



beyond the blues

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Ministry of Children & Family Development
College of Registered Psychiatric Nurses of BC
Crisis Line Association of BC
Fraser Health Authority
Interior Health Authority
Mood Disorders Centre (UBC)
Northern Health Authority
PeerNet BC
Vancouver Coastal Health Authority
Vancouver Island Health Authority



Beyond the Blues is a project of the BC Partners for Mental Health and Addictions Information and part of its HeretoHelp brand. The BC Partners are seven non-profit agencies that have come together to provide quality information to help people prevent and manage mental health and substance use problems. For more about BC Partners and HeretoHelp, see www.heretohelp.bc.ca/about-us

background



Beyond the Blues: Education and Screening Days is an annual mental health awareness campaign made up of community events held across BC. The point of the campaign is help people start conversations about mental well-being and learn more about what it looks like—from well-being factors like social support and self-esteem to problems with common issues like mood, anxiety or risky drinking. The initiative also stresses when and how to get help, and empowers attendees to connect with local support.

Beyond the Blues events are free, anonymous and drop-in. At an event or “site,” a hands-on way for people to learn the signs of depression, anxiety, risky drinking and mental well-being is by filling out a short screening self-test for each issue and then meeting briefly with a clinician to discuss the results and next steps.

The event is about education, not diagnosis. It reaches people who are struggling as well as

people who are not and want to prevent problems. In addition to print resources and helpful personnel, many sites also add displays, presentations, videos and games to encourage attendance and interaction. Sites can be held in any community. Some events are promoted to a broad audience; others target key population groups like young people, multilingual groups, older adults or Indigenous people.

Beyond the Blues is held annually every fall. Although events are eligible now between October and February, the majority of events fall in October, often close to Mental Illness Awareness Week. Provincial support is provided by the Canadian Mental Health Association’s BC Division (CMHA BC) and the Canadian Institute for Substance Use Research (CISUR).

The 2018 season was the 24th anniversary of Beyond the Blues in BC.



“Participating annually in Beyond the Blues for our community is such an important opportunity to connect with youth, adults and seniors in a safe environment to discuss depression, anxiety, risky behaviour and wellness with them. We bring together guest speakers, entertainment, agencies, associations and local professionals to share their knowledge and resources at a great event.” —2018 site planner



history

- 1991** Screening for Mental Health (USA) hosts first National Depression Screening Day (NDSD)
- 1994** Victoria, BC, first Canadian site to host NDSD
- 1995** NDSD starts to be coordinated provincially by CMHA BC and Mood Disorders Association of BC
- 2001** BC sites get free made-in-BC materials instead of US ones
- 2002** Anxiety screens successfully piloted. 'Education' added to event name
- 2003** Beyond the Blues name appears for the first time. Event coordinated under the banner of BC Partners
- 2005** Risky drinking screens piloted. Centre for Addictions Research of BC now a provincial partner
- 2007** External evaluation of Beyond the Blues completed, focusing on support to site planners
- 2008** Paperless screening (using laptops at events to streamline administration and scoring) offered for the first time
- 2013** Well-being screen exploring the positive dimensions of mental health piloted with adults and youth
- 2014** Subtitle renamed to "Education and Screening Days" to reinforce the focus beyond just depression, anxiety or one day. The logo was also refreshed and materials rebranded to align with HeretoHelp
- 2015** Two new substance use screens introduced: risky drinking screen for youth and a substance use and harms screen for youth and young adults
- 2016** Two-year external evaluation completed following up with participants after their experience at events in 2015 and 2016; this was the first evaluation that focused on attendees
- 2017** New depression screen added for Aboriginal people; youth depression screen changed
- 2018** New cannabis 'reality check' screen introduced



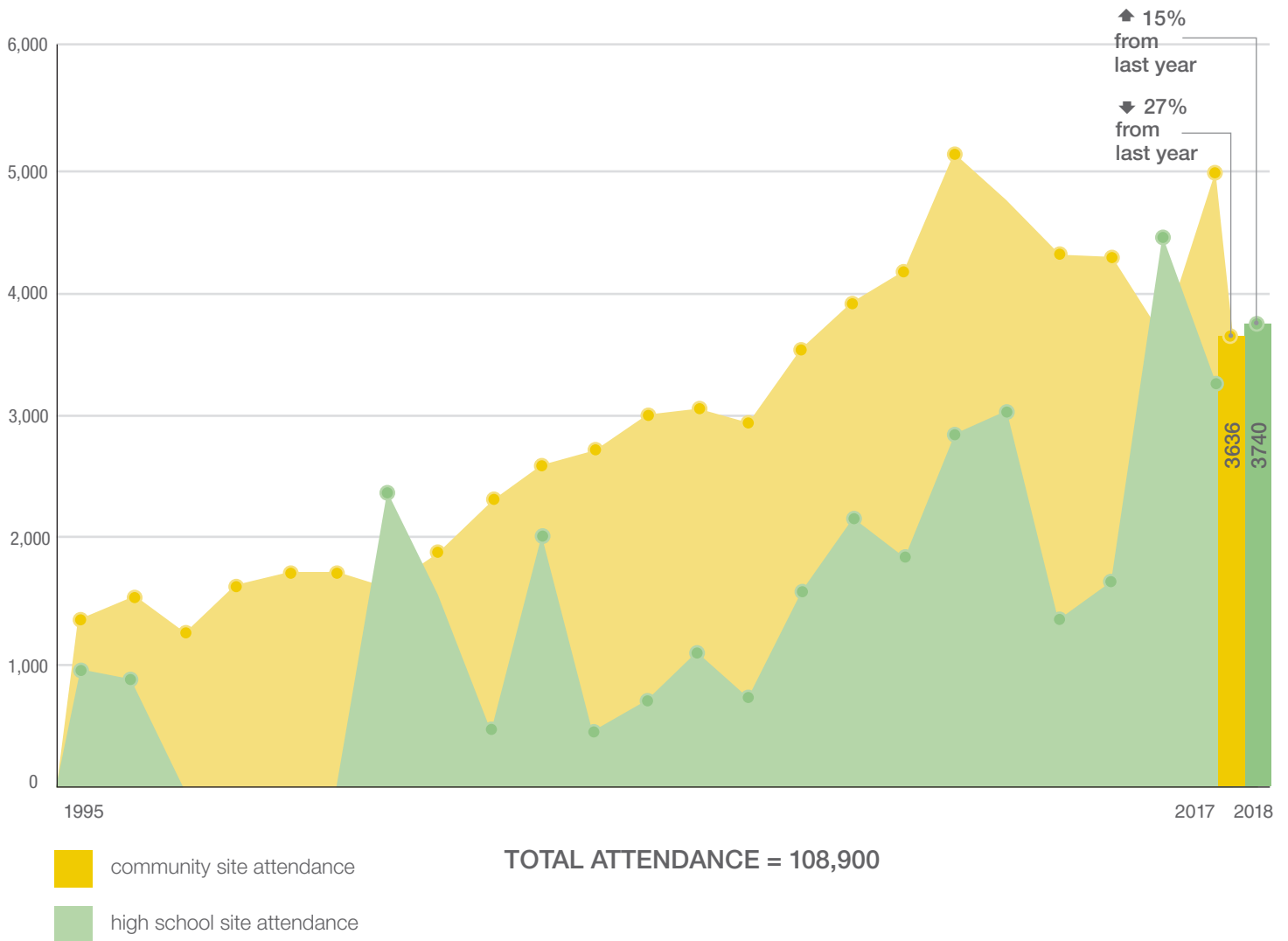
"Beyond the Blues is a great event. It helps us service providers to pause and work on prevention." —2018 site planner

