

**BOUNCE BACK:  
RECLAIM YOUR HEALTH®  
ANNUAL REPORT 2014-2015**



**BE MIND FULL**

CHAMPIONS FOR POSITIVE MENTAL HEALTH SINCE 1918



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



**BRITISH  
COLUMBIA**



## Annual report 2014–2015

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## Program background

Bounce Back<sup>®</sup> is a free skill-building program for adults experiencing low mood or stress with or without anxiety. It offers two forms of evidence-based self-help:

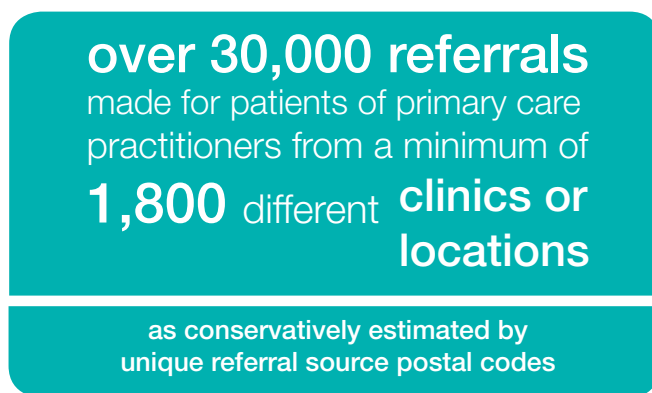
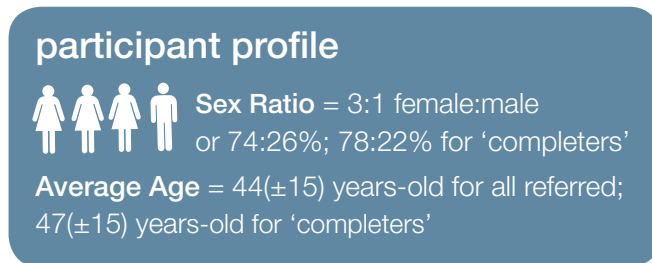
1. An instructional DVD with practical tips on recognizing and dealing with depressive symptoms
2. A series of educational workbooks with telephone-coaching to reinforce the application of cognitive-behavioral strategies for overcoming difficulties such as inactivity, avoidance, worry, and unhelpful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

Bounce Back: Reclaim Your Health<sup>®</sup> is an evidence-based core program of the Canadian Mental Health Association (CMHA) in BC. It is funded by the BC Ministry of Health, Integrated Primary and Community Care. Resources and referrals are accessible via BC Family Physicians and Nurse Practitioners.

## BC overview

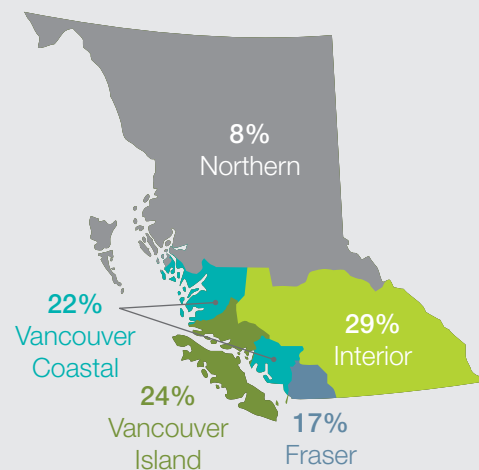
### Program parameters

Since Bounce Back<sup>®</sup>'s inception in June 2008:



