



heretohelp

Mental health and substance use
information you can trust

beyond the blues

education and screening days 2017



Canadian Mental
Health Association
British Columbia
Mental health for all



University
of Victoria

Canadian Institute for
Substance Use Research



beyond the blues

education & screening days

funding provided by



Provincial Health Services Authority
Province-wide solutions.
Better health.

with additional support from the Ministry of Children and Family Development

contents

background	3
history	4
attendance	5
sites	6
local event photos	8
participant profile	9
depression screening results	10
anxiety screening results	11
risky drinking screening results	12
well-being screening results	13
online screenings	14
support	15
promotions	16
testimonials	17
top successes	22
recommendations for 2018	23
status of 2016 recommendations	24
local partnerships	25

media sponsor

Black Press

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

contact beyond the blues

mail: c/o Canadian Mental Health Association
Suite 905-1130 West Pender Street
Vancouver, BC V6E 4A4

tel: 1-800-555-8222 or 604-688-3234

fax: 604-688-3236

email: beyondtheblues@heretohelp.bc.ca

web: www.heretohelp.bc.ca/beyond-the-blues



heretohelp

Mental health and substance use
information you can trust

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 Aboriginal people.

Beyond the Blues is held annually every October during the first Thursday of Mental Illness Awareness Week and throughout the month of October. Targeted events are also allowed November through February. 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 2017 season was the 22nd anniversary of Beyond the Blues in BC.



“Participating in this event changes lives. It may be just the window of opportunity that people need to access the help that they need and deserve. The ability for individuals to talk with a clinician breaks down stigma and the ‘what ifs’ of mental health treatment options. Even at sites where there were fewer people attending there were always connections made that made a difference.” —2017 site planner



history

- 1991** Screening for Mental Health (USA) hosts first National Depression Screening Day (NDS)
- 1994** Victoria, BC, first Canadian site to host NDS
- 1995** NDS 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



"Beyond the Blues provides a comprehensive 'toolkit' of youth mental wellness promotion materials, that are of reliable high quality in terms of both presentation and content, and can be easily used in school/community settings." —2017 site planner