attendance

7376 people attended Beyond the Blues 2018

Almost 109,000 people have been helped in 24 years of Beyond the Blues in BC

history of beyond the blues attendance in BC



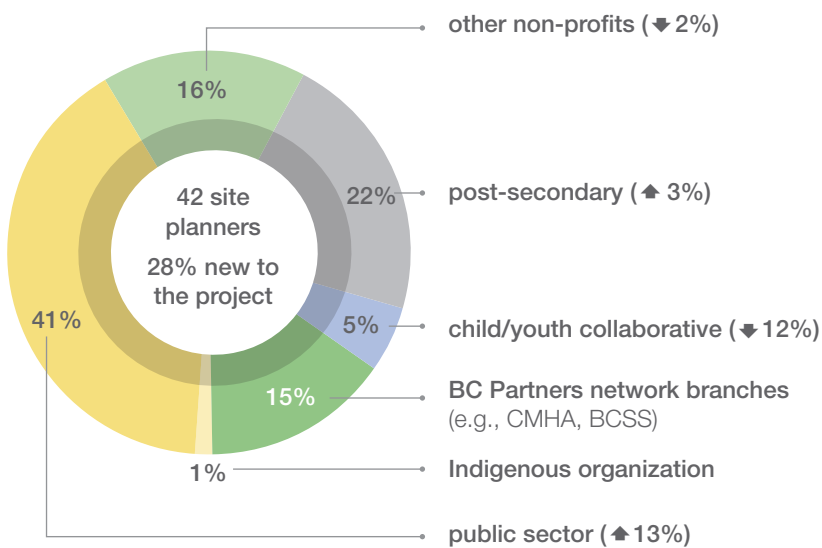
all instances where ▲ and ▼ are used in this report indicate comparisons to statistics from last year



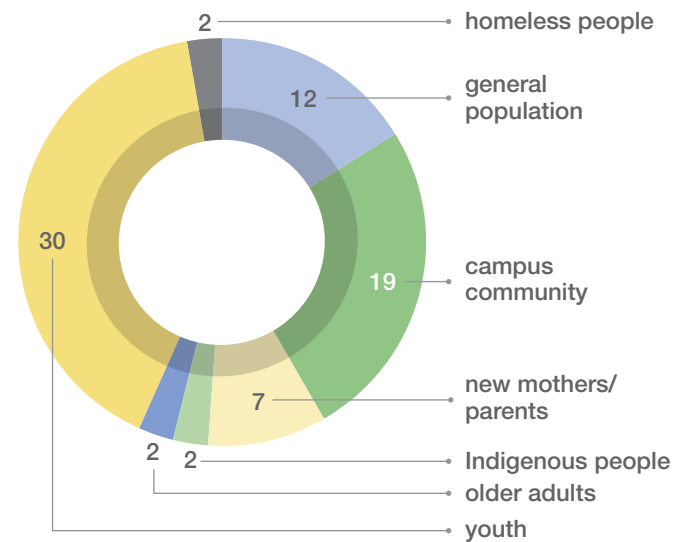
sites

74 sites ⇒ 24 were new, reaching new audiences or communities ↓5%

lead agencies

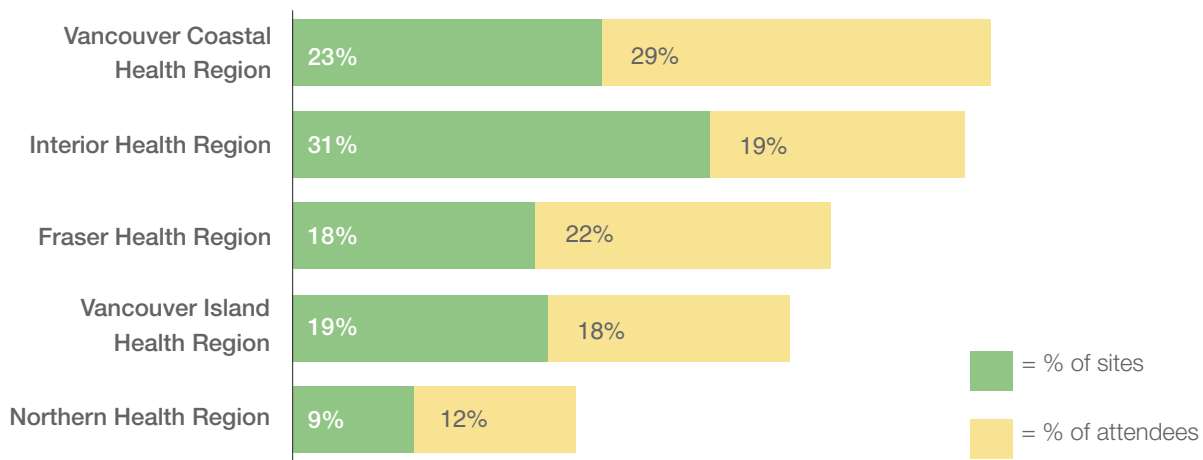


site target audiences*



at least 339 clinicians, staff and volunteers were involved across BC

health region break-down

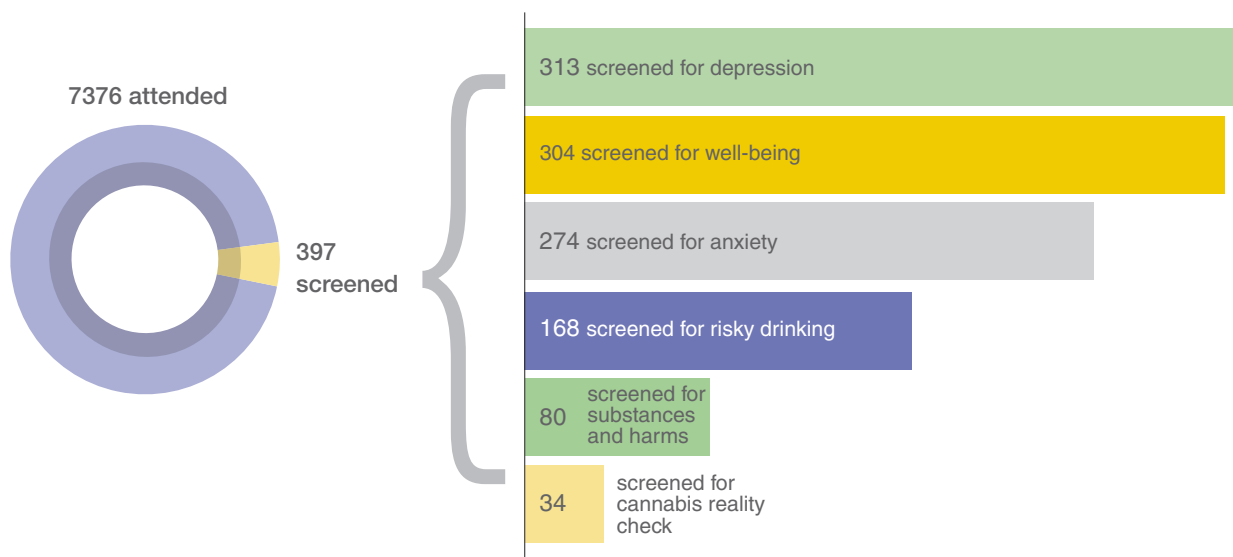




397 people were screened ▼2%

1150 screens completed ▼18%

- Screening numbers were down for all screens—anxiety (▼29%), depression (▼22%), risky drinking (▼38%), well-being (▼6%) and substance use and harms (▼7%)
- On average, each screening participant completed about 3 screens



