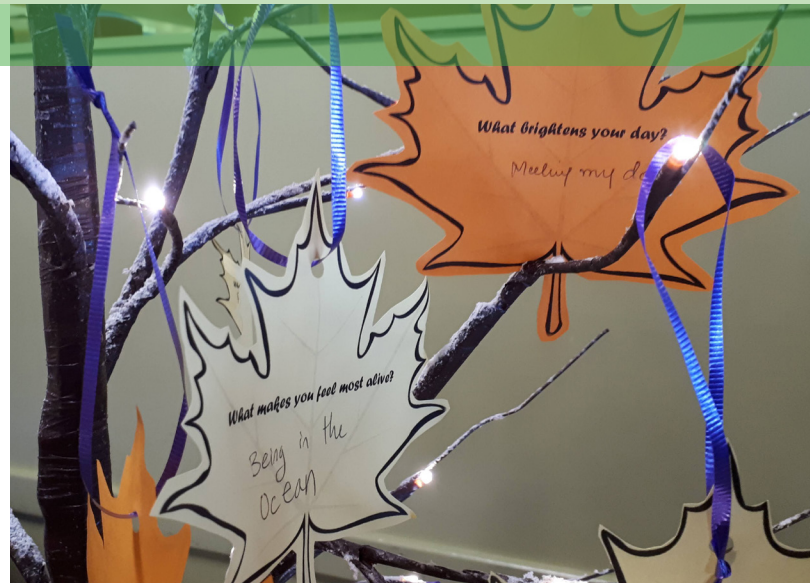


beyond the blues

education and screening days 2019





contents

background	3
attendance	4
sites	5
local event photos	7
participant profile	8
screening results all ages	9
promotion & support	10
testimonials	11

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funding provided by



with additional support from the Ministry
of Children and Family Development

endorsed by

BC Association of Clinical Counsellors
BC Association of Social Workers
BC College of Family Physicians
BC Pharmacy Association
BC Psychiatric Association
BC Psychogeriatric Association
BC Psychological Association
BC Reproductive Mental Health Program
Child and Youth Mental Health,
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/substance use 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 2019 season was the 25th anniversary of Beyond the Blues in BC.



“This project is important to us as we are always trying to break down the walls of negative stigma surrounding mental health ... Our hope is that by participating in projects like this, we can help students (and people in general) to look at mental health in a lighter view and remind them that it does not have to be all doom and gloom. Our other goal is to remind and tell others that they are not alone in their struggles, and that there are many other people out there who have and are going through similar struggles.”