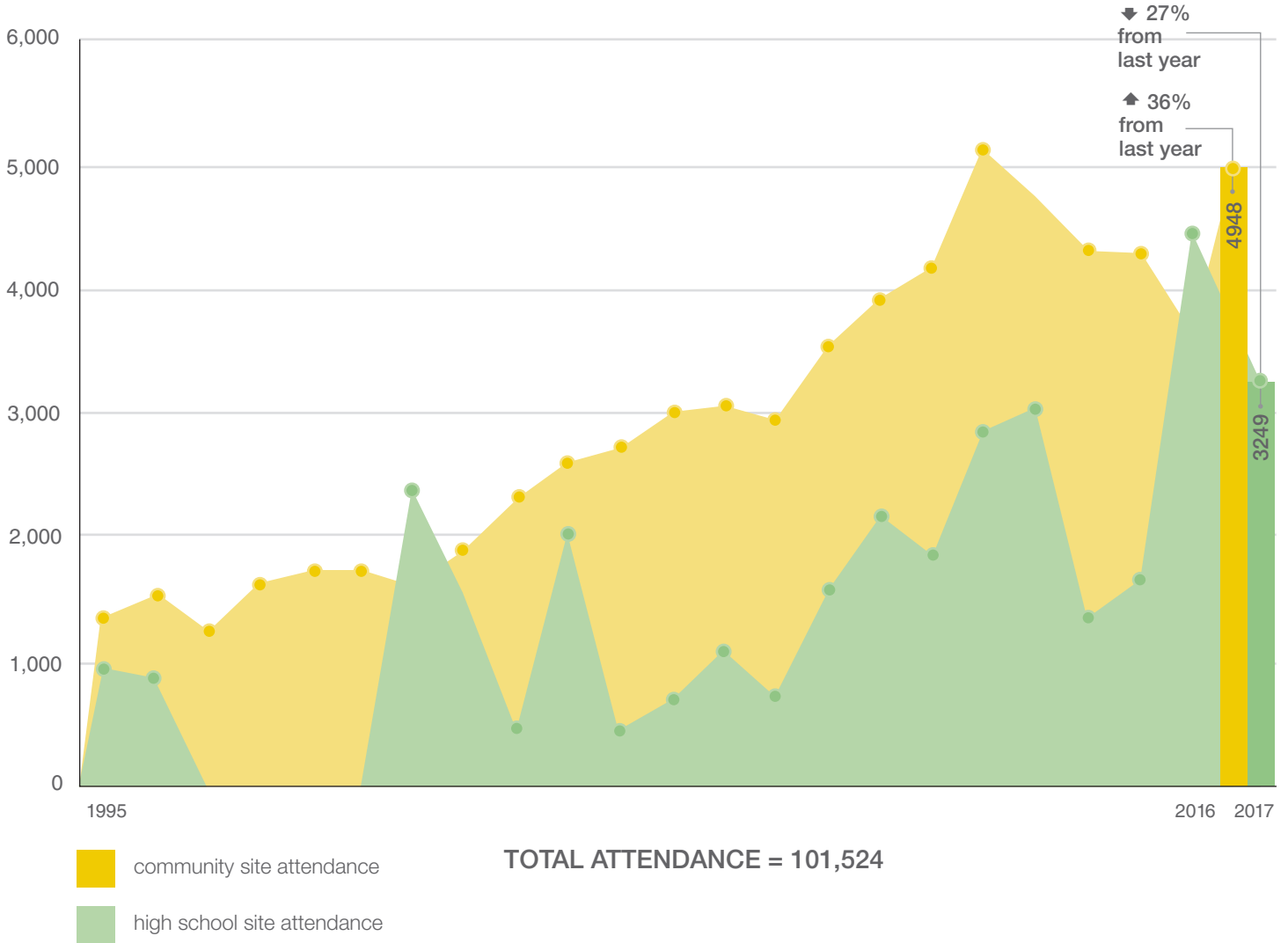


attendance

8197 people attended Beyond the Blues 2017

Almost 102,000 people have been helped in 22 years of Beyond the Blues in BC

history of beyond the blues attendance in BC



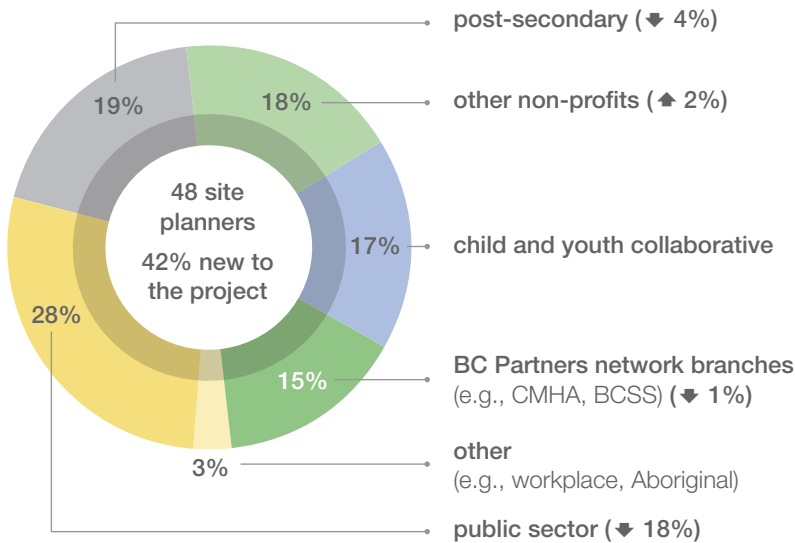
all instances where ▲ and ▼ are used in this report indicate comparisons to statistics from last year



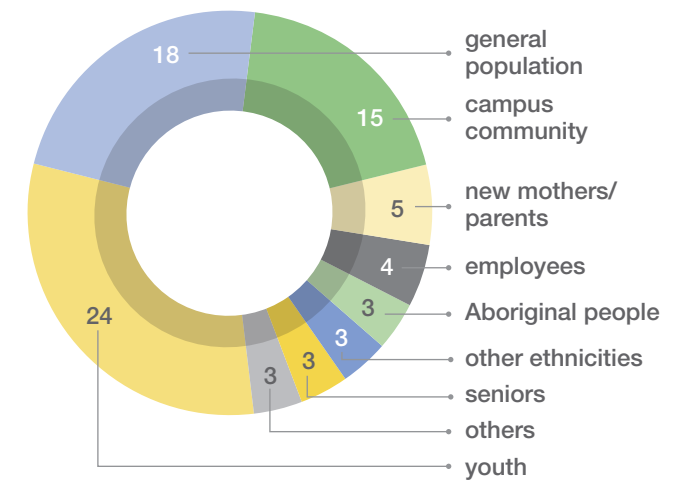
sites

78 sites ⇒ 39 were new, reaching new audiences or communities ▲11%

lead agencies



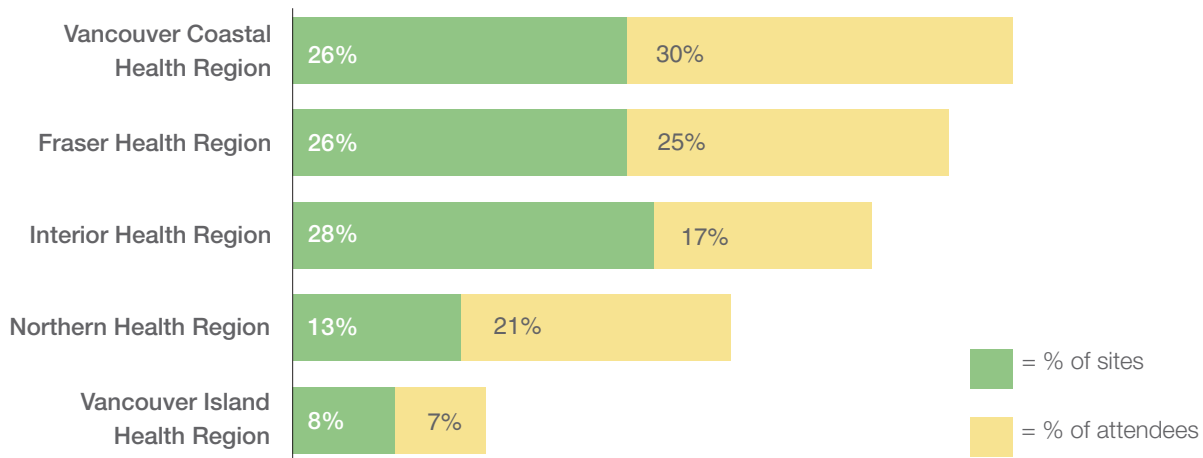
site target audiences*



* Total site count does not add up to the total number of sites because sites that reached two target audiences at the same time are counted twice