different approaches

- 23 (31%) offered screenings
- 51 (69%) offered education only
- 62 sites (▲3%) were targeted to specific groups in a couple of different ways: 38 of them were targeted and “closed” events (▲23%), 24 were targeted but still open to others in the community (▼17%). Another 12 sites (▼33%) were not targeted at all and open to anyone from the general public

average attendance per event

- Average (mean) attendance was 100 people (▼5%)
- Median attendance was 75 people (▲36%)
(the median is a more accurate ‘average’ as it is not as influenced by extreme high and low scores)



Paperless screening

Most screens continue to be offered on paper, but 13 sites asked to be set-up for paperless screening at their events (and 5 ended up using it). Paperless screening is where a computer terminal walks people through the four screens but withholds their score until the debrief interview.

» 142 people, more than a third of of all those screened, were screened this way, from youth to older adults (▼33%)

local event photos



A Williams Lake event features a display listing mental health professionals and resources.



Penticton students waiting to take their turn at the plinko board as others look over the tables of resources.



Mission's Haztic Middle School students gather around a display table in front of a poster for the Emoji Your Self-Care activity.



Cake celebrating one of the Williams Lake's Beyond the Blues events.



Penticton youth put post-it notes to answer questions about mental health and start important conversations.

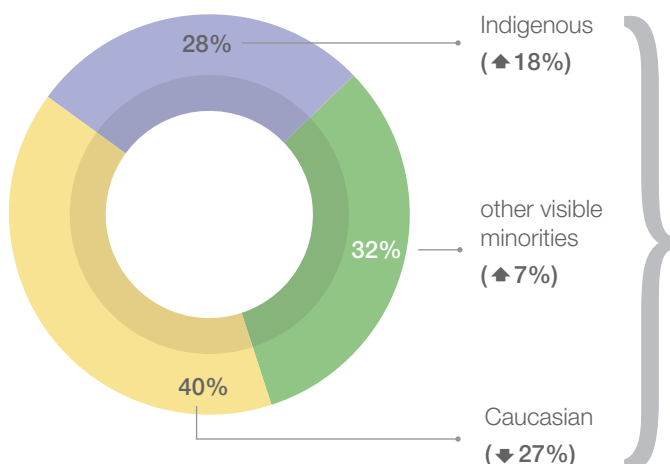
participant profile



gender of screening participants

- 57% females
- 39% males (▲7%)
- 4% other (▲3%)

ethnicities of screening participants

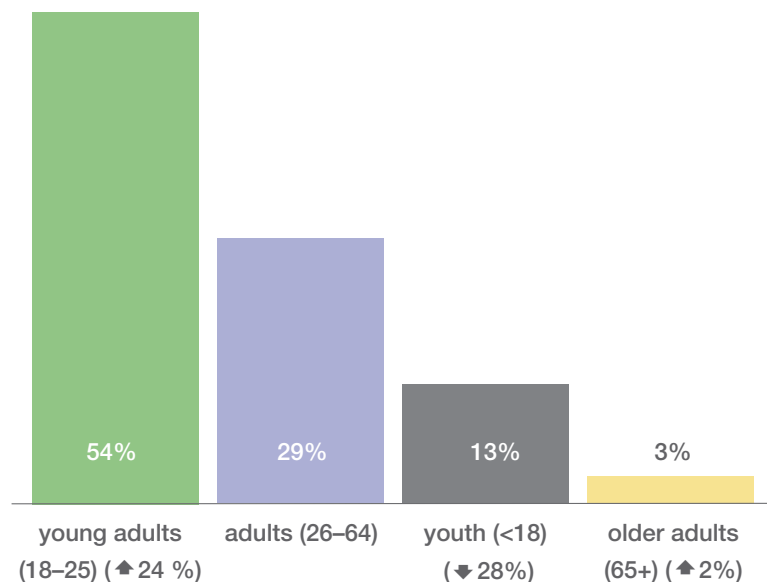


approximately 2 in every 3 of those screened identified themselves as belonging to a cultural minority group

- 3628 Aboriginal and multilingual materials were distributed by request

ages of screening participants

71% of those screened were under 25 or over 65



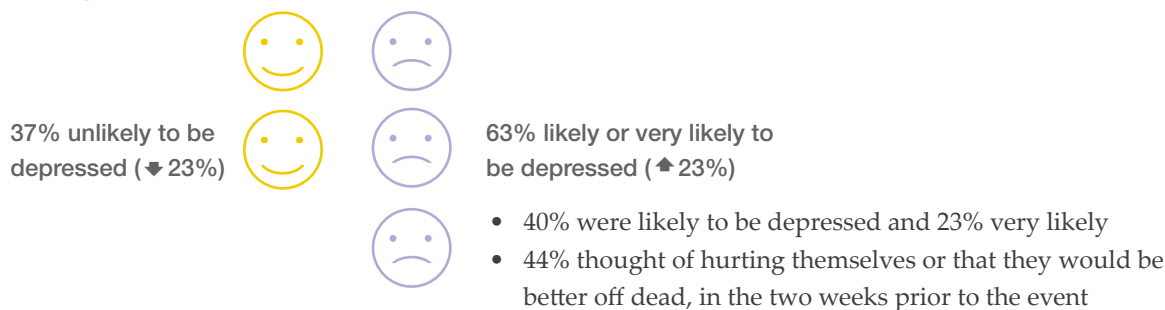
Screens currently used in Beyond the Blues

- » Adult depression: PHQ-9 + HANDS mania prescreen
- » Adult depression (postpartum): EPDS
- » Adult depression (older adults): GDS-15
- » Adult depression (Aboriginal): PHQ-9-Mod
- » Adult anxiety: MINI or GAD-7
- » Adult mania followup: MDQ
- » Adult and youth well-being: WEMWBS or SWEMWBS
- » Youth depression and anxiety: PHQ-A + SCARED-5
- » Youth anxiety followup: SCARED-41
- » Adult and youth risky drinking: ARC developed by CISUR
- » Youth and young adult substance use and harms: adapted from CRAFFT by CISUR
- » Cannabis screen, developed by CISUR

