

# A YEAR IN REVIEW

Annual Report 2021–2022



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



# TABLE OF CONTENTS

## EXECUTIVE MESSAGE

## ABOUT US

Strategic Plan .....	5
BC Partners for Mental Health and Substance Use Information ....	6
Community Partners .....	7
Our Supporters .....	8
Ride Don't Hide .....	10
A Tribute to Dr. Jean Moore .....	11

## REACH

Wellness Programs	
BounceBack .....	13
Living Life to the Full .....	15
Confident Parents: Thriving Kids .....	18
Support Services	
Public Education and Outreach .....	20
Links to Employment .....	22
Scholarships and Bursaries .....	23

## UPLIFT

Communities	
Visions Journal .....	26
Beyond the Blues .....	28

More Than the Substance .....	29
-------------------------------	----

### Campuses

Healthy Minds   Healthy Campuses .....	31
--	----

### Workplace

Bottom Line Conference .....	33
------------------------------	----

Workplace Training and Workshops .....	34
--	----

## ADVANCE

Peer Assisted Care Teams (PACT) .....	37
Peer Employment Research .....	38
Overdose Prevention and Response (OD-PREP) .....	39
Substance Use Treatment and Recovery Grants .....	40

## GOVERNANCE AND FINANCE

Board of Directors .....	42
Endowment Funds .....	44
Financials .....	45
CMHA Branches in BC .....	46

We respectfully acknowledge xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), səl̓ílwətaʔɬ (Tsleil-Waututh), Lkʷúŋgən (Songhees) and Wyomilth (Esquimalt) peoples on whose traditional, unceded lands the CMHA BC offices are located.



## Executive Message

We are closing off this fiscal year re-energized to continue our work supporting mental health for all. In the past year, we have experienced continued growth and collaboration, and increased dialogue. The provincial government has become increasingly agile in leveraging our partnership to address changing and pressing mental health and substance use needs. In addition, we have made steps in introducing innovative approaches to supporting crisis care, youth advocacy, and systems change.

Working alongside our partners, we continue to explore the potential of Peer Assisted Care Teams in BC communities. Building on leadership and learnings from CMHA North West Vancouver Branch's pilot program, we are pleased to see the Province and municipalities invest in more pilot teams to provide community-led mobile crisis support services that integrate cultural safety and holistic care options.

The demand for our various programs continued to grow as British Columbians rebuild strategies for navigating challenges and new routines.

We continued to see an increase in requests for information and referral supports, as well as referrals to our parent support programs. We are pleased to grow our workplace resources to support resilience, particularly for those sectors heavily impacted by the pandemic.

In the spirit of renewal, we refreshed our strategic priorities for the upcoming four years: reach, uplift, and advance. We've framed this report around these three priorities, and you'll see highlights on our impact in these areas.

The work we do is a result of collaborations with CMHA partners across BC and Canada, community partners, and our dedicated committed staff—these relationships are so critical to our ongoing work and effectiveness. To our volunteers, donors, funders and partners we express great appreciation for your unwavering commitment to mental health for all. You truly make a difference and we thank you for choosing to put forward your time, funds, and voice to contribute our vision.

**WE LOOK FORWARD  
TO CONTINUING THIS  
JOURNEY WITH YOU,**



**Jonny Morris**  
CEO  
CMHA BC



**David DeLong**  
Board Chair  
CMHA BC



## About Us

The Canadian Mental Health Association (CMHA) is a national charity that provides advocacy and resources that help to prevent mental health problems, support recovery and resilience, and enable all Canadians to flourish and thrive. In BC, our mandate includes people with substance use challenges and those who love and support them.

Through our family of over 87 local, provincial and national locations across Canada, including 14 branches in BC, CMHA provides a wide range of innovative services and supports tailored to and in partnership with our communities. Together we are making a difference by changing the way we think about mental health and substance use, and how we treat people in communities, at home, at work, at school and across BC.

The Framework for Support is the central philosophy guiding our activities. This philosophy holds that the person experiencing mental illness is at the centre of any supportive mental health system. The goal of the Framework is to ensure that people experiencing mental illnesses live fulfilling lives in the community.

CMHA is uniquely positioned in Canada as a charity that brings together experience and expertise on community-based mental health promotion and support. We are unique not only in our approach, but our ability to speak to a broad range of issues surrounding mental health and mental illness.

We are committed to advancing the goals of the Truth and Reconciliation Commission. CMHA is committed to learning from and working with Indigenous partners, through a process of mutual respect and cultural humility, to ensure our programs are culturally safe and meaningful.

CMHA BC has been accredited through Imagine Canada's Standards Program. The program awards accreditation to charities and non-profits that demonstrate excellence in five fundamental areas: board governance; financial accountability and transparency; fundraising; staff management; and volunteer involvement.



## OUR VISION

Mentally healthy people in a healthy society

## OUR MISSION

To ensure that all people in Canada experience good mental health and well-being.

## WHAT WE STAND FOR

- **Compassionate**
- **Inclusive**
- **Steadfast**
- **Proactive**
- **Collaborative**

# Strategic Plan 2021–2025

This year, we launched a revitalized strategic plan to steer our journey forward from 2021 to 2025. This plan is the result of work led by the CMHA BC Board and reflects the voices and input of CMHA BC's team members, colleagues, partners and stakeholders from across the province.

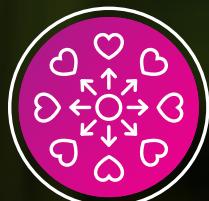
In building the Strategic Plan, we sought to model strength-based advocacy, apply an intersectional lens, and ensure we leveraged the strengths of branches and non-profit partners. With those guiding principles in mind, three strategic priorities for CMHA BC emerged:



**REACH** all British Columbians throughout their lifespan to promote mental wellness and provide mental illness and substance use care by leveraging strengths.



**UPLIFT** the voices of BC's nonprofit organizations and people with lived and living experience to create positive change in our public and community-based systems of care.



**ADVANCE** our human right to our best possible mental health by calling for a comprehensive system of care that protects and promotes our rights to adequate housing, education, employment, community inclusion and health.

Throughout this report, we've highlighted some examples of our impact in these three priority areas.

# BC Partners for Mental Health and Substance Use Information

CMHA BC is a proud member of a group of seven provincial mental health and substance use non-profits working together to help British Columbians improve their mental well-being.

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

## Projects led by CMHA BC on behalf of the BC Partners in 2021–22 include:

- HeretoHelp Website
- BC Partners Public Outreach
- Visions Journal
- Beyond the Blues: Education and Screening Days
- Healthy Minds | Healthy Campuses

## In addition to CMHA BC, the BC Partners include:

- Anxiety Canada
- BC Schizophrenia Society
- Canadian Institute for Substance Use Research, University of Victoria
- FamilySmart (Institute of Families)
- Jessie's Legacy Eating Disorders Prevention and Awareness, a Family Services of the North Shore program
- Mood Disorders Association of BC, a branch of Lookout Housing and Health Society

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



# Partnerships That Make a Difference

Many remarkable organizations are part of delivering change to mental health systems and services in British Columbia. The strategic priorities identified in our 2021–2025 Strategic Plan—Reach, Uplift and Advance—require a shared approach. We are grateful to these organizations which have been key partners with CMHA through funding, shared projects, donations and sponsorships.



## **BC General Employees' Union (BCGEU)**

The BCGEU continued to play a leadership role in workplace mental health as a Gold level sponsor of our 2022 virtual Bottom Line Conference. Two BCGEU members also shared their compelling lived experience on the front lines during the COVID-19 pandemic.

## **BC Municipal Safety Association (BCMSA)**

Mental health is a large focus of the work of this safety authority. As a training partner with BCMSA, CMHA BC is proud to deliver mental health content to municipal government employees across BC.

## **The Federation of Community Social Services of BC**

The Federation was a key partner to create and deliver specialized resources through BC's Hub for Workplace Mental Health.

## **go2HR**

The safety authority for the hospitality and tourism industry, go2HR helped CMHA create and deliver specialized online resources through BC's Hub for Workplace Mental Health.

## **Margaret Roche Heywood Foundation**

This Victoria-based foundation provides core funding for our programs in the Victoria region supporting community-based collaborations, outreach and education for priority groups such as youth and seniors.

## **Province of BC**

Funding from the Province of BC makes it possible for us to deliver our core, evidence-based programs: BounceBack, funded by the Ministry of Health, Ministry of Mental Health and Addictions and Provincial Health Services Authority; and Confident Parents: Thriving Kids, funded by the Ministry for Children and Family Development. The Ministry of Mental Health and Addictions funds the CMHA-led BC Hub for Workplace Mental Health, created to deliver free online help for employers and workers in key sectors.

## **Provincial Health Services Authority**

As funder of the BounceBack program for the last two years as well as a long-time funder of CMHA's work with the BC Partners for Mental Health and Addictions Information, the Provincial Health Services Authority is an important partner in mental health education and services.

## **SafeCare BC**

The safety authority for the continuing and long-term care sector, SafeCare BC has helped CMHA create and deliver specialized online resources through BC's Hub for Workplace Mental Health.

## **WorkSafeBC**

A valued long-term partner with CMHA BC, WorkSafeBC's leadership in psychological health and safety is felt in workplaces across the province. WorkSafeBC supported Bottom Line 2022 as a Silver level sponsor.

# Our Supporters

We are grateful to the people and organizations who stepped up with their ideas, creativity, energy and personal networks to spread awareness and raise funds for mental health.

## Mental Health Heroes

Thank you to the support from various individuals and organizations whose self-led events, celebrations and campaigns raised awareness and funds for mental health in BC:

- Abbotsford Traditional Secondary School
- Apollo Youth Orchestra Initiative and Langley Youth Orchestra
- Bethany Chan and Andy's 30<sup>th</sup> Birthday
- Bradley Braich – Bigger than Basketball 2022
- Canadian Mortgage Experts CME Cares
- Cove Cliff Elementary School
- Highland Pacific Golf Course–2021 Mood Swing Tournament
- Mitchell Buxton – Ride Across Canada 2022
- Noodlebox's Noodle Day 2021
- Sunshine Band Club
- Tanner March – Let's Get Gnarfunkey!
- Traci Farden and Making Tomorrow Better 80s Dance Party and Auction
- UBC Microbiology and Immunology Students Association Move-a-thon

Hosting a fundraiser? Let us know at  
[fundraising@cmha.bc.ca](mailto:fundraising@cmha.bc.ca)



Centra Cares golf tournament 2021 raised a spectacular \$95,000 for CMHA!