at least 456 clinicians, staff and volunteers were involved across BC

health region break-down

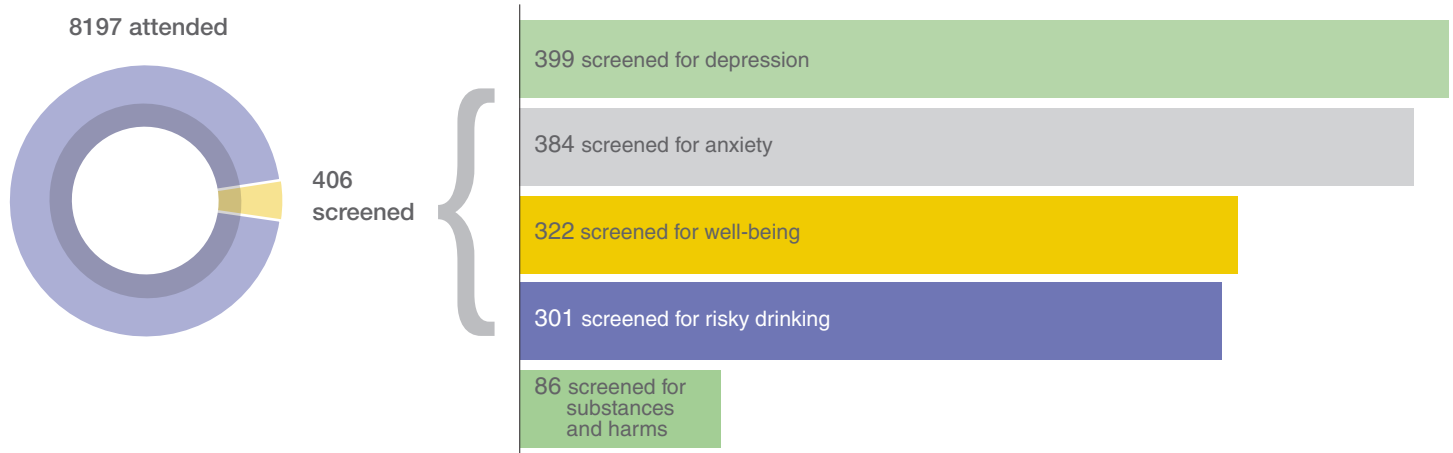




406 people were screened ▼9%

1406 screens completed ▲3%

- Screening numbers were up for all screens— anxiety (▲51%), depression (▲37%), risky drinking (▲39%), and well-being (▲5%), substance use and harms (▲1333%)
- On average, each screening participant completed about 3.5 screens



different approaches

- 21 (27%) offered screenings
- 57 (73%) offered education only
- 60 sites (▲7%) were targeted to specific groups in a couple of different ways: 31 of them were targeted and “closed” events (▲55%), 29 were targeted but still open to others in the community (▼19%). Another 18 sites (▲29%) were not targeted at all and open to anyone from the general public

average attendance per event

- Average (mean) attendance was 105 people (▼9%)
- Median attendance was 55 people (▼8%)
(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 20 sites asked to be set-up for paperless screening at their events (and 9 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.

- » 212 people, half of all those screened, were screened this way, from youth to older adults (▲45%)

local event photos



At the Early Years Fair reaching postpartum mothers and parents of young children, a button-maker at the Beyond the Blues table starts conversations about how kids thrive.



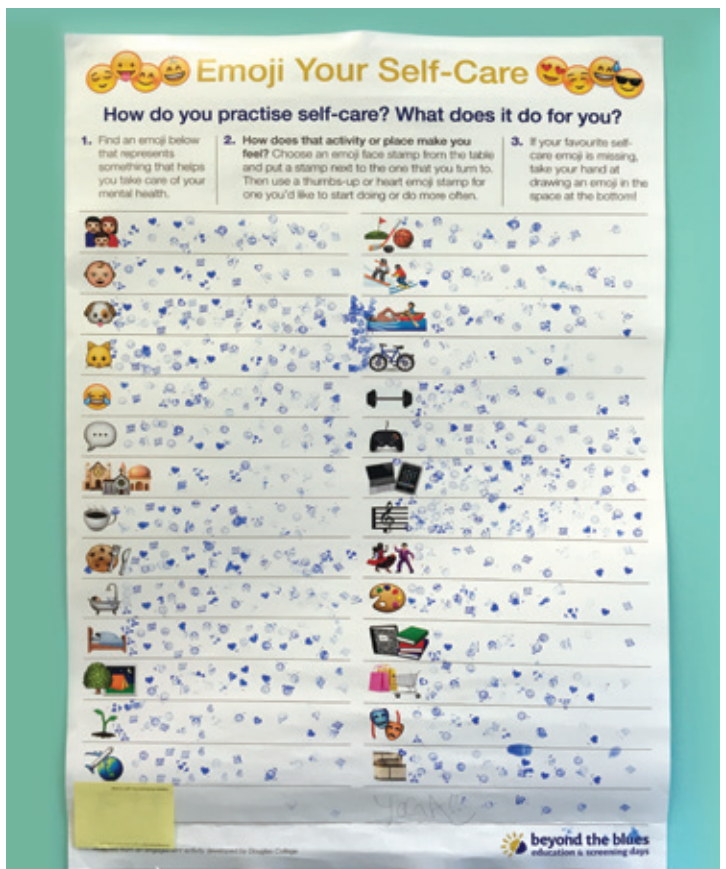
Burns Lake youth put post-it notes to answer questions about mental health and start important conversations.



Staff show off their Beyond the Blues display table and popular stress toy rocks at the Scotch Creek Health Fair.



A Sunshine Coast high school event features a prize wheel, games, and Pan the stilt walker in the background who got youth engaged and talking about balance.



A well-loved and well-used activity poster for the Emoji Your Self-Care activity at 100 Mile House's Peter Skene Ogden Secondary; students use stamps to talk about emojis that represent the self-care behaviours they usually gravitate toward and the self-care behaviours they wish they did more of.

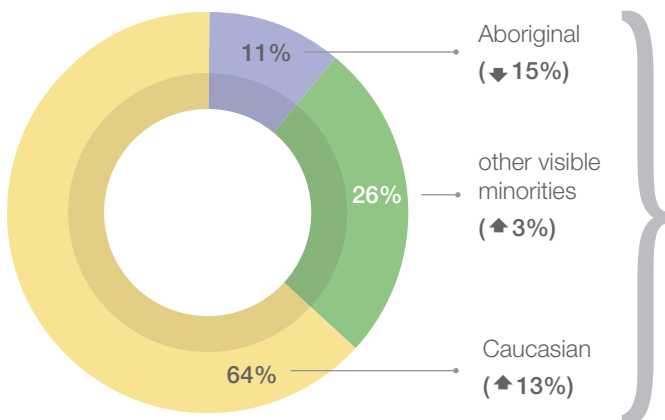
participant profile



gender of screening participants

- 66% females (▲1%)
- 32% males
- 1% other (▼2%)