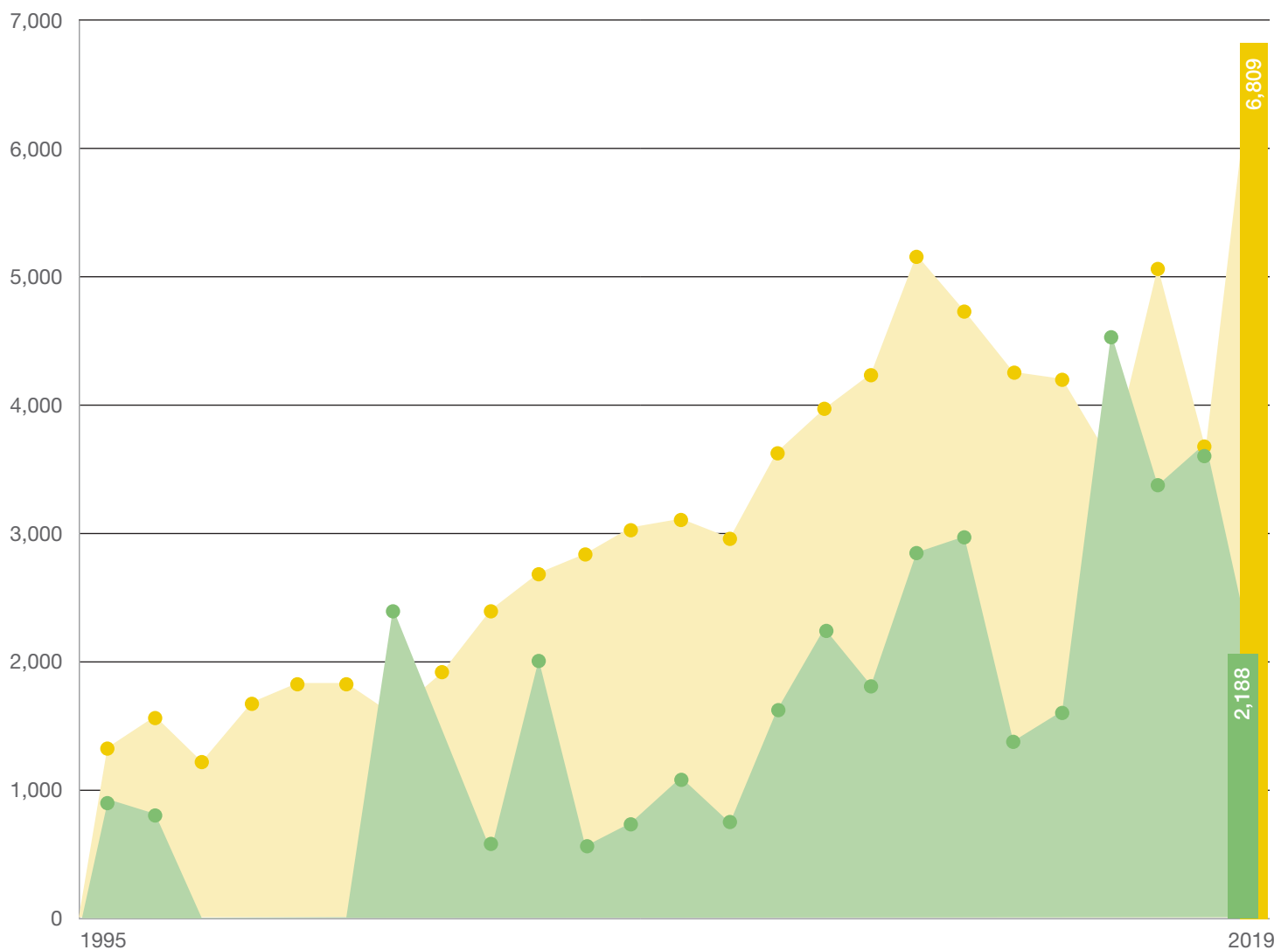
—2019 site planner

attendance

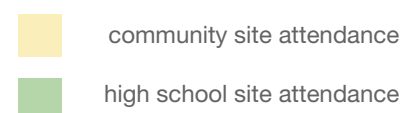
8,997 people attended Beyond the Blues 2019