Dentons 40 for 40 Marathon for Mental Health raised over \$33,000 in support of PACT North Shore

## **Employee, Community, Corporate and Foundation Giving**

- Dr. Christian Avenaant
- BC Post-Secondary Counsellors Association
- Century Chiropractic Clinic
- Coast Capital Savings
- Harper Grey LLP
- IATSE local 891
- Imagine Engine
- Leon's Furniture
- Margaret Roche-Heywood Foundation
- McAdams Foundation
- McElhanney Ltd
- MOD Pizza Vancouver Island
- Rheta May Pederson Memorial
- RBC Foundation
- RMC Consulting & Richard Costello
- Sun Life Financial
- Taking It Global
- Urban Development Institute
- United Way of Greater Victoria
- United Way of the Lower Mainland
- Victoria Foundation
- Wemsont Foundation

## **Blue Wave Fund for Youth donors**

- Colin MacAskill
- Gift Funds Canada
- Petrina Fund

## **Major Gifts \$500 or more**

- Gloria Aldrich
- Pat and Anne Anderson
- Geoff Badger
- Joshua Baron
- Rodney Benson
- Katie Birdsall
- Stuart Bonner
- Eoin Brady
- Johanna Brocklebank
- Gail Calderwood
- Helen Cheung
- David DeLong
- Giles Deshon
- Kyle Downie
- Kenneth Embree
- Ashleigh Fasken
- Jewels Ferris
- Pamela Findling
- Jay Fleming
- Gary and Gloria Forwood
- Thomas Garagan
- Tara Gentles
- Sheila Gill
- Hirekatur Gopinath
- Max Haberstroh
- Elisabeth Baerg Hall
- Rick Hansum
- Christine Hardy
- Ek Kiaw Paul Hill
- Cathy Hoy
- Carissa Hinkkuri
- Helene and Arthur Iliffe
- Diane Johnston
- Kimberley Kaseweter
- Amy Kinvig
- Carolyn Kirkham
- Petra Kuret
- Laurel & Gerry LaBelle
- Nisha Lalwani
- Cory Larkin
- Shirley Loi
- Paul Maarschalk
- D'Arcy Mainwaring
- Mark Mallet
- Stacey Mass
- Linda McGillivray
- John McIntyre
- Rob & Colleen McKinnell
- Katerina Mitt
- Dennis Moore
- Rob and Colleen McKinnell
- Dennis Moore
- Maryam Mousavi
- Stella Ndunda
- Joel Olson
- Neil Paterson
- Maria Patten
- Kiera Pearkes
- Sandy Piercy
- Shoong Pui
- Grayce Rabel
- Jim Riecken
- Ron Robinson
- David Rossi
- Danny Rosso
- Craig Ryomoto
- David Sahibzada
- P Sandhu
- Kamaljeet Saran
- John Snyder
- David Speirs
- Margaret Tebbutt
- John Tinker
- Hugh Turner
- Ian Vowles
- Tuyen Vu
- Sheri-Lynn Walker
- Stephanie Williams

## Ride Don't Hide

Ride Don't Hide is the largest mental health bike ride in Canada. In June 2021, CMHA hosted dozens of events across Canada, bringing families, friends and community members together to bring mental health into the open and raise funds for mental health in their communities.

The Ride Don't Hide movement began in 2010 as BC's Michael Schratter embarked on a global journey to cycle 40,000 km, crossing six continents and 33 countries and to raise funds for CMHA. Michael's mission was to bring awareness to the stigma surrounding mental illness by sharing stories around the world.

CMHA began hosting Ride Don't Hide community bike rides in 2012, with CMHA BC providing centralized support and resources to local event coordinators across BC and Canada. The annual event has grown to become a national flagship program for CMHA. Coordination of the event from 2018 onward has been led by CMHA National.

CMHA BC hosted Victoria's 9<sup>th</sup> annual Ride Don't Hide event virtually in June 2021, with 131 participants and 11 teams raising \$62,466 for mental health. To increase engagement in a virtual ride, our Decoding Mental Health initiative was introduced where 34 local businesses placed a unique QR code on the entrances to their businesses. Ride Don't Hide participants were encouraged to scan the QR codes to win prizes and support community.

Special thanks to our longstanding dedicated Victoria Ride Don't Hide committee members Gillian Carleton, Scott MacInnis, Linden Turner, Neil Paterson and Hugh Turner.

**RIDE FOR YOUR MENTAL  
HEALTH  
RAISE FUNDS FOR YOUR  
COMMUNITY**



**131**  
Victoria Ride Don't Hide  
participants

**\$62,000+**  
raised for mental health in  
Victoria

## A Tribute to Dr. Jean Moore: Outstanding community volunteer leader

Dr. Jean Moore was a lifetime advocate, educator and community volunteer leader who passed away on June 6, 2022. Since 1967 she gave over 50 years of service with the Canadian Mental Health Association in BC, Alberta and nationally. Dr. Moore also lent her skills to First Call: BC's Child and Youth Advocacy Coalition, to the Community Legal Assistance Society and to Theatre Terrific.

Dr. Moore made an immense contribution to mental health. She raised policy issues with local, provincial and national politicians, provided leadership in child and youth mental health, educated employers on workplace mental health issues, and coordinated provincial and national conferences.

Former CEO Bev Gutray led CMHA for 26 years, working closely with Jean Moore. "Dr. Jean Moore was the Board Chair when I first started. Jean is the advocate that made us realize how important it was to concentrate our efforts on children, youth and families," she said in 2019.

Jonny Morris, current CEO, also had the opportunity to work with Dr. Moore. "Dr. Jean Moore dedicated her career to improving the mental health and wellbeing of others, particularly young people. I will always remember her steadfast compassion, expert advice, and clear vision for how systems need to change for the better. Her leadership on the CMHA BC Division Board, with the former BC Alliance for Mental Health and Addictions, and in community leaves a profound legacy."



Dr. Moore received her Ed.D in 1977 from Brigham Young University. She began her career as an educator in Alberta in 1950 and held the position of Director of Student Services with the Vancouver School Board for 12 years.

CMHA BC is truly fortunate to have benefitted from the wisdom, commitment, leadership and dedication of one of the most outstanding community leaders in Canada.

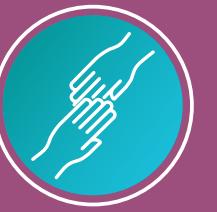
Donations in memory of Dr. Jean Moore can be made to the Dr. Jean Moore Endowment Fund in Child and Youth Mental Health through CMHA's Impact Funds.

## CONTINUE YOUR LEGACY WITH PLANNED GIVING

Every year we receive donations from donors who continue their story of giving by including CMHA as a beneficiary in their will. For information on the simple language needed to include a bequest in your will, contact the donor support team at [donations@cmha.bc.ca](mailto:donations@cmha.bc.ca), call us at 1-800-555-8222, or click in the button below

## GIFTS OF SECURITIES

Did you know you can donate stocks and securities with a simple transfer form?



# REACH



## BounceBack

BounceBack® is a free program that teaches effective skills to help individuals overcome symptoms of mild to moderate depression or anxiety, and improve their mental health. Through an instructional video or workbooks with coaching sessions by phone, participants can learn skills to help combat unhelpful thinking, manage worry and anxiety, and become more active and assertive. A self-guided e-learning version of the program, BounceBack Online, and a program for youth aged 15–18 are also available. BounceBack is available across BC in English, French, Mandarin, Cantonese, and Punjabi.

Improved data collection and monitoring, and ongoing evaluation of participant feedback surveys have led to improvements in retention and program experience for both participants and coaches. This has included updating coaching scripts and risk management guidelines, updating the training manual for administrative staff, implementing longer coaching sessions, adding an online option for assessment questionnaires, and developing new youth training for coaches.

Over the past year, the BounceBack participant completion rate has increased to 42%, compared to 27% the previous fiscal year, and all coaches saw an improvement in completion rates throughout the year.

With the goal of decolonizing the program and improving cultural safety and accessibility for Indigenous people, BounceBack has brought together a national working group with CMHA representatives from BC, Manitoba, New Brunswick, Ontario, and the National office, along with partners from Métis Nation BC. The working group shared learnings and identified long and short-term priorities, and is in the process of developing a public engagement plan in partnership with a BC-based Indigenous led research and evaluation firm Reciprocal Consulting. The plan will engage Indigenous people, communities, and service providers to develop and implement recommendations and build long-term partnerships over the next three years and beyond.

