver ride



Global BC TV personality Randene Neill addressing the cyclists at the Greater Vancouver ride

- “Mental health is often overlooked. Kudos to everyone participating in @ridedonthide to raise funds & awareness of mental health matters.” —Bonnie @greenurlifenow via Twitter
- “It was an awesome event—my son and I enjoyed ourselves.” —Judy Brunton via Facebook
- “Completed my first ever 100km cycle today. #ClarasBigRide provided the inspiration to get me cycling again and Ride Don't Hide helped me act on that motivation. It's amazing what talking & cycling can do for one's #mentalhealth. Feeling all kinds of gratitude up in here.” —Claire Wooton via Facebook
- “Thank you to all of the volunteers and CMHA for organizing and cheering us on throughout the ride! You guys are awesome.” —Estelle L'Heureux @estelle_linnea via Twitter
- “Big thanks to those #ridedonthide volunteers that patiently waited on each lonely street corner tirelessly pointing us in the right direction all morning! And thank you to #VPD and #RCMP for keeping some of the streets clear and safe!” —Andrea Autelitano via Facebook

JOIN RIDE DON'T HIDE ON TWITTER AND FACEBOOK @RIDEDONTHIDE

Website and Social Media

The Ride Don't Hide website (www.ridedonthide.com) saw a 59% increase in visits throughout 2014. The Ride Don't Hide community blog returned as well, featuring a variety of articles from participants and supporters on their experiences and perspectives regarding mental health. The most popular articles included:

- "Exercise and Women's Mental Health" by Dr. Joti Samra
- "Small Decisions with Big Outcomes—Karla Zlatarits' Ride Don't Hide Experience" by Cynthia Luo
- "How Ride Don't Hide is Helping Women to 'Enjoy their Babies'" by Dr. Michelle Haring

Sugoi Performance Apparel provided the 2014 training blog, with posts ranging from practical safety tips to training plans for all levels of fitness.

Social media continued to be a popular way for community members to join the conversation around Ride Don't Hide and mental health. In 2014, the Ride Don't Hide Facebook page reached 1,100 likes, and Ride Don't Hide Twitter followers increased to 1,785.

Significant community members who participated in the 2014 ride:

- Richard Stewart, mayor of Coquitlam, BC
- Jordan Matechuk, champion for mental health and BC Lions linebacker
- Curtis Sanford, professional hockey player
- Mark Walters, national and professional cyclist



**LEARN MORE ABOUT RIDE DON'T HIDE
AT RIDEDONTHIDE.COM**

#BuckUp for Mental Health campaign

Leading up to Ride Don't Hide 2014, Vancouver Whitecaps FC raised over \$21,000 as part of their month-long #BuckUp for Mental Health campaign. CMHA, along with Clara's Big Ride champion, the Kettle Society, were the recipients of over \$10,000 each of the campaign's total proceeds.



Whitecaps mascot Spike presenting Bev Gutray, CMHA BC CEO, with a cheque from the #BuckUp campaign



A rider having the time of her life at the Windsor ride



A sea of eager riders waiting to get on the road at the start line of the Greater Vancouver ride

CMHA'S FUNDS

CMHA BC Endowment Fund

CMHA BC has established an endowment fund with the Vancouver Foundation, the largest community fund in Canada. CMHA BC Division's goal is to contribute to and seek donations for the fund until it reaches \$5 million—the amount expected to earn enough investment income to help ensure CMHA BC's long-term sustainability. During the year, CMHA BC contributed \$47,496 to the fund, with its market value coming to \$427,824. The conditions of the fund provide donors with the security that their initial donation will not be eroded as only the interest from the fund is available for CMHA BC to draw on annually.



Lorne Fraser Educational Fund

The Lorne Fraser Educational Fund provides bursaries and scholarships to help people with mental illness achieve their post secondary goals, whether at college, university or

a trade school. Bursaries and scholarships are funded from the annual interest from the fund, so as to never erode the capital. The fund was created by Lorne Douglas Fraser using his own money plus donations from his neighbours in Surrey. Lorne's passion for increasing opportunities for people with mental illness stems, in part, from his own experiences with bipolar disorder. Since 1982, the Lorne Fraser Educational Fund has helped over 150 British Columbians pursue their educational dreams. The market value of the fund as of March 2015 was \$214,212.

Donors can designate contributions to any of the funds, assured the capital will not be eroded.



Dr. Jean Moore Endowment Fund in Child and Youth Mental Health

This fund honours outstanding CMHA volunteer, Dr. Jean Moore, and her passion for child and youth mental health. Contributions to the fund

support CMHA BC activities that enhance, through innovation, the lives of children and youth living with or at risk for mental illness. CMHA BC is truly fortunate to benefit from the wisdom, commitment, leadership and dedication of one of the most outstanding volunteers in Canada. Her volunteer activity with CMHA has spanned over 30 years in Alberta and British Columbia, at branch, provincial and national levels of CMHA. With a further \$10,000 contribution by CMHA BC in 2015, the market value of the fund as of March 2015 was \$77,640.



Dr. Nancy Hall Speaking Up Speaking Out Endowment Fund

Named in Dr. Nancy Hall's honour for the voice she brought to people with mental illness, this fund supports CMHA's

continued work in public policy and systemic advocacy at the provincial level, and provides an informed independent voice on the impact of the public mental health system on the lives of people with mental illness and substance use problems and on their families. In March 2011, CMHA BC made an initial investment of \$50,000 for the establishment of the fund plus a further \$50,000 in 2012 and \$25,000 in 2015. The market value of the fund as of March 2015 was \$171,108.



LEAVE A LASTING GIFT TO SUPPORT FUTURE GENERATIONS! LEARN MORE ABOUT PLANNED GIVING AT CMHA.BC.CA/GET-INVOLVED/DONATE/LEAVE-LEGACY

BOUNCE BACK: RECLAIM YOUR HEALTH™

Bounce Back™ is an evidence-based self-management program for adults experiencing low mood or stress with or without anxiety. It offers two forms of evidence-based self-help:

- An instructional DVD with practical tips on recognizing and dealing with depressive symptoms
- A series of educational workbooks with trained telephone coaches to reinforce the application of cognitive-behavioral strategies for overcoming difficulties such as inactivity, avoidance, worry, and unhelpful thinking

Bounce Back™ is offered throughout BC by CMHA BC and funded by the BC Ministry of Health—Integrated

Primary and Community Care. Resources and referrals are accessible via BC family physicians, nurse practitioners, and psychiatrists.

The program added Punjabi language coaching to Cantonese, French, and English offerings. Participants showed interest in skills to combat unhelpful thinking, manage worry and anxiety, and become more assertive. For participants who entered the program with either clinical depression or anxiety or both, after completion, 70% of these participants became subclinical. There was also a significant increase in life enjoyment and physical health among participants. In 2015, the program expanded its eligibility criteria to be more inclusive and serve more patient groups.

In 2014–15, Bounce Back™ engaged community partners and healthcare professionals, educating them about the program and its benefits for individuals with depression and anxiety. The program also worked closely with Doctors of BC, local clinics and Divisions of Family Practice, and Practice Support Programs. It also presented and promoted at conferences such as the Quality Forum and the CMHA National Conference, and at community events such as the Intercultural Online Network's mental health workshop. These dedicated and sustained outreach efforts accumulated in the program's landmark milestone of 30,000 referrals since its inception in 2008.

Bounce Back™ continues to be profiled in the news locally and nationally, promoting mental wellness, life skills, and access to care. The program received the Doctors of BC's Excellence in Health Promotion award for 2014.

IN 2014–15:



IMPACT OF BOUNCE BACK™

88% of participant saw reduced depression severity as a result of Bounce Back™

depression and anxiety symptoms were reduced by half among participants

Bounce Back™ has been building partnerships with Military Families Resource Centers across BC and exploring online virtual coaching with videoconferencing and chat. As part of the national flagship program, CMHA York region in Ontario implemented Bounce Back™ in June 2015, with several other CMHA regions showing great interest.