history of beyond the blues attendance in BC

Over 117,000 people have been helped in 25 years of Beyond the Blues in BC



TOTAL ATTENDANCE = 117,897

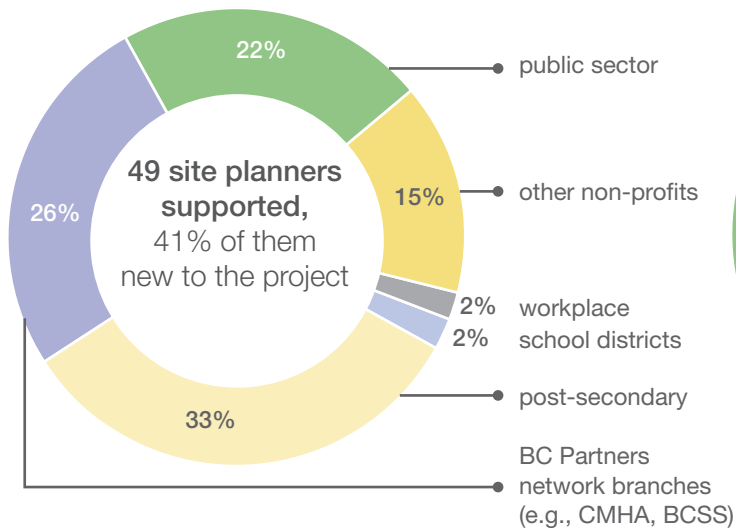


sites

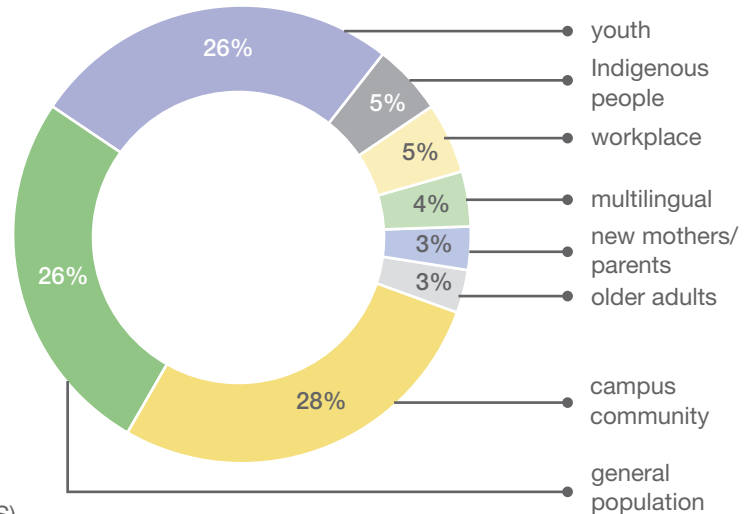


94 events

lead agencies

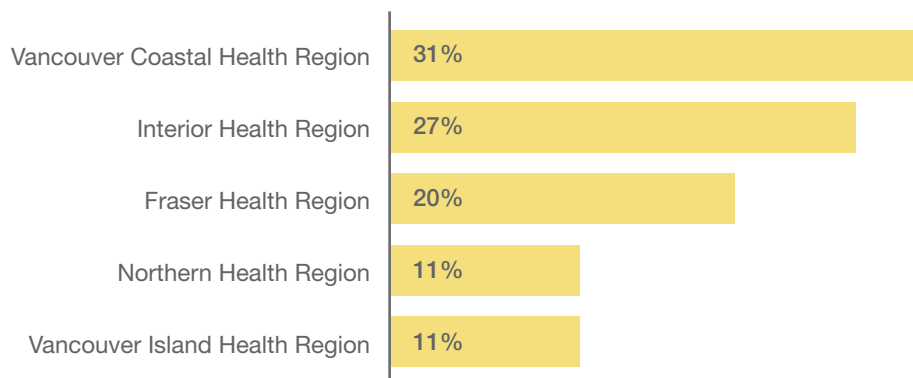


site target audiences



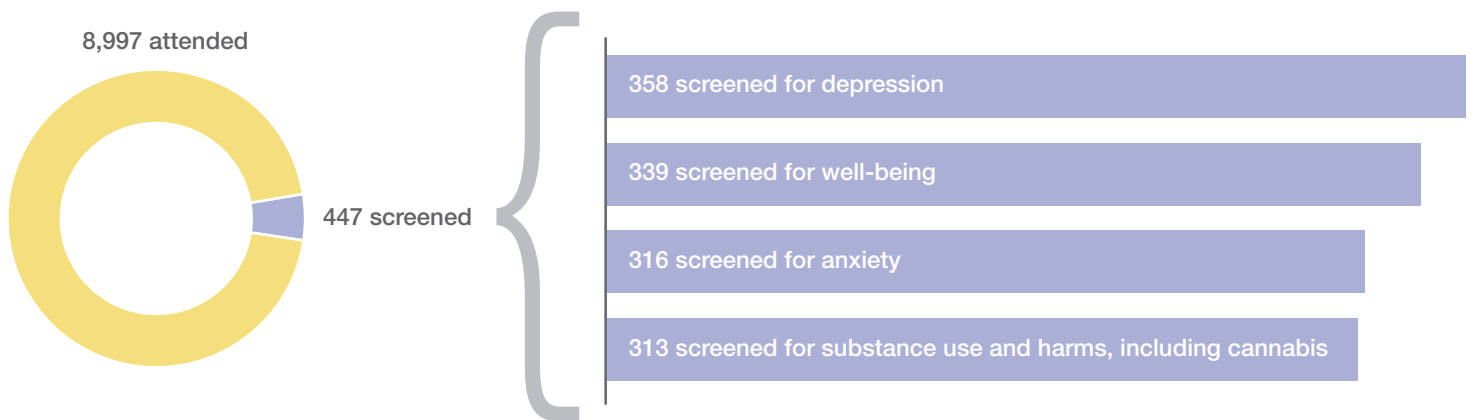
at least 371 clinicians, staff and volunteers were involved across BC