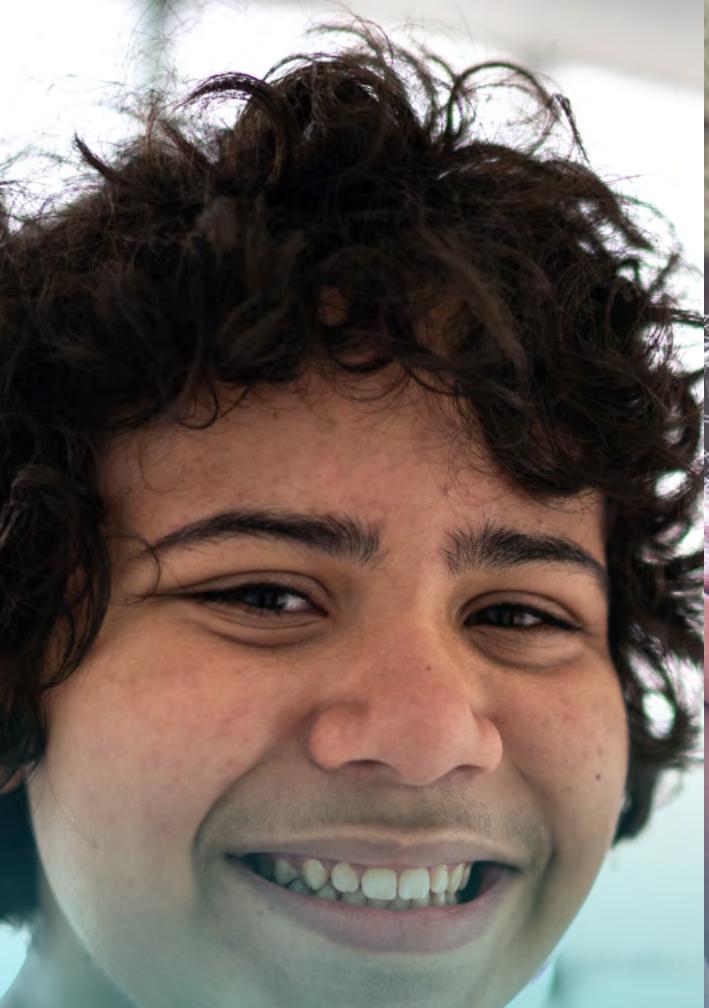
**7,596**  
people were referred to  
BounceBack this year

**78%**  
improvement in depression  
symptoms

**85%**  
improvement in anxiety  
symptoms

**91%**  
said the program helped them  
to make positive changes in  
their life

**86%**  
felt confident that they could  
maintain those changes



*I was going through a rough patch with high anxiety that was affecting me in all areas of my life. Having a touch point with a BounceBack coach helped keep me on track and reaching toward solutions. My coach gave me all kinds of nuggets of advice which I really appreciated—everything bite sized/digestible, so easy to keep in mind.*

“

*- BounceBack participant*



*I encourage anyone who is struggling to try BounceBack. The program really helped me become self-aware, helped me identify problematic behaviours and provided practical step-based solutions for challenges that I was facing. My coach was amazing. She was calm, able to relay information in an easy to understand way and was overall very supportive in my journey. It made my experience in the program a very positive one.*

”

*- BounceBack participant*

## Reach: Helping underserved populations bounce back

The BounceBack team focused on improving program accessibility, particularly for underrepresented and underserved populations including people with visual impairments, Indigenous peoples and youth.

Our work included research by practicum student Nisa Lambrecht on accessibility for people with visual impairments, the creation of a national working group on decolonizing the program, and improving access and safety for Indigenous peoples.

The outcome of this work included the development of a province-wide Indigenous engagement plan in partnership with an Indigenous research firm, a new referral pathway for youth through Foundry Virtual counsellors, and a Youth Promotions and Outreach Toolkit co-developed with our BounceBack Youth Advisory Committee.

BounceBack is funded by the Provincial Health Services Authority.



## Living Life to the Full

Living Life to the Full is a fun, interactive community-based course that provides simple, practical skills for coping with stress, problem solving, boosting your mood, and dealing with unhelpful thoughts. Living Life to the Full facilitators bring the skills to life through booklets, handouts, group activities, and discussions. The courses are currently available in nine provinces and one territory. All materials can be found in English, French, Cantonese, Mandarin, Punjabi and Tamil.

The course is based on principles of cognitive behavioural therapy (CBT), and has been shown to be effective at improving resilience, well-being, mood, social support and reducing anxiety. The CMHA flagship program for youth and adults has been adapted for diverse populations, such as older adults, caregivers, autistic adults, millennials and military families.

We are pleased to announce the release an updated, third edition of the course booklets. Our new adult booklets have a fresh look with

inviting cover illustrations and titles that focus on positive feelings and behavioural changes. The changes reflect our commitment to create a culturally responsive curriculum that acknowledge perspectives from our diverse course participants.

Thanks to provincial funding from the Ministry of Mental Health and Addictions, **230 youth** were able to learn new skills and build social connection through Living Life to the Full this past year, either in-person or remotely. The virtual courses helped us reach youth living in remote areas and those not comfortable attending in-person. This funding has allowed us to increase our capacity to serve more youth through CMHA branches, schools, neighbourhood houses and community centres.

Five Youth Living Life to the Full programs were delivered to schools in Victoria, thanks to funding from the Morris Foundation. The program was offered in French to two Grade 8 classes for the first time, two high school counselors were trained as youth facilitators, offering two programs

**2,000+**  
people took the course in the past year

**92%**  
said course was useful to them and that they would recommend the course to someone else

**85%**  
said that it greatly improved their ability to deal with stress and build their self-esteem

to their students, and one small independent school offered the program to their Grade 7 to 12 students. In addition to the youth course offerings, we were able to reach older adults 50+ through five in-person programs, thanks to funding from the United Way Southern Vancouver Island.

This year, we trained **55 new facilitators** across Canada. The three-week facilitator training program is now fully delivered remotely through an online platform and videoconferences. Our self-paced online adult and youth course certifications, and recertification training, are available in English and French. Offering online training has allowed us to improve the fidelity of the program, and organizations to increase their capacity to offer the course.



*What I found most helpful about this program is that it laid out everything into a clear and concise format with easily actionable strategies. I found the five area approach most helpful as it teaches that all of the things we experience, feel, think and do are interconnected... The model really provides the foundation with which to get back on course.*

—

*- Living Life to the Full for Older Adults  
Victoria Participant*



*So many of us weren't taught the life skills that the course offers, and don't know how to manage or cope—and definitely not how to thrive—in challenging and sometimes very challenging life circumstances. Learning these tools as youth, and being able to build them from tools into experience and knowing, is so important! I consider these skills essential for all ages, and in particular for youth to take forward into their and our future!*

—

*- Wendy Yacoboski, Living Life to the Full facilitator*

## **Reach:** Partnering to support isolated mothers and stroke survivors

Over the year we've strengthened relationships with organizations who decided to become strategic partners after successfully piloting the course in their communities. Mothers Matter Centre, an agency supporting socially isolated mothers, now offers the course through their Hippy program. March of Dimes Canada, affiliated with the Stroke Recovery Association of BC, also delivers Living Life to the Full as a support program that helps stroke survivors to build a mechanism to alleviate loneliness. Both new partners shared the positive impact that the program had on the people they serve and how participants valued the opportunity to connect with people facing similar life experiences.

We are grateful for funding from the Ministry of Mental Health and Addictions and all the individual donations we received this year.





## Confident Parents: Thriving Kids

### Behaviour Program

Confident Parents: Thriving Kids - Behaviour program is a free phone-based coaching service addressing mild to moderate behavioural problems and promoting healthy development in children ages 3–12. Through a series of 6, 10 or 14 weekly coaching sessions along with workbooks and activities, trained coaches empower parents and caregivers to learn effective skills and techniques that support social skills and cooperation in their child.

The program is grounded in the Parent Management Training—Oregon Model (PMTO), shown to be effective in preventing and reducing mild to moderate behaviour problems.

We implemented multiple process improvements to improve family experience and waitlist efficiency, including creating an online intake form. As a result, we continue to maintain a 1- to 2-week wait time from referral to intake, despite an 18% increase in referrals from the previous year. Over the past year, **2,647 families** were referred

and our coaches engaged in active coaching relationships with **1,181 families**, and **961 families** completed the program.

### Anxiety Program

The Confident Parents: Thriving Kids - Anxiety program supports families whose children have anxiety that impacts their development and happiness at home, school, and in the community. Through online videos with weekly coaching sessions by phone, parents learn effective skills and techniques to help their child manage anxious behaviours. The program incorporates principles from cognitive-behavioural therapy (CBT), and is based on the latest evidence on effective treatment for anxiety.

Following feedback from focus groups, we developed five new videos to address concerns for families with younger or older children. Two of the videos are part of a module supporting children ages 10 to 12, to be integrated later this year. Over the past year, **3,273 were referred**, a 20% increase over the previous year.

**5,900+**  
families referred the Confident Parents: Thriving Kids program

**82%**  
rated the overall quality of the behaviour program as excellent or very good

**74%**  
of behaviour program participants reported challenging behaviours showed significant improvements or were completely resolved

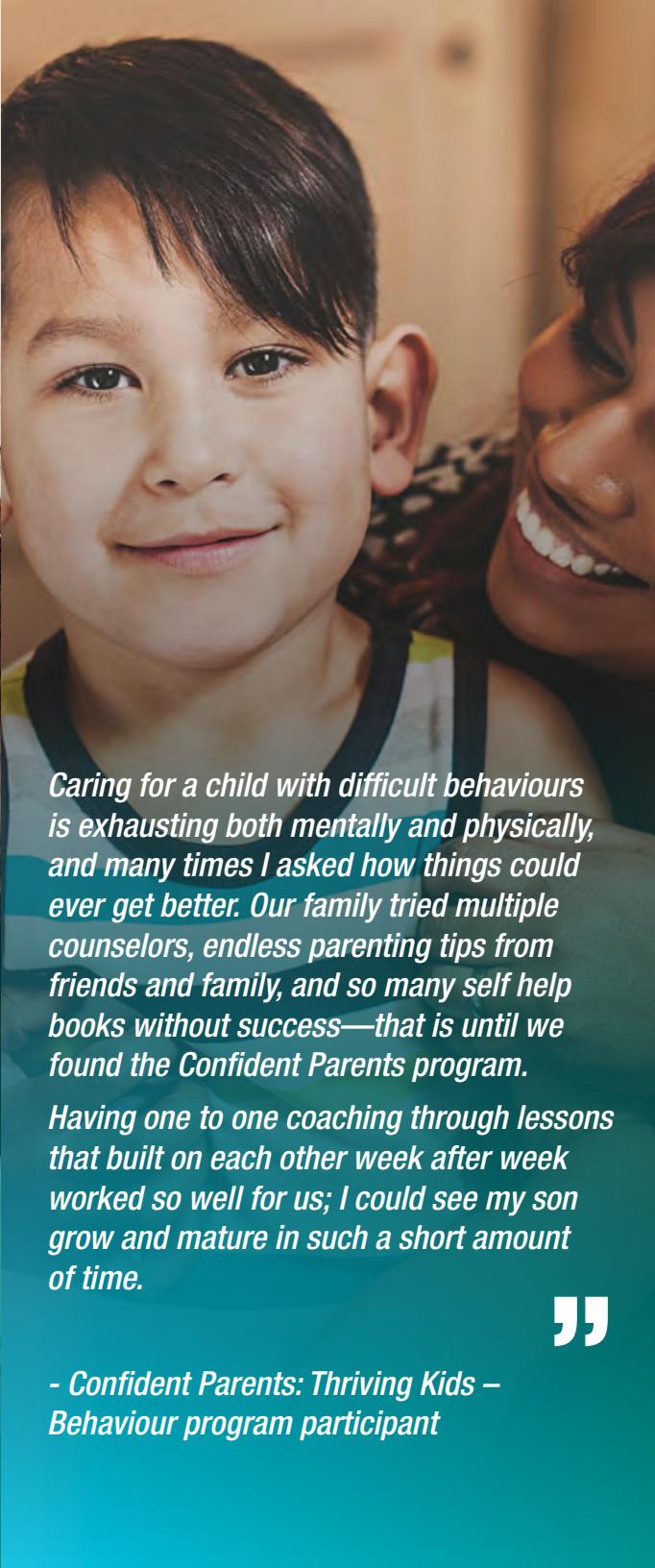
**98%**  
reported the anxiety program taught them skills to support their child with anxiety or fears