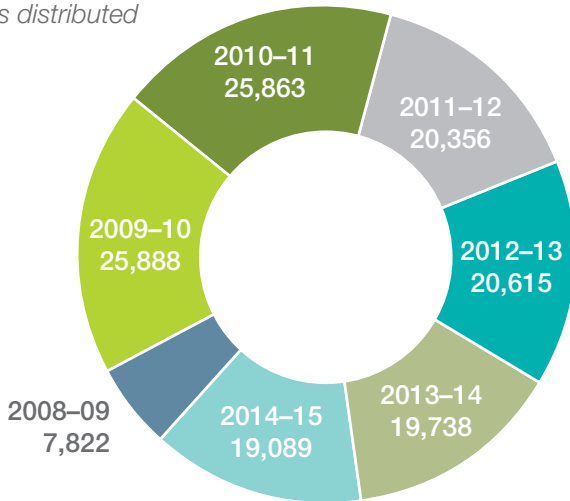
### Regional referrals

Bounce Back<sup>®</sup> Referral Distribution  
(total for April 1, 2014–March 31, 2015 = 4,492)

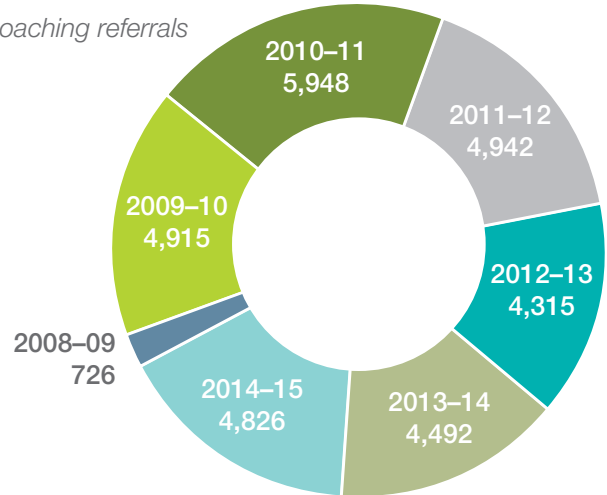


# People served

DVDs distributed



Coaching referrals



## Wendy's story

My involvement with Bounce Back began after I found myself struggling to cope with anxiety and feeling overwhelmed. As a solopreneur in a ministerial and teaching role, a personal challenge transformed into an anxiety condition that I couldn't "make go away."

After multiple doctor appointments with physical pain I didn't understand and bursting into tears in my appointments, it was clear I needed more assistance than she could provide. She asked me if I had heard of Bounce Back and explained it to me, after which I asked to be referred to it.

As a professional in the community, I valued the opportunity of a confidential service that was both educational and supported with coaching. That it was a free service for me was also a de-stressor.

Working with Bounce Back materials, which I found very easy to read and understand, I was able to work at my own pace. With the regular support of my Bounce Back community coach, I learned how to take charge of my thoughts and emotions, set manageable goals, be more gentle with myself, and to deal with the anxiety I was experiencing—and to move forward in my life in a very satisfactory manner. As well, I could relate with the examples used in the materials, which helped me to feel less alone in the challenges I was experiencing.

Each week, I found myself feeling stronger and my confidence grew. My coach validated my actions and progress and kept me on track with my action items. As well, I have the Bounce Back materials for ongoing reference when I require them to help remind me of my personal power, to choose what works for me, and how I can do it with success.

I don't think the majority of people feel comfortable asking for help when struggling mentally or emotionally. Thanks to the work of Dr. Chris Williams, the author of the Bounce Back materials, and CMHA working as a team, Bounce Back offers professionals and non-professionals confidential access to mental health support, and support to return to being contributing members of our communities and living a higher quality, conscious life.



## Participant materials

Bounce Back® offers two levels of evidence-based, structured, cognitive-behavioural self-help for those with mild-moderate depression with or without anxiety.

1. Psycho-educational DVD (over 130,000 distributed since 2008)
2. Workbooks with telephone coaching (over 39,000 referrals since 2008)

The program provides instruction in CBT strategies, known to be an effective intervention for depression and anxiety. With reading ages between 11 and 14, each workbook has been designed to offer essential jargon-free information and provides carefully sequenced questions designed to bring about changes in how the person thinks, and what they do, in order to improve how they feel. The first two workbooks must be undertaken as part of the program, then the participant can choose personally-relevant workbooks for the remainder of the program. The course offers a clear model of intervention based on the Five Areas Approach developed by Dr Chris Williams.