“*Bounce Back™ was a huge stepping stone! Just in learning tools—because sometimes we just don't know the tools and you can't see past your situation. I would definitely recommend Bounce Back™ to anyone. Life now is a lot more exciting and I look forward to my day now.*” —Bounce Back™ participant

“*I have found Bounce Back™ a tremendous addition to what I can provide for my patients. It fills a vital gap between what I can manage to provide within the confines of MSP and what private psychologists are able to provide.*” —Vancouver physician

➤ [LEARN MORE ABOUT THE BOUNCE BACK™ PROGRAM AT BOUNCEBACKBC.CA](http://BOUNCEBACKBC.CA)

CONFIDENT PARENTS: THRIVING KIDS

Since 2012, CMHA BC has responded to a critical need for families by offering an evidence-based parenting program for families of children ages 3–12 with mild to moderate behavior problems. In February 2015, the foundational model underpinning the program was transitioned and the Confident Parents: Thriving Kids program was launched.

Confident Parents: Thriving Kids is a telephone-based coaching service delivered free of charge to BC parents in the comfort and privacy of their own homes at times convenient to them. The program accommodates the reality of busy work and school schedules for most families and coaches work days, evenings and weekends to accommodate families' needs. Through structured sessions with a trained coach, parents are empowered to become the primary treatment agents for the child. The program

ensures that parents have sufficient time to practice and learn a skill before learning additional strategies. At the end of each session, parents are assigned some homework to develop the new skill at home. Parents are offered the choice of a 6, 10, or 14 session program based on their needs.

IN 2014–15:

 **872 referrals** made by **387 physicians** from **63 cities** across BC

IMPACT OF PARENTING PROGRAMS

79% of parents reported good or very good improvement in their child's behaviour

87% of participant's children's behaviour resolved or improved in the course of the program



Along with a comprehensive parent guides and DVD which they work through with their coach, parents are also sent a variety of tools such as Kid Bucks reward tokens and an incentive chart to help them implement the program in a fun and easy-to-understand manner

“*The program has been excellent. The topics are taught in small chunks which allows me time to practice and learn how to use them with my children. It's not overwhelming. The coaching session is supportive and understanding.*” —Parent participant

“*The program has helped us come together as a new extended family and be on the same page with regard to parenting. It offers new strategies that support the family to get over some of the stumbling blocks.*” —Parent participant

“*[The program is] excellent. This program has really helped us and gave us some great tools to help in our parenting.*” —Parent participant

LIVING LIFE TO THE FULL

Living Life to the Full is a 12-hour, eight-week mental health promotion course giving participants skills to deal with life's challenges. Now recognized as a national CMHA flagship program, it was designed by Dr. Chris Williams, a UK psychiatrist and international expert in cognitive-behavioural therapy.

The course is fun, accessible and plain language. It covers topics such as “Why do I feel so Bad?”, “I’m Not Good Enough,” “How to Fix Almost Anything,” and “10 Things You Can Do to Feel Happier Straight Away.” Each class works through a booklet, worksheets, exercises and discussions.

IN 2014–15:

 **over 100 courses** offered

 **36,337 Living Life to the Full course booklets** were sold

IMPACT OF LIVING LIFE TO THE FULL
an estimated **1,200 people** were helped

The course has been shown in research studies in the UK and Canada to be effective at improving resilience, well-being, mood, anxiety and social support. CMHA BC holds the exclusive license to Living Life to the Full in Canada to train and certify facilitators and sell publications.

Living Life to the Full is offered in 49 CMHA branches across Canada. In 2014–15, CMHA BC led five workshops in four regions, training 39 new facilitators. There are now 140 facilitators across eight provinces. In the past year, course materials were also translated into French.

For older adults

Living Life to the Full was successfully delivered to 375 older adults (50+) in 16 Ontario community locations, a pilot made possible through funding by the Ontario Ministry of Health and Long-Term Care secured by CMHA Ontario, and externally evaluated. After the

course, the participants experienced better mood and anxiety levels. Their overall well-being and social support also improved and, at the 3-month follow-up, were maintained or even increased.

For new mothers

A tailored companion course called Enjoy Your Baby was developed in 2014 by Dr. Chris Williams, the author of the booklet of the same name, and Dr. Michelle Haring, a BC-based registered psychologist and perinatal expert. Course design was funded by proceeds from Shoppers Drug Mart Ride Don't Hide 2013 and 2014. The course was piloted in seven locations across the province, reaching over 50 new mothers. Participants and facilitators have provided their feedback on the new curriculum and the evaluation report will be available in the coming year.

Living Life to the Full has strategic partnerships to reach diverse audiences and settings, such as:

- The Ismaili Association of Canada, partners since the beginning of the program in BC, now has 13 certified facilitators in all over Canada.
- The Addiction Recovery Program at Central City Lodge, a Vancouver-based 90-day residential program for adult men with substance misuse issues, increased its capacity in the last year and now has three staff certified to deliver the program.
- The course at a weight management clinic in Greater Vancouver has been so successful that another facilitator will be trained in the coming year.



The booklets offered in Living Life to the Full courses

 [FIND COURSES, BUY BOOKLETS OR FIND OUT MORE AT LIVINGLIFETOTHEFULL.CA](http://LIVINGLIFETOTHEFULL.CA)

WORKPLACE MENTAL HEALTH EDUCATION AND TRAINING

CMHA BC provided training and supports for workplaces across BC—from Fort St. John to the boardrooms of Vancouver’s corporate offices—to help them on their journey towards psychological health and safety. Through webinars, conference presentations and in-depth training sessions, CMHA BC reached a record 2,300 participants.

Awareness presentations

One of CMHA BC’s newest and most popular workshops, these 1+ hour-long presentations include an interview with an individual with lived experience of mental illness.

Safe and Sound

This course was developed by CMHA BC to help employers respond to WorkSafeBC’s new requirements to prevent and address bullying and harassment. It was well received by various industries and has helped shift the conversation in workplaces from responding to mental illness to creating a psychologically healthy and safe workplace. This new expertise led to various high-level presentations to leaders in BC about psychological health and safety. It also allowed CMHA BC to contribute to the development of CMHA National’s new Psychological Health and Safety Advisor training.

Mental Health Works

In these training courses, CMHA BC teaches supervisors and managers skills to differentiate between a mental health issue and a performance issue.

For My Health!

CMHA BC helped roll out this health screening program, hosted for the third time by Teck Trail for its employees at their Trail operational site. The event was well received and well attended, with over 150 employees screened.

Collective Action Table on Psychological Health and Safety

CMHA BC continued to play an important role in this Ministry of Health roundtable of provincial stakeholders. The roundtable includes representatives from the

Ministry of Health, BC Healthy Living Alliance, Ministry of Labour, and WorksafeBC. The group is working towards the vision of *healthy minds, healthy workplaces in BC* with the purpose of enhancing the well-being, engagement and productivity of workers across the province by increasing the reach of broad-based and effective workplace mental health promotion efforts.

Addiction Skills Training

In October 2014, CMHA BC launched its second pilot of Helping People With Addictive Behaviour, an online training course to equip community-based workers who are not addiction workers with the knowledge, skills, and attitudes to confidently help people facing substance use challenges. The second pilot explored opportunities for expanding the training program into schools, campuses, homes and other environments.

Nearly 100 learners across four different organizations—including the Abbotsford School District, the BC Responsible and Problem Gambling Program, From Grief To Action, and the University of Northern BC—provided feedback on the program. Participants reported that the course was helpful in increasing knowledge and skills around helping people with addictive behaviour, and reinforced their understanding of addictive behaviour or challenged previously held views and assumptions.

Funding to support the creation and testing of this program was provided by two grants from the Community Action Initiative.

IN 2014–15:



2,306 people helped by workplace mental health education and training

CMHA ONLINE

www.cmha.bc.ca

CMHA BC's website is a key way of sharing news, resources and information on CMHA's programs and services with members, partners and the public. The website also includes a directory of CMHA branches and services in BC, information on mental health and related topics, past issues of *Visions Journal*, policy/research reports, media releases and letters to the editor, secure online donation options, and automated subscriptions options for CMHA BC's popular e-newsletter, Mind Matters.