health region break-down





447 people were screened
1,326 screens completed



different approaches

- 29 (31%) offered screenings
- 65 (69%) offered education only
- 71 sites were targeted to specific groups

average attendance per event

- Average (mean) attendance was 93 people



paperless screening

Paperless screening is where a computer terminal walks people through the four screens but withholds their score until the debrief interview.

- 154 people (34% of all screened) were screened this way



“As many years as I've participated in Beyond the Blues, I'm still always very pleased to have hosted events in the community highlighting mental health and substance use issues, the numerous and varied services available, and the importance of hope! The support provides the impetus to help us continue to create interesting events that destigmatize mental illness and encourage people to get help for themselves and/or their loved ones!” —2019 site planner

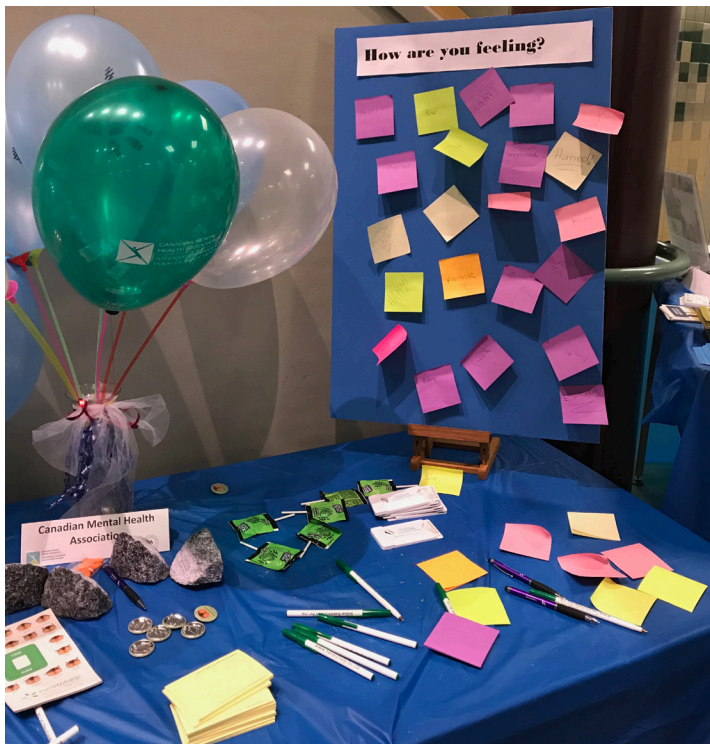
local event photos



Youth in Penticton taking part in a Beyond the Blues education event at their high school



A participant at Vancouver Island University engaging with an interactive mental health display



A Williams Lake event display encourages people to reflect on their own mental health