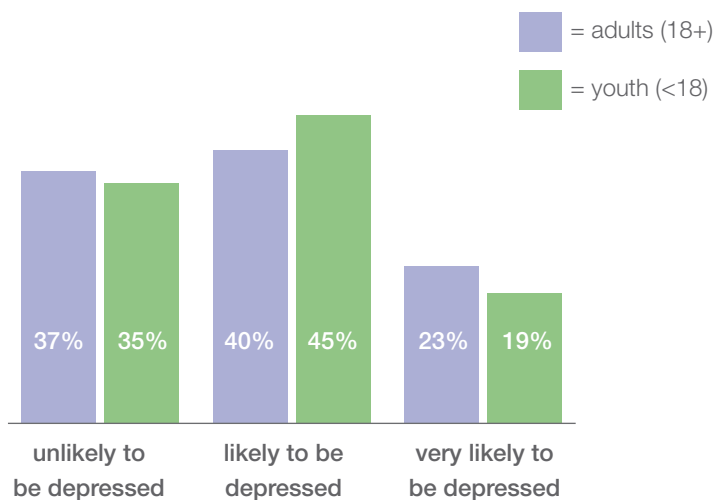
depression screening results



all ages



likelihood of symptoms: youth vs adult



- symptoms of depression in adults went up by 24%
- symptoms of depression in youth went up by 23%
- the new youth depression screen asks about dysthymia (a long-term lower-grade depression); 3% of youth screened showed symptoms consistent with dysthymia
- for the first time, 18 participants were screened with the Aboriginal depression screen for adults



Statistics noticed over previous years of the event*

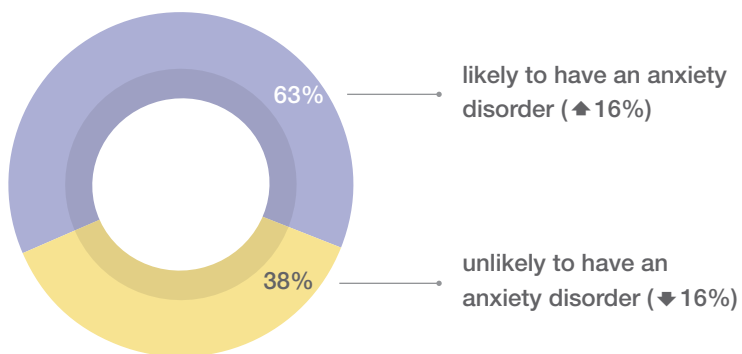
- » 19% of those completing an adult depression screen were flagged to complete a longer mania screen;
- » 21% showed signs of bipolar disorder
- » 44% said they had a family history of mood disorders or alcohol use problem
- » 37% said their symptoms impacted their work, social and home life
- » 45% of those screened for depression indicated they had never before been treated for a mood disorder
- » 50% of adults screened indicated they were working full or part time

* These are median averages measured between 2009–2018. They have been fairly consistent year to year so we have elected not to ask for them each year.

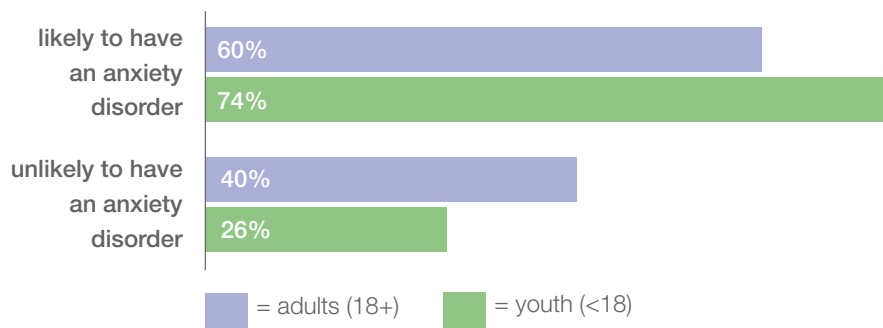
anxiety screening results



all ages



likelihood of symptoms: youth vs adult



- symptoms of anxiety in adults went up 6% from last year
- symptoms of anxiety in youth went up 35% from last year



Statistics noticed over previous years of the event*

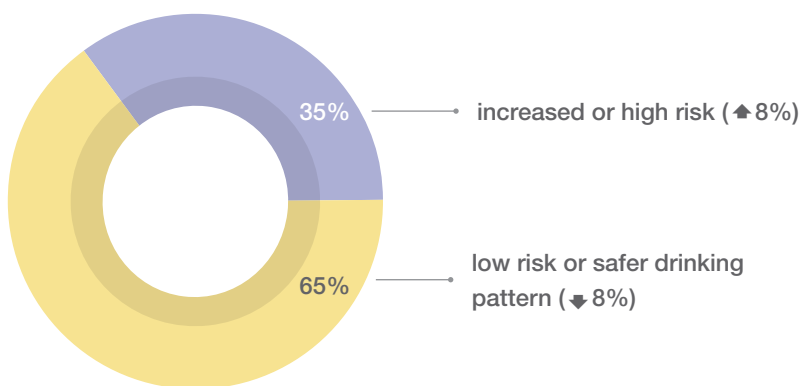
- » 37% said their symptoms impacted their work, social and home life
- » 82% of adults indicated they had never been before been treated for an anxiety disorder
- » Prevalence of anxiety symptoms by type:
 - general anxiety disorder 30%
 - panic disorder 15%
 - post-traumatic stress disorder 14%
 - social phobia 11%
 - obsessive-compulsive disorder 8%

* These are median averages measured between 2009–2017. They have been fairly consistent year to year so we have elected not to ask for them each year.

substance use screening results



risky drinking: all ages*



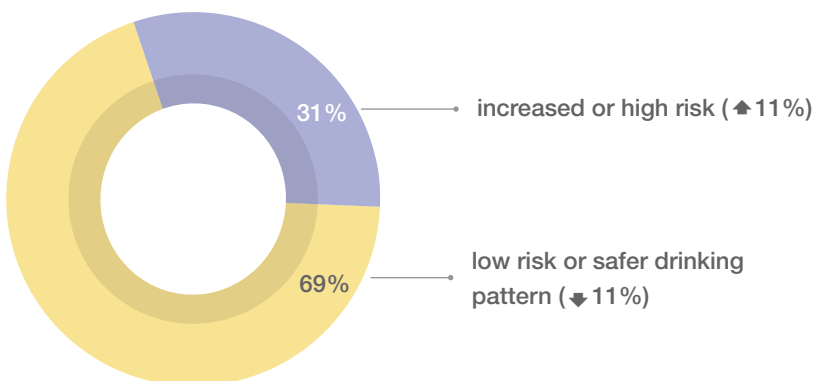
*These results represent adults as there were no youth under 19 who took the risky drinking screen this year



cannabis screen

A new 'cannabis reality check' screen was introduced in 2018 just around the time of legalization of cannabis in Canada. Thirty-four adults across two events completed it. Among those screened, 76% scored lower in risk and 24% higher risk.

substance use and harms: all ages

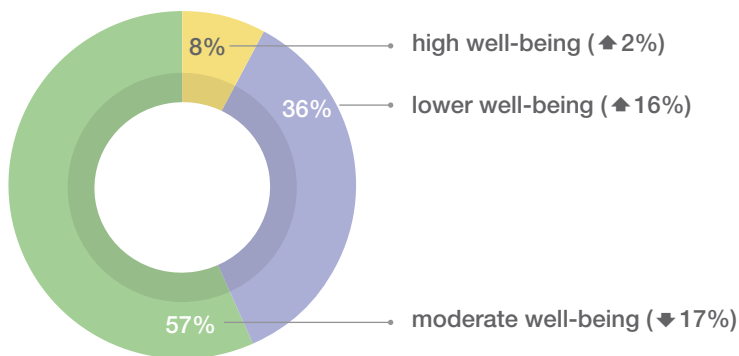


- eight events screened participants for substance use and harms, including a youth site; this is almost triple the number of events offering it as in 2017.