Mind Matters eNews

Mind Matters is CMHA BC's free monthly email newsletter, delivering the latest mental health news straight to the reader's inbox. Each issue contains CMHA news, programs and events in BC, as well as mental health news, resources and events from across Canada and beyond. Mind Matters reaches people who use mental health services and their families, advocates, service providers, CMHA staff and members.

IN 2014–15:



187,000 visits to www.cmha.bc.ca
from 151,000 different visitors



346,000 page views
on www.cmha.bc.ca



3,300+ people reached
by Mind Matters eNews



JOIN THE CONVERSATION! FIND US ON FACEBOOK, TWITTER AND LINKEDIN

MENTAL HEALTH WEEK: MAY 5–11, 2014

During the 63rd annual Mental Health Week, CMHA invited Canadians to participate in a festival promoting mental health. The event marked the launch of CMHA's Be Mind Full initiative and a campaign inviting Canadians to start honest conversations about their mental health by answering the question, "are you phine or fine?" CMHA conducted a live poll on the www.mentalhealthweek.ca website asking Canadians if they truly felt fine, or just "phine" — saying they were fine when they were not.

CMHA introduced Mental Health Week in 1951 to raise awareness of mental illness in Canada. Today, Mental Health Week offers people practical ways to maintain and improve their mental health and support recovery from mental illness. Every year, CMHA branches host local Mental Health Week events that offer information, resources and practical ways to stay mentally and physically healthy. CMHA branches celebrated with dozens of community activities including movies, art shows, fun runs, 'act of kindness' campaigns and more.



A couple of promotional items from Mental Health Week 2014, asking people if they were fine or "phine"



LEARN HOW TO GET INVOLVED
AT MENTALHEALTHWEEK.CA

BC PARTNERS FOR MENTAL HEALTH AND ADDICTIONS INFORMATION

CMHA BC is a proud member of a group of seven provincial mental health and addictions non-profits working together as the BC Partners for Mental Health and Addictions Information. In addition to CMHA, the BC Partners include:

- AnxietyBC
- BC Schizophrenia Society
- Centre for Addictions Research of BC
- FORCE Society for Kids' Mental Health
- Family Services of the North Shore's Jessie's Legacy Program
- Mood Disorders Association of BC.

Funding is provided by BC Mental Health and Substance Use Services, an agency of the Provincial Health Services Authority.

The BC Partners first came together in 2003 and recognize that by working together, we have a greater reach and impact in our mission to provide helpful, good-quality information on mental health and substance use, including how to prevent, recognize and manage problems.

CMHA BC-led projects on behalf of the BC Partners in 2014-2015:

- HeretoHelp.bc.ca
- Visions: BC's Mental Health and Addictions Journal (page 18)
- Beyond the Blues: Education and Screening Days (page 19)
- Healthy Minds | Healthy Campuses (page 20)

Heretohelp.bc.ca

www.heretohelp.bc.ca, the BC Partners flagship web resource, marked 11 years as a widely-acclaimed information source in BC and beyond. HeretoHelp.bc.ca is designed for individuals and families at risk for, or living with mental health or substance use problems and others who support them.

The site features 200+ personal stories, 500+ magazine articles, 200+ plain-language factsheets and workbooks, and 4 popular screening self-tests. HeretoHelp also offers email help for visitors needing mental health information or referrals, content in 11 languages, and several e-newsletters, including one, WithinSight, profiling multicultural and multilingual resources.

In 2014–15, new info sheets were produced by CMHA BC on bullying, helping a friend, and finding balance. In addition, 7,300 HeretoHelp resources were distributed via displays at 13 provincial conferences and via direct requests and the work on the BC Partners and HeretoHelp was promoted via displays at 13 events. Steps were also taken to improve the site's ranking in search engines, redesign the home page, and add various features to the site including a new 'Ask us' area for frequently-asked questions.

IN 2014–15:



800,000 visits, 60,000 PDF downloads and 1.5 million page views at heretohelp.bc.ca



staff and volunteers supported **nearly 600 requests for help** via email

“*Thank you for such a fast response, you have now made me feel confident someone may actually listen and help.*” —email information requester

“*I have been working in the field of substance use for the past 10+ years and I can honestly say that the materials listed on your website are some of the best materials I've ever seen. They are simple and comprehensive.*” —HeretoHelp visitor



VISIT HERETOHELP AT HERETOHELP.BC.CA AND ON TWITTER @[HERETOHELPBC](https://twitter.com/HERETOHELPBC)

Visions Journal

A quarterly theme-based magazine, *Visions* celebrated its 19th year in BC. The journal is written by and for people with interest in mental health or substance use including people with lived experience, their families, service providers, and policy-makers. 2014–15 saw issues produced on Finding the Right Help— Navigating the System, Mind-Body Connection, Housing: Discrimination and Inclusion, and Couples. The latter three topics were voted on by readers.

Visions continues to be widely read. All CMHA branches and members in BC receive *Visions* as part of their membership benefits. Each issue averages 6,000 online views per year, with some of the most popular ones being viewed more than 60,000 times a year. More than 15,000 people read the hard copy of the journal and more than 1,500 subscribe to the mail version of *Visions*, eVisions.

“I wanted to thank you and your team for producing such a high quality resource. I find something in practically every issue that helps me in my practice as a middle school counsellor. Please pass on my thanks and congratulations on a job well done.”

—Visions reader

“I must say that any chance I get to read a copy of the *Visions* Journal, I find it well-written, helpful and informative. My younger brother is a chronic alcoholic with an underlying mental disorder so papers like this help me to understand the challenges he faces.”

—Visions reader



➤ READ PAST ISSUES OF VISIONS OR SIGN UP FOR EVISIONS OR A FREE PRINT SUBSCRIPTION AT HERETOHELP.BC.CA/VISIONS

Beyond the Blues

Celebrating its 20th season in 2014, Beyond the Blues: Education and Screening Days is an annual mental health awareness campaign featuring a series of free community events held across BC. The point of the campaign is help people start conversations about mental well-being, mood, anxiety and risky drinking as well as when and how to get help. Attendees have the option to fill out short screening self-tests and then meet briefly with a clinician to discuss next steps. The event is about education, empowerment and connecting to local resources, not diagnosis. CMHA BC continued to partner with the Centre for Addictions Research of BC to support local event planning teams.

In 2014, there were 80 events reaching 5,648 people across BC. CMHA BC supported 50 event planners,

and events were put together by 350 volunteers and staff. Over 113,000 free educational and promotional resources distributed across BC.

Some events reached general/mixed audiences while others targeted teens, young adults, older adults, Aboriginal people, multilingual groups and new mothers.

489 people completed 1,435 screens in person and another 5,060 screens were completed online during the campaign season. Over half of those screened from an Aboriginal or ethnoracial minority group. Nearly half of screens completed by those in higher-risk and/or harder-to-reach age groups—under 25 or over 65 years old. Nearly 80,000 people have been helped over the last two decades of the project.

“ *This yearly event is my best chance to open up a dialogue on mental illness within the Aboriginal communities I serve. It is the least threatening, and I get the best results every year. This is an invaluable service to me.* ” —2014 event planner

“ *My screening was most impactful. The one-on-one with a clinician...was very satisfying. It helped me to acknowledge, confirm, and celebrate my strides along this healing journey. I love my transformation towards balance.* ” —2014 event participant



Mental health information table at a Fraser Valley Aboriginal event with an Aboriginal medicine wheel-themed prize wheel



Participant at the Selkirk College event taking mental health info resources from the colourful display table

➤ **READ THE 2014 BEYOND THE BLUES FINAL REPORT AT
HERTOHELP.BC.CA/BEYOND-THE-BLUES**

While you're there, take a screening self-test, watch an orientation video on hosting an event, or find details on 2015 events

HEALTHY MINDS | HEALTHY CAMPUSES

Healthy Minds | Healthy Campuses supports BC campuses in developing networks, activities and policies to promote mental health and healthier relationships with alcohol and other drugs among post-secondary students. It engages students, counsellors, faculty, staff, senior administrators and community leaders to share experiences and resources, discuss strategies and emerging practices, make sense of theory and research, and explore new ideas. The initiative is led by CMHA BC in collaboration with the Centre for Addictions Research of BC on behalf of the BC Partners for Mental Health and Addictions Information.