*My confidence has soared after working through this program. I am able to identify behaviours related to anxiety and ways we were accommodating.*

“

*- Confident Parents: Thriving Kids – Anxiety program participant*



*Caring for a child with difficult behaviours is exhausting both mentally and physically, and many times I asked how things could ever get better. Our family tried multiple counselors, endless parenting tips from friends and family, and so many self help books without success—that is until we found the Confident Parents program.*

*Having one to one coaching through lessons that built on each other week after week worked so well for us; I could see my son grow and mature in such a short amount of time.*

”

*- Confident Parents: Thriving Kids – Behaviour program participant*

## We Are Indigenous: Big Worries/Fears, Parent Caregiver Support Program

Indigenous families with children three to 12 who are experiencing big worries and fears will soon have access to free, culturally grounded wellness practices through a virtual parent and caregiver coaching program.

Launching in July 2022, the program was developed with the guidance of an Indigenous advisory group and Indigenous writers in collaboration with CMHA BC.



CMHA BC thanks the Province of BC for funding this program.



## Public Education and Outreach

### CMHA BC Online

Our website is great place to get started to access the latest news, information on programs and services, access to relevant resources. We have a directory of all 14 branches in BC. We encourage you stay informed on our policy advocacy and research through our Mind Matters e-newsletter.

Mind Matters connected with **3,466 subscribers** with monthly updates on what's new at CMHA BC and other mental health programs, resources, and events.

Our social media channels such as Facebook and Twitter were another popular way to stay in touch. This year, the number of people following us on Facebook grew by 44% to 5,222, and our Instagram community grew by 76% to 3,249 followers. When combined with our 8,358 Twitter and 1,086 LinkedIn followers, we reached over 17,915 followers across these platforms.

### Mental Health Information and Referral

Each year, our information and referral help desk responds to phone and e-mail requests for system navigation around mental health and substance use, including complex requests about housing, workplace discrimination, financial insecurity, and more.

This service experienced an **11% increase** in requests from last year. 7 out of 10 said that the person that helped them seemed caring and supportive.

Thank you to the Provincial Health Services Authority for supporting this work.

*[The staff] seemed to understand my situation and sounded incredibly empathetic and knowledgeable. Their response was incredibly helpful largely because I felt truly heard. Thank you.*

”

*-information requester*

**295,000**  
visits to the CMHA BC website

**18,000**  
followers reached through  
social media

**1,065**  
requests for information and  
referral received support from  
our CMHA BC help desk

## **HeretoHelp.bc.ca**

For 18 years, the HeretoHelp website has been a trusted source of mental health and substance use information for individuals and families in BC and beyond. The site features close to 2,000 plain-language resources including personal stories, Visions articles, info sheets, workbooks, screening self-tests, and multilingual content.

Materials updated this year include evidence-based and timely resources on helping a friend you're worried about and other specific mental health concerns. We've also added a new section where visitors can find and easily enjoy quality podcasts. To make participating in HeretoHelp surveys easier than ever, we've revamped the HeretoHelp survey evaluation tools to make them more responsive to the needs of people living in BC.

## **BC Partners Public Outreach**

One of the features of the HeretoHelp website is an email-based information and referral service. CMHA BC manages this service on behalf of the BC Partners, helping British Columbians find local, trustworthy mental health and substance use resources and services for themselves and their loved ones.

## **Reach: Connecting millions to quality health information and support**

**HeretoHelp, a project of the BC Partners for Mental Health and Substance Use Information, is an evidence-based and user-friendly website tailored for British Columbians seeking mental health and substance use support. HeretoHelp reached over 5.1 million unique visitors in 2021–2022 and over 7.7 million page views, reaching people in BC, Canada, and beyond. Many people use HeretoHelp or access the information and referral help desk to find support for their loved ones or clients.**

*What I appreciated the most was knowing I was sharing up to date information with loved ones.*



*—HeretoHelp.bc.ca website visitor*

**5,100,000**  
visits to HeretoHelp.bc.ca

**36%**  
increase in visitors to the Questions and Answers page

**426,300**  
took an online mental health or substance use screening

**2,088**  
requests for information and referral received support through the HeretoHelp help desk



## Links to Employment

More commonly known as Links to Employment, this Community and Employer Partnership Research and Innovation project, “Co-designing new systems of mental health supports for people with long-term barriers of complex barriers to employment,” launched in 2020 and is a unique collaboration between CMHA and the University of British Columbia (UBC).

Links to Employment helps job seekers with persistent and multiple barriers reach their goals of obtaining meaningful training, volunteer work or employment. By offering these services in primary care settings, the program offers a more holistic approach to wellness and helps connect people to a network of support earlier on in their recovery.

The program is based on the evidence-based Individual Placement and Support (IPS) model which offers individual, customized support to participants that focuses on connecting participants with meaningful employment as a way to aid in recovery, strengthen confidence, and overcome barriers to overall well-being.

Employment support is seen as a way to enhance specific determinants of health related to financial stability and employment.

The program has been operating in Vancouver since September 2020, and in Vernon since December 2021. Since program launch, the program has received **164 referrals and served**

**66 active participants.** Program feedback indicates participants feel well supported, cared for, and safe moving towards their wellness and employment goals.

This program is funded by the Government of Canada and the Province of British Columbia.

*Before the support [of] the... Links Employment Program, I felt defeated, confused and like I couldn't find purpose or passion from an occupational perspective. I have gained self-awareness and a clear understanding on what I value in life, both personally and professionally during the time of my participation in the Links Employment Program. I can [now] be an influence for something or someone greater than myself which may have positive ripple effects to our future world.*

— *Jermaine, Links to Employment participant*

**164**  
referrals received since  
program launch

**57%**  
participants gained employment

**45%**  
participants registered for  
training



## Scholarships and Bursaries

### The Lorne Fraser Educational Fund

The Lorne Fraser Educational Fund provides financial assistance to post-secondary students living with mental illness or addiction to help further their pursuit of higher education.

Scholarships in the amount of \$2,000 and \$1,000 are awarded to two post-secondary students whose educational and career goals are related to mental health promotion, and several \$700 bursaries are available to individuals aged 18 or over who are currently enrolled in or have applied to post-secondary education or job training. The fund has helped more than 200 British Columbians since its inception in 1982.

### Lorne Fraser Scholarship for Mental Health Promotion

- Danielle, Montrose

Career goal: Human services/Soft skills education

Program: Master of Education, Thompson Rivers University

- Nataraj, North Vancouver

Career goal: Registered Clinical Counsellor

Program: Master of Counselling, City University

### Lorne Fraser Educational Bursary

- Rebecca, West Vancouver  
Program: Diploma in General Studies, Thompson Rivers University
- Farzeen, Edmonton  
Program: Bachelor of English Literature and Law, University of British Columbia
- Haley, Vancouver  
Program: Public Health, Simon Fraser University
- Melissa, Richmond  
Program: Bachelor of Science in Nursing, BCIT
- Brandi, Gibsons  
Program: Social Work Foundations, CDI College
- Cody, West Kelowna  
Program: Bachelor of Kinesiology, Psychology minor, UBC
- Delila, Vancouver  
Program: Bachelor of Applied Sciences, UBC

*My father died abruptly the night before my 15<sup>th</sup> birthday. For a long time, I tried to suppress the trauma I experienced from watching him die. I went 5 years convincing myself I was not mentally ill or even hurting inside. I suffered from nightmares, insomnia, severe anxiety, depressive episodes, and substance abuse. I am a chronic over-achiever so I worked myself to death, trying to ignore my harmful symptoms. However, I began realizing that I was dependent on my academic achievement to give me a sense of self-worth.*

”

- 2021 award recipient

15

scholarships and bursaries awarded in 2021, with the support of our generous donors

## Mental Health Fine Arts Bursary (FAB)

Thanks to a generous annual donation from a private family donor, the Mental Health FAB and Indigenous Mental Health FAB Awards help students aged 18+ who are experiencing mental health challenges. Two of each of the \$1000 awards were awarded in 2021.