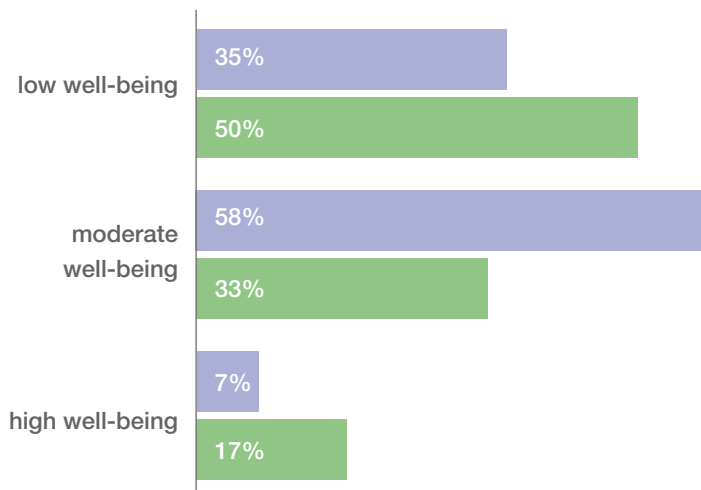
well-being screening results



all ages



well-being results: youth vs adult



2 out of 3 participants regardless of age reported moderate to high mental well-being

= adults (18+) = youth (<18)

- well-being decreased by 32% in youth
- well-being decreased by 15% in adults

online screenings



People who couldn't attend their local event, or didn't have one to go to, continued to have another option to get screening and support: our web screenings that can be done at home year-round.

online screening results

34,595 people (▲ 22%) completed screenings online during the September–November 2018 Beyond the Blues season

- 325* found out about the online screenings at a local Beyond the Blues event
- around 2 in 5 web screening participants were from a visible minority group
- 39% of screening participants were under 19; another 28% were young adults 19-25
- 44,050 (▲ 3%) separate screens were completed

Most screening scores are higher online than at community events

- depression—88% likely to have symptoms (vs. 63% at events)
- anxiety disorder—84% likely to have symptoms (vs. 63% at events)
- well-being—79% with low well-being (vs. 36% at events)

Risky drinking is the only screening score that came out around the same online—36% with increased or higher risk drinking (vs. 35% at events)

* this figure is likely higher as word of mouth, news articles, and web referrals may be Beyond the Blues related too.



“I think mental health awareness is so important. I notice that more of our students are talking about it freely, whether in individual counselling sessions or in the classroom. I believe it is events like these that are helping reduce stigma around mental health.”

—2018 site planner

support



115,629 free resources were sent to confirmed sites

Educational and promotional items (▲10%) included brochures, info sheets, pens, mood dots, games, cards, pads, magnets, DVDs, and posters. Eleven new info cards were added this year covering the following topics: tips for improving mental health; tips for preventing relapse of depression; the connection between depression, anxiety, alcohol and other drugs; generalized anxiety disorder; panic disorder; post-traumatic stress disorder; mental illnesses in children in youth; bullying and young people; helping a friend you're worried about; supporting a friend or family member; and body image and self-esteem. Based on feedback and pending cannabis legislation, we also offered five brochures in the Safer Use Series, which look at safer drinking, safer cannabis use, safer injecting, safer smoking and safer 'tripping'. Given the long and intense wildfire season, we also provided sites in the Interior with cards promoting mental health support for those affected by fire and smoke. We also revised our popular depression and anxiety recovery board game and created an adult and youth version. Finally, in terms of promotions, we revised our HeretoHelp promotional brochure and created two types of fun, temporary tattoos featuring messages supporting self-care.



website

The main Beyond the Blues page at www.heretohelp.bc.ca/beyond-the-blues was viewed 8,396 times (▲327%) throughout September, October and November. Event listings were viewed 1729 times (▲597%). As well, the main home page at www.heretohelp.bc.ca, which is the URL promoted in Beyond the Blues ads and posters, saw 31% more visits in the fall than in 2017.

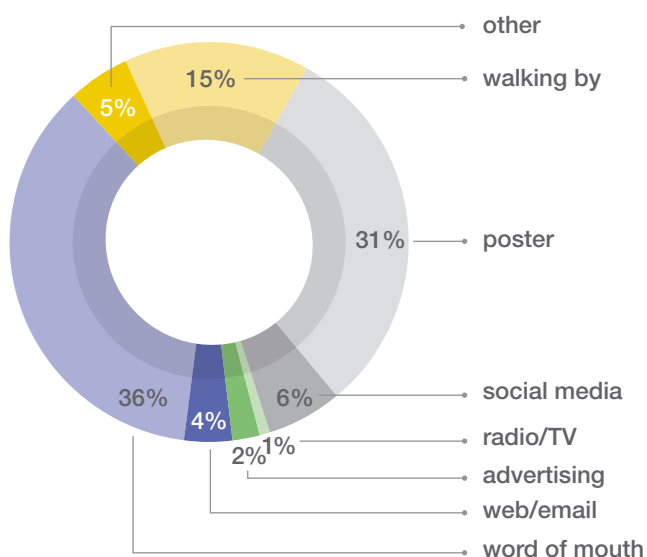
promotions



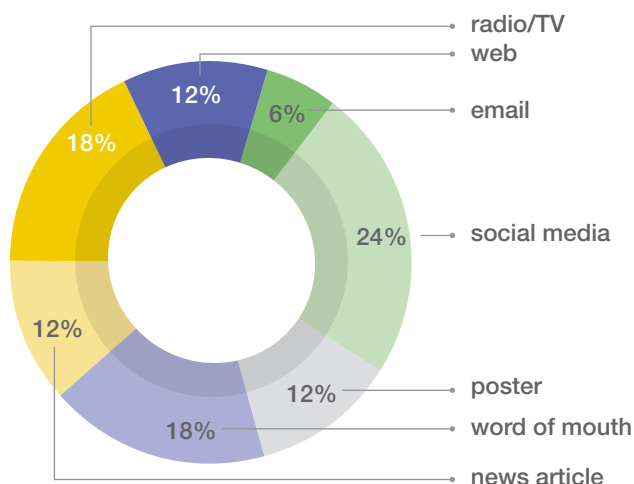
how participants* said they heard about the event



sites for targeted communities/settings



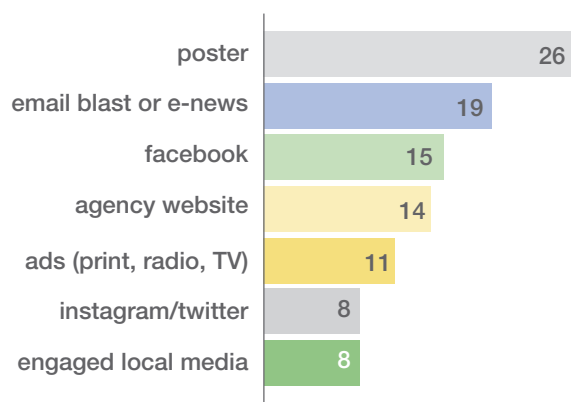
sites for general audiences



* these statistics are gleaned only from the 5% of participants who did screenings and may not be representative of all attendees. Also, online "ads" may have been coded under "web"

