



ANNUAL REPORT 2014-15

www.cmha.bc.ca
1-800-555-8222

BE MIND FULL

CHAMPIONS FOR POSITIVE MENTAL HEALTH SINCE 1918

EXECUTIVE MESSAGE

Everyone is talking about mental health, mental illness and addictions—businesses, unions, faith communities, sports teams, politicians, schools, and most importantly our neighbours and communities. Through our long history of partnerships, we've helped start and foster many of those conversations. 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 our homes, schools, workplaces and communities.

Here are some of the ways CMHA BC has made a difference this year:

- We are proud to have achieved accreditation through Imagine Canada's Standards Program, demonstrating our commitment to excellence
- We launched Confident Parents: Thriving Kids, a new program that supports parents whose children are struggling with behavioural problems

- Ride Don't Hide—a National Flagship Program—grew beyond BC to become CMHA's premier fundraising event, raising over three quarter of a million dollars for mental health
- We began roll-out of our two other National Flagship Programs—Bounce Back™ and Living Life to the Full—to help people across Canada build mental health skills

You can learn more about each of these activities, and more of our accomplishments this past year in our full 2014-15 annual report at www.cmha.bc.ca.

We thank CMHA BC's board of directors, volunteers, staff and community partners, who demonstrate their dedication to making our collective vision a reality each and every day.



JM Moore.
Judith Moore,
CMHA BC
Board Chair



B Gutray
Bev Gutray,
CMHA BC
Chief Executive Officer



SHOPPERS DRUG MART
ridedonthide
Supporting Women's Mental Health

The annual bike ride hosted by CMHA branches across Canada on June 22, 2014 promoted mental health for all Canadians with the goal of ending the stigma around mental illness and raising funds for mental health programs in Canada. In BC, Shoppers Drug Mart came on as the provincial Title Sponsor for the second year in a row, raising \$150,194 to support mental health programs for women and their families.

13 rides in BC

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

1 ride in Alberta

- Calgary

1 ride in Saskatchewan

- Regina

5 rides in Ontario

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

RIDE DON'T HIDE ACROSS CANADA:

\$ raised
\$755,478

saw **3,511**
cyclists

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



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



NATIONAL FLAGSHIP PROGRAMS

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 an instructional DVD with practical tips on recognizing and dealing with depressive symptoms, as well as 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.

IN 2014-15:

4,806 coaching referrals made from **nearly 800 clinics**

19,089 DVDs distributed

88% of participants saw reduced depression severity

participants' **depression and anxiety symptoms were reduced by half**

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. It was designed by Dr. Chris Williams, a UK psychiatrist and international expert in cognitive-behavioural therapy.

The course 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.

Living Life to the Full was successfully delivered in a pilot to 375 older adults (50+) in 16 Ontario community locations. As well, a course called Enjoy Your Baby developed in 2014 by Dr. Chris Williams, was piloted in seven locations across BC, reaching over 50 new mothers.

IN 2014-15:

over 100 courses offered, helping an estimated **1,200 people**

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

CONFIDENT PARENTS: THRIVING KIDS

Confident Parents: Thriving Kids is a phone-based coaching service delivered free of charge to BC parents in the comfort and privacy of their own homes at times convenient to them. 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.

The program is offered in partnership with Implementation Sciences International Inc. with funding provided by the Province of British Columbia.

IN 2014-15:

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

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

BLUE WAVE YOUTH MENTAL HEALTH PROGRAM

Blue Wave 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 2013. Blue Wave provides 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 programs in 2014-15.

Living Life to the Full for Youth

Blue Wave's adapted Living Life to the Full course for youth piloted five courses in four BC communities with 30 youth ages 13-18. The course was found to be very effective. 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 alongside experienced adult facilitators.

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

The Janice Lee Blue Wave Bursary is for BC youth who have experienced a significant mental health or substance use problem and wish to continue on to higher education. In 2014, three youth recipients were chosen, each receiving \$700.

BOTTOM LINE CONFERENCE – FEBRUARY 24 + 25, 2015

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.

