

# beyond the blues

depression anxiety education and screening day 2011



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



**University  
of Victoria**

Centre for Addictions  
Research of BC

# beyond the blues

depression anxiety  
education and screening day



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BC Mental Health &  
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Child and Youth Mental Health,  
Ministry of Children & Family Development  
College of Registered Psychiatric Nurses of BC  
Crisis Line Association of BC  
Mood Disorders Centre (UBC)  
PeerNet BC  
all 5 regional health authorities



heretohelp

HeretoHelp is a project of the BC Partners for Mental Health and Addictions Information. The BC Partners are seven non-profit agencies that have come together to provide quality information for those who need help managing mental health and substance use problems. The BC Partners are:

- » AnxietyBC
- » British Columbia Schizophrenia Society
- » Canadian Mental Health Association, BC Division
- » Centre for Addictions Research of BC
- » FORCE Society for Kids' Mental Health
- » Family Services of the North Shore, Jessie's Legacy Program
- » Mood Disorders Association of BC

# background

Beyond the Blues: Depression Anxiety Education and Screening Day is an annual mental health awareness campaign made up of community events held across BC. The point of the campaign is help people learn the signs of depression and anxiety, and related issues like mania, suicide and risky drinking. It 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 and risky drinking 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 aren’t and want to prevent problems. In addition to print resources and helpful staff, 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, seniors or Aboriginal people.

Beyond the Blues is held annually every October during the first Thursday of Mental Illness Awareness Week. In 2011, it was held on Thursday, October 6<sup>th</sup>.



*mini “beat stress” boxing gloves promoting the HeretoHelp website were a popular new takeaway resource distributed at Beyond the Blues events in 2011*

*“Participating in Beyond the Blues is important, as it is a venue to provide information about mental illness and addictions to the community. Having the stress cards and the magnets is helpful in that people are becoming more familiar with the idea that mental illness is identifiable and it is treatable. Learning about the various resources and supports in our community is important as well.” —2011 site planner*



## a brief 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
- 2006** 'Education' promoted before 'screening' in event name
- 2007** External evaluation of Beyond the Blues completed
- 2009** Review of brief screening tools to use in Beyond the Blues completed
- 2012** For the first time ever, a Beyond the Blues event is held in the Yukon

*"I liked participating in Beyond the Blues because it got people thinking and talking about their own signs and feelings of depression and/or anxiety and it opened up the dialogue on how to get help." —2011 site planner*

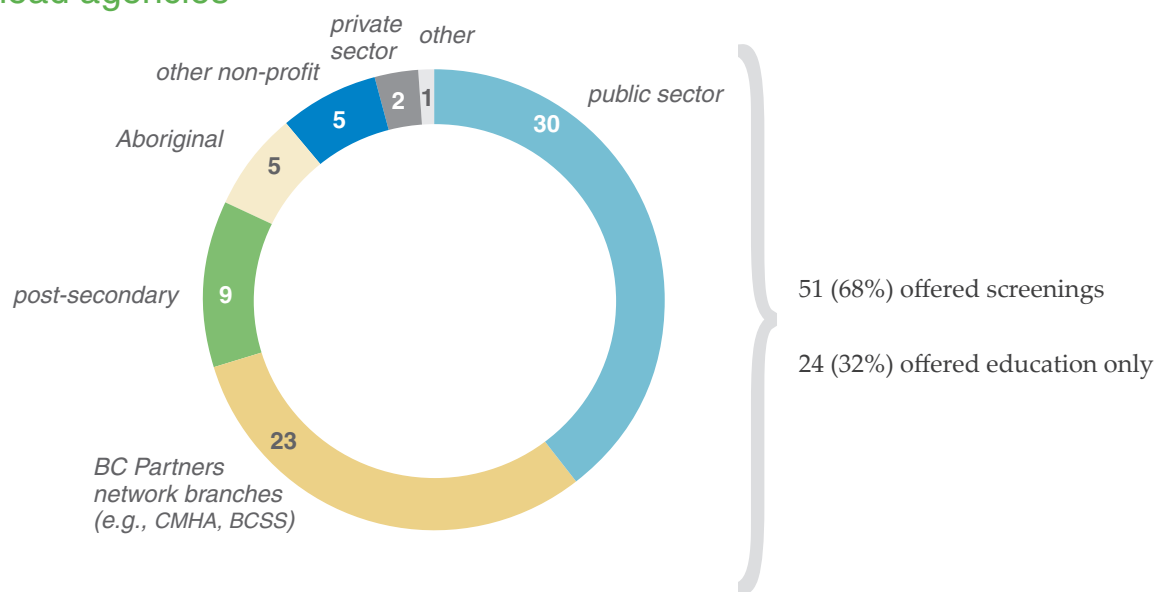
# sites

## 80\* sites—the most ever

### 21 were new

- 10 of these sites were first-time events by host agencies new to Beyond the Blues
- 11 were sites led by existing site planners reaching new audiences or communities

### lead agencies



## 80 sites were organized by 50 site planners

- 68% of site planners were returning
- 32% of site planners were new to the initiative