- Online ads placed on Facebook, Vancouver Sun and Province websites yielded 6042 click-throughs (▲531%)
- 7 web ads placed and 7 customized press releases sent out

how site planners said they promoted their events



some of the media that covered beyond the blues 2018

- 604Now
- 94.9 Goat FM
- Cariboo Advisor
- DailyHive
- Maple Ridge News
- Mission on-reserve community newsletter
- Mountain FM
- Revelstoke Current
- Richmond News
- Squamish Chief
- Williams Lake Tribune

testimonials



from general-public site planners

- “Great opportunity to provide a venue to provide information to the community.”
- “It is a fun, accessible event for the public, providing information and a safe space to talk openly about mental health and addiction.”
- “It gives our community an opportunity to connect, talk about mental health concerns, and gain valuable tools and resources to manage those concerns. Considering the need, I would almost host this event semi-annually to reach those that missed the first event.”
- “Participating annually in Beyond the Blues for our community is such an important opportunity to connect with youth, adults and seniors in a safe environment to discuss, depression, anxiety, risky behaviour and wellness with them. We bring together guest speakers, entertainment, agencies, associations and local professionals to share their knowledge and resources at a great event.”
- “Health & wellness includes mental health too! An important message to promote and to have resources and information available to people for.”
- “Beyond the Blues enables us to use ‘partying’ to promote mental health. Often times, we think of partying as something people do as an avoidance strategy. But the reality is, social connection is one of foundations of a healthy mind and body.”
- “One example was a young Indigenous male, who was interested in the anger handouts—and watching him make the link from his anger to his anxiety was incredible! I actually saw the “light bulb moment” for him...and of course this led to a longer, more private discussion but wow—how satisfying it was to witness! :)”
- “A screening participant went through the screening process, which brought up some issues and emotions that she wasn't expecting. The clinician had a counsellor assess the situation with the participant, spending over an hour with her. She de-escalated to a comfortable state. The participant reached out the next day at Canadian Mental Health to set up future counselling sessions.”



from youth site planners

- “I enjoy collaborating with our community partners and one of the highlights was seeing how our student volunteers were the stars of the show. At each event the high school students would engage in conversations with our student volunteers and that really seemed to put them at ease and make it possible for us (clinicians) to have more open conversations and share information.”
- “It is great to get out in the community to spend time with youth promoting mental wellness rather than seeing the youth down the road in our office.”
- “Beyond the Blues is a great event. It helps us service providers to pause and work on prevention.”
- “We are able to present information to a large number of youth and help reduce the stigma around mental health.”



testimonials

“ It gives youth and community members the opportunity to come together in an open forum and talk about mental health and substance use in a way that isn't stigmatizing. The youth seem to have fun and it also gives them an opportunity to ask about what services are available in our small community and to see the faces of the professionals who are available should they ever need to call on us for assistance either for themselves, their family or a friend. I really appreciate the support our community receives to hold these events. Thanks so much for offering the resources to our community and youth. The youth remember them from one year to the next.”

“ I think it is so important that youth receive the information and are given the opportunity to do the screeners to look at their mental health and substance use. I want to thank the organization for all the support over the years to make the education and screening such a success. I have highly recommended that the community continue to provide this valuable service to our youth.”

“ Our event is brief and during high school lunch break, we set up tables and talk to them about any questions. It is important to bring awareness to high school students regarding mental health concerns that teens commonly struggle with.”

“ A nice way to meet youth in the schools who may need to access mental health services in an informal way.”



from campus site planners

“ It is a really fun event. At the university it allows us to do some early work and exposure to the issues.”

“ It helped the college community talk about the stigma behind mental health and normalize discussions. It also provided our students with additional resources and where to go when they need help.”

“ We find the Beyond the Blues event is a great way to reach students who may not otherwise access counselling.”

“ I think mental health awareness is so important. I notice that more of our students are talking about it freely, whether in individual counselling sessions or in the classroom. I believe it is events like these that are helping reduce stigma around mental health.”

“ We have a lot of students who need this support. Even having the event and making it a fun way to explore mental health makes it seem more normal to talk about.”

“ Bringing counseling out of the office and into a space where students thrive was a great first point of contact for some people.”

“ This year, one of our Business Management classes took over the event as a class. It was great, because it had them thinking about what kind of support they would want as students, and what kind of event would benefit them and people like them. Also it was great because it took the pressure off of me to do all the organizing! And they did an AMAZING job!”

“ One student in particular was at moderate risk for suicide and accessed counselling post event (this was her first time seeing a counsellor).”

testimonials



from site planners reaching older adults or new parents

- “ Provides an opportunity to draw out older adults who are in need of community support programs (housekeeping, transportation, social and rec. programs) as well as mental health supports (counselling, doctor referrals, etc.) ”
- “ This was our second year hosting a BTB event. Each time I have been surprised by the amount and depth of need there is in the community. ”
- “ Providing an opportunity for soon-to-be and young parents to access mental health resources like the above community event is so important. I think we, in public health, continue to struggle with how to reach vulnerable populations and support them in accessing the resources they need. There remains a lot of stigma around mental health problems and people continue to suffer in silence, which also has a huge impact on the families. ”
- “ This project is valuable because it builds community collaboration and partnerships as well as community awareness. ”
- “ This is valuable because no one else does anything like this on a large scale. No one else does JUST mental health and substance use supports! ”



from event attendees

- “ It was simply wonderful, wish it was a bit longer. Thank you millions! ”
- “ I liked everything, it was personal but at the same time it was not "pushing" for information. ”
- “ Overall very well done, good and interactive. ”
- “ I learned how to help others when they are going through a difficult time. ”
- “ I loved the presentation, and the fact that almost anyone can have depression. The tips on how to cope with depression was what stood out to me. ”
- “ I valued the wonderful, helpful information. ”
- “ I valued how they cared about us. ”
- “ I enjoyed the games and fun activities. ”
- “ I felt less lonely. ”
- “ The kindness and the openness of the people. ”
- “ Was fun and interactive. ”
- “ The prizes drew many more people in to learn about their mental health. ”
- “ It made me realize a lot of people have issues with their mental health and made me feel less alone. ”

testimonials



- “ It was a great time. I was able to connect with community leaders and be able to see that taking care of your mental health is actually vital to having a healthy lifestyle.”
- “ I valued most that you tried to make it interesting by including fun little interactive games and objects.”
- “ I most valued the openness of conversation and the removal of stigma around mental health and needing help.”
- “ I valued that they made talking about mental health a normal and open topic instead of something to be ashamed about.”
- “ I valued the one on one conversation in relations to mental health itself.”
- “ Soft-heartedly educated about mental health without feeling obligated to seek out any help if you didn't want to.”
- “ I enjoyed the non-judgemental atmosphere regarding mental health at the event.”
- “ The stress relieving activities there contributed to a calm and welcoming atmosphere.”
- “ A public space that appreciates how important mental health is.”
- “ The presentation was well put on and the information was easy to absorb.”
- “ Nice to see my scores and know that it's normal to be a stressed out student.”
- “ I really enjoyed the entire event.”
- “ It was a nice reminder of things I can do to help my mental health through self care.”
- “ The stories shared by others were touching. The fact that there is help and resources offered was reassuring.”



“I enjoyed the non-judgemental atmosphere regarding mental health at the event.”