Key highlights of Healthy Minds | Healthy Campuses' activities throughout 2014–15 include:

- Hosting a Social Learning and Launch Event, “Connecting Stakeholders and Change Makers from BC Post-Secondary Institutions,” which sold out to 90 people from 18 BC post-secondary institutions.
- Hosting the first-ever ever Provincial Student Event, “Mapping a Healthy Post-Secondary Culture: Knowledge Exchange and Strategic Planning for Provincial Group.” The event was co-planned by a working group within the emerging Student

Leaders and Recent Alumni group and saw 70 students representing 15 BC campuses.

- Co-planning and facilitating a half-day engagement event and capacity building workshop at Capilano University and North Island College.
- Co-organizing a sold-out webinar, “Creating Conditions for Well-being in Learning Environments,” to 200 registrants with the Centre for Innovation in Campus Mental Health. The webinar featured Simon Fraser University’s focus on student well-being within learning environments.
- Supporting the development of stronger connections and information sharing between directors of health services at post-secondary institutions.
- Consulting with campus members on strategic initiatives, including participating on the British Columbia Institute of Technology’s new Campus Wellbeing Steering Committee.
- Strengthening the visual identity of the initiative by developing a new logo and tagline, “Creating Connections. Inspiring Change.”
- Co-planning the 2015 International Conference on Health Promoting Universities and Colleges: 10 Years After the Edmonton Charter, a conference hosted by the University of British Columbia and co-hosted with Healthy Minds | Healthy Campuses in June 2015.

“We’re in this together. It was intriguing to hear about programs/initiatives at campuses across BC. I love the concept of sharing ideas (not stealing) “steal shamelessly, share recklessly” –collaboration reduces the workload and increases effectiveness.”

“The amount of knowledge and experience from this group of students is inspiring.”

“We are surrounded by a hub of individuals creating/having the courage to step forward/make a difference. Don’t stop at any roadblocks = build resiliency.”

—Provincial Student Event participants



A participant speaking at the Provincial Student Event in front of a graphic recording of the discussion

Changing the Culture of Substance Use (CCSU) Project

In September 2012, CMHA BC, in partnership with the Centre for Addictions Research of BC and with funding provided by the Ministry of Health, launched the CCSU project with the Healthy Minds | Healthy Campuses Community of Practice.

Throughout 2014–15, the project team engaged with the eleven campuses involved by asking difficult questions, providing support and consultation, and assisting in the process of developing action plans for individual campuses towards changing the culture of substance use. A series of evidence-based guides promoting safer use on campus are continuing to be developed with the community’s input.

Key highlights of the CCSU Project throughout 2014–15 include:

- Hosting a webinar, “Low Risk Alcohol Use on Campus: Balancing Our Thinking Around Drinking.”
- Offering a webinar, “Low Risk Cannabis Use on Campus: Putting the Pieces Together.”
- Presenting at the Engagement Scholarship Consortium and offering a webinar, “Using the Art of Motivation to Create Healthier Campus Communities.”
- Hosting a morning session for CCSU participants to share stories of culture change on their campuses as a result of their work in the project.
- Launching a brand new website and online community to increase awareness of Healthy Minds | Healthy Campuses, increase access to resources and significantly enhance ongoing information knowledge exchange between community of practice members.
- Facilitating a webinar, “Using Food and Dialogue to Create Connections” with presenters from Selkirk College, Simon Fraser University and Vancouver Island University.
- Distributing 9 grants to post-secondary institutions in the areas of situational assessment, campus athletics, residence, community engagement, international student engagement and social norms to develop innovative knowledge products to be shared across institutions.



Healthy Minds | Healthy Campus new website, healthycampuses.ca, was launched in 2014–15

“The online community platform has potential to be like an inspirational dynamic resource farm ... where idea seeds can be planted and programs harvested.”

—Social Learning and Launch Participant

[JOIN THE HEALTHY MINDS | HEALTHY CAMPUSES COMMUNITY AT HEALTHYCAMPUSES.CA](http://healthycampuses.ca)

CONNECTING THE DOTS

Connecting the Dots was an innovative project funded by the Public Health Agency of Canada that ran from 2010 to 2015. The project sought to improve the mental well-being of urban (off-reserve) Aboriginal youth. Connecting the Dots was led provincially by CMHA BC and the BC Association of Aboriginal Friendship Centres and led locally by Aboriginal Friendship Centres and CMHA branches in Kelowna, Port Alberni and Quesnel.

In the last year of the project, each community continued to offer programs, events and other interventions to address the risk and protective factors previously identified in their communities.

Below are just a few examples of interventions offered in each community:

- Quesnel—trust-building circles between Elders and local service providers, traditional teaching/parenting sessions
- Port Alberni—family cultural camps, honouring ceremonies to recognize youth strengths
- Kelowna—food-skills training bringing youth, nutrition, and traditional foods together, and a family course designed to address attachment and cultural belonging

The interventions were diverse and locally tailored but all had in common that they addressed mental well-being through the lens of Aboriginal culture, belonging, family relationships, bringing youth and Elders together, and mind and body together.

With 2014–15 being the final year of the project, a large focus was evaluation. After analyzing five years' worth of data and conducting additional site visits and focus groups, the external evaluators found evidence that the project as a whole contributed to the following outcomes:

- Improved knowledge of risk and protective factors related to wellness for youth
- Improved knowledge of communities' history and culture
- Improved sense of cultural pride
- Increased connection to community/culture
- Increase use of culture within agencies/organizations
- Improved family relationships/bonding
- Improved parenting knowledge and skills
- Improved self-esteem and self-confidence
- Elders guiding and contributing their knowledge
- Elders and youth having a sense of trust
- Service providers increased their knowledge of the capacity and resources within the community
- Strengthened community partnerships to support wellness interventions

THROUGHOUT 2010–15, CONNECTING THE DOTS REACHED:

3,043 youth and family members

1,474 practitioners, service providers and professionals

1,145 other community members

142 policy-makers

“Every time we come together it feeds, it creates community, it creates bonding and it instills hope.” —intervention participant

➤ VISIT CMHA.BC.CA/CONNECTINGTHEDOTS to see the final report, a journey map, a short video showcasing successes in one of the communities, and other resources around Aboriginal mental health promotion



Aboriginal youth participating in a fun activity at Quesnel's Culture Camp

BLUE WAVE

Blue Wave is CMHA BC's youth mental health program which began as a foundation run by a couple from Langley who lost their teenage daughter, Janice Lee, to suicide, then gifted to CMHA BC in May 2013. Many BC youth are struggling with mental health and substance use problems, and Blue Wave is working to provide youth with skills and support to face challenges in their lives.

Blue Wave offers two main programs—Living Life to the Full for Youth and the Janice Lee Blue Wave Bursary. \$52,000 in grants and donations was raised to help deliver the two programs during the year.

Living Life to the Full for Youth

In early 2014, Blue Wave adapted CMHA BC's successful Living Life to the Full course for use with youth. In summer 2014, five pilot courses were delivered in Delta, Cranbrook, Burnaby and Victoria with youth ages 13–18. 30 participants completed the course and their feedback was analyzed by an independent researcher. The course was found to be very effective:

- Participants' self-reported well-being improved after completing the course
- 100% agreed that overall the course was useful to them and would be likely to recommend the course to another young person
- 93% found the course fun and interactive

After the pilot, Blue Wave improved the course using youth and facilitator feedback and trained an additional five young people ages 20–25 to deliver the course

“ I learned how to feel better straight away, how to feel happier, how to solve problems, how to control anger, how to be more active, how to be more positive.”