Bounce Back® is in the process of updating participant workbooks and DVDs to ensure that they continue to meet the needs of program users. The updates were based on direct feedback from program participants, the Bounce Back® participant advisory committee, the program materials licensor (Five areas—Chris Williams) and CMHA teams.

## Accessibility alternatives

To increase accessibility, Bounce Back® also has a selection of brief 'little booklets' to choose from:



*Brief 'little format' booklet with less text*



*Cantonese versions and coaching also available*

## Bounce Back® sites

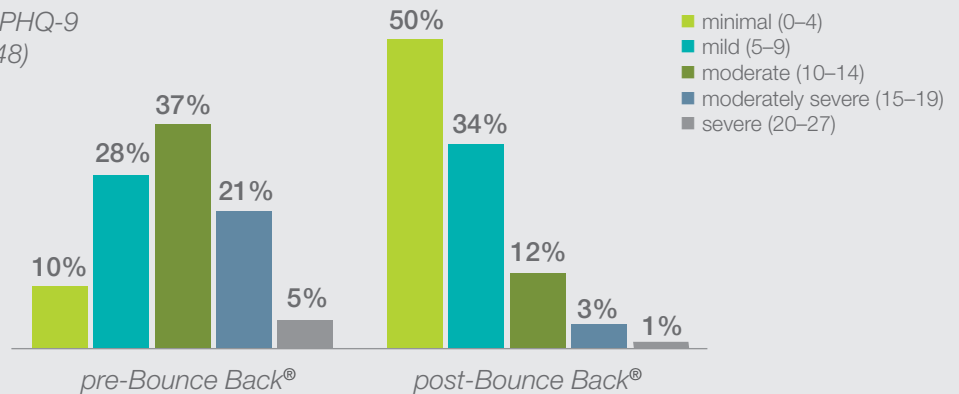
- **Cowichan Valley Branch:** 5 coaches covering Vancouver Island
- **Vernon Branch:** 3 coaches covering Okanagan-Interior
- **Prince George Branch:** 1 coach covering Northern Region
- **Kamloops Branch:** 2 coaches covering Thompson Cariboo-Interior
- **Kootenays Branch:** 1 coach covering Kootenays-Interior
- **Vancouver/Burnaby Branch:** 3 coaches covering Fraser region
- **North and West Vancouver Branch:** 5 coaches covering Vancouver Coastal Region

# Improving population health

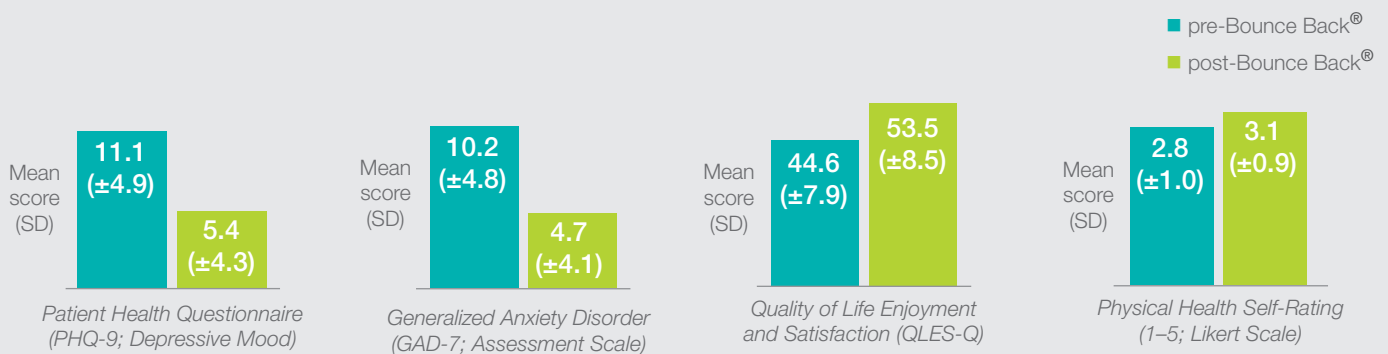
Since inception, Bounce Back® has demonstrated a consistent positive impact on both mental health and physical health for those with mild to moderate depression, anxiety, or stress.