Highlights of the sold-out conference included the presentation by 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.

The lunch awards presentation 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.

Lieutenant-General Roméo Dallaire



Engagement Unlimited

370 DELEGATES ATTENDED BOTTOM LINE 2015:

-  **84%** felt inspired to take action to improve psychological health in their workplace
-  **95%** rated the conference as very good or excellent
-  **100%** reported better understanding how to achieve psychological health in the workplace
-  **99%** would recommend the conference to a friend

“Amazing and informative conference. Well organized. Great selection of speakers and well-facilitated panel. I will be back next year!”
—conference delegate

HEALTHY MINDS | HEALTHY CAMPUSES

Healthy Minds | Healthy Campuses supports BC campuses in promoting mental health and healthier relationships with alcohol and other drugs among post-secondary students. 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.

2014–15 highlights

- Hosting a Social Learning and Launch Event which sold out to 90 people from 18 BC post-secondary institutions.
- Hosting the first-ever ever Provincial Student Event which 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 to 200 registrants with the Centre for Innovation in Campus Mental Health.
- Co-planning the 2015 International Conference on Health Promoting Universities and Colleges, hosted by the University of British Columbia.
- Strengthening the visual identity of the initiative by developing a new logo and tagline, “Creating Connections. Inspiring Change.”

BURSARIES AND SCHOLARSHIPS

Lorne Fraser Educational Bursaries and Scholarships

Each year, the Lorne Fraser Educational Fund awards several Continuous Learning Bursaries worth \$700 each to people with a mental illness to help further their pursuit of post-secondary education. In addition, 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, the \$2,000 scholarship went to Katherine (Vancouver) and the \$1,000 scholarship went to Nicole (Vancouver). Five \$700 bursaries were awarded to: Dhana (Victoria), Laura (Victoria), Jenny (Vancouver), Julie (Vancouver) and Katya (Surrey).

The LGM Continuous Learning Bursary

This bursary was launched in 2014 by LGM Financial Services Inc. and is administered by CMHA BC. The bursary is worth \$800 and is awarded annually to a person 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 aims to pursue a career as a health care consultant and patient safety supervisor.

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

BOARD OF DIRECTORS

- Judith Moore (chair)
- Omar Alasaly
- Emily Burton-Brown
- Peter A. Csiszar (vice-chair, national board representative)
- Alexa Geddes
- Joan Hill
- Ronald Joe
- Ann Johns
- Barb Keith (secretary)
- Jesse McDonald
- Tom Morton (treasurer)
- Liz White

CMHA'S FUNDS

CMHA BC ENDOWMENT FUND

A fund established with the Vancouver Foundation, the largest community fund in Canada. CMHA BC'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.

\$353,793
market value of the fund as of March 2014

DR. JEAN MOORE ENDOWMENT FUND IN CHILD AND YOUTH MENTAL HEALTH

Honouring 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 the lives of children and youth living with or at risk for mental illness.



\$58,232
market value of the fund as of March 2014

Learn more and donate at www.cmha.bc.ca/donate

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. The fund supports CMHA's 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.



\$129,262
market value of the fund as of March 2014

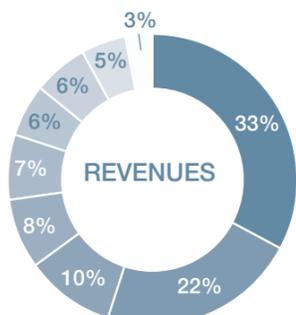
LORNE FRASER EDUCATIONAL FUND

Providing bursaries and scholarships to help people with mental illness achieve their post secondary goals. 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.

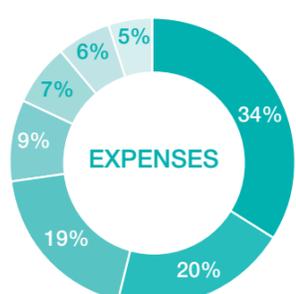


\$201,146
market value of the fund as of March 2014

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