“ This course has given me the tools and resources I need to help myself feel better and improve my overall quality of life.”

—Living Life to the Full for Youth course participants



VISIT BLUEWAVEBC.CA TO LEARN MORE ABOUT THE PROGRAM

alongside experienced adult facilitators. Given the success of the pilot courses, more courses are planned for spring and summer 2015.

The Living Life to the Full for Youth course is proudly supported by Vancouver Foundation and Coast Capital Savings.

Janice Lee Blue Wave Bursary

The Janice Lee Blue Wave Bursary is a bursary for BC youth under 19 years old who have experienced a significant mental health or substance use problem and wish to continue on to higher education. In Spring 2014, three youth recipients were chosen, each receiving \$700. Volunteers from Blue Wave's bursary review panel gave their time to mark and discuss the applications. Letters of hope and encouragement—asked from each applicant—are posted on the Blue Wave website anonymously to support youth who are still struggling.

Bursary Recipients

- **Katie** will be going to Douglas College to get a degree in Child and Youth Care with a specialization in Child Welfare.
- **Miranda** is passionate about Global Health and intends to study for a Bachelor of Arts in Health Sciences at Simon Fraser University.
- **Robyn** would like to be a teacher or a lawyer. She is studying General Arts at the University Of BC.

In 2014, the Janice Lee Blue Wave bursary was supported by the Hamber Foundation.



Newly trained young adult facilitators for 2015 wearing the 'Wow' glasses used in the course

BURSARIES AND SCHOLARSHIPS

Lorne Fraser Educational Bursaries and Scholarships

Each year, the Lorne Fraser Educational Fund awards several bursaries to people with a mental illness to help further their pursuit of post-secondary education. Continuous Learning Bursaries worth \$700 each are based on the annual interest of the fund and are awarded for the fall term of each year. In addition to the bursary program, two Scholarships for Mental Health Promotion—worth \$1,000 or \$2,000—are annually awarded to two current post-secondary students living with mental illness, whose educational and career goals are related to mental health promotion.

In 2014–15, over 80 applications were received for the Lorne Fraser Educational Fund awards. Over 150 British Columbians have been helped by the fund since it was started in 1982 by Lorne Douglas Fraser.

- **\$2,000 Scholarship: Katherine (Vancouver)**
 - » Career Goal: Psychiatrist for Rural Populations and Art Therapist
 - » School of Choice: University of British Columbia
 - » Program: Bachelor of Arts, Double Major Psychology and Visual Arts
- **\$1,000 Scholarship: Nicole (Vancouver)**
 - » Career Goal: Mental Health Support Worker for Youth
 - » School of Choice: Douglas College
 - » Program: Child and Youth Counselling Care

“ *I cannot begin to thank you and CMHA for selecting me as one of the Lorne Fraser award recipients. I was planning to take a hiatus from studies because I could not afford the tuition for fall and was very saddened by the situation. I cannot begin to find adequate words to elucidate the relief I felt after receiving your email and realizing I can indeed continue with my studies and portfolio ... I am so happy you are supporting me on my journey to contribute to society on many levels.*”

—2014 Lorne Fraser Award Recipient

- **\$700 Bursary: Dhana (Victoria)**
 - » Career Goal: Exercise Physiologist
 - » School of Choice: Camosun College
 - » Program: Bachelor of Sport and Fitness Leadership
- **\$700 Bursary: Laura (Victoria)**
 - » Career Goal: Working with children in early childhood who have extra support needs
 - » School of Choice: University of Victoria
 - » Program: Child and Youth Care degree
- **\$700 Bursary: Jenny (Vancouver)**
 - » Career Goal: Freelance Illustrator
 - » School of Choice: Langara College
 - » Program: Certificate in Commercial Illustration
- **\$700 Bursary: Julie (Vancouver)**
 - » Career Goal: Altering and Clothing Construction Services
 - » School of Choice: Vancouver Community College
 - » Program: Pattern Drafting and Garment Construction Certificates
- **\$700 Bursary: Katya (Surrey)**
 - » Career Goal: Work in the field of Social Welfare and Economic Development
 - » School of Choice: Simon Fraser University
 - » Program: Master of Arts in International Relations

LGM Continuous Learning Bursary

LGM Financial Services Inc. recognizes the importance of health and wellness in the workplace. The LGM Continuous Learning Bursary launched in 2014 to help empower individuals with mental health and substance use issues who are passionate about continuous learning.

A bursary worth \$800 is awarded annually to an individual living in BC with a mental illness or substance use problem. The selected candidate must enroll or already be enrolled at Athabasca University to complete a distance education course.

The 2014 LGM Continuous Learning Bursary went to Lindsay from Kelowna. She aims to pursue a career as a health care consultant and patient safety supervisor via Athabasca University's Management Course for Arts Degree Program at the University Of Manitoba.

NANCY HALL PUBLIC POLICY LEADERSHIP AWARD

Moms Like Us was the 2014 recipient of an award named for revered mental health advocate Dr. Nancy Hall, the Dr. Nancy Hall Public Policy Leadership Award. The award was presented in September 2014 by Agnes Hall, Dr. Hall's mother and Judy Moore, Chair, CMHA BC board of directors at the 61st Annual General Meeting in Vancouver.

Moms Like Us is a recently-founded group, but has galvanized impressive support and engagement with policy-makers in Victoria and beyond around their vision to develop an internationally accredited clubhouse for adults with mental illness. With grassroots organizing, passionate presentations, and through connections with organizations who advocate for people living with mental illness, Moms Like Us has generated important dialogue and planning in Victoria about the continuum of adult psychosocial rehabilitation services. In keeping with the late Dr. Nancy Hall's own words, they have "pumped up the volume" in their formidable advocacy to make Victoria a place where "more people living

with mental illness can experience respect, hope, and an opportunity for fulfillment."

Past winners of the award include The BC Aboriginal Network on Disability Society and From Grief to Action (2014), Paola Ardiles, Stephen Smith, and Doctors of BC (2012) and Michael Schratte (2011).

The Dr. Nancy Hall Public Policy Leadership Award is awarded annually by CMHA BC. The award honours the spirit of the late Dr. Nancy Hall, who acted as a key advisor, consultant, and friend to CMHA BC for more than 15 years and was also the BC government's Mental Health Advocate from 1998 to 2001. She passed away in March 2011.



moms like us
VICTORIA BC

National Strengthening CMHA Award

The Strengthening CMHA Award is presented as part of CMHA National's award program to a CMHA division or branch or to a staff member or volunteer who has provided inspirational leadership, innovation and excellence within CMHA related to the collective goals and core functions of CMHA's national strategic plan. The award honours the long and rich history of CMHA and the collaborative efforts of all CMHA locations across the country to achieve its shared vision of mentally healthy people in a healthy society.

The 2014 award went to CMHA BC CEO Bev Gutray for providing inspirational leadership, creating innovative and award-winning programs and services and in doing so, strengthening CMHA and advancing its strategic goals.



Peter Coleridge, CMHA National CEO, presenting Bev Gutray, CMHA BC CEO, with the 2014 Strengthening CMHA award. Congratulations to Bev for your tireless work, wholehearted commitment to CMHA, and your dedication to supporting the health and well-being of all!

BOTTOM LINE CONFERENCE: FEBRUARY 24 + 25, 2015

CMHA's annual National Bottom Line Conference brings together business leaders, union representatives, policy-makers, researchers, and workers to improve mental health in Canadian workplaces. Over its 12 years, the Bottom Line Conference has stayed true to CMHA's core value of including the voice of people with lived experience of mental illness, namely, in the form of employer success stories or champions in the workplace.

The theme of Bottom Line 2015 was "In the eye of the storm: Lessons from the front line," which invited front line workers to share their experiences and insights into how to better protect the psychological health of employees. Employers also spoke on successful strategies they had implemented for protecting psychological health on their front lines. The sold-out conference left 370 delegates inspired and emotionally connected to the need for change.