A therapy dog ready to give all the cuddles at an event in Williams Lake

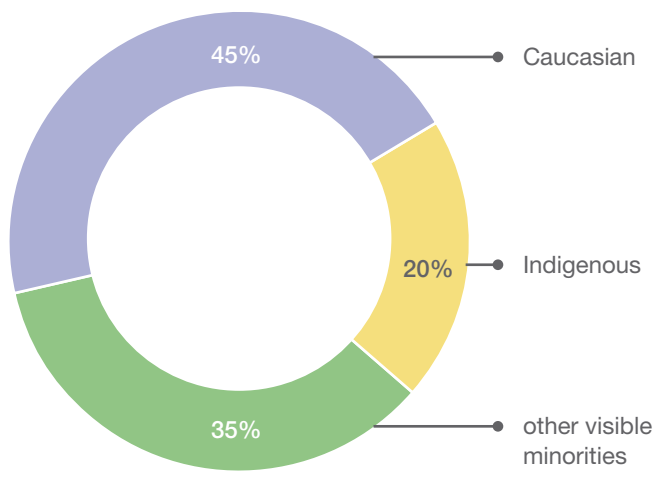
participant profile



gender of screening participants

- 66% females
- 31% males
- 3% other

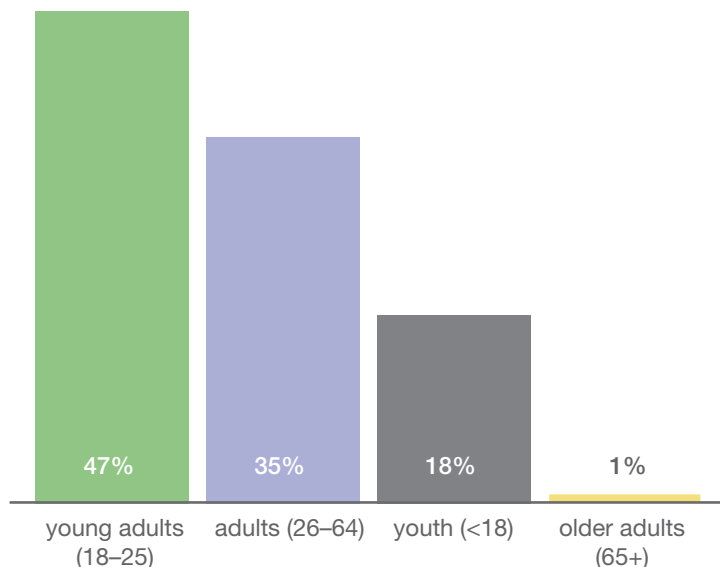
ethnicities of screening participants



approximately half of those screened identified themselves as belonging to a cultural minority group

ages of screening participants

65% of those screened were under 25 or over 65



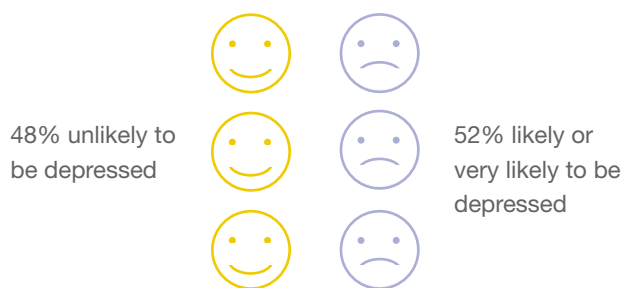
Screens currently used in Beyond the Blues

- » 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: Adult Anxiety Screen (ARC), developed by Anxiety Canada **NEW!**
- » 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 CRAFTT by CISUR
- » Cannabis screen, developed by CISUR