ethnicities of screening participants

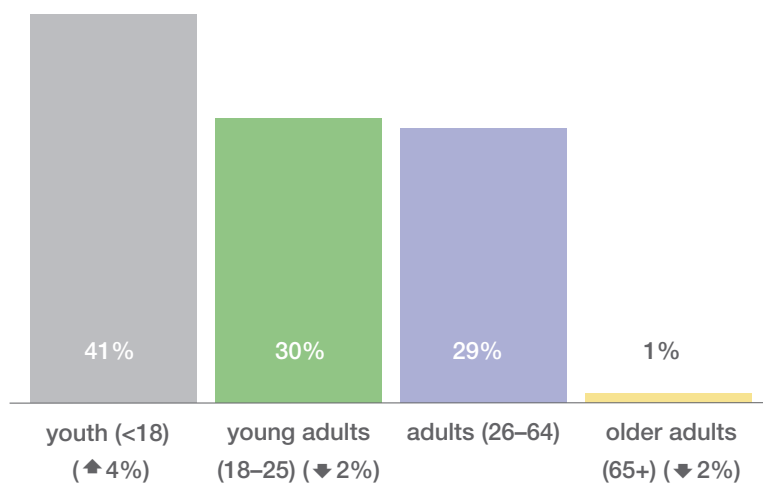


approximately 1 in every 3 of those screened identified themselves as belonging to a cultural minority group

- 6358 Aboriginal and multilingual materials were distributed by request

ages of screening participants

72% of those screened were under 25 or over 65



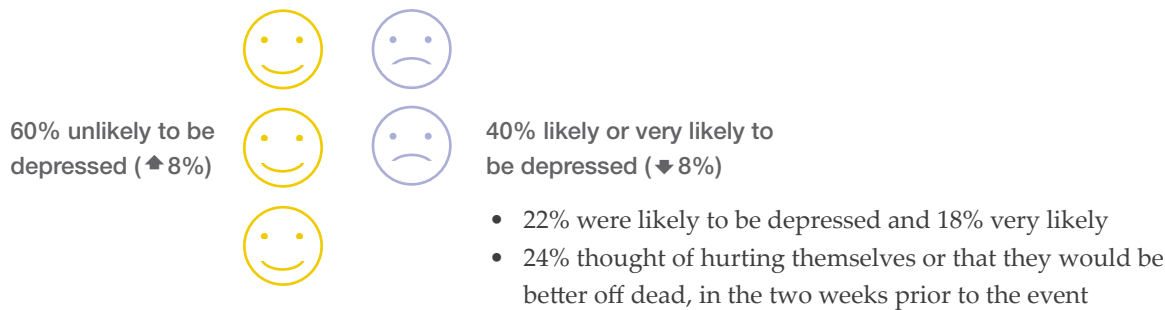
Screens currently used in Beyond the Blues

- » 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

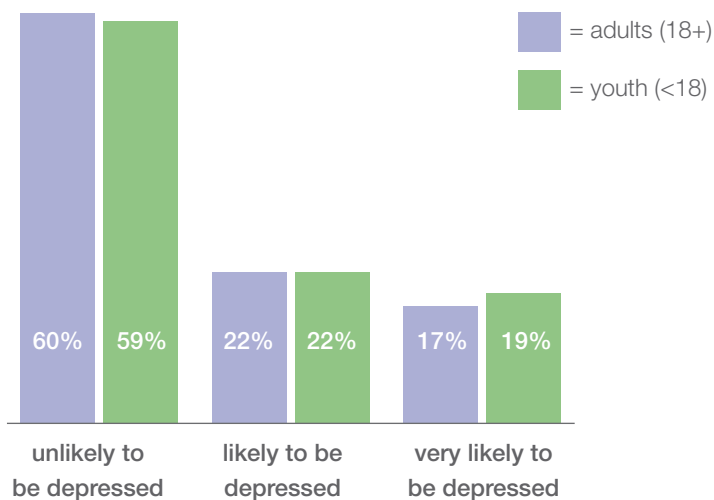


depression screening results

all ages



likelihood of symptoms: youth vs adult



- symptoms of depression in adults went down by 12%
- symptoms of depression in youth stayed consistent
- the new youth depression screen asks about dysthymia (a long-term lower-grade depression); 39% of youth screened showed symptoms consistent with dysthymia



50% of adults screened indicated they were working full or part time



Statistics noticed over previous years of the event*

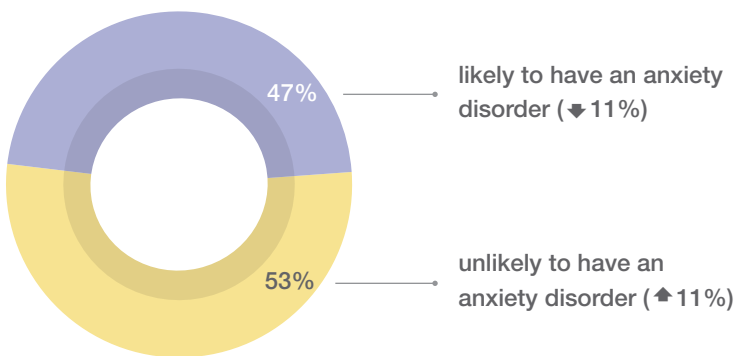
- » 24% of those completing an adult depression screen were flagged to complete a longer mania screen;
- » 11% showed signs of bipolar disorder
- » 44% said they had a family history of mood disorders or alcohol use problem
- » 37% said their symptoms impacted their work, social and home life
- » 45% of those screened for depression indicated they had never before been treated for a mood disorder

* 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.