—2018 event participant

top successes



- Although community event attendance was down, youth attendance at high school events was up 15%, the second-highest total ever
- 2018 saw a growth in targeted events reaching youth, young adults, and new parents. Two events also specifically reached those who were homeless or at risk of homelessness
- Beyond the Blues welcomed new events in Duncan, Port Hardy, Mission, South Okanagan, Sayward and Vancouver
- Though there were slightly fewer events, median attendance was up 36%
- There was a two-and-a-half-times increase in events on Vancouver Island
- Based on the popularity of other substance use screens and the legalization of cannabis in Fall 2018, our event partners at CISUR introduced a new cannabis 'reality check' screen that helps someone reflect on potential benefits and harms of cannabis use in their daily life. Usually when we introduce a new screen, it takes a couple of years for there to be uptake but we already saw 34 people try it right away in 2018, including young people. The Aboriginal depression screen for adults that was introduced two years ago finally reported use as well
- For the first time in years, there was a noticeable increase in males screened as well as those identifying as transgender and/or non-binary
- 2 out of 3 people screened were either Indigenous or a member of another visible minority
- Two thirds of those screened—both at events as well as online at HeretoHelp—are under the age of 25
- More older adults were screened than in a typical year
- Screening numbers were fairly stable compared to 2017, but far more people showed up as high-risk across all mental health and substance use screens than usual. Suicidal thinking was also double the usual figures. Although unsettling, it also means that those who were screened and had the benefit of a post-screening debrief with a clinician were in clear need of support
- 8 events screened participants for substance use and harms, including a youth site; this is almost triple the number of events offering it as in 2017
- Online screens saw triple the number of young people engaged—more than 23,000 times, in fact in just the September-November 2018 period
- There was a three-fold increase in visits to the Beyond the Blues web pages, likely due to the huge success of Facebook ads
- Social media and earned media (radio, TV, and newspaper coverage that was not paid advertising) saw significant increases in 2018
- Other than media, our other promotional efforts were appreciated whether it was two new temporary tattoos promoting self-care messages or a new Plinko-style game board as a prize for a site planner with the best game idea (youth loved 'wellness plinko' in Penticton)

top successes



- 94% of site planners said that the support they received from Beyond the Blues headquarters helped give them the tools they needed to run successful Beyond the Blues events; 80% said that if the centralized support never existed they would not have held an event at all their first year or their event would not have been of the same scale or success; 97% of site planners said they would recommend participating in Beyond the Blues to a colleague
- 94% of event participants surveyed said they felt better informed about where to go for help and support in their community as a result of attending; 87% said they found the information presented useful; 71% said they felt less stigma as a result of attending; 88% said they would recommend a friend or family member attend Beyond the Blues

beyond the blues
education & screening days

Participant No. _____

cannabis reality check

My age: ☐ 13–15 yrs ☐ 16–18 yrs
☐ 19–24 yrs ☐ 25+ yrs

Cannabis is the scientific name for the hemp plant. Its leaves and flowers or 'buds'—sometimes called marijuana—contain a psychoactive (mind altering) resin that can affect how we feel, think and act. Cannabis can bring benefits, but some patterns and contexts of use involve risk for harm.

This questionnaire is not a test. It is simply a tool to help you reflect on your relationship with cannabis. Such reflection can draw attention to issues that might affect our well-being and to ways we can manage our lives. This questionnaire relates to cannabis use not covered by a medical prescription.

QUESTIONNAIRE

- My use of cannabis so far has helped me (check any that apply)

<input type="checkbox"/> feel good, experience pleasure	<input type="checkbox"/> satisfy curiosity, relieve boredom
<input type="checkbox"/> connect with others, fit in	<input type="checkbox"/> perform/do some things better
<input type="checkbox"/> cope with difficulties	<input type="checkbox"/> enjoy other benefits
- On how many days within a typical week do I use cannabis?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7
- How much cannabis do I usually have on those days?
 Enough to
☐ feel mild effects ☐ get high ☐ stay high for quite a while or get really high
- When I use cannabis, am I using it in one or more of the following connections:
 - where I drive or operate machinery within 6 hours after use, or while still feeling effects
 - where I am also consuming alcohol or other drugs at the same time I'm using cannabis
 - where I have a personal or family history of mental health problems, or am pregnant☐ never ☐ sometimes ☐ most of the time

INTERPRETATION

An on-site clinician can help you interpret your responses and provide you with take-home resources.

Staff use: ☐ Lower risk pattern ☐ Increased risk pattern ☐ High risk pattern

University of Victoria | Canadian Institute for Substance Use Research

Sample of the Cannabis Reality Check questionnaire and Clinician's Guide

recommendations for 2019



engagement and other resources

- Provide more rock-shaped stress toys to sites, as budget allows
- Convert the final 2 longer info sheets used in Beyond the Blues to smaller info cards
- Add a new info card on vaping/e-cigarettes
- Distribute a new resource on support for families, developed by the BC Schizophrenia Society
- Distribute a new game on thinking traps, developed by Anxiety Canada
- Provide (again) cards related to wildfire-related stress to Interior and Northern sites
- Review list of 'best of the web' catalog of good mental health video clips for ones that are downloadable and create a custom playlist on the extranet that can be played on a loop without ads
- When it's time to re-order:
 - for backpack buttons, make them larger and with positive self-care messages
 - find an economical way to make the spinners bigger and flashier
 - as there's a mixed reaction on whether the mood magnets should continue to have animal faces or move to a human face, test emoji faces with a focus group of participants
- In a future year, explore feasibility of providing a large Beyond the Blues banner with quotes and facts that can be a backdrop to a table

screenings

- Check with site planners if they are open to using the modified PHQ-9 not only for Aboriginal adults, but because of its plainer language, use for all adults but with Aboriginal

specific scoring if someone identifies as Aboriginal

- Collaborate with AnxietyCanada to research and recommend an alternate adult anxiety screen as the MINI is now under license
- Create an online and paperless version of the cannabis screen

promotions

- Continue offering Facebook as an option for advertising
- Use the one-year anniversary of cannabis legalization as a hook for some media releases
- Publicize the cannabis screen separately and often as several sites were expecting to see it in their packages
- Promote some of our recommended video clips on social media
- Provide more Beyond the Blues visuals that are Facebook, Twitter and Instagram friendly and post on the extranet

communications and logistics

- Try creating a Beyond the Blues community via the app Slack as another way for site planners to connect with each other
- Use videoconference to host webinars and teleconferences to increase the sense of community
- Simplify the number of resources available into one list, reduce some of the options and allow sites to designate quantity ranges for each item so sites don't receive too many materials
- Before sending a reminder for event confirmation, call instead to prevent last-minute event confirmations, which leave the warehouse little time to fill orders in a timely way
- Work with CMHA publications coordinator to improve order-fulfillment workflow at the warehouse and explore alternate staffing solutions for September

local partnerships



One of the major strengths of the Beyond the Blues site planning process is that it provides opportunities to build relationships with a diverse group of community partners. Without these partners, the events would not be successful. Here are some of the partners our site coordinators identified. Sites are clustered according to health authority boundaries:

interior | 23 sites

100 Mile House x5

- Interior Health
- Canadian Mental Health Association (CMHA), South Cariboo
- MCFD Child and Youth Mental Health
- Cariboo Family Enrichment Centre
- Peter Skene Ogden Secondary
- Storefront School
- Alternate Program