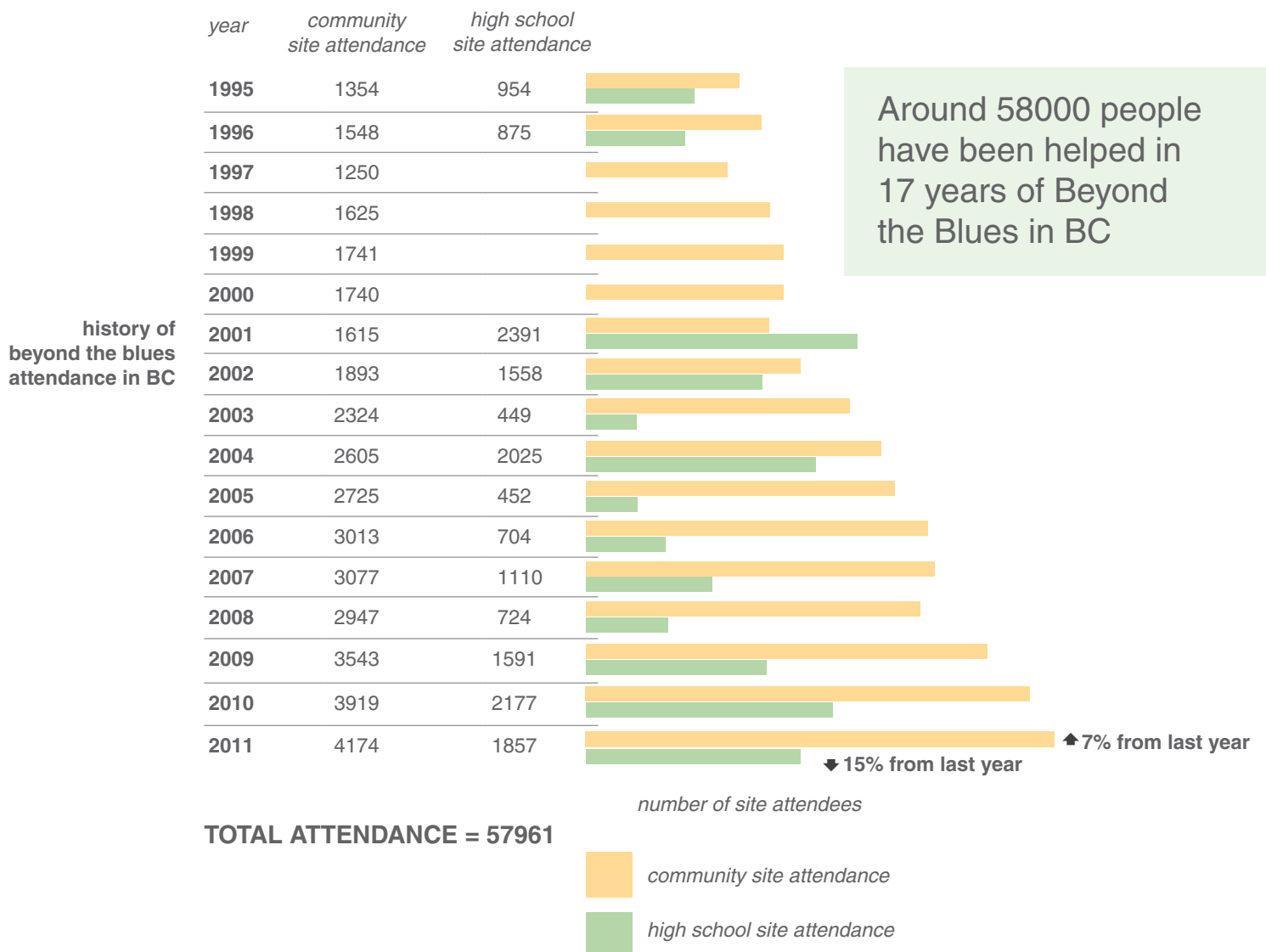
## 392 clinicians, staff and volunteers were involved across BC

\* the number of sites is calculated on the number of individual web listings and may be somewhat artificial as some sites—like high school sites—rotate to multiple venues, but are counted as one site on the web



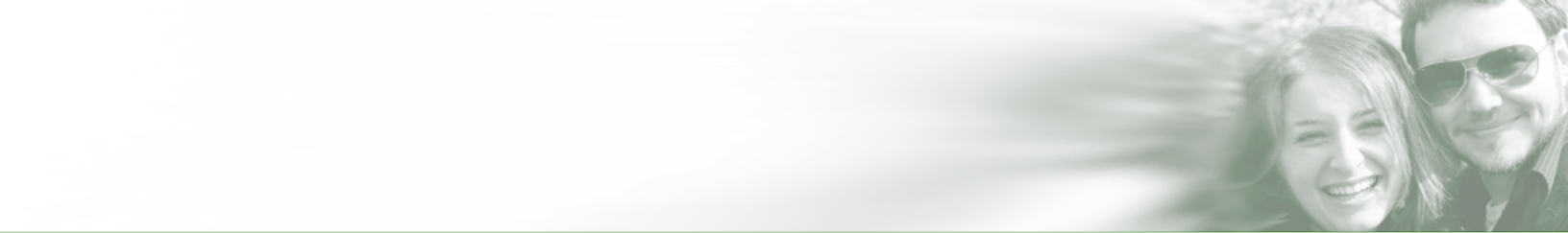
# how many helped?

6032\* people attended Beyond the Blues 2011



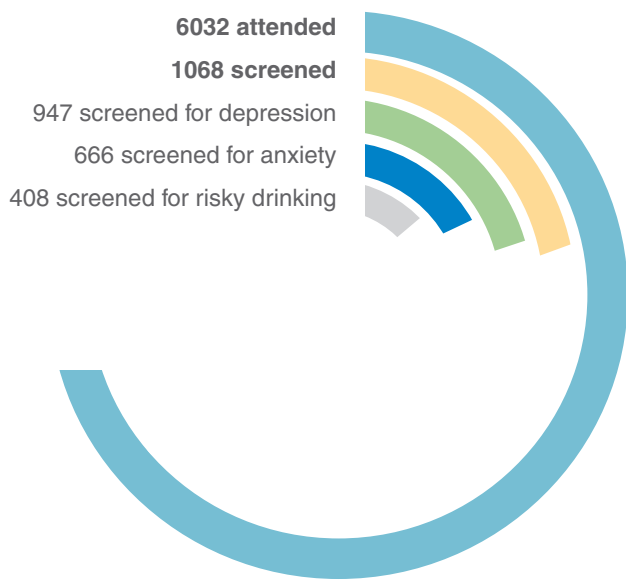
all instances where ↑ and ↓ are used in this report indicate comparisons to statistics from last year

\*this figure does not include a few Beyond the Blues sites that were not able to provide their attendance and screening results before the completion of this report, so total 2011 attendance is actually higher