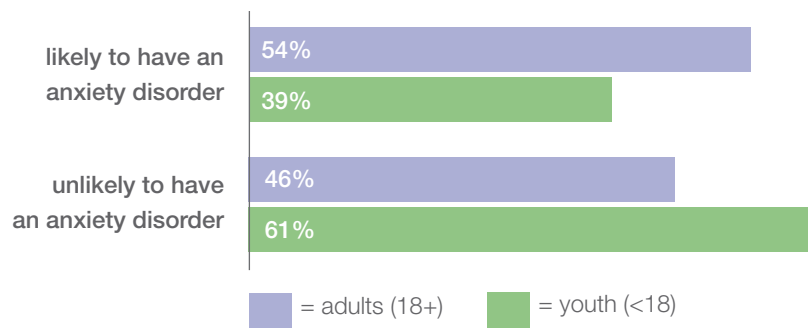


anxiety screening results

all ages



likelihood of symptoms: youth vs adult



- symptoms of anxiety in adults went down 10% from last year
- symptoms of anxiety in youth went down 22% from last year



Statistics noticed over previous years of the event*

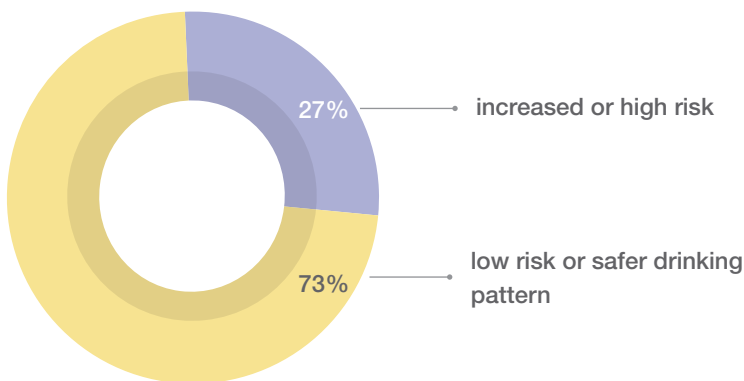
- » 37% said their symptoms impacted their work, social and home life
- » 82% of adults indicated they had never been before been treated for an anxiety disorder
- » Prevalence of anxiety symptoms by type:
 - general anxiety disorder 30%
 - panic disorder 15%
 - post-traumatic stress disorder 14%
 -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

risky drinking screening results



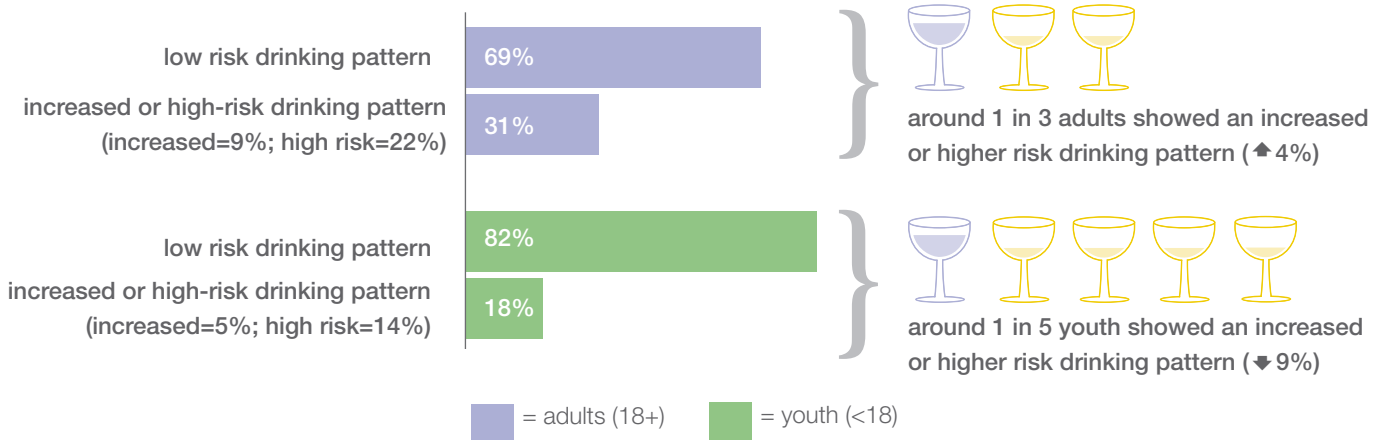
all ages



substance use and harms screen

A screen was introduced in 2015 for young people up to age 25 looking at substance use beyond alcohol, and how that substance is used. It's not available in paperless screening but paper versions were used at 3 different screening events. There was a 14-fold increase in its use in 2017. Among those screened, 80% scored low and 20% scored high-risk, a ratio similar to 2016.

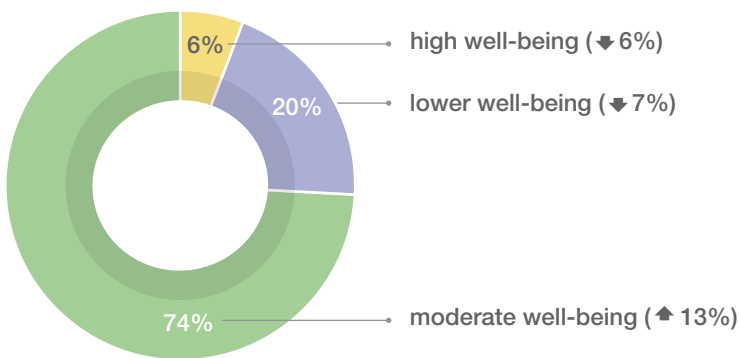
drinking pattern: youth vs adult



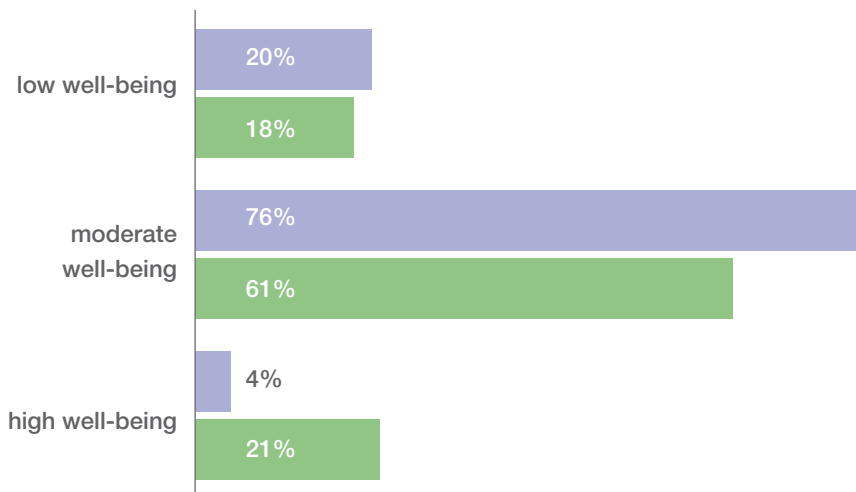


well-being screening results

all ages



well-being results: youth vs adult



3 out of 4 participants regardless of age reported moderate to high mental well-being