1. **Depression severity** was compared pre and post Bounce Back® using the participant PHQ9 scores. Results show that depression severity reduced significantly as a result of completing the coaching program.

Percent of Participants by Range of PHQ-9 Depressive Symptom Severity (N=848)  
Period: fiscal year 2014–15



2. **Depression and anxiety** symptoms were also measured pre- and post-Bounce Back®. The results showed that depression and anxiety symptoms were reduced by half. There were also significant improvements in life enjoyment and physical health ratings (all paired samples t-test  $p < 0.001$ ;  $N = 830$ ).



3. **Accountability deliverables:** Upon completion of the program, there was an increase in participants' self-reported understanding of how low mood affected them, knowledge of how to make themselves feel better, and confidence in their ability to manage their mood or worry.

## 'Completer' statistics

On average, those who complete the program typically partake in 4 or 5 coaching sessions ( $4.6 \pm 0.8$ ) and request 8 or 9 primary workbooks out of the 16.

# Enhancing the patient and provider **experiences of care**

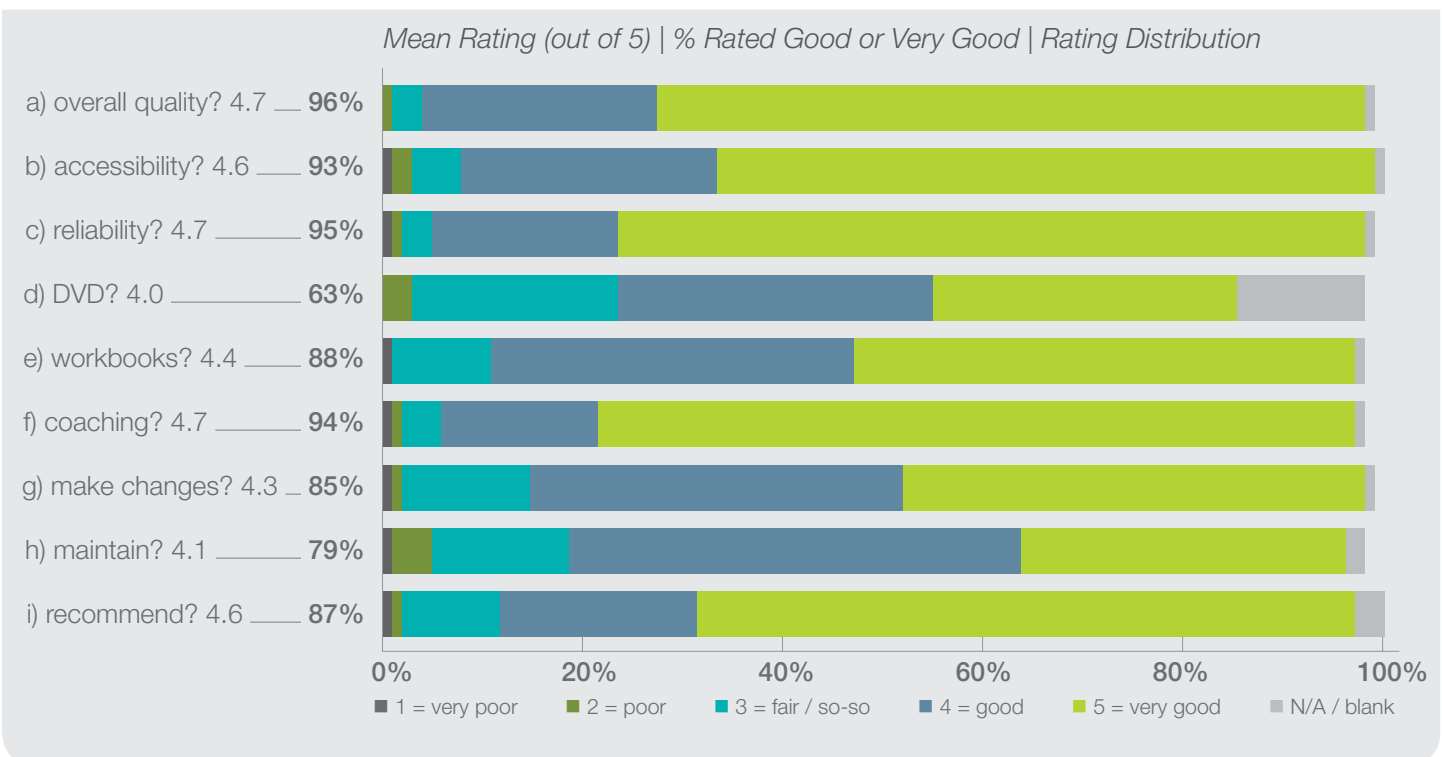
Bounce Back® has demonstrated a consistent positive impact on the experience of the patient/participant and provider.