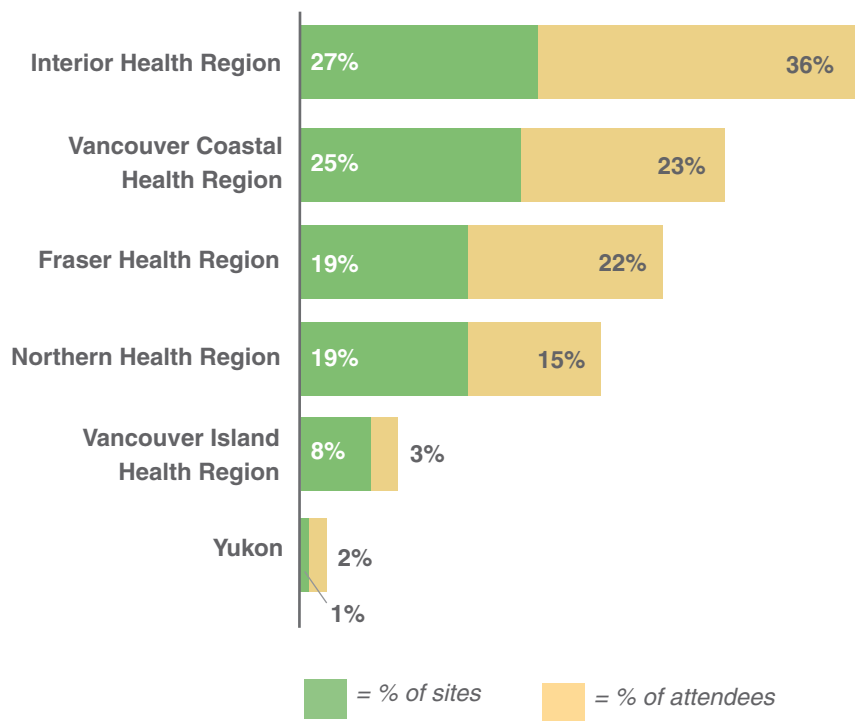


## 1068 people were screened

- Screening numbers were up for depression (▲21%), anxiety (▲6%) but down for risky drinking (▼29%).
- This is the second year that most people are being screened for all three issues



## health region break-down



- Average (mean) attendance was 87 people
- Median attendance was 60 people (▲13%).  
(the median is a more accurate 'average' as it is not as influenced by high and low scores)



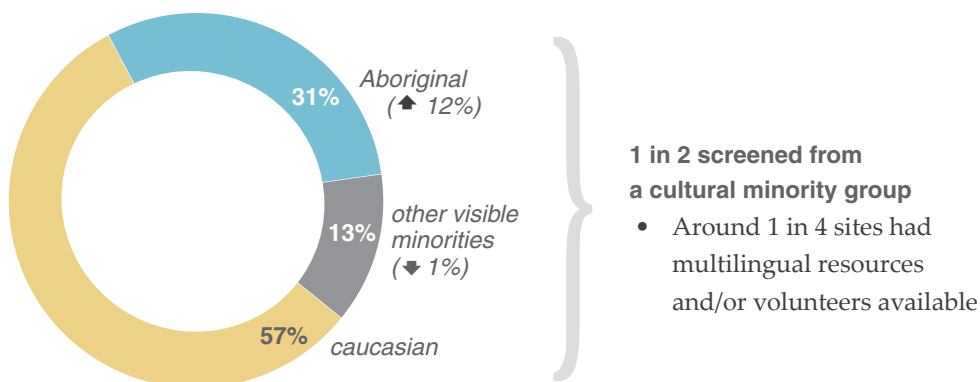
# who was screened?

## gender of screening participants

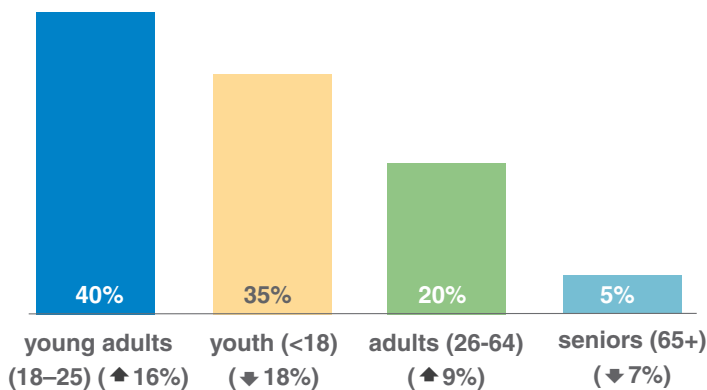
- 58% females
- 42% males

approximately the same number of females and males screened

## ethnicities of screening participants



## ages of screening participants



80% of those screened are now under 25 or over 65

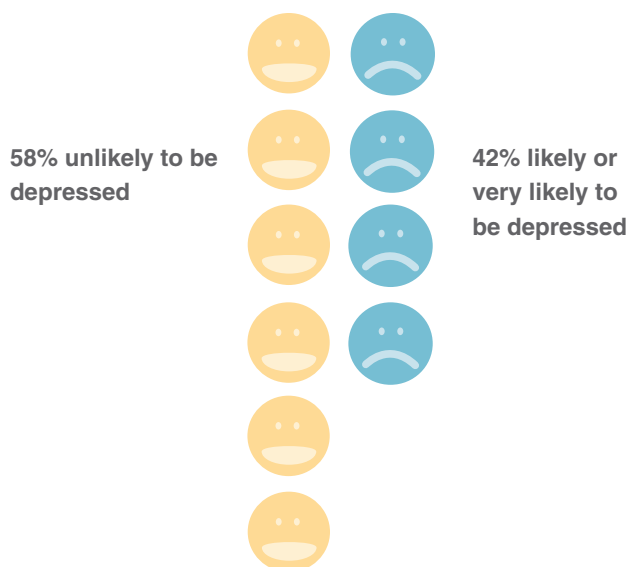
Most screens continue to be offered on paper, but **10 sites—the most ever—chose to try paperless screening** at their events, where a computer terminal walks people through the three screens but withholds their score until the debrief interview.