BOTTOM LINE COMMUNICATIONS HIGHLIGHTS:



586 tweets using the hashtag #BottomLine15



2,153 subscribers to Bottom Line Conference e-news



15,815 visits to the conference website



5 notable media stories including profiles and interviews with speaker JP Phaneuf in the Chilliwack Times and CKNW, as well as interviews with Lt. Gen Roméo Dallaire on the CBC, CTV, CKNW and Radio-Canada

- “Amazing and informative conference. Well organized. Great selection of speakers and well-facilitated panel. I will be back next year!”** —conference delegate
- “One of the best conferences I've attended. Pace was good, just enough breaks, stayed on time. Excellent job!”** —conference delegate
- “The 2015 Bottom Line Conference put on by CMHA was mind blowing. I think that as a society we have done a good job of raising awareness about mental health, but we are lacking the general understanding when it applies to mental health in the workplace. The stigma that people feel (perceived or real) can be as debilitating as the illness itself. Keeping connected and open with staff as they face life's challenges is more important than we believe. If we keep the dialogue open we can step in earlier and seek assistance so that employees feel supported through the process of healing.”** —conference delegate
- “Two days after the conference, we had a team meeting dedicated towards mental health and the conversations and discoveries were amazing. Peer support is all around you, the door just needs to be opened to make everyone feel safe in their environment. The sharing after our meeting blew my mind ... if you build it they will come ... non stop. Staff are aware and understanding of each others' struggles and how we can support each other.”** —conference delegate

Delegates identified a number of highlights, including the presentation by the well-known human rights champion, Lieutenant-General Roméo Dallaire and the final keynote of the day, Stéphane Grenier, both of whom served in Rwanda together.

Another highlight of the conference was the lunch awards presentation that included a musical introduction to the National Standard of Canada for Psychological Health and Safety in the Workplace by Engagement Unlimited. Hosting a musical was a first for the Bottom Line Conference, and the video recording that was produced will be used to educate Canadians about psychological health and safety for years to come.

On February 25, conference attendees spent the day learning practical skills to improve mental health in their own organizations. Topics ranged from learning how to implement The National Standard, to discussing the relationship between human rights, discrimination and mental illness.

On February 25, conference attendees spent the day learning practical skills to improve mental health in their own organizations. Topics ranged from learning how to implement The National Standard, to discussing the relationship between human rights, discrimination and mental illness.

AS A RESULT OF THE CONFERENCE:



84% of delegates felt inspired to take action to improve psychological health in their workplace



100% said they increased their understanding of how to achieve psychological health in the workplace



99% would recommend the conference to a friend



95% rated the conference, and **98%** rated the conference theme as very good or excellent



Lt. General Roméo Dallaire captivated conference delegates with his presentation



A stirring moment from Engagement Unlimited's musical performance of Canada's National Standard

The Bottom Line Conference is made possible with the help of its generous sponsors. Sincere thanks go to all the conference supporters for helping to promote mental health in the workplace.



READ THE FULL BOTTOM LINE 2015 FINAL REPORT AT BOTTOMLINECONFERENCE.CA

SUPPORTING CMHA BRANCHES IN BC

CMHA's Collective Impact in BC

In 2014, a survey gathered key information from CMHA branches in BC about the difference being made in maintaining and improving the mental health of British Columbians.

2015–15 HIGHLIGHTS OF CMHA BRANCHES' COLLECTIVE IMPACT AND REACH IN BC:

100,000+ people helped in over 100 BC communities

7,785 children and youth supported in over 30 different programs

479,981 meals served through 40 over different meal programs

15,000+ people helped through housing, housing support services and homelessness outreach

employment support provided to over 4,000 people through social enterprises, transitional employment programs, and other vocational services

Imagine Canada Accreditation

On March 16, 2015, CMHA BC earned accreditation under Imagine Canada's national Standards Program, a process that began in 2013. The program is a rigorous, peer-reviewed process based on a nation-wide set of shared standards for charities and non-profits. The 73 standards are designed to strengthen practices in five fundamental areas: board governance; financial accountability and transparency; fundraising; staff management; and volunteer involvement. With this achievement, CMHA BC joins a growing community of 150 organizations across Canada dedicated to operational excellence. CMHA branches in BC have committed to achieving accreditation by 2016.

Board Development Conference

CMHA BC hosted the first CMHA Board Development Conference in September 2014. 44 board members representing 16 BC CMHA branches came together to focus on strengthening governance, board development and organizational health. The conference provided an invaluable opportunity for new and long-time board members to learn from leading philanthropic and non-profit expert, Faye Wightman. Board members also had the chance to network and learn from each other as peers and volunteer leaders.

As a result of the conference:

- 94% of participants reported their confidence as a board member increased
- 97% reported planning to use the information presented at the conference in their roles
- 100% of board members said yes to another conference



(left to right) Conference facilitator Faye Wightman, CMHA BC board chair Judith Moore and CMHA North and West Vancouver board chair Hari Suvarna

Branch support

In the summer of 2014, CMHA BC provided direct management services to CMHA Kamloops during a time of transition at the request of the branch's board of directors. Following this temporary period of support, CMHA Kamloops has recruited additional board members, an executive director, and has engaged in a renewed strategic planning process.

After a long history serving Victoria, the CMHA Victoria board of directors made the difficult decision to dissolve as a society. As of 2015–16, the region is served by CMHA BC directly. CMHA BC acknowledges the contributions of all those involved in CMHA Victoria’s work over the years.

Victoria Branch

Enjoy Your Baby and Living Life to the Full for Youth

CMHA Victoria launched a pilot for new moms called Enjoy Your Baby in Victoria in October 2014. This four-week program was designed for new mothers—with babies from 1 to 14 months of age—experiencing mild to moderate depression with our without stress or anxiety and who may be at risk for postpartum depression. The pilot was attended by eight mothers and their babies. All moms reported they would recommend the program and felt they gained some valuable tools to help manage the challenges of being a new mom.

CMHA Victoria also offered three Living Life to the Full for Youth courses in 2014–15 at Spectrum Community School, Victoria High School and Artemis Girls Alternative School over a period of 6–8 weeks. Most students reported that they would recommend the course to a friend. This was the second program offered at Victoria High School and they hope to offer it as part of their psychology class in winter 2016. The course will also be offered to Pacific Christian School in October 2015 as part of their peers class.

Clubhouse Development

To help build services in Victoria, we developed a partnership with Moms Like Us, a dedicated group of parents passionate about expanding services in Victoria to meet the needs of older youth and adult children. Together, we are working to establish a standards-based Clubhouse that embraces the values of a supportive community. The Clubhouse is about people working together to achieve a common goal. Much of recovery is about friendships, employment that matters, completing education or training and strengthening family relationships. Program development will begin with, and be informed by, an examination of the literature concerning psychosocial rehabilitation services in Greater Victoria. The project is co-funded by CMHA BC and Vancouver Island Health Authority, with the support of many local champions. We wish to recognize the Mayor of Victoria, Lisa Helps, for her commitment in promoting this new service.



Jackie Powell, founder of Moms Like Us

INFLUENCING POLICY

CMHA BC has continued to work across a number of core public policy priorities and community-based research projects during 2014–15, including:

- Managing a provincial project designed to support best practice in the areas of privacy, confidentiality, and information sharing with and for young people, their family members, and their service providers. This project specifically focused on resources and was sponsored by the Ministry of Health. Having received additional funding, CMHA BC will lead a knowledge translation initiative to continue this work in 2015–16.
- Managing a provincial project that aims to support system transformation to provide coordinated care for adults who are involved with the justice system and live with a mental health and/or substance use problem on behalf of the Ministries of Health and Justice. CMHA BC conducted research and consulted with health and corrections staff and people with direct experience of incarceration and a mental health and/or substance use problem to inform the project’s priorities and recommendations. This project will be complete in 2015–16.