To assess their experience of care, all participants are requested to complete the following patient satisfaction survey at the end of their program.

How would you rate...	very poor	poor	fair/so-so	good	very good	doesn't apply
a) the overall quality of the Bounce Back® program / service?	1	2	3	4	5	n/a
b) the accessibility of, or ease of access to, the Bounce Back® program?	1	2	3	4	5	n/a
c) the reliability or dependability of the Bounce Back® program / service?	1	2	3	4	5	n/a
d) your satisfaction with the DVD you were given as part of this program?	1	2	3	4	5	n/a
e) your satisfaction with the workbooks and other materials you used?	1	2	3	4	5	n/a
f) your satisfaction with the coaching you received by telephone?	1	2	3	4	5	n/a
g) the Bounce Back® program's ability to help you make positive life-changes?	1	2	3	4	5	n/a
h) your confidence that you will be able to maintain these changes?	1	2	3	4	5	n/a
i) the chance that you will recommend Bounce Back® to a friend or family member?	1	2	3	4	5	n/a

Since inception, over 3,500 surveys have been completed. Over 90% of feedback form respondents rated their experience of Bounce Back® as 'good' or 'very good' and reported that they were likely to recommend the program to a friend or family member. General practitioners' experiences of the service are also requested and collected.

## Participant satisfaction survey results



## Program testimonials

The following quotes represent Bounce Back®'s commitment to ensuring that voices of physicians and the experiences of program participants are heard:



### Participant testimonials

*"I have really been able to slow down and take time to focus on the moment and what's going on, instead of just forging ahead. I've realized it's okay to take a nap or only walk for 5 or 10 minutes. I had put all exercise aside and now am up to 15 minutes every day."*

*"I am exercising again and enjoying life."*

*"I am looking forward to passing along these new skills to my kids."*

*"I am pleased that I can alter my mood by replacing unhealthy thinking with healthy thinking—it's become a habit now."*

*"Realizing anxiety and worry is linked to my altered responses to things is a huge learning and awareness for me."*

*"The anxiety was driving the depression and finding a way to deal with anxiety through changing my thinking has made such a big difference."*

*"The Being Assertive workbook was beneficial in helping me remain grounded and calm during a crucial work-related meeting. Journaling and being aware of my altered thinking and by also being aware of what I was doing well and what I have to be grateful for is a daily practice for me now and is very beneficial."*

*"My doctor said 'You look different, you're smiling.' I feel confident, my self-esteem has changed, my thinking is more positive. I'm okay going to the mall now. I'm not so anxious. Life is good."*

*"Bounce Back gave me the tools to grow, interact with other people, and gave me the confidence to address my own issues."*

*"I don't feel so helpless because there are actions you can take. It is like brain training."*