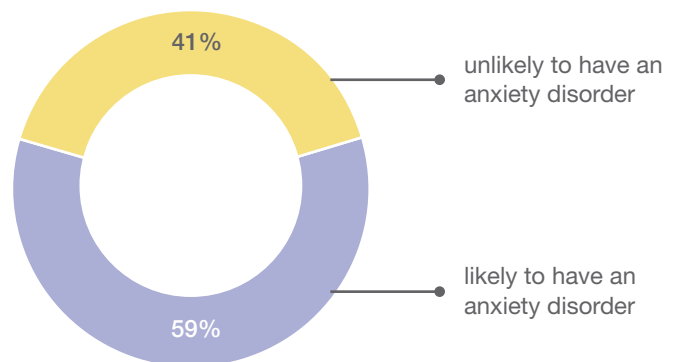
screening results all ages



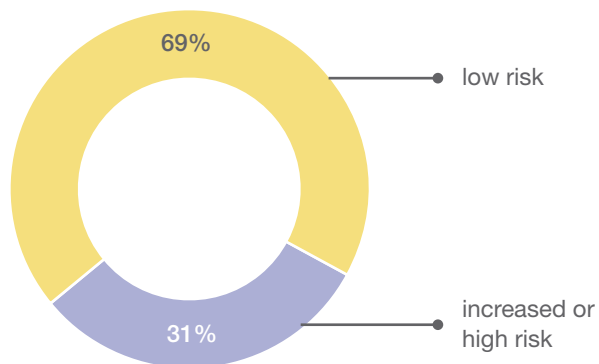
depression screening



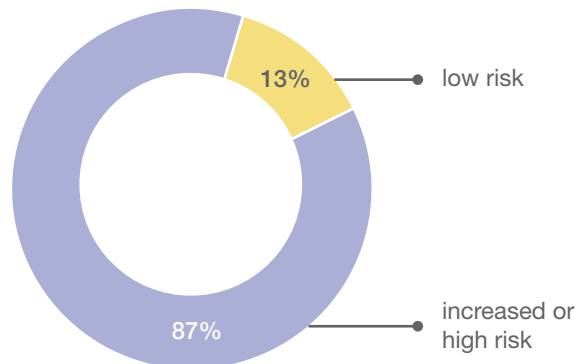
anxiety screening



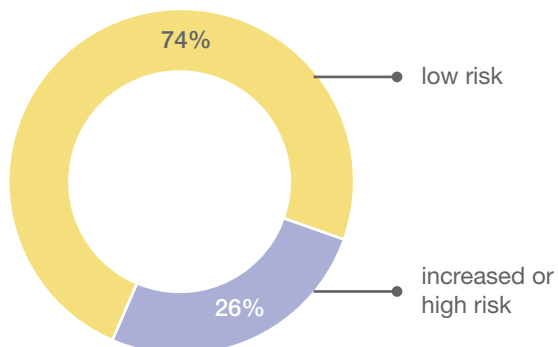
risky drinking



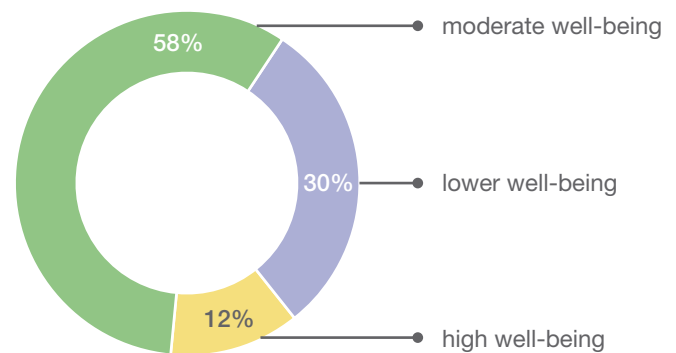
substance use and harms



cannabis reality check



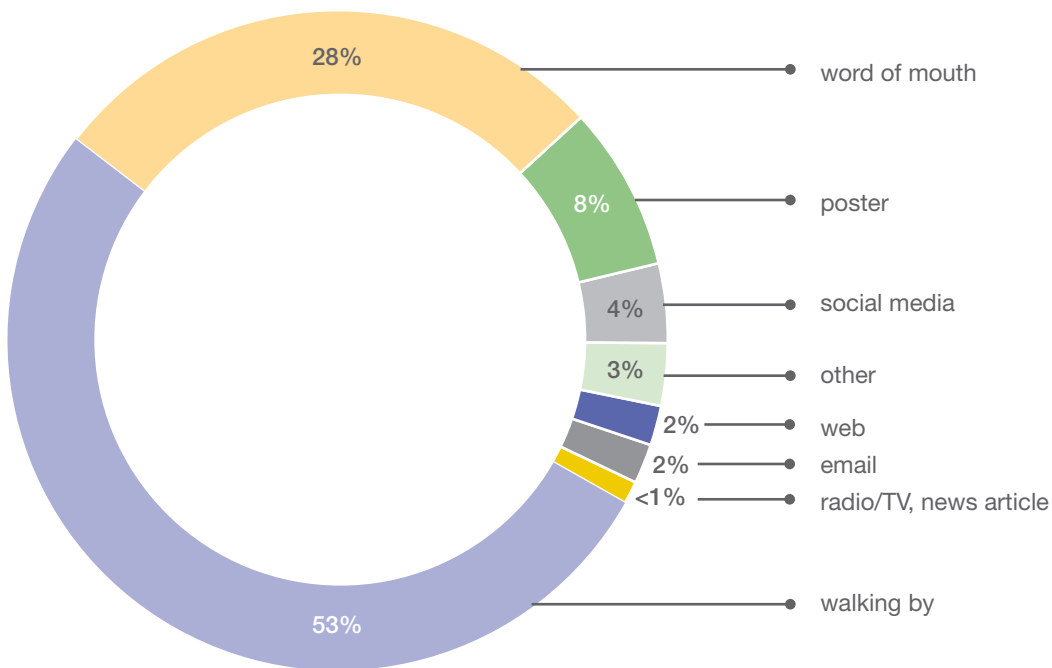
well-being



promotions & support



how participants* said they heard about the event



* 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”

74,861 free resources were sent to confirmed sites

Educational and promotional items included brochures, info sheets, pens, mood dots, games, cards, pads, magnets, DVDs, and posters. Four new info cards were added this year including one on vaping in collaboration with CISUR and two by the BC Schizophrenia Society. A new activity/game was also developed on healthy thinking by Anxiety Canada. Six training sessions were offered to site planners, two new online screens were added, nine e-updates were sent out, and fourteen customized press releases were sent to local media.

95% of site planners said they would definitely recommend participating in Beyond the Blues to a colleague

testimonials



from participants

"The presenters were all very knowledgeable, knew the answers to questions and suggested where to find more/ other information ... I really enjoyed the games and the fun learning experience."

"Having the service dogs visit was really great and made it easier to relax when it got busier."

"I appreciated the one-on-one support the counsellor check-in provided."

"I enjoyed how this event focused on arts (painting, music, poetry, etc.) as a healthy means of personal expression and a way to build understanding."

"It was useful to take the screening test to evaluate the current mental health status. And having a counsellor to talk about the results."

from site planners

"[Beyond the Blues] allows us to have tools and resources to be able to provide ... mental health screening to our students. It helps reduce stigma, increase knowledge, and connect students with resources."