» **64 people were screened this way,** from youth to seniors

# depression screening results

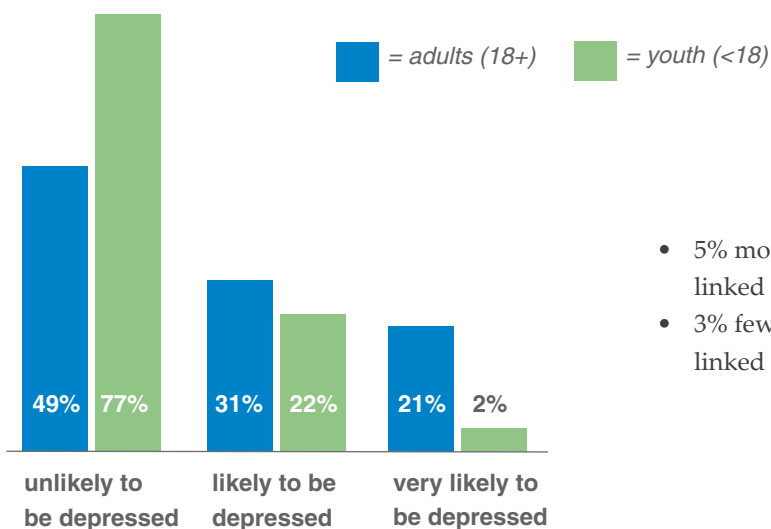
## all ages



### Around 4 in 10 screened showed symptoms of depression

- 28% were likely to be depressed and 15% very likely
- 9% showed signs of bipolar disorder
- 52% said they had a family history of mood disorders or alcohol abuse (▲3%)
- 11% thought of hurting themselves or that they would be better off dead, in the two weeks prior to the event
- 37% said their symptoms impacted their work, social and home life (▼9%)
- 57% had never been before been treated for a mood disorder

## likelihood of symptoms: youth vs adult

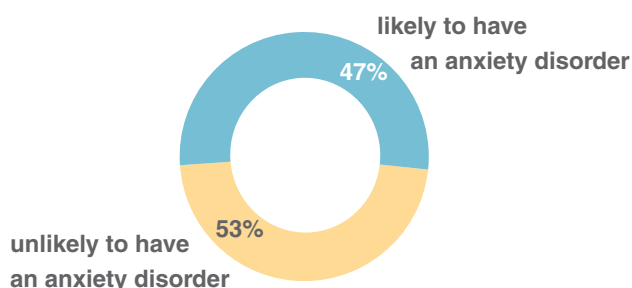


- 5% more adults selected responses linked to depression than last year
- 3% fewer teens selected responses linked to depression than last year



# anxiety screening results

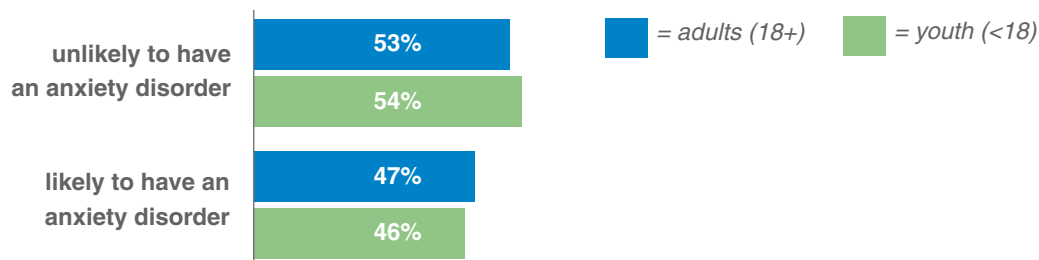
## all ages



Around half of those screened showed symptoms of an anxiety disorder

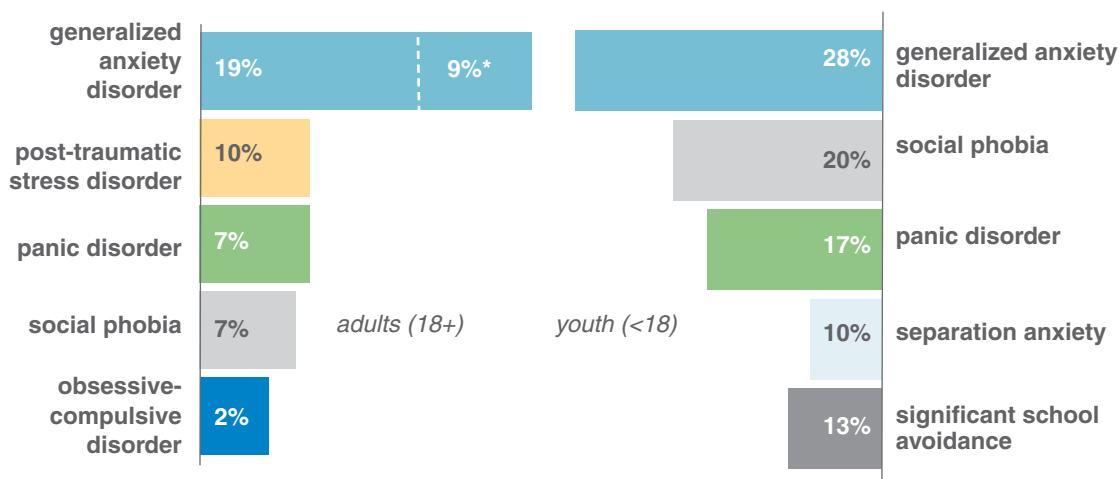
- 33% said their symptoms impacted their work, social and home life
- 57% indicated they had never been before been treated for an anxiety disorder

## likelihood of symptoms: youth vs adult



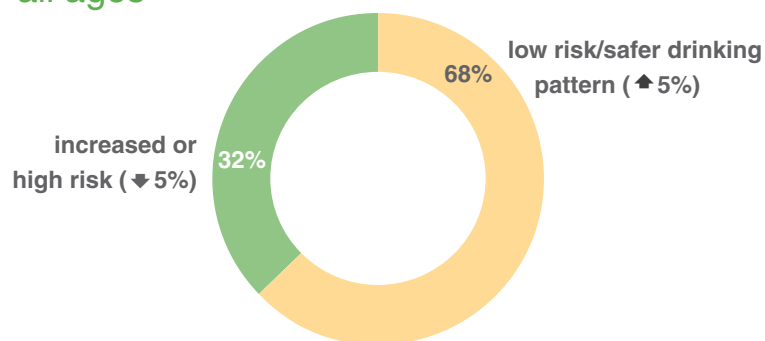
## anxiety symptoms by type\*

\* this chart shows totals for 2 screens: the MINI which screens for five disorders and the GAD-7 which screens for one of the five. The GAD-7 was offered in 2010 for the first time to site planners as a brief alternative to the longer MINI