### Mental Health FAB

- Katelyn, North Vancouver  
Program: Bachelor of Arts in Psychology and Music Therapy, Capilano University
- Arsheya, West Vancouver  
Program: Bachelor of Design in Visual Communication, Capilano University

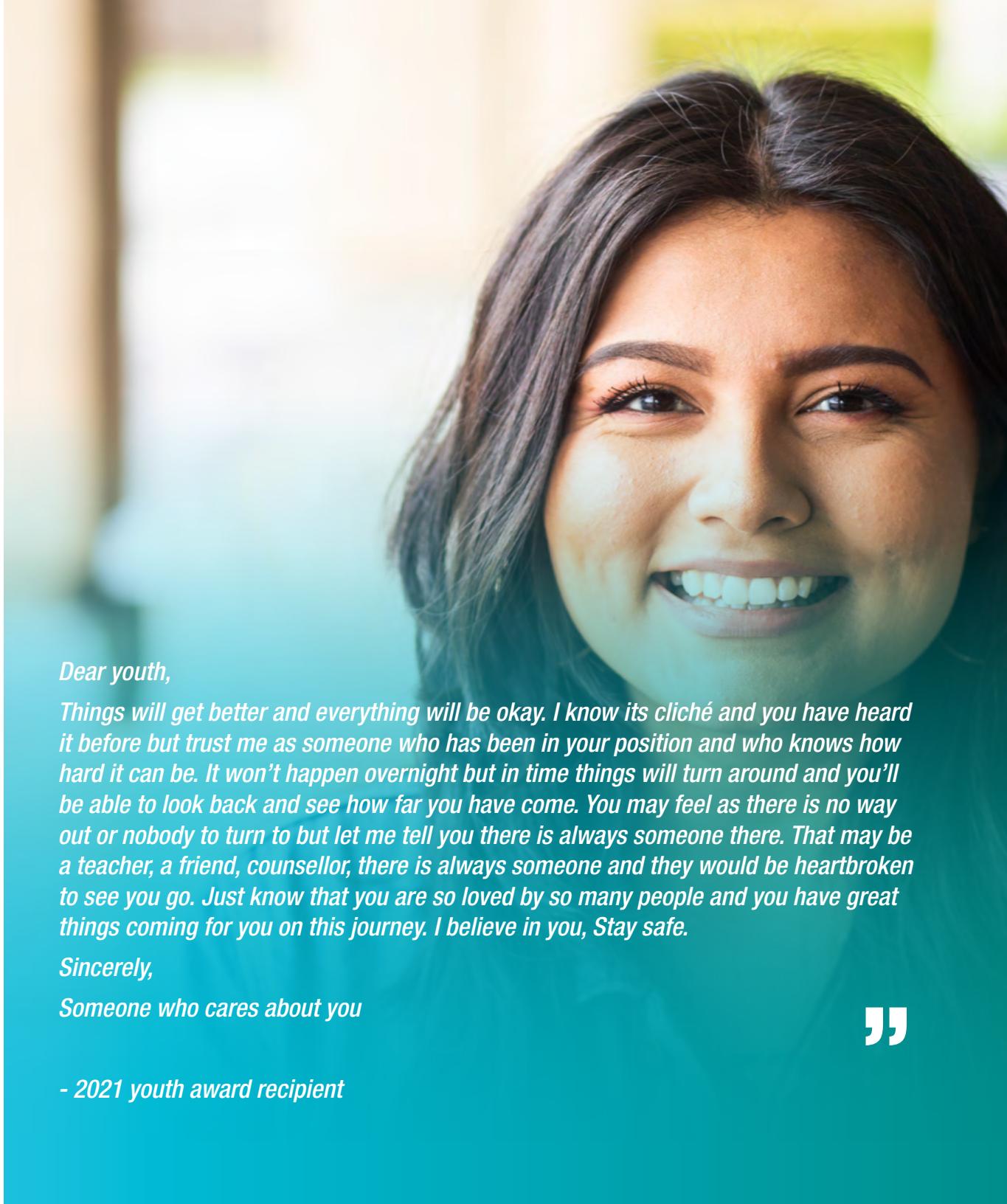
### Indigenous Mental Health FAB

- Michael, Terrace  
Program: First Nations Fine Arts Certificate, Coast Mountain College
- Marilyn, Vancouver  
Program: First Nations Fine Art Certificate, Coast Mountain College

## Janice Lee Blue Wave Youth Bursary

Named in honour of Janice Lee, an 18-year-old who struggled with depression and anxiety and died by suicide in 2006, this bursary invests in the resilience, wisdom and potential of young people, and helps support them through the transition from high school to higher education through \$700 awards.

- Brooke, New Westminster  
Program: Bachelor of Social Work, Nicola Valley Institute of Technology
- Taryn, Castlegar  
Program: University Transfer/Zoology Program, Selkirk College



*Dear youth,*

*Things will get better and everything will be okay. I know its cliché and you have heard it before but trust me as someone who has been in your position and who knows how hard it can be. It won't happen overnight but in time things will turn around and you'll be able to look back and see how far you have come. You may feel as there is no way out or nobody to turn to but let me tell you there is always someone there. That may be a teacher, a friend, counsellor, there is always someone and they would be heartbroken to see you go. Just know that you are so loved by so many people and you have great things coming for you on this journey. I believe in you, Stay safe.*

*Sincerely,*

*Someone who cares about you*

**”**

*- 2021 youth award recipient*



# UPLIFT



## Visions Journal

Visions: BC's Mental Health and Substance Use Journal celebrated 25 years in BC. The theme-based quarterly magazine is written by and for people with lived experience, their families, service providers, policy-makers, and others who care about mental health and substance use. Readers vote on the subthemes they would like to see. Anyone in BC can receive Visions free of charge via print, web, email, or e-book formats.

Visions continued to respond to the needs and interests of its readership by releasing issues on topics identified by readers as being relevant:

- Housing as a Human Right
- How's Work? Life in the Workplace
- Supporting Parents

*I think that Visions helped me to be more confident in myself. I was able to share a part of myself that had been kept secret for so long, and I'm really glad that I participated. I am still benefitting from the work I did in Visions, by continuing to write and speak about my story... I have showed my article to a few people I know, and I have gotten amazing feedback. I am very proud of the work I did, and I plan to contribute more works in the future to other outlets. If the timing is right, I might even be able to write for Visions again.*

”

*-Visions Contributor*

**6,100**  
eVisions sent to online  
subscribers

**16,900**  
print copies of Visions shared  
across BC and beyond via print

**507,000**  
views of Visions articles online

# visions

housing as  
a human right

what is culturally  
safe indigenous  
housing?  
  
depression  
and cohousing



# visions

recovery:  
living your  
bestish life

the many faces  
of recovery  
  
healing through  
stories



# visions

how's work? life  
in the workplace

workplace well-being  
in a digital world  
  
freelance or freefall?



# visions

supporting  
parents

shame, blame  
and stigma  
towards families  
  
becoming  
the father  
i never had



## Uplift: Empowering people with lived experience

Our survey responses from **Visions** contributors show that people with lived experiences of mental health and substance use who write for the magazine find the process to be a personal growth experience that has a variety of benefits, including a sense of empowerment, increased respect from self and others, and greater self-acceptance.

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

## MENTAL HEALTH

### ASK US ABOUT

SELF CARE  
STRESS  
DEPRESSION  
ANXIETY  
GETTING HELP



## Beyond the Blues

Beyond the Blues: Education and Screening Days is an annual awareness campaign featuring a series of free community events across BC. Beyond the Blues builds community capacity and helps people start conversations about mental well-being, mood, anxiety, stress, and risky drinking and drug use, as well as when and how to get help. Events often offer optional screening self-tests with on-site clinician debriefs in its efforts to educate, empower, and connect attendees to local resources.

This year we supported 31 mental health and substance use screening events despite continued COVID-19 challenges, and launched a new website with tips and resources for Beyond the Blues event planners. We responded to emerging mental health needs by creating new resources for event participants on COVID-19 and wildfires.

Many thanks for funding from the Provincial Health Services Authority and additional funding support from the Ministry of Children and Family Development.

*I know somebody out there needs help and it's a good thing to know that there are these kinds of organizations out there that are willing to support students like me, especially in our mental health and well-being.*

”

-Beyond the Blues participant

**13,675**  
resources and materials shared  
at Beyond the Blues events

**93%**  
of participants agreed that the event was useful

**91%**  
of participants were satisfied with the event they attended



## More Than the Substance

In 2020, 18 youth in BC died due to illicit toxic drug fatalities and the Vancouver Island Health Authority (Island Health) has experienced an average of one death among people under 19 every two months since February 2019. Indigenous people are disproportionately impacted by the drug toxicity crisis.

In response to these tragic statistics, CMHA BC partnered with Island Health to develop a youth engagement and awareness campaign aimed at reaching young people in BC ages 15 to 24 and their support networks. The goals of this campaign were to:

- Encourage help-seeking behaviour in youth
- Destigmatize substance use
- Reduce harms from the toxic drug supply
- Educate on social factors that contribute to substance use
- Help individuals who use substances access resources and support
- Share resources for friends and family of youth who use substances