*"I loved the book 10 Things You Can Do to Feel Happier Straight Away. It was easy to make a plan for myself and stick to it."*

*"Thank you [to my Bounce Back coach] for coaching me through the program. Your patience, gentle words, and caring tone was a part in saving my life physically, emotionally, and mentally."*

*"[Bounce Back] made me feel more confident and less afraid. I feel like I have tools now ... [and] I know I can always look at the workbooks again."*

*"When I feel safe I also feel alone and with Bounce Back I learned that I'm not alone. I learned the skills and tools that helped me recognize negative thinking and begin to socialize again."*

*"Through understanding the 5 areas, I seem to actually view my problems as being a lot simpler than I thought."*

*"I learned that there are solutions, there is a path to make me stronger, and I can share it with other people."*

*"I'm so happy I did this program. Bounce Back has helped me to take charge of my life."*



## Service access

Accessibility to the service is seen as an indicator of experience of care. Since inception, Bounce Back® continues to maintain its remit that participants/patients will be contacted and offered access to the service

within 5 working days of program referral receipt from a primary care practitioner.

To improve accessibility, workbooks are written in English and Chinese, while coaching can be provided in English, Cantonese, Punjabi, and French.

## Activity reporting

Bounce Back® has a Participant Advisory Committee (PAC) of members throughout BC. Members provide input into various elements of the program development such as workbook updates, service, and delivery. PAC members were invited to participate in the Quality Forum 2015 in Vancouver and the Patients as Partners Provincial Dialogue in May 2015.

Bounce Back® continues to ensure that it reaches out to new primary healthcare practitioners. The development of the Mental Health Module under the Practice Support Program (PSP) has been instrumental in raising awareness of Bounce Back® in the physician community. Bounce Back® coaches have been active in providing lunch and learns for physicians throughout BC.

Bounce Back® is a key element of the module content and coaches have been invited by their local PSP coordinators to deliver short presentations on the program as part of the Mental Health Module learning sessions being offered in the regional health authorities.

General practitioner ‘champions’ and medical office assistants from across the province are receiving training in mental health assessment and interventions, including how to access community resources such as Bounce Back®.

The Bounce Back® team is currently participating in a clinical trial being undertaken by Nova Scotia PSP looking at the impact of practice support program training on patient outcomes. We are pleased to report that 129 participants have been enrolled in the study. We anticipate that each patient will have reached study completion by November, 2015. Once the Mental Health Commission of Canada finalizes data analysis, the results can be shared.

Coaches and other members of the Bounce Back® team have been involved in a number of conference and community presentations at the local, provincial and national level. We have supported both the Vernon Morning Star and the Globe and Mail with articles addressing mental health issues and how Bounce Back® has been able to help address these issues both across the province and nationally.

## New initiatives

Bounce Back® is partnering with Vancouver Coastal Health on their MindHealthBC initiative to help the public find the mental health support they need. As part of this initiative, we will be launching Bounce Back® online, a new interactive web version of the program. Online delivery will further enhance the accessibility and impact this key service option has within the continuum of mental health services supporting primary care across BC. The planned rollout for this initiative is January 2016.

This new online program will be a lighter version of Bounce Back®, available for individuals in BC who are 19 or over with mild-moderate depression or anxiety. It will be available without a doctor’s referral—users will only need to fill out a short online screening questionnaire on the MindHealthBC website to determine eligibility and get linked to the Bounce Back® online registration page.



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

## About CMHA BC

The Canadian Mental Health Association (CMHA), BC Division exists to promote the mental health of British Columbians and support the resilience and recovery of people experiencing mental illness.

We're part of one of the oldest voluntary organizations in Canada. Together with 14 CMHA branches throughout BC, we help over 100,000 people each year.

*Together, CMHA shares a national vision of "mentally healthy people in a healthy society."*

[www.bouncebackbc.ca](http://www.bouncebackbc.ca)

1-866-639-0522 (toll-free)

 **BounceBack**<sup>®</sup>  
reclaim your health

2015