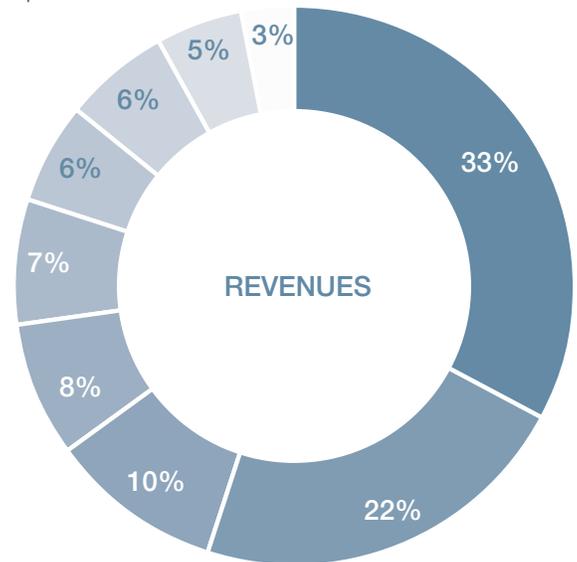
- Managing a provincial project focused on improving the interfaces between people with mental illness and/or substance use problems at key interfaces with police services on behalf of the Ministries of Health and Justice and Vancouver Coastal Health Authority.
- Crafting media releases, participating in media interviews, and providing commentary on emerging issues and events, such as Mental Health Week and police interactions with people experiencing mental health and/or substance use problems.
- Preparing submissions to provincial government committees. For example, a presentation and a written submission were prepared for the Select Standing Committee on Children and Youth. A written submission was also prepared for the Select Standing Committee on Health and the Select Standing Committee on Finance and Government Services during the budget consultation process in 2013–14.
- Participating in provincial policy committees. For example, CMHA BC sits alongside members of the Disability Without Poverty Network at the Supporting Increased Participation Committee with the Ministry for Social Development and Social Innovation.
- Participating in a number of strategic government and community consultations, including healthy food and nutrition, psychosocial rehabilitation, and primary health care reform.
- Participating in provincial steering committees. For example, CMHA BC is a member of the Child and Youth Mental Health and Substance Use Collaborative Steering Committee.
- Presenting at strategic public policy events and providing systems-level advocacy. For example, CMHA BC has been active in systems-level advocacy related to the omission of personal mental health information from Police Information Checks and changes to the Health Professions Act related to mandatory reporting requirements for health professionals living with mental illness and/or addictions.
- Providing public policy support and consultancy for internal and external stakeholders.

External Committees, Representation, and Consultation

- BC Alliance on Mental Health/Illness and Addiction
- BC Collaborative for Health, Productivity and Disability Prevention
- BC Healthy Living Alliance—Working on Wellness Policy Advisory Committee
- BC Mental Health and Substance Use Provincial Health Literacy Network
- Child and Youth Mental Health and Substance Use Collaborative Steering Committee
- Communities That Care Network
- Community Action Initiative
- Community Partners Council for Integrated Primary and Community Care
- First Call: BC Child and Youth Advocacy Coalition
- Impact BC Board of Directors
- Pan-Canadian Steering Committee for Mental Health Promotion and Mental Illness Prevention
- Patient Voices Network Peer Coaching Advisory Committee
- Patients as Partners Evaluation Committee
- Provincial Healthy Eating Strategy Leadership Council
- Representative for Children and Youth with Special Needs Advisory Committee
- Select Standing Committee on Health
- Self Management Support Working Group
- Social Inclusion Knowledge Exchange Working Group
- Supporting the Increased Participation of People with Disabilities Table (former Disability Without Poverty Network)
- Vancouver Board of Trade, Workplace Mental Health Committee

FINANCIALS

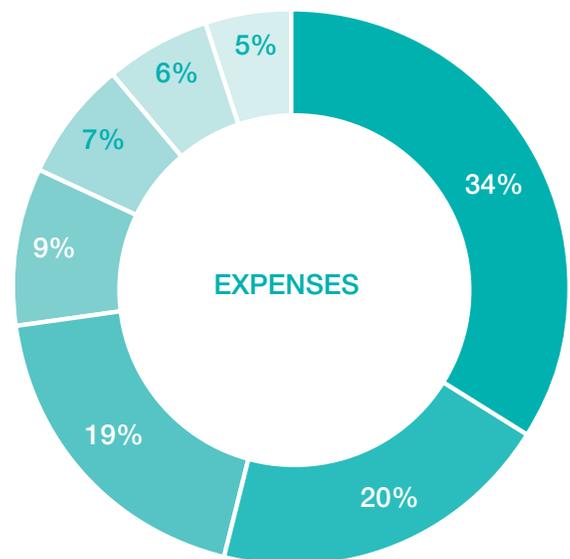
- Fee for Service—BC Ministry of Health
\$2,370,000
- Grants—Ministry of Health, Ministry of Children and Family Development
\$1,569,000
- Grants—Provincial Health Services Authority
\$753,000
- Donations, bequests and sponsorships
\$583,000
- Grants—Public Health Agency of Canada
\$504,000
- Fee for Service—other
\$427,000
- Grants—other
\$423,000
- Other income
\$399,000
- Registration fees
\$238,000



\$7,266,000

total revenue

- Bounce Back™
\$2,372,000
- Parenting Programs / Confident Parents: Thriving Kids
\$1,336,000
- Core programs (education, policy, communications, Living Life to the Full, sustainability, administration)
\$1,410,000
- BC Partners communications and projects
\$678,000
- Connecting the Dots
\$504,000
- Workplace Services
\$397,000
- Projects and Administered Programs
\$357,000



\$7,054,000

total expenses

BOARD OF DIRECTORS

Judith Moore (chair)

Judith is a retired Deputy Minister of Education (Yukon) and Social Services (Saskatchewan). She has served on numerous Boards, including the Saskatoon Centennial Auditorium and Convention Centre, the Canada-Saskatchewan Agri Food Fund and Ag Infrastructure Program, and the Regina Volunteer Centre (Chair). She is active in the volunteer community in the Comox Valley.

Omar Alasaly

Omar is currently the Pharmacist-Owner of two Shoppers Drug Mart franchises, the Pharmacy Manager for one of his pharmacies and also the Vice-Chair of the Injection Drug Administration Committee for the College of Pharmacists of BC. As the BC Peers Chair for Shoppers Drug Mart, Omar serves as Chair of the Board for all elected Pharmacist-Owner Representatives in BC and as one of six Pharmacist-Owners on the National Pharmacist-Owner Board representing over 1,100 Shoppers Drug Mart Pharmacist-Owners in Canada. As a pharmacy student at UBC, Omar's internship focused on the treatment of mental health patients.

Emily Burton-Brown

Emily is a Research Assistant with NRG Research Group, where she is responsible for project management, report writing and proposal preparation for a variety of clients. She has past experience in event coordination, social media marketing and administration, and has volunteered with the Take a Hike Youth at Risk Foundation and the Canadian Cancer Society. Emily holds a Bachelor's degree in Political Science and International Relations from the University of British Columbia.

Peter A. Csiszar (vice-chair, national board representative)

Peter is a founder and partner of Harris Workplace Law. He advises and represents employers on human rights matters, collective agreement interpretation, discipline and collective bargaining strategy. He has clients in numerous sectors, including health care, food, broadcasting and education. He has won several awards, including Best Lawyers in Canada for labour and employment law. Peter has been a guest lecturer at UBC

on labour and employment topics and is a member of the Labour Law Section of the Canadian Bar Association, BC Branch

Alexa Geddes

Alexa Geddes has a Bachelor's of Science in Biology and is completing her Doctor of Medicine at the University of BC. She currently volunteers at the REACH Community Health Centre, and acts as a Research Assistant at the Centre for Applied Research in Mental Health and Addictions. Alexa's past community involvement has included founding UBC Okanagan's Peer Support Network as well as roles in research, fundraising, and leadership. She spent one year as an elected Senator with the UBC Okanagan Senate, and has previously served as Secretary and Director-at-Large for CMHA Kelowna.