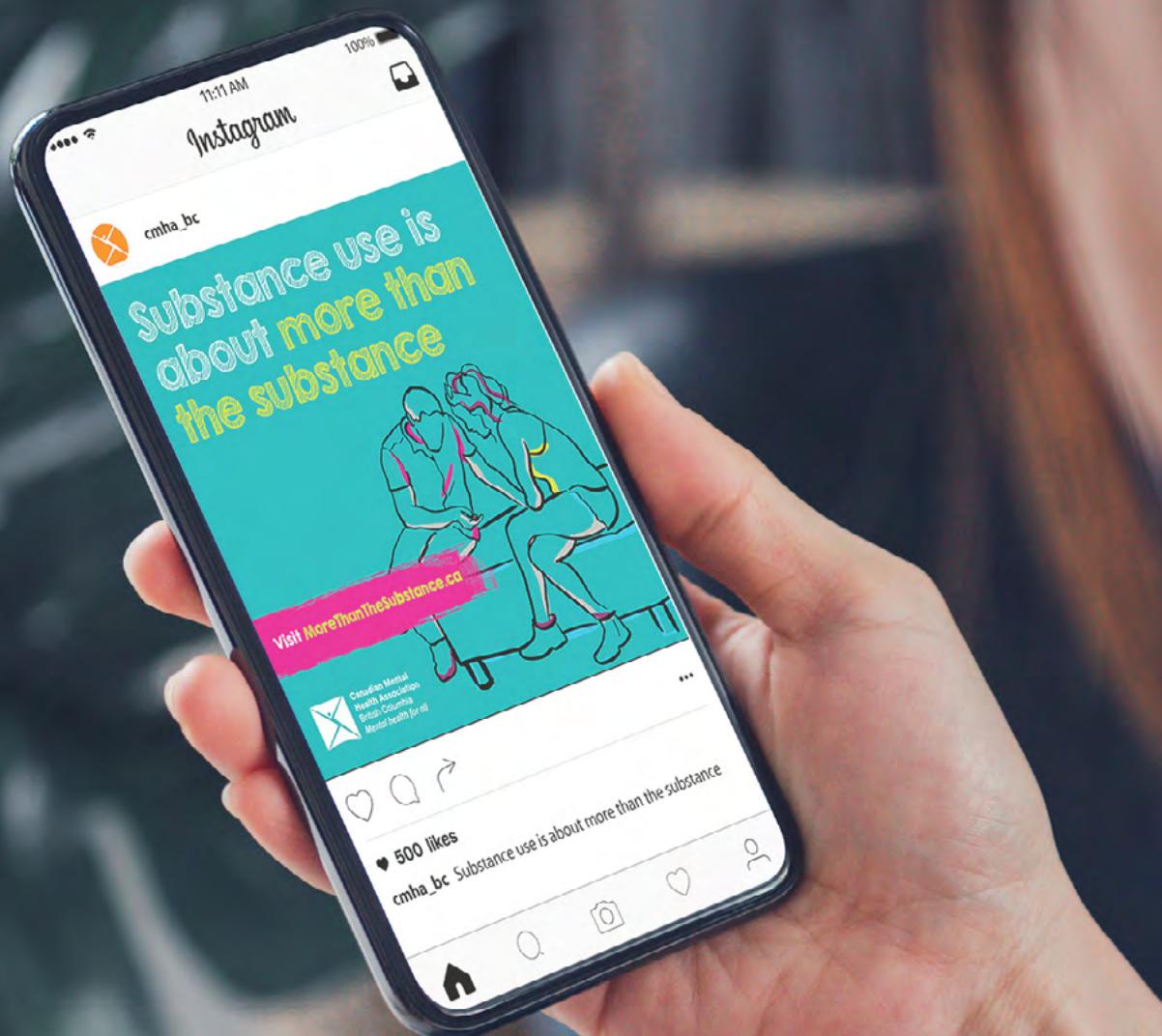
The communications plan and creative were developed in collaboration with a Youth Advisory Committee made up of seven members between the ages of 15 to 24, with the goal of reaching a broad cross-section of youth who are at risk and vulnerable to drug overdose. The messaging was designed to address the key goals of destigmatizing substance use, reducing harms from the toxic drug supply, educating on social factors, and encouraging help-seeking behaviour.

While they encouraged individuals to seek more information at [MoreThanTheSubstance.ca](https://MoreThanTheSubstance.ca), the ads also functioned as standalone Public Service Announcement messages. Additionally, the messaging was grounded in the perspectives and priorities of the identified target audiences of youth ages who use substances; youth who do not use substances; and friends, family, and other support systems of youth who use substances. The digital campaign ran from March to June 2022 on Facebook, Instagram and Snapchat social media platforms, reaching an estimated 550,554 BC youth.

**12,000,000+**  
impressions on digital advertisements

**58,000+**  
engagements on digital ads

**20,000+**  
unique pageviews to  
[MoreThanTheSubstance.ca](https://MoreThanTheSubstance.ca)  
website



## **Uplift:** Supporting local non-profit organizations

To help increase our impact, The More Than The Substance campaign also profiled and donated up to \$10,000 to support three local Vancouver Island youth-focused non-profit organizations.

By commenting on any of CMHA BC's More Than The Substance social media posts, visitors could vote on which of the three non-profits they would like us to donate to. The following organizations received funding:

- Tillicum Lelum Aboriginal Friendship Centre
- John Howard Society of North Island
- Victoria Youth Empowerment Society

Thank you to Vancouver Island Health Authority for funding this campaign.



## Healthy Minds | Healthy Campuses

Healthy Minds | Healthy Campuses (HM|HC) is a province-wide community of practice that learns and works together to promote mental wellness and healthier relationships with substances across BC post-secondary institutions. CMHA BC and Canadian Institute for Substance Use Research together provide a support team for this community of practice.

This campus-based initiative engages students, service staff, faculty and administrators in a collaborative and innovative endeavor to build capacity and sustainable mechanisms to advance well-being. HM|HC draws on sound theory and broad research as well as local experience and insight to enhance campus culture and shape environments conducive to all members thriving. Equipping post-secondary students to contribute to the wellness of their communities is a vital part of developing productive citizens and leaders.

We continued to support mental health and substance use literacy in BC campuses with 13 health literacy learning events reaching 424

registrants across BC and Canada, and worked in collaboration with Vancouver Community College to co-create their new Mental Health Framework.

25 BC post-secondary institutions participated in the provincial Campus Suicide Prevention Initiative in partnership with BC's Ministry of Mental Health and Addictions. The intent of this project was to enhance capacity in developing and implementing new or expanded campus suicide prevention frameworks and strategies with assistance from the HM|HC community of practice network.

Thanks to the Ministry of Mental Health and Addictions for funding for the Campus Suicide Prevention Initiative. Thank you to the BC Post-Secondary Counsellor's Association for their generous donation to HM|HC suicide prevention frameworks and strategies with a focus on student populations.

*I will utilize the information to better the work I do and the programs I create at my campus counseling center.*

”

-HM|HC Talk event participant

**1,731**  
HMIHC e-newsletter subscribers

**7,000+**  
participated in workshops  
and events

**500+**  
workshops and events held



## Uplift: Promoting healthier campus communities

Healthy Minds | Healthy Campuses (HM|HC) has made significant progress in strategic plan efforts to promote activation of the Okanagan Charter in BC post-secondary institutions. Created in June 2015, the Charter provides institutions with a common language, principles, and framework to become health and well-being promoting campuses. Through consultation with the HM|HC Leadership Committee, activities included creating a dedicated page on the HM|HC website, hosting health literacy events, building capacity through the Campus Suicide Prevention Initiative and more.

*I feel privileged to be involved in this conversation and feel it is vitally important to show up for people as a first and foremost in all of the work that we do. I am excited by the opportunity to share the knowledge I gained today with my colleagues and to incorporate my learnings into conversations that I have. Incorporating awareness and allyship as a fundamental building block within our work is key to supporting the type of employer we would hope to be and that I would hope to work for. Thank you.*

- Campus Suicide Prevention Initiative Training program participant

”



## Bottom Line Conference

Two full years into the pandemic, Rebuilding Together was the theme of this year's 18<sup>th</sup> annual Bottom Line Conference, held virtually over two days on Zoom and Whova. Highlights included frontline worker speakers Shane Rush, Jennifer Newman and Naleena Grounder, who shared personal reflections on how the pandemic impacted them and other workers.

Keynote speaker Alexandra Samuel delivered a funny, insightful and practical talk about the hybrid workplace. Fardous Hosseiny had participants on the edge of their virtual seats with the latest research and recommendations on trauma, post-traumatic stress disorder (PTSD) and other stressors from his work at the Centre for Excellence on PTSD. And Chef Quang Dang touched many in a personal interview with Conference Emcee Kathryn Gretsinger.

Special thanks to speakers in our two panels:

- Naleena Grounder, Director, BCFED Health & Safety Centre
- Jennifer Newman, BCGEU member
- Shane Rush, BCGEU Component 1 First Vice Chairperson and Local 102 Chairperson
- Victoria Schmid, BC Health Care Occupational Health & Safety Society
- Saleema Dhalla, SafeCare BC
- Arun Subramanian, go2HR
- Satvinder Basran, Community Social Services Health & Safety Council

We gratefully acknowledge our sponsors for the 2022 Bottom Line Conference:

- Gold Sponsor: BCGEU
- Silver Sponsor: WorkSafeBC
- Bronze Sponsor: Essential Impacts Coaching

**94%**  
said the conference increased their understanding of how to move their organizational mental health strategy forward

**100%**  
would recommend the conference to a friend or colleague

**62%**  
of attendees were new to the conference



## Workplace Training and Workshops

CMHA BC offers a number of education and training workshops aimed at helping workplaces protect the psychological health and safety of their employees and build mentally healthier workplaces. We have provided training to **1,320 attendees over 47 sessions** in the last year.

### BC's Hub for Workplace Mental Health

CMHA BC and the Ministry of Mental Health and Addictions launched BC's Hub for Workplace Mental Health, a free online resource hub for employers and employees working in sectors that were heavily impacted by the COVID-19 pandemic. In addition to information, webinars, and workshops, the Hub offers a free CARE training program for the tourism and hospitality and the community social services sectors.

CARE Level 1 training for the tourism and hospitality sector consisted of one online course, Primary Concerns by Not 9 to 5, which was completed by **52 participants**. 100% of 22 survey respondents rated the course as 'Good' or 'Excellent' and said the course was relevant and

useful for their sector. For the community social services sector, CARE Level 1 training included two courses: Understanding Addiction and Mental Health 101 courses, completed by **56 and 96 participants** respectively. The first cohorts of CARE Levels 2 and 3 are currently underway.

There were **392 attendees** across 25 free webinars offered through the Hub. 96% of survey respondents said they would apply what they learned in their personal and professional lives and 92% said they learned something and that they would recommend the webinar to others.

We gratefully acknowledge the partnership of go2HR and Not 9 to 5, as well as funding provided by the Government of Canada through the Canada-British Columbia Workforce Development Agreement.

*I'm [grateful] for having found this course, I will be sharing it with my colleagues. I feel as though I am an ambassador for wellness through compassion and life style, this course has given me solid tools to continue to serve and care for myself and my colleagues. Having this available will be quite beneficial.*

”

- CARE Level 1: Primary Concerns course participant

**1,320**  
attended workshops to help improve mental health in their workplace last year

**96%**  
rated BC's Hub for Workplace Mental Health free webinars as good or excellent

## Care for Caregivers

In response to the COVID-19 pandemic, we developed the Care for Caregivers website to provide free information, webinars, and targeted support for healthcare providers and frontline workers facing pandemic-related mental health challenges. Care for Caregivers provided support to **897 visitors**, with **1,289 participants** registered across **55 webinars**.

Additionally, we launched Care to Speak, a free and confidential peer support service allowing users to interact through a hotline or online chat with volunteers experienced in healthcare. We have trained 28 peer support workers, who have connected with 306 individuals working in the social services and healthcare sectors through call, text or online chat. **984 informational packages** were distributed to both healthcare and social service facilities across BC.