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

- well-being increased by 12% in youth
- well-being increased by 5% 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

28,263 people (▲ 6%) completed screenings online during the September–November 2017* Beyond the Blues season

- <1%** found out about the online screenings at a local Beyond the Blues event
- around 1 in 3 web screening participants were from a visible minority group
- 14% of screening participants were under 18; another 12% were young adults 18-24
- 42,595 (▼ 13%) separate screens were completed

Most screening scores are higher online than at community events

- depression—89% likely to have symptoms (vs. 40% at events)
- anxiety disorder—81% likely to have symptoms (vs. 47% at events)
- well-being—77% with low well-being (vs. 20% at events)

Risky drinking is the only screening score that came out around the same online—29% with increased or higher risk drinking (vs. 27% at events)

* the online screens were down for the first 2 weeks of September and last 2 weeks of November during maintenance so numbers will be down by 30%

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



“I had a student come up to me and thank me for having the event. She struggles with depression and picked up information to help herself and to give to friends to help them understand what she is going through. I had another student drag her friend over to the table after looking at the materials and tell her friend that she needs to read the pamphlet because it sounded just like her.”

—2017 site planner



support

104,807 free resources were sent to confirmed sites

Educational and promotional items (▲3%) included brochures, info sheets, pens, mood dots, games, cards, pads, magnets, DVDs, and posters. Thirteen new info cards were added this year covering topics such as the Aboriginal medicine wheel and wellness, depression, bipolar disorder, anxiety disorders, tips for working with your doctor for depression, getting help for mental illnesses, mindfulness, staying mentally healthy with technology, mental health matters, social supports, eating and living well, what is depression (low-literacy) and what is anxiety (low-literacy). We added brochures looking at medications for mental illnesses, psychotherapy, grieving and coping with loneliness. Finally, new promotional items distributed this year included a new stress ball (rock shaped saying 'you're stronger than you think'), a new style of HeretoHelp promotional brochure, a fun new stamping emoji game and revised and expanded mental health and substance use trivia cards.



website

The main Beyond the Blues page at www.heretohelp.bc.ca/beyond-the-blues was viewed 1,965 times (▼26%) throughout September, October and November. Event listings were viewed 248 times (▼59%). As well, the main home page at www.heretohelp.bc.ca, which is the URL promoted in Beyond the Blues ads and posters, saw 21% fewer visits in the fall than in 2016.

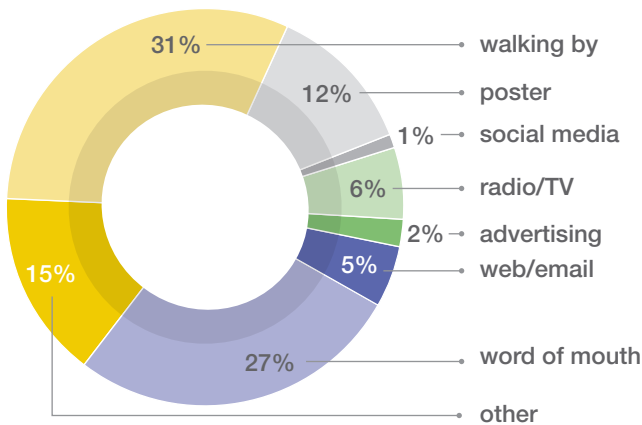


promotions

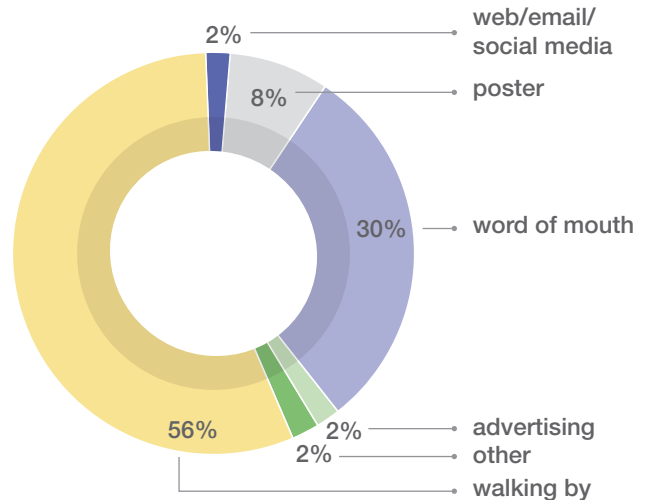
how participants* said they heard about the event



sites for targeted communities/settings



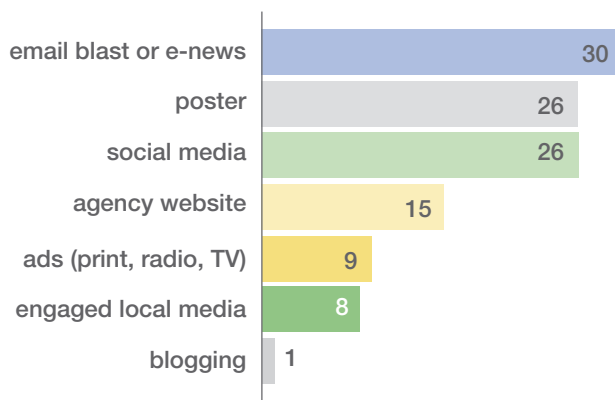
sites for general audiences



* 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, Province and Black Press community newspaper websites yielded 957 click-throughs
- 10 print ads placed and 12 customized press releases sent out