Joan Hill

Joan Hill is the Director of Finance, Facilities and IT at the Canuck Children's Hospice, where she works with the CEO on strategic financial issues and monitors the day-to-day activities of the finance team. She is heavily involved with the construction and development of a second hospice, and oversees all matters related to budgeting, construction and IT. Joan holds a Bachelor's degree in Commerce from the University of Saskatchewan, and earned a Silver Medalist distinction on her Chartered Accountant Designation. She has served on several non-profit boards both locally and internationally.

Ronald Joe

Ronald is the Medical Manager of Inner City Addiction at Vancouver Coastal Health. He has over 20 years' experience treating Vancouver's Downtown Eastside and Vancouver residents and is the physician lead responsible for managing numerous services and sites. Ronald is a UBC Faculty of Medicine clinical instructor, a member of the Methadone Maintenance Committee of the College of Physicians and Surgeons of BC, and has training in and a special interest in health informatics. He is the co-chair of the Mental Health and Addiction Clinical Practice Council and the Clinical Information Coordination team in the Health Authority.

Ann Johns

Ann has been a CMHA member since 1977 and joined the CMHA BC board in 2007. She was a board member of the CMHA White Rock/South Surrey Branch since 1987. Ann is experienced in providing direct service to children, youth, families and adults as a social worker and probation officer, with an educational background in clinical social work. She is the supervisor of Ministry of Children and Family Development Provincial After Hours Program.

Barb Keith (secretary)

Barb has a Masters degree in social work and is the Vice President of the BC Association of Social Workers; she is also registered with the BC College of Social Workers. She has been a sessional instructor for the University of Northern BC and has over 20 years of experience in the addiction field, having worked in residential treatment, outpatient and support recovery in Prince George and Vancouver.

Jesse McDonald

Jesse McDonald is enrolled in the Rural Pre-Medicine Program at Selkirk College. She has spent a time in South Africa as a Project Assistant with the Sinovuyo Teen Project, which aims to develop an evidence-based parenting and teen program for HIV/AIDS-affected

youth and their families. Jesse is a current member of the Healthy Minds | Healthy Campuses initiative, and is involved with facilitating campus discussions around mental health and substance use.

Tom Morton (treasurer)

Tom joined the CMHA BC board in 2011. He is a Tax Partner at Smythe Ratcliffe Chartered Accountants who works closely with private and family-owned businesses as chair of the firm's Business Transitions Industry, co-chair of the Business Transitions niche group and member of the firm's Charity Committee. He specializes in corporate and personal tax planning to owner-managed businesses in a variety of industries.

Liz White

Liz is the Director, Group Underwriting at Pacific Blue Cross responsible for risk evaluation and pricing, strategic planning and execution, and has significant experience with change management activities. She has completed the Institute of Corporate Directors Not-for-Profit Governance Essentials program, and the Canadian Board Diversity Council's Get on Board Education Program (Introductory Series). She is a member of Pacific Blue Cross Community Connection Health Foundation board, the board for Derby Reach Brae Island Parks Association, and previously served on the board for the Canadian Association for Relief of Pain and Disability.

Committees of the Board

Finance and audit

- Tom Morton (chair)
- Joan Hill
- Emily Burton-Brown
- Judy Moore (ex-officio)
- Judy Miller (staff resource)
- Bev Gutray (staff resource)

Governance and bylaws

- Peter Csiszar (chair)
- Jesse McDonald
- Barb Keith
- Judy Moore (ex-officio)
- Bev Gutray (staff resource)

Nominating

- Ann Johns (chair)
- Willy Berger
- Sepp Tschierschwitz
- Victoria Schuckel
- Barbara Bawlf
- Judy Moore (ex-officio)
- Bev Gutray (staff resource)

Personnel

- Liz White (chair)
- Barb Keith
- Judy Moore (ex-officio)
- Bev Gutray (staff resource)

Strategic Planning

- Barb Keith (chair)
- Ron Joe
- Alexa Geddes
- Jesse McDonald
- Emily Burton-Brown
- Ann Johns
- Judy Moore, (ex-officio)
- Bev Gutray/Jonny Morris (staff resource)

Fundraising/Sponsorship

- Omar Alasaly (chair)
- Alexa Geddes
- Liz White
- Judy Moore, (ex-officio)
- Bev Gutray/Kim Findlay (staff resource)

WE'D LOVE TO HEAR FROM YOU!

Just fill out this form and send it to our office at the address below!

Canadian Mental Health Association, BC Division
1200 - 1111 Melville Street
Vancouver, BC V6E 3V6

Tel: 604-688-3234
or 1-800-555-8222 (toll free in BC)
Fax: 604-688-3236
Email: info@cmha.bc.ca

www.cmha.bc.ca

I WOULD LIKE TO SUPPORT CMHA BY:

- Signing up for CMHA's free monthly email newsletter
- Becoming a member of CMHA
 - \$20 Individual**
 - \$5 Subsidized individual
 - \$50 Organization**
- Making a donation of
 - \$200 \$100 \$50 other \$ _____
 - \$85 \$150 \$35
 - I would like this to be a monthly donation*
- Learning about volunteer opportunities at CMHA
- Learning about including CMHA in my will

I WOULD LIKE MY CONTRIBUTION TO GO TO:

- Dr. Jean Moore Endowment Fund in Child and Youth Mental Health
- Dr. Nancy Hall Speaking Up Speaking Out Endowment Fund
- Lorne Fraser Educational Fund
- CMHA BC Endowment Fund

Name: _____

Address: _____

Phone: (_____) _____ - _____ Email: _____

I would like to pay by:

- Cheque Card no: _____ / _____ / _____ / _____ 3-digit security code (CVC) _____
- VISA
- MasterCard Expiry date: _____ / _____ Signature: _____

Please do not list me as a donor in CMHA Annual Reports or donor recognition projects

Please feel secure. We only use your personal information to provide services and to keep you informed and up to date on the activities of CMHA, including programs, services, special events, funding needs, opportunities to volunteer or to give, and more through periodic contacts. If at any time you wish to be removed from any of these contacts simply contact us by phone at 1-800-555-8222 or at info@cmha.bc.ca.

We do not trade or sell our donor lists.

* For monthly donations by cheque, please send a cheque marked "void" and this completed card by mail. Your charitable receipt will include all monthly donations made, to Dec. 31st for each calendar year. You can increase, decrease, cancel or restart your monthly donation at any time by notifying us at 1-800-555-8222.

** **Memberships expire March 31 of each year.** New, non-subsidized memberships that begin between September 1 and March 31 need only pay half of the regular membership fee.



CMHA BRANCHES IN BC

CARIBOO CHILCOTIN (WILLIAMS LAKE)

250-398-8220 | www.cariboo.cmha.bc.ca

COWICHAN VALLEY (DUNCAN)

250-746-5521 | www.cowichanvalley.cmha.bc.ca

KAMLOOPS

250-374-0440 | www.kamloops.cmha.bc.ca

KELOWNA

250-861-3644 | www.kelowna.cmha.bc.ca

KOOTENAYS (CRANBROOK)

250-426-5222 | www.kootenays.cmha.bc.ca

MID-ISLAND (NANAIMO)

250-244-4042 | www.mid-island.cmha.bc.ca

NORTH AND WEST VANCOUVER

604-987-6959 | www.northwestvancouver.cmha.bc.ca

PORT ALBERNI

250-724-7199 | www.portalberni.cmha.bc.ca

PRINCE GEORGE

250-564-8644 | www.princegeorge.cmha.bc.ca

SHUSWAP-REVELSTOKE (SALMON ARM)

250-832-8477 | www.shuswap-revelstoke.cmha.bc.ca

SOUTH CARIBOO (100 MILE HOUSE)

250-395-4883 | www.southcariboo.cmha.bc.ca

SOUTH OKANAGAN SIMILKAMEEN (PENTICTON)

250-493-8999 | www.sos.cmha.bc.ca

VANCOUVER-FRASER (VANCOUVER)

604-872-4902 | www.vf.cmha.bc.ca

VERNON

250-542-3114 | www.vernon.cmha.bc.ca

VICTORIA OFFICE (CMHA BC)

250-216-4228 | www.victoria.cmha.bc.ca





Charitable Registration No. 88844 1995 RR0001

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