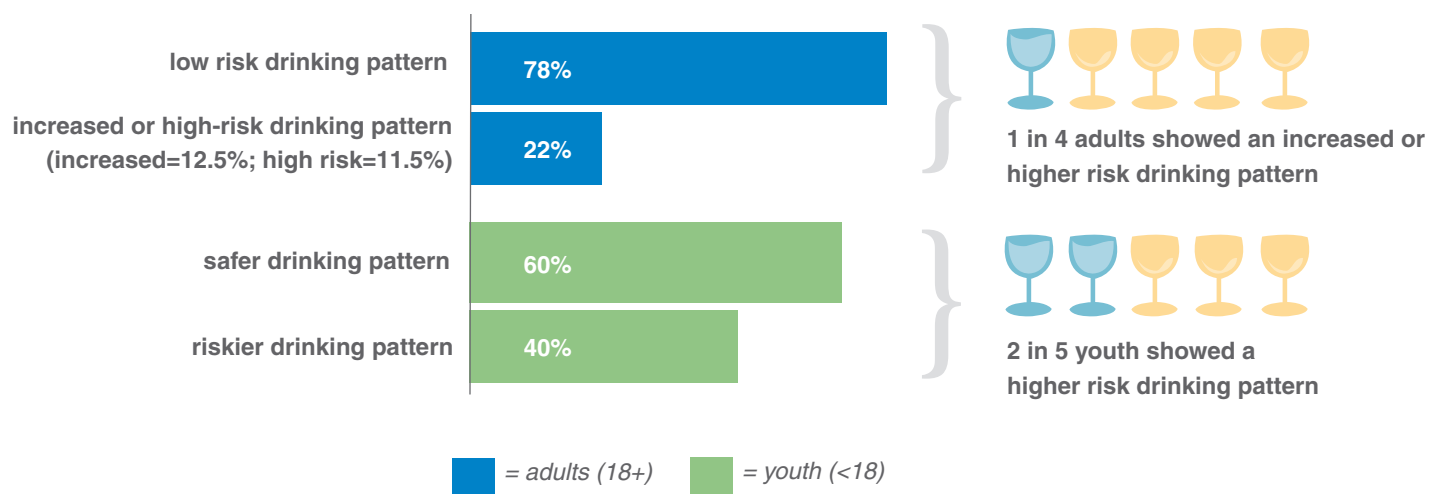


# risky drinking screening results

## all ages



## drinking pattern: youth vs adult





# 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 screenings

**351 people completed screenings online during the September-October 2011 Beyond the Blues season**

- 18% found out about the online screenings at a local Beyond the Blues event
- around 1 in 6 web screening participants were from a visible minority group

**depression and anxiety scores are higher online than at community events**

- depression—63% likely to have symptoms (vs. 42% at events)
- anxiety disorder—60% likely to have symptoms (vs. 47% at events)
- risky drinking—32% with higher-risk drinking patterns (same as at events)

*"Participating in this event is a great way to forge stronger relationships in the community between community partners. Any of our clients who have gone through the screening seems to have felt heard and validated and seem satisfied with "the next steps" the clinician might suggest. It is a great way to bring information out to the public. It's not so easy to get the public to come to the agency for support, which makes this venue—along with the mental health information—much more accessible to the public, while providing a safe and friendly environment."*

— 2011 site planner

# support and promotions

138,000 free resources were sent to confirmed sites.

Educational and promotional items included brochures, fact sheets, pens, mood dots, games, cards, pads, magnets, DVDs, and posters.



*just some of the resources sent to site planners*

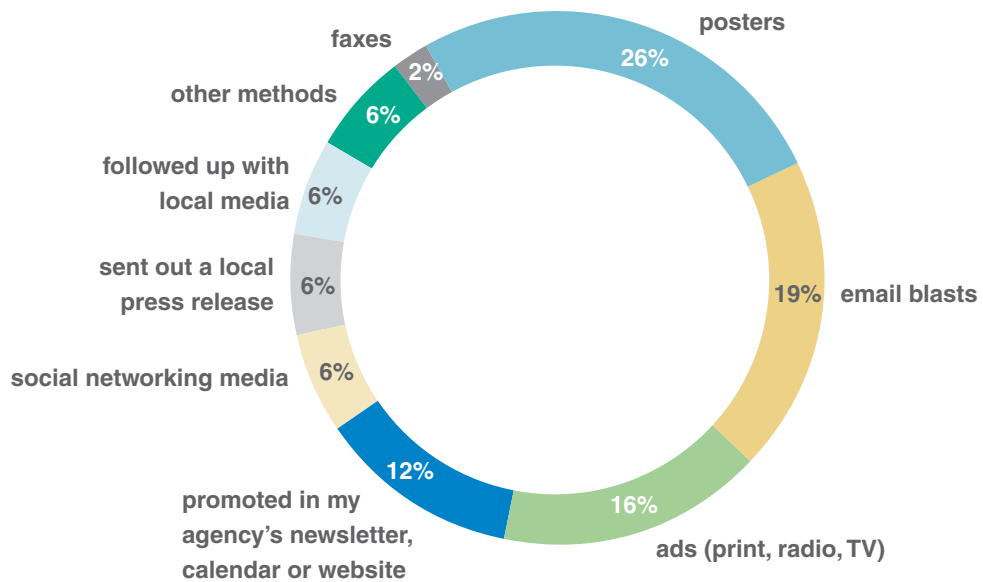
toll-free information and event-locator line—1-866-917-HOPE— was set up again during September and October. There were fewer than 70 callers to the line

The main Beyond the Blues page was viewed 1273 times (▼ 59%) on HeretoHelp.bc.ca during September and October. This decrease makes sense as there were more sites this year targeted to specific groups and populations. Events listings were viewed an additional 1007 times (▼ 14%)