how site planners said they promoted their events



some of the media that covered beyond the blues 2017

- CBC radio
- CityTV (Vancouver)
- DailyHive
- Hope Standard
- Maple Ridge News
- Revelstoke Mountaineer
- Vernon Morning Star
- Westender (Vancouver)
- Williams Lake Tribune



testimonials

from general-public site planners

- “It’s fantastic to be able to share such a breadth of resources and information with our community (especially during this time of year). Thank you for pulling this together and supporting organizations in sharing!”
- “The program helped motivate our mental health awareness campaign and provided valuable tools to the staff to address many different mental health issues.
- “Although mental health issues are very personal and often people keep their situations to themselves, I have had 2 staff share with me, in a general meeting, that they reached out to some of the resources provided to get help for their family members.”
- “I appreciate the resources for our Aboriginal communities to feel supported and connected.”
- “We have been putting on these events for 4-5 years now, and have loved the support offered from your organization throughout. The materials are concise and easy to read.”
- “This project is valuable to me as it educates and supports individuals in our community about mental health issues. As well, it helps to challenge stigma.”
- “Each and every person and family in this country, in this community, has been or will be affected by mental health issues. We all have mental health! We want everyone in our community to embrace the knowledge that we all have mental health and by doing so we are creating healthier communities. Every opportunity to talk about mental health brings us one step closer to achieving our goal.”
- “It offers members of the community the ability to access free and needed resources in a safe and welcoming environment and helps further decrease stigma associated with mental illnesses. During the Q & A portion of the event, attendees were posing similar questions and you could see how they felt connected and less alone with regards to similar questions and concerns.”
- “It allows us the opportunity to connect with families across the province about the support for their children and youth experiencing mental health challenges. It’s an opportunity to bring awareness and decrease stigma.”



from youth site planners

- “What a great experience this was for me. And an even better opportunity to get our community together for something we are all passionate about! Can’t wait for next year.”
- “It is an opportunity to start dialogue with youth around mental health in a way that is fun while break down the stigma around it. It also allows us the opportunity to identify youth who maybe struggling but are not connected with anyone.”
- “I love the information and support that we receive from Beyond the Blues. Always a great way bring attention and conversations to mental health and substance use.”
- “Participating in this project to me is valuable because it provides an opportunity to talk about mental health and substance use. I found that this year young people took more information than in previous years.”
- “I want to say how much I loved all of the resources! Now that I know, I’m going to work really hard to plan an amazing event for next fall!”



testimonials

- “It’s valuable because no one else is doing anything like this. Continual engagement in the community is key and making learning about mental health easy and fun is what will support people in seeking out their own supports.”
- “Beyond the Blues provides a platform for providing students with information about mental health and wellness that they might not have otherwise received. Many of our students leave the day with a better understanding of themselves, or of their friends or family. Our students especially related to the topic of “how to help a friend”- and I noticed they were most engaged with this part of the presentation.”
- “It helps to send normalizing messages to youth and let’s them know where to go for help.”
- “It gave our community a chance to connect and to identify youth who may have otherwise fallen through the cracks. It also help give us a read on the mental health of the youth in our community.”
- “It gives us a chance to give back and engage in ways we often aren’t able to. Meetings and emails and behind-a-desk things often take up most of the space. So having the flexibility to move and be creative with partners is amazing, and the fact that we specifically were able to create this space and event for youth was event better.”
- “I really appreciated the support I received. I also really appreciate all the materials our community received. I had some leftover and am now using them at other community education events. Parents are taking them and appreciate their availability, so thank you.”
- “Going into schools and reaching out directly to students is one of the best ways to increase awareness and decrease stigma around metal health and substance use. Some of the youth who approached my table had impromptu discussions with their peers around their own anxiety, which helped to normalize the challenges of dealing with anxiety.”
- “One student who is new to our community talked to me about struggling for years with mood issues and anxiety and not knowing where to go for help. I gave her some of the resources from the table as well as our local resource card. I think knowing that there are people who care and who will help you eased her anxiety about asking for help in a new community.”
- “I put up 3 posters each with a question: What does mental illness feel like and look like? What do you do to take care of yourself when you are feeling down or distressed? What can you do to help others when they are feeling down or distressed? The students wrote on post it notes and stuck them to the posters. I’m pretty sure I got this idea from one of the past debriefing chats Beyond the Blues offered. It proved to be an excellent way to talk about mental health in a non-triggering way. I also encouraged the students to cheat on their answers and look to see what other people had written. This proved to help those who were currently going through poor mental health to see that they weren’t alone, also it gave students more ideas about self-care options and ways to help others.”
- “I think this is a valuable and engaging tool to promote mental health literacy and understanding in the students and teachers alike. It’s fun and it helps to de-stigmatize mental illnesses including addictions.”
- “I want to say how much I loved all of the resources! Now that I know, I’m going to work really hard to plan an amazing event for next fall!”
- “It’s valuable because no one else is doing anything like this. Continual engagement in the community is key and making learning about mental health easy and fun is what will support people in seeking out their own supports.”



testimonials

from campus site planners

“ I partnered up with our Student Society to create a Healthy Minds, Healthy Campus theme. Not only did we have a Beyond the Blues table, we also had local vendors come up to discuss what they had available to help when dealing with stress. Of course when we host an event, we also implemented our culture into the event by having our Elders, drumming and bannock and soup for lunch! At the Beyond the Blues booth, the stress rocks were the most popular and went fast! It was kind of like an immediate hit from students as they got out of their classes and we had a hard time keeping up! We got a ton of positive feedback and a lot of the supplies were gathered and taken home by students. It also ended up being a perfect time to hold the event as it is right in the middle of their mid-term season and being second semester they seem pretty wiped. We had a lot of students asking to do this again and where all of the supplies came from.”