Castlegar

- Selkirk College, Castlegar Campus

Enderby

- CMHA Shuswap Revelstoke
- Splatsin Centre
- Enderby & District Community Resource Centre
- Enderby Early Years Committee

Merritt x2

- Nicola Valley Institute of Technology
- NVIT Student Society

Nelson x2

- Selkirk College, Silver King Campus
- Selkirk College, Tenth Street Campus

Oliver

- MCFD Child and Youth Mental Health
- South Okanagan Secondary
- One Sky Community Services
- School counsellors
- Peer support students

Penticton (campus)

- Okanagan College Students' Union
- Okanagan College, Counselling
- Okanagan College, Accessibility Services
- Okanagan College, Aboriginal Services
- South Okanagan Women in Need Society

Penticton (youth) x3

- MCFD Child and Youth Mental Health
- Connect-ed (Alt school)
- Penticton High
- Princess Margaret High School
- School counsellors and administrators
- Foundry

Revelstoke x2

- Revelstoke Child and Youth Mental Health and Substance Use Collaborative Local Action Team
- Community Centre
- Revelstoke Secondary
- Columbia River Counseling

- Revelstoke Public Health
- Helios Rehabilitation & Performance

Scotch Creek

- CMHA Shuswap Revelstoke
- Scotch Creek Fire Hall
- North Shuswap Health Centre Society

Sicamous

- CMHA Shuswap Revelstoke
- Parkview Elementary
- Sicamous & Malakwa Resource Centre
- Early Years Centre

Summerland

- MCFD Child and Youth Mental Health
- Summerland Secondary

Williams Lake

- CMHA Cariboo Chilcotin
- Interior Health
- BC Schizophrenia Society
- MCFD Child and Youth Mental Health
- Thompson Rivers University, Williams Lake campus
- ReachOut Psychosis Tour band
- Presenters

coastal | 17 sites

North Vancouver

- Capilano University

Pemberton x2

- Vancouver Coastal Health
- Pemberton Secondary School
- Pemberton Valley Supermarket
- Pemberton Youth Centre

Richmond

- Pathways Clubhouse
- Supporting Families Affected by Parental Mental Illness/Addiction Table
- Richmond Addiction Services
- CMHA Vancouver-Fraser
- CHIMO Community Services
- Richmond Public Library
- Turning Point Recovery Society
- Vancouver Coastal Health

Richmond (youth)

- Vancouver Coastal Health Child and Adolescent Program
- VCH Adolescent Support Team
- Cambie Secondary School
- Richmond School District
- Richmond Addictions Services Society

Sechelt

- MCFD Child and Youth Mental Health
- Chatalech Secondary School
- School counsellors

Squamish

- Vancouver Coastal Health
- London Drugs
- Pharmacist
- Starbucks
- Pathways
- HotSpot

Vancouver

- Party4Health
- Yaletown Business Improvement Association

Vancouver (campus) x2

- Vancouver Community College, Downtown campus
- VCC Broadway campus
- VCC Counselling Services
- VCC Library
- VCC Learning Centre
- VCC Hair and Spa
- VCC Human Resources
- VCC Indigenous Services
- VCC Positive Space Committee
- Mood Disorders Association of BC
- Vancouver Crisis Centre
- Pacific Blue Cross
- First Nations Health Authority
- Fung Loy Kok Taoist Tai Chi volunteers

Vancouver (youth) x3

- Vancouver Coastal Health
- Vancouver Technical Secondary
- Notre Dame Secondary
- Winston Churchill Secondary
- Langara Nursing program
- BCIT Nursing program

Vancouver (older adults)

- West End Seniors' Network
- BC Psychological Association
- BC Association of Clinical Counsellors
- Barclay Manor

Vancouver (new parents)

- Vancouver Coastal Health
- Kitsilano Neighbourhood House
- Westside Family Place
- Kitsilano Community Centre
- Vancouver Public Library, Kitsilano Branch

- Westcoast Child Care Resource Centre
- Vancouver Fire & Rescue Services
- UBC School of Kinesiology
- Legal Services Society
- BC Drug and Poison Control Centre
- BC Psychological Association
- BC Association of Clinical Counsellors

Whistler x2

- Vancouver Coastal Health
- Whistler Secondary School
- Nesters Market

island | 14 sites

Campbell River (youth) x4

- Gold River Secondary
- Robron Centre for Learning
- Timberline Secondary
- Southgate Middle School
- School counsellors
- Representative for Children & Youth
- Family Smart
- Panago Pizza

Duncan

- Hulhetun Health Society
- BC Schizophrenia Society
- Residential school survivor trauma counsellors

Nanaimo x2

- Vancouver Island University, Counselling Services
- VIU Nursing Program
- VIU Campus Recreation

Port Hardy

- Island Health, nurse practitioner
- Port Hardy Secondary School
- School counsellors
- Teachers

Saanich

- Panorama Recreation Centre
- Capital Regional District
- Island Health
- Foundry Victoria
- Peninsula Youth Clinic

Sayward

- Island Health
- Kelsey Recreation Centre staff
- Village of Sayward
- Sayward Health Clinic

Victoria x4

- CMHA Victoria
- Camosun, Interurban campus
- Camosun, Lansdowne campus
- Camosun Students Association
- Camosun Counselling Services
- University of Victoria
- Oak Bay Recreation Centre
- Mental Health Commission of Canada

fraser | 13 sites

Abbotsford

- University of the Fraser Valley, Abbotsford campus
- UFV Student Services
- UFV Peer Resource Centre

Abbotsford

- Fraser Health, Public Health Unit

Abbotsford (multicultural)

- Moving Forward Family Services
- Blueridge Sikh Temple

Coquitlam

- Douglas College, David Lam Campus
- Staff, faculty, student volunteers

Maple Ridge

- Ridge-Pitt Meadows Katzie Seniors Network
- Fraser Valley Library
- Ridge Meadows Community Services
- Fraser Health Geriatric Mental Health
- Optimize Coaching Counselling and Training
- Maple Ridge Seniors Village
- Chartwell Willow Manor

Mission x2

- Fraser Health
- Mission Friendship Centre
- Haven in the Hollow
- Mission Community Services
- First Nations Health Authority

Mission (youth) x6

- Fraserview Society
- Mission Youth House
- Hatzic Middle School
- Heritage Park Middle School
- Fraser Health
- Mission Community Services
- Mission School District
- FLOHH (a youth-led project addressing Foster system, Life promotion, Opioid dialogue & Harm reduction/Homelessness), Matsqui-Abbotsford Impact Society

New Westminster

- Douglas College, New West campus
- Staff, faculty, student volunteers

north | 7 sites

Dawson Creek

- Northern Lights College
- Northern Health
- BC Responsible and Problem Gambling and Gaming
- NLC Management 450 class

Kitimat x3

- Kitimat Community Development Centre
- MCFD Child and Youth Mental Health
- Mount Elizabeth Middle & Senior Secondary School
- Kitimat City High
- St. Anthony's Senior Academy
- Northern Health
- School counsellors
- School First Nations support workers
- Haisla First Nations youth workers
- RCMP
- Victim Services
- LINK worker

Prince George

- CMHA Prince George
- University of Northern BC
- UNBC First Nations Centre

Quesnel

- BC Schizophrenia Society



(2019)