## support and promotions *(cont'd)*



### how site planners said they promoted their events



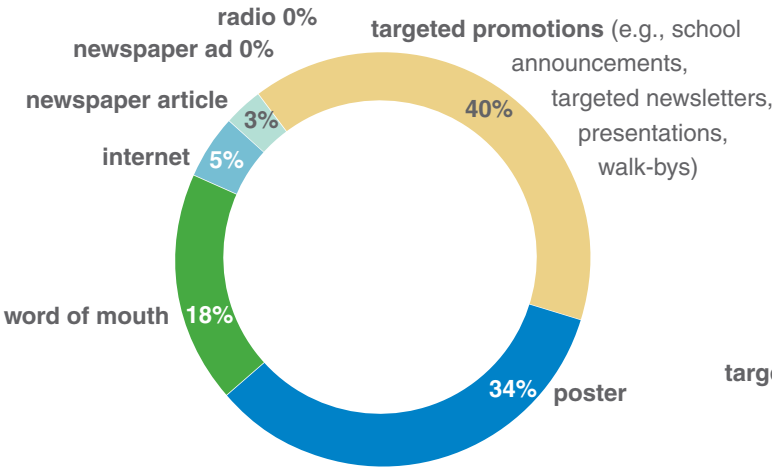
*"It's important to keep mental health/illness front and forward in the public eye. There's enough stigma around that many people won't actively seek information, but if it's right in front of them in a relaxed and fun atmosphere, they're often receptive to learning more for themselves, friends and family. Every year we get 2 or 3 people struggling with mental illness make a special trip just to see us for support and information. Often, there's no one else they can tell their story to, and talking to interested and sympathetic volunteers who "get it" and can give them a list of more community resources is a real lifeline." — 2011 site planner*



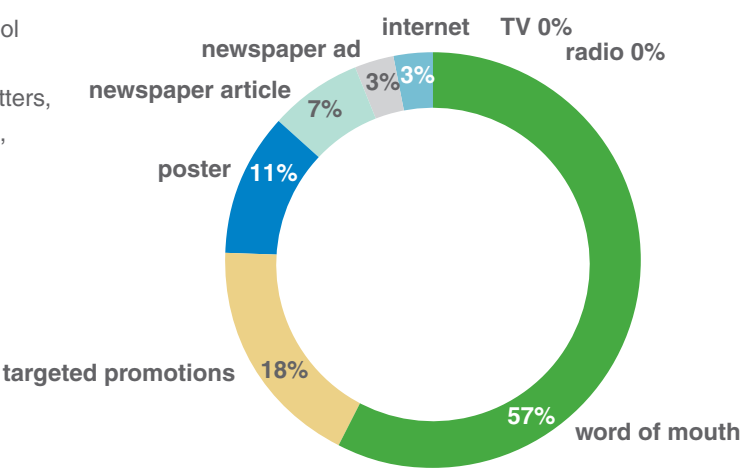
how participants said they heard about the event



sites for targeted communities/settings



sites for general audiences



- All sites relied the most on targeted promotions, word of mouth and posters
- General sites saw more benefit from newspaper ads
- For the second time as an incentive and a thank you, sites offering screenings were offered a free ad in their local newspaper

some of the media that covered beyond the blues 2011



- |                            |                         |
|----------------------------|-------------------------|
| • 100 Mile Free Press      | • Ming Pao News         |
| • CKPG                     | • North Shore News      |
| • Comox Valley Record      | • Shaw Cable            |
| • Delta Optimist           | • Sing Tao News         |
| • Fairchild TV             | • South Delta Leader    |
| • Kamloops This Week       | • Whitehorse Star       |
| • Kootenay News Advertiser | • Williams Lake Tribune |



## quotes from site planners



### general public sites

- “ Participating in this project is so important for many reasons. It gives us an opportunity to have a presence in our community, decrease stigma and increase awareness, and to partner with interested agencies. ”
- “ This event allows us to break down stigma and have discussions with members of the community about mental health-related issues. ”
- “ Beyond the Blues is important because it gives us an opportunity to start a conversation about mood disorders with levity and some smiles, rather than labels. ”
- “ This event is valuable in bringing awareness of mental health issues to families. It makes them feel that they are not alone. ”
- “ We were able to identify a number of people who needed an assessment, who did seem to be seeking help in any way. ”
- “ Beyond the Blues is a great extension of what we do as a public health unit. It is a great way to normalize depression and introduce the topic of mental illness and anxiety in children, youth and adults. I particularly like the emotion magnet and often encourage parents to use this tool as a way of helping children identify their emotions and feelings when they are a little older. ”
- “ This event proved to be a great opportunity to connect with our community, promote our new location, bring people up to date on our programs and learn from visitors what is needed in the community that we might be able to provide. Feedback from many commented on the friendly and happy atmosphere we provided and their appreciation in being able to talk with someone about their concerns. Most participants found the screening day very useful. ”
- “ We hosted Beyond the Blues in a drop-in centre/soup kitchen. At first, people were a little suspicious of us and what we were doing there, but once we started Stress Bingo, people came and picked up materials, asked questions and did screenings. Of those who completed a screen, the vast majority needed to access services. The homeless section of our population is often marginalized and would feel uncomfortable contacting mental health services on their own. Bringing a clinician and friendly people to their space removed some of the barriers and made it easier to connect. ”



## youth sites

- “ Beyond the Blues is a project that my staff and I look forward to all year. Screening in high schools is so important. The youth are so receptive to the information, and with each conversation we can help to reduce stigma and promote early intervention. Youth are our future—we need to reach out to them and validate their stress (with school, friends, family, community and world affairs) and mental health concerns. ”
- “ This project is valuable because teenagers get needed and important information. Being informed helps break the hold of stigma and teens feel it's OK to get the help they need and deserve. ”
- “ I feel this event is valuable because our community is struggling with youth depression and risky drinking. What I noticed most about the exhibit was that people were reading and taking the educational materials with them. ”
- “ Educating youth and the community at large about mental health is valuable. It helps assist youth who need support, to de-stigmatize mental health difficulties, and to reach kids early. ”
- “ In the past, I have seen individuals in schools get the support and help they need. The information for those working with youth is seen as very valuable and their ability to support youth with anxiety and depression improves. ”
- “ Beyond the Blues is valuable because the community learns about resources that are available and gains knowledge around many different topics. It's also great for the different agencies who participate to be out in the community. ”
- “ We get a very enthusiastic response with youth, so feel that the event is very useful to the community. We were welcomed at an Aboriginal wellness center this year, which is a first and was generally a great opportunity. ”