This initiative is a partnership between CMHA BC and SafeCare BC, and is proudly supported by the BC Ministry of Mental Health and Addictions.

Through eight interactive lessons, participants learn about topics such as the factors behind addiction and control, the dynamics involved in helping people change their behaviour, and what to do in difficult situations. Participants are also given opportunities to practice skills so they feel confident and comfortable having conversations that promote inclusion, respect, safety, and healthy communities.

We have updated and revamped the website to provide a better, more interactive learning experience for the participants. In the past year, 93 participants completed the Understanding Addiction course.

93% of survey respondents rated the course as ‘Good’ or ‘Excellent’ and indicated that they would apply what they learned in their personal and professional lives. The course content was described as “current, engaging, inclusive, extensive, validating, and empathetic,” with 100% of survey respondents indicating that they learned something from the course about improving mental health and that the information in the course is relevant and useful to their work.

The course was developed by CMHA BC in partnership with the BC Non-Profit Housing Association, BC Government and Service Employees’ Union, Canadian Institute for Substance Use Research, 7th Floor Media (Simon Fraser University), and Walden Media Group, with funding provided by Community Action Initiative.

## Understanding Addiction

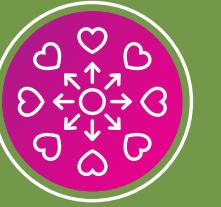
Understanding Addiction is an online training program that equips those in a “helping role” with the knowledge, skills, and attitudes to better support and provide services for people facing challenges with addiction and substance use.



*I hope everyone gets an opportunity to take something like this—our society needs to learn how to really deal with these issues.*

“

*- Understanding Addiction course participant*



# ADVANCE



## Peer Assisted Care Teams

Due to laws and gaps within our mental health care system, police are often the default frontline responders to crisis events in BC. We're working with communities to change this by introducing an approach that integrates teams of trained peers and mental health workers into emergency response: Peer Assisted Care Teams (PACT). For crisis events with low risk of harm or violence, these teams can respond alongside or instead of police to help de-escalate the situation and connect people to ongoing community services and supports.

We are proud to have helped launch the first PACT program in BC in November 2021 in partnership with CMHA North and West Vancouver Branch and other organizations. Anyone over the age of 13 on the North Shore can access free, trauma-informed, culturally safe phone, text or in-person support for a range of issues including thoughts of self-harm or suicide, loss of reality, substance use

challenges or other mental health-related distress or emergencies. Each call includes access to a mental health professional, such as a social worker or other clinician, along with a peer worker.

Thanks to funding from the Province of BC, we are in the process of expanding the North Shore PACT team and supporting community development of PACT programs in Victoria and New Westminster.

*The current police-only response model to mental-health crises needs to change. Many individuals who are experiencing a mental health crisis prefer to deal with a peer-assisted care team. Having qualified and trained civilians providing outreach, care and support is a model that I fully support.*

”

- **Chief Del Manak, Victoria Police Department**

**188**  
calls received by  
North Shore PACT

**90**  
helped through text support

**30**  
supported in-person through  
North Shore PACT team dispatch



## Peer Employment and Empowerment Research Project

Health and social service organizations often employ peers or people with lived or living experience of mental illness and/or substance use to apply their expertise to the delivery of services. In contrast, a process known as co-production centres equal partnerships between peers and other service providers to design, deliver and evaluate services and systems together. This type of peer employment promotes social inclusion, capacity bridging, financial security, and health and wellbeing; however, co-production is not common practice within BC, and many peers continue to face inequitable and precarious working conditions.

In 2020, with funding from the Vancouver Foundation, CMHA BC launched a research project on peer employment and empowerment. Since then, our peer research team has been interviewing peer workers and surveying employers across BC to understand current peer employment practices within the province and identify and advocate for strategies to improve

working conditions, build partnerships and shift BC's Mental Health and Substance Use sector towards co-production.

Through this process, the team has developed several tools to support the sector, including a workplace Power Assessment Framework, a Strategies for Empowerment Checklist for employers, and a final report that outlines our research findings alongside key recommendations for systems-level changes to create more equitable employment for peers. We also presented our research findings at the 2021 CMHA National Conference as well as the BC Community-Based Research (CBR) Quarterly Meeting in February 2022.

This project was funded through a grant from the Vancouver Foundation.

*This was my first time reflecting on my experience of power within my workplace, so this is a very new and complex idea to grasp! I think that these indicators definitely do a good job capturing ways I've experienced power or lack thereof.*

- project participant

”

**30**  
peer workers interviewed

**58**  
employers surveyed

**248**  
peer employment programs and positions identified and shared through online map



## OD-PREP Knowledge Exchange Series

With overdoses reaching an all-time high during the COVID-19 pandemic, community-based organizations and peer-led groups have been at the frontlines offering vital programs and services to respond to and address the crisis. Upon identifying a need to increase documentation, support and sharing of these community-based models for overdose prevention and response, CMHA BC, Public Health Association of BC, and Community Action Initiative, in partnership with people with lived/living experience, launched the Overdose Prevention and Response Essential Practices (OD-PREP) Knowledge Exchange Series.

A seven-part webinar series featured 12 different community-based organizations and peer-run groups showcasing their essential practices for overdose prevention and response. A total of 428 attended the OD-PREP webinars and the webinar recordings have received an additional 1,239 YouTube.

We also launched the OD-PREP Online Learning Community—a space to network and share resources, information and events with others who are working to prevent and respond to overdoses in their community. Hosted on the community action social media platform mobilize.io, the online learning community is meant to be a safe, inclusive and supportive place where we can learn from each other and push for impactful policy change beyond the end of the webinar series.

*Really appreciated the honesty and openness from the webinar presenters, and helping me to see things from a new perspective.*

- OD-PREP webinar participant

**428**  
attended webinars on essential practices for overdose prevention and response

**191**  
joined the OD-PREP Online Learning Community



## Substance Use Treatment and Recovery Grants

As a result of investment from the Province of BC, CMHA BC administered grants to support Bed-Based Treatment and Recovery Expansion. The project has facilitated the implementation of 58 beds converted from private-pay to publicly funded, as well as 47 net new public beds.

Through this project, adults struggling with mental health and substance use challenges now have access to **105 publicly-funded treatment and recovery beds** located within all five health authorities throughout BC. The implementation of these beds represents the **484 clients** that have sought help through programs offered as a result of this granting program to date, and 210% of the original target deliverables.

Priority populations being served through this granting opportunity include:

- Indigenous, First Nations, Métis, and Inuit Peoples

- Men and women involved in the corrections and justice system
- Women with complex and significant systemic barriers, including survival sex workers
- Pregnant and parenting people
- Rural/remote communities and small population centres

The grant funds provided through this project have enabled the creation and broadening of transitional programs that support the long-term recovery goals of the clients in treatment. Service operators report that there has been greater retention and individualized success as a result of the grant funding and this patient-centered approach.

The funded beds have maintained significant demand and have held an 83% rate of occupancy throughout. At least one service operator in each health authority has reported back 100% occupancy every quarter within the first year.

**199**  
clients accessed opioid agonist treatments

**105**  
treatment and recovery beds in operation throughout BC

**1,230**  
referrals received

The investment made by the Ministry of Mental Health and Addictions in partnership with CMHA BC has made this project possible. Continued collaboration between the Ministry of Mental Health and Addictions, CMHA BC Division, project partners and stakeholders have propelled this project's success well beyond its initial goal. We would also like to acknowledge our partners at Community Action Initiative for their continued support.



*When I was looking for help, all of the other facilities in BC I spoke to had a waiting list of up to six months. In calling 333 Recovery Homes I was accepted within a week. If I was unable to find help... I may have slipped back into the darkness of addiction.*

”

*- Former client of project partner 333 Recovery Homes*

## **Advance: Partners in change**

**From project planning and development through to implementation and management, we continue to work closely with sector partners and health care stakeholders on grant priorities and continued program and evaluation feedback. We are fortunate to work with the Ministry of Mental Health and Addictions, Community Action Initiative, Regional Health Authorities, First Nations Health Authority, Service Operators, Community Partners, and People with Lived/Living Experience.**

## **Board of Directors**

---

### **David DeLong (Chair, National Representative)**

David is the Director, Human Resources, Base Metals at Teck Resources. Experienced in board governance, policy and strategic planning, he served on the Selkirk College Board of Governors for 6 years as Chair of the Advocacy Committee and Chair of the HR Committee. David has a Master of Science – Safety Management, BA, BPE, and diploma in Strategic Human Resources Management and a certificate in Workplace Mental Health Law. With over 30 years of experience in managing employee assistance and health and wellness programs, David has a strong understanding of aboriginal affairs, addictions, corporate relationships, and mental health in the workplace. David has been on the BC Division Board since September 1, 2015 and has been Chair of the Board since December 1, 2018.

### **Jacki McPherson (Vice-Chair)**

Jacki is from the Okanagan Nation. She has worked in Aboriginal health for approximately 30 years. Jacki currently manages all health programs for the Penticton Indian Band, and is part of the Okanagan National Wellness Committee. In her previous role as President of the First Nations Health Directors Association of BC, Jacki was involved with the transfer of health services from Health Canada to the First Nations Health Authority. She has also worked closely with Interior Health Authority in all areas of health.

### **Errol Olsen (Secretary/Treasurer)**

Errol currently serves as Chief Operating Officer at Uncommon Purpose Ventures. Errol brings more than 25 years of experience leading the finance and operations functions of companies ranging from start-ups to multinational corporations including Traction on Demand, Absolute Software, Inetco Systems, Pivotal Corporation and Ritchie Bros. Auctioneers. Prior to leaving public practice, Errol was a manager in the audit and advisory services group at KPMG LLP, where he worked with a portfolio of private and public companies. Errol holds a CPA, CA designation and a Bachelor of Business Administration from Simon Fraser University. He brings to CMHA BC a broad experience in finance, strategy development, operations, technology and governance.