"Events like Beyond the Blues help reduce the stigma about mental illness in a fun and interactive way. Often times, many are ashamed to talk about their mental well-being and events like this help shed light not only on the importance of mental health, but also bring a community together. We are always glad to partake in events where we can interact with community members and promote awareness about mental health."

"We are a performing arts organization but are passionate about helping to build connections in our community. So much of what we do as artists has to do with promoting confidence and positive mental health, and art/music can be such a strong therapeutic method, that the event fit. We're used to putting on events, and we think it's a strong program to continue offering each year."

"We received overwhelmingly positive feedback from students who participated in both the screening and educational event who indicated their event was very valuable in supporting their mental and physical well-being."

"Excellent way to engage a population that holds traditional stigmas around mental health."

"The transition to fall and winter is always tough, so we appreciate the support in helping to run a Beyond the Blues event each year."

"A student was very touched by a presentation from another student who had shared her mental health story. She approached after the presentation and thanked her for sharing, and let her know that it was very relatable and comforting to know that she wasn't alone in her struggle."

"Living in a small rural community, our resources are limited and any information we can access and share with our community, especially youth, is greatly appreciated."

"[Beyond the Blues] helps to reduce the stigma of mental health and substance use issues and promotes mental wellness as a consideration for everyone."

"It is important that service providers are a real face in the community so that folks in our communities know what kinds of support are available and how they can access them."

"I love this event for the way it lowers the stigma around mental illnesses and asking for help, by using helpful info cards, interactive games/activities and encouraging debriefings for those who filled out any screens."



(2020)