## quotes from site planners *(cont'd)*



### campus sites

- “ “ *Students and community members really appreciate having access to information for themselves and to pass onto other people. We had many comments about how relieved they are to be able to assess whether they are in serious trouble or are “normal.” ”*
- “ “ *Our event is an excellent venue for decreasing stigma and raising awareness around mental health issues. ”*
- “ “ *This event is valuable in increasing awareness of mental health difficulties and helps us in early identification of students who may be in need of extra assistance (counselling support). It allows students to feel good about volunteering and assisting with such a successful and high profile event. ”*
- “ “ *Beyond the Blues aligns very well with our ongoing educational campaign about mental health awareness on campus. It provides a good avenue for collaborating with various entities within the campus community that value the issue and want to be involved. ”*
- “ “ *We are able to provide information about depression, anxiety and risky drinking to a population that frequently deals with these issues. ”*
- “ “ *It is important to increase the mental health education of students. As well, some students are high risk and need immediate attention, which they get through this event. ”*



## quotes from event participants

“ “ *I thought most people came away more informed. ”* ”

“ “ *I liked the friendliness of all people I met. ”* ”

“ “ *Love the emotions magnet for the fridge. Helps me to know when I am able to talk to my daughter or not, depending on her mood. ”* ”

“ “ *Loved the promotional items! ”* ”

“ “ *It's a really good program! ”* ”



# recommendations for 2012

Based on the experiences of the provincial coordinating team and the evaluations from site planners, we plan the following changes for the 2012 season.

## Continue offering the orientation and networking teleconferences with a webconference option

We experienced success with the implementation of a webconference option for the orientation and networking events in the lead up to Beyond the Blues 2011. We plan to continue making this participation option available with a continued emphasis on Q/As and sharing between site planners. We also plan to better advertise the availability of archived sessions for those unable to attend.

## Offer an in-person beyond the blues planning and networking workshop

While this did not happen just after BTB 2011 as hoped, it is slated to take place in September 2012 in advance of the year's site events. Branded as an event for "inspiration, connection, and learning", this face-to-face learning and network opportunity will provide a valuable opportunity for site planners from across the province to learn about an identified topic (e.g. health education screening tools) and engage in networking and knowledge sharing activities. We are planning to offer honoraria to help facilitate access and are exploring the potential of live-streaming via webconference.

## Continue to explore and implement cultural adaptation practices within Aboriginal contexts

Building upon the dialogue that took place during the targeted networking meetings during the 2011 planning phase, it is important to continue our efforts to explore cultural adaptation practices in the recruitment of Aboriginal sites and the use of culturally adapted health education tools (screens). This will require continued dialogue with the BC Association of Aboriginal Friendship Centres and other stakeholders to help expand our offering of culturally adapted mental health and substance use literacy materials.

## Continue to explore and implement more senior-friendly resources

Similarly to recommendation #3 above, there was dialogue during the 2011 planning phase that centred on the potential to examine the health education tool (screen) used in senior populations and our offering of senior-friendly mental health and substance use literacy materials. This will require continued dialogue with the BC Psychogeriatric Association who have already contributed some helpful ideas and suggestions.



### Explore ways to ensure a 100% completion rate of site statistic surveys

We typically have a high response rate amongst site planners completing the online site statistic surveys. However, we often have difficulty achieving a 100% response rate. We have examined ways in which to make the final surveys shorter and easier to complete. There is still potential to explore how we might best support site planners so that we can receive all of the data that is integral to the completion of this report and our ongoing project monitoring.

### top successes



1. Greatest number of sites ever
2. Greatest number of community site attendees ever
3. Greatest number of paperless screening sites ever
4. New and enhanced booklet produced to better orient screening site planners
5. Successful use of webinar technology for site planner orientation and targeted networking meetings
6. Majority of screens completed by individuals in higher-risk age groups (under 25, over 65)
7. Increased reach in the North with growth from 8 to 14 sites (2010 vs. 2011)
8. 1 in 4 sites had multilingual resources and volunteers available for attendees
9. Increase from 20% to 32% of site planners new to the initiative (2010 vs. 2011)



# 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:

## fraser | 14 sites

### abbotsford

- Abbotsford Mental Health
- MSA Centennial Library

### abbotsford (campus)

- University of the Fraser Valley
- Sodexo Canada

### abbotsford (postpartum)

- Fraser Health Authority
- Abbotsford Public Health Unit

### abbotsford (youth)

- MCFD Child and Youth Mental Health
- Abbotsford School District

### chilliwack

- Mission Mental Health
- Outreach Canada Ministries

### chilliwack (Aboriginal)

- Mission Mental Health
- Chilliwack School District

### delta

- CMHA Delta
- DIVERSEcity
- Lifeline
- Delta Police Department

### langley

- Langley Mental Health
- Langley Mental Health Community Advisory Committee
- Township of Langley
- Douglas Recreation Centre
- Stepping Stone Community Services Society
- Mocha Room

### maple ridge

- Maple Ridge Mental Health
- Alouette Addictions
- Family Education and Support Centre
- Maple Ridge/Pitt Meadows Community Services

### maple ridge (youth)

- MCFD Child and Youth Mental Health
- Maple Ridge School District
- Fraser Health
- Maple Ridge / Pitt Meadows Community Services

### mission (x2)

- Outreach Canada Ministries
- Mission Mental Health

### mission (Aboriginal)

- Mission Mental Health
- Leq'a:mel First Nation
- Mission Friendship Centre

### surrey (workplace)

- City of Surrey
- Employee and Family Assistance Program
- Canadian Blood Services
- Heart and Stroke Foundation
- The Arthritis Society
- Canadian Diabetes Association
- QuitNow
- Surrey Hearing Care
- Canadian Cancer Society
- Surrey Urban Farmers Market

## interior | 24 sites

### 100 mile house (x2)

- CMHA South Cariboo Branch
- Interior Health
- Mill Site Lodge
- Cariboo Regional District Library
- Canim Lake Band
- White Feather Health Center