### **Omar Alasaly**

Omar is a Pharmacist-Owner of three Shoppers Drug Mart franchises. He has been recognized by his peers at Shoppers Drug Mart as being a pharmacy and business leader and he was elected as the BC Peers Chair for Shoppers Drug Mart where he serves as Chair of the Board for all elected Pharmacist-Owner Representatives in BC and also serves as one of seven Pharmacist-Owners on the National Pharmacist-Owner Board representing over 1,100 Shoppers Drug Mart Pharmacist-Owners in Canada. Omar was awarded the prestigious British Columbia Pharmacy Association (BCPhA) Pharmacy Leadership Award and has also been awarded several other national and regional pharmacy awards. As a pharmacy student at UBC, Omar's internship focused on the treatment of mental health patients.

## **Jane Atherton**

After a 30-year career as an executive in the newspaper industry, Jane followed her passion and studied interior design, recently opening her own firm. Jane has a personal connection to improving mental health as her youngest son suffers from depression. When she saw that there was a gap in the system for 18–19 year-olds as they aged out of children's services yet didn't qualify for adult services, Jane joined the Board of Directors of the CMHA Vancouver-Fraser Branch to see how she could make a difference in the lives of young people. Jane brings to the board her business acumen and skills in leadership and communication. She now resides in Courtenay, BC, where she also serves as Vice-Chair for the North Island College Board of Governors.

## **Kelli Bodnar**

Kelli is a lawyer and resident of Vancouver. As a former Legal Counsel with Justice Canada for over a decade, she practiced in the areas of Indian Residential Schools and Indigenous rights and title claims. Prior to that, she was a social worker, including employment at Alberta Hospital Edmonton, and After-Hours Emergency Mental Health Services. Kelli has skills in law, government relations, human resources/hiring, treating people with mental health/addiction issues, and working as a team member and manager. As a previous Director of the Vancouver Writers Fest for five years, and as a current Director of Mago Foundation, she has experience with board governance and fundraising. Kelli lost a brother to suicide.

## **Judy Darcy**

Judy served as BC's first Minister of Mental Health and Addictions for three and a half years. Under

Judy's leadership, the BC government introduced new mental health programs particularly for youth, expanded public funding for existing community mental health services, developed Pathway to Hope—a plan for comprehensive mental health and addiction care, built strong partnerships with Indigenous organizations and diverse communities for culturally appropriate care, and spearheaded campaigns to combat stigma. Judy is also an experienced and persistent fundraiser.

## **John Douglas**

John spent 23 years working for BC Ambulance Service and the Justice Institute of BC as a Paramedic and Paramedic Facilitator. His political career spanned six years as a City Councillor and Mayor. John has sat on numerous boards, including the local CMHA from which he stepped down in 2019. John also spent some time as a consultant for two First Nations in the field of education and economic opportunities. Since 2015 John has been engaged with non-profit organizations in housing, mental health and substance use, particularly focusing on research into the Opioid Crisis and establishing long term Therapeutic Recovery Communities. He is also a community advocate for active transportation and healthy lifestyles.

## **Canon Fung**

Canon is a business owner and a former finance executive with a CPA, CA and a Bachelor of Commerce from University of British Columbia. He has over 25 years of business, financial, and operational experience in consulting firms, public and private companies, and non-profits. He is the President of Bella Turf and Shift Supplies. Canon has been on the Board of Directors of Canadian Liver Foundation, BC Division including two years as Treasurer. Canon was also on the Board

of Canadian Diabetes Association, BC Yukon Division as the VP Finance, a Finance Committee Member at Vancouver Lawn Tennis Club, and a mentor with the Sauder School of Business.

## **Martin Mroz**

Martin has been a BC resident for 28 years. He is also a dad and therapy dog handler. He has lived experience of severe anxiety, supporting a child through suicide attempts, depression, borderline personality disorder, and mental health systems. Martin is a principles-driven leader with over 20 years of experience within complex health, research, and education organizations. He has been a student well-being director at SFU for the past 11 years. Martin loves building relationships, innovation, and fostering settings of caring. He is passionate about servant-leadership, fostering caring and kindness, and human-centered design. He is a CPA, MSc. and BSc. with board experience on the SFU Board of Governors, Fairtrade Canada, and the Burnaby Hospice Society.

## **Raegan Paul**

Raegan works as a Program Manager leading integrations and international expansion initiatives at Semios, a Vancouver based precision ag company. He has 17+ years of cross industry experience in strategic planning, program management and business analysis, and holds an MBA and Engineering degree. His passion for community mental health and background in technology motivated him to develop a mental health app. Engagement at CMHA BC Board and experience in health care technology continues to motivate him to support an improved access to mental health care among diverse ethnic and indigenous communities across the province.

## **Endowment Funds**

CMHA BC has established a number of endowment funds to help support mental health for generations to come. Donors can designate contributions to any of the funds to help build the sustainability of programs they care most about. By leaving a bequest in your will, making a gift of life insurance or designating CMHA BC as a beneficiary of your RRSP, RRIF or TFSA, your gift can help us save lives and advocate for change now and well into the future.

### **CMHA BC Endowment Fund**

CMHA BC has established an endowment fund with the Vancouver Foundation, the largest community fund in Canada. The conditions of the fund provides 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. As of March 2022, the value of the fund was \$572,376.

### **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 not to 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 stemmed, in part, from his own experiences with bipolar disorder. Since 1982, the Lorne Fraser Educational Fund has helped over 200 British Columbians pursue their educational dreams. The value of the fund as of March 2022 was \$267,549.

### **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. The fund supports CMHA BC activities that enhance, through innovation, the lives of children and youth living with or at risk of developing 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 BC, at branch, provincial and national levels of CMHA. With a further \$10,000 contribution by CMHA BC in 2015 along with other contributions, the value of the fund as of March 2022 was \$141,602.



### **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

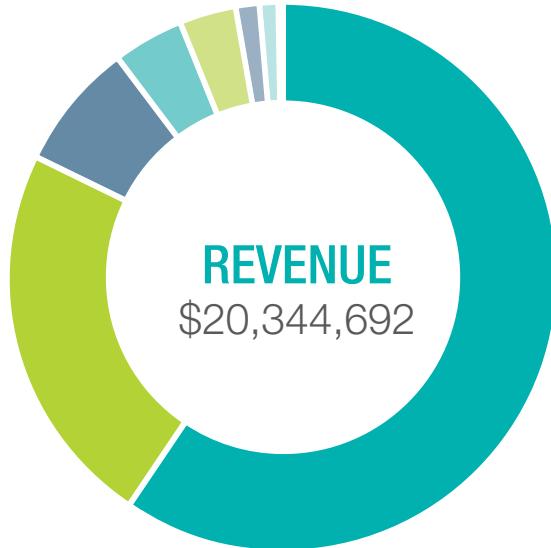
level, and provides an informed independent voice on the impact of the public mental health system on the lives of people with mental illness and substance use problems and on their families. In March 2011, CMHA BC made an initial investment of \$50,000 for the establishment of the fund plus a further \$50,000 in 2012, and \$25,000 in 2015. The value of the fund as of March 2022 was \$253,301.



**YOUR GIFT MAKES A DIFFERENCE!**

Donate at [cmha.bc.ca/donate](https://cmha.bc.ca/donate)

## Finance



# CMHA Branches in BC

## CARIBOO CHILCOTIN (WILLIAMS LAKE)

250-398-8220 | [www.cariboo.cmha.bc.ca](http://www.cariboo.cmha.bc.ca)

## COWICHAN VALLEY (DUNCAN)

250-746-5521 | [www.cowichanvalley.cmha.bc.ca](http://www.cowichanvalley.cmha.bc.ca)

## KAMLOOPS

250-374-0440 | [www.kamloops.cmha.bc.ca](http://www.kamloops.cmha.bc.ca)

## KELOWNA

250-861-3644 | [www.cmhakelowna.com](http://www.cmhakelowna.com)

## KOOTENAYS (CRANBROOK)

250-426-5222 | [www.kootenays.cmha.bc.ca](http://www.kootenays.cmha.bc.ca)

## MID-ISLAND (NANAIMO)

250-244-4042 | [www.mid-island.cmha.bc.ca](http://www.mid-island.cmha.bc.ca)

## NORTH AND WEST VANCOUVER

604-987-6959 | [www.northwestvancouver.cmha.bc.ca](http://www.northwestvancouver.cmha.bc.ca)

## NORTHERN BC

250-564-8644 | [www.northernbc.cmha.ca](http://www.northernbc.cmha.ca)

## PORT ALBERNI

250-724-7199 | [www.cmhaportalberni.ca](http://www.cmhaportalberni.ca)

## SHUSWAP-REVELSTOKE (SALMON ARM)

250-832-8477 | [www.shuswap-revelstoke.cmha.bc.ca](http://www.shuswap-revelstoke.cmha.bc.ca)

## SOUTH CARIBOO (100 MILE HOUSE)

250-395-4883 | [www.southcariboo.cmha.bc.ca](http://www.southcariboo.cmha.bc.ca)

## SOUTH OKANAGAN SIMILKAMEEN (PENTICTON)

250-493-8999 | [www.sos.cmha.bc.ca](http://www.sos.cmha.bc.ca)

## VANCOUVER-FRASER (VANCOUVER)

604-872-4902 | [www.vf.cmha.bc.ca](http://www.vf.cmha.bc.ca)

## VERNON

250-542-3114 | [www.cmhavernon.ca](http://www.cmhavernon.ca)

## VICTORIA OFFICE (CMHA BC)

250-216-4228 | [www.victoria.cmha.bc.ca](http://www.victoria.cmha.bc.ca)





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

Charitable Registration No. 88844 1995 RR0001

We respectfully acknowledge xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), səl̓ílwətaʔɬ (Tsleil-Waututh), Lkwxwén (Songhees) and Wyomilth (Esquimalt) peoples on whose traditional, unceded lands the CMHA BC offices are located.

Suite 905 - 1130 W. Pender Street  
Vancouver, BC, V6E 4A4 Canada

Phone: 604-688-3234  
Toll-free phone (BC only): 1-800-555-8222  
Fax: 604-688-3236

[www.cmha.bc.ca](http://www.cmha.bc.ca)