### 100 mile house (youth x4)

- CMHA South Cariboo Branch
- Interior Health
- MCFD Child and Youth Mental Health
- Peter Skene Ogden Secondary School
- 100 Mile Junior Secondary School
- Youth Zone
- Canlan Ice Sports
- Save On Foods
- Outlaw
- 100 Mile Sport Shop

### castlegar (campus)

- Selkirk College
- Kootenay Boundary Mental Health and Addictions

### cranbrook

- Interior Health
- East Kootenay Regional Hospital
- East Kootenay Health Service
- CMHA Kootenays

### enderby (youth)

- CMHA Shuswap-Revelstoke
- MV Beattie Elementary School

### grand forks (campus)

- Selkirk College
- Kootenay Boundary Mental Health and Addictions

### kaslo

- Interior Health
- Kaslo Seniors Hall
- Kootenay Boundary Mental Health and Addictions

### kamloops

- CMHA Kamloops Branch
- Thompson Rivers University
- Kamloops Mental Health

### kelowna

- CMHA Kelowna Branch
- Interior Health
- YMCA-YWCA of the Central Okanagan
- Kelowna Mental Health

### kelowna (campus)

- CMHA Kelowna
- Interior Health
- Okanagan College

### logan lake

- CMHA Kamloops
- Logan Lake Health Centre

### nelson

- Selkirk College
- Kootenay School of the Arts
- West Kootenay-Boundary Regional Hospital District
- Kootenay Boundary Mental Health and Addictions

### nelson (campus)

- Selkirk College
- Tenth Street Campus
- Kootenay Boundary Mental Health and Addictions

### salmon arm

- Interior Health
- CMHA Shuswap-Revelstoke
- Okanagan College

### trail (workplace x2)

- Community Skills Centre
- Teck
- FortisBC

### vernon

- CMHA Vernon
- Interior Health
- Mental Illness Family Support & Information Centre
- Community Futures North Okanagan

### vernon (youth x2)

- CMHA Vernon
- Interior Health
- MCFD Child and Youth Mental Health
- BC Schizophrenia Society
- Vernon Secondary School
- Clarence Fulton Senior Secondary School

### williams lake (youth)

- CMHA Cariboo-Chilcotin
- Williams Lake Secondary School
- Williams Lake Mental Health and Addictions
- MCFD Child and Youth Mental Health
- Pregnancy Outreach Program
- Cariboo Friendship Society
- Cariboo Chilcotin Child Development Centre Association
- Williams Lake School District



# local partnerships (cont'd)

## northern | 14 sites

### burns lake

- BC Schizophrenia Society
- Burns Lake Public Library
- Burns Lake Community Church
- KFC
- Gone Hollywood
- Redfern Restaurants
- New Leaf Café
- Carey's Positive Electronics
- Burns Lake Dollar Store
- Overwaitea Foods
- Real Canadian Wholesale Club

### burns lake (youth)

- BC Schizophrenia Society
- Lakes District Community Services
- Carrier Sekani Family Services
- Lakes District Secondary School

### granisle

- BC Schizophrenia Society
- Granisle Community Health Centre

### hazelton (x3)

- Gitxsan Health Society
- Glen Vowel, Gitanmaax and Kispiox villages

### kitimat (youth x2)

- Kitimat Child Development Centre
- Kitimat School District

### prince george (campus)

- CMHA Prince George
- College of New Caledonia (CNC) Counselling Services
- CNC Disabilities Services
- CNC Aboriginal Resource Centre
- CNC Centre for Student Success
- CNC Dental Hygiene volunteers

### prince george (seniors)

- CMHA Prince George
- Prince George Council of Seniors
- Spruce Capital Seniors Centre

### prince rupert (youth)

- Northern Health
- MCFD Child and Youth Mental Health
- Rupert Square Shopping Centre

### smithers (x2)

- BC Schizophrenia Society
- Northern Health
- Smithers Mental Health
- Dze L K'ant Friendship Centre Hall
- Smithers Healthy Living Centre

### terrace

- BC Schizophrenia Society
- Northern Health
- All Nations Centre

## vancouver coastal 22 sites

### burnaby (campus)

- British Columbia Institute of Technology (BCIT)
- BCIT Student Association
- BCIT Counselling and Student Development
- BCIT Nursing students

### burnaby (ismaili community)

- Aga Khan Health Board
- Ismaili Jamatkhana & Centre

### sunshine coast (x2)

- BC Schizophrenia Society
- Sunnycrest Mall
- Trail Bay Centre

### north vancouver (postpartum)

- Family Services of the North Shore
- I Hope Family Centre

### powell river (x3)

- Career Link
- Community Resource Centre
- Vancouver Island University

### richmond

- CMHA Richmond
- Vancouver Coastal Health
- Richmond Mental Health Consumer and Friends Society
- Richmond Hospital



### richmond (youth x2)

- Vancouver Coastal Health
- Richmond Addiction Services
- Peer Support Program
- Richmond Youth Clinic
- Kwantlen Nursing students

### richmond (workplace)

- WorkSafeBC

### squamish

- Vancouver Coastal Health
- Starbucks
- Cliff Bar
- Jim Webster

### vancouver (x2)

- AnxietyBC
- CMHA Vancouver-Burnaby
- Vancouver Coastal Health
- Kelty Mental Health Resource Centre
- BC Mental Health and Addiction Services
- BC Children's Hospital

### vancouver (youth x3)

- Vancouver Coastal Health
- Britannia Secondary School
- Templeton Secondary School
- Spectrum Alternate School
- Total Ed
- public health nurses
- school counselors
- teachers
- youth and family workers

### west vancouver (youth x3)

- West Vancouver School District
- West Vancouver Secondary School
- Sentinel Secondary School
- Rockridge Secondary School

### whistler

- Vancouver Coastal Health
- Whistler Mental Health and Addiction Services
- Whistler Public Library

## vancouver island 6 sites

### campbell river (x2)

- Campbell River Mental Health and Addictions
- Campbell River Hospital
- Campbell River Community Hall

### courtenay

- Comox Valley Mental Health & Addiction Service
- North Island College

### north saanich (Aboriginal)

- Pauquachin First Nation

### victoria

- BC Schizophrenia Society
- Victoria Native Friendship Centre

### victoria (campus)

- Capital Mental Health Association
- Comusen College



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