“ It provides a public mode of education and a way for us to connect with students who may not have spoken to us. It is helping to educate our international students and is a non-intrusive way of encouraging dialogue.”

“ We feel that participating in this event helps us reach out to at risk students who may not otherwise access counselling services. Anecdotally counsellors have shared that students have attended follow up appointments and are receiving needed support.”

“ It helps us in reaching more people, in being preventative—a change from the routine for us!”

“ We are not teaching people critical life skills like mental health management. This is a critical skill, because it is integral to the pursuit of happiness. There needs to be a paradigm shift here.”

“ I feel that participating in this project helps me to better understand others’ struggles with mental illness and ways I can help.”

“ I think these events are really wonderful and I really appreciated joining a teleconference to share about engagement activities.”

“ I think it’s a fun way to reach out to students and staff and make mental health awareness a regular everyday thing to talk about.”

“ I was just delighted to see students picking up so many info cards and feeling relatively safe to talk about mental health.”

“ Our campus is interested in promoting mental health awareness in our workplace, and participating in the Beyond the Blues event was a great way to get the word out to our employees and students. And it was made much easier with the assistance of you guys! ”



testimonials



from event attendees

- “ Screenings were thorough, helpful and informative.”
- “ I liked the help and info received post screening. It was quite nice to sit down with one of the workers and chat over all the results and go into why they are significant or where they may have stemmed from.”
- “ Fun fun fun! At this event the information was great. I’m so happy it was possible for me to go to this event!”
- “ As both a university student and employee, I found the event useful as it showed me ways to help not only myself, but also other students.”
- “ Meeting others in a supportive environment to talk about health issues that affect all of us.”
- “ It helped me to know myself better.”
- “ The event had lots of people to talk to/ask questions to.”
- “ The thing that I valued the most about this event was that it had a very strong sense of support and security. I normally feel very excluded because of my mental health issues and seeing this and partaking in the activities makes me feel less alone in it. I also value how much work and energy that they put into educating others about these subjects.”
- “ I liked to see that there were other people who were anxious like me.”
- [I valued most]...
- “ ...the approachability of the people hosting it.”
- “ ...learning how to help someone if in need of help.”
- “ ...useful and specific information about myself talked about with a counsellor.”
- “ ...that at the end I actually booked an appointment with a counselor which I wouldn’t have done without this event.”
- “ ...the external activities, like crafts and games.”
- “ ...the multiple people there, the non-judgmental environment.”
- “ ...finding ways to deal with stress and knowing that other people have it too.”

top successes



- Overall attendance hit a new record high in 22 years of Beyond the Blues, mostly due to a large increase (36%) in community events. There was growth in both the number of events and the number of new events
- For the first time, 1 in 6 events were led by Local Action Teams of the Child and Youth Mental Health and Substance Use Collaborative (in Revelstoke, Surrey, Delta, Burns Lake, Vanderhoof, Smithers, Houston and across the Sunshine Coast)
- There was huge growth in the number of personnel involved across BC this year—almost 500!
- 1 in 5 event attendees were from the Northern Health region
- Although there were slightly fewer people screened overall and only a quarter (vs. a half) of events even offered screenings, many more screens were completed per person and each of the five major self-tests was completed more often. Our post-event participant satisfaction survey also found that when it was offered, screenings were one of the main draws to an event
- The substance use and harms screen introduced two years ago is starting to get used much more (a 14-fold increase, in fact)
- A full half of those screened used paperless screening
- More than 70% of those screened were young people 25 and younger
- 50% of adults screened indicated they were working full or part time—a question we re-introduced this year
- Among those screened, compared to last year, more people were unlikely to have symptoms of depression or an anxiety disorder, fewer youth showed increased or high-risk drinking patterns, and fewer people doing the mental well-being screen scored 'low.'
- We updated and improved a number of the demographic questions on the screens and especially the ethnicity question so as to provide participants with more options
- Based on demand, we reviewed the literature and recommended a new depression screen for Aboriginal people that is an adaptation of the PHQ-9
- We changed our youth screen to the PHQ-A. Along with other benefits, the new youth depression screen asks about dysthymia (a long-term lower-grade depression). We found that about 2 in 5 youth screened showed symptoms consistent with dysthymia
- We reviewed the literature and added new scoring instructions to assess suicide risk in older adults
- This was our first year advertising Beyond the Blues on Facebook and almost 500 people clicked on the ad for more information, a relatively high rate for how often we ran the ad
- A video studio helped us develop a new, animated, informational-teaser video for potential future site planners
- An amazing 21 new resources were developed or newly offered in 2017 and received favourably by site planners: 13 brand-new info cards, 4 BC-developed CMHA brochures, 2 revised engagement resources and 3 brand-new engagement resources. The new resources—the new rock-shaped stress toys, an 'Emoji your self-care' game using stamps, and a new promotional poster template for young people—were especially big hits
- Three youth events tried our Recovery Ups and Downs board game (designed in 2008 for adults) to see if it could, with revision, be a useful engagement tool for youth. Young people really liked the board game. We have recruited participants across BC who have agreed to pilot test a future youth edition



top successes

- 82% of site planners said that based on feedback they received, they felt participants would have rated their experience at their event as 'good' (62%) or 'excellent' (20%).
- Findings from the small number of overall participants who completed a post-event satisfaction survey were consistent with external evaluation results: 97% said they would recommend the event to a friend or family member; 90% said they were satisfied with the event they attended and found it useful; 84% said they felt better informed about where to go for help and support in their community; 94% said they planned to use what they learned to improve their mental well-being; 80% said they had already taken action as a result of attending the event
- 97% of site planners would recommend participating in Beyond the Blues to a colleague
- 95% of site planners said that overall, the support they received from Beyond the Blues headquarters helped give them the tools they needed to run successful Beyond the Blues events
- 3 out of 4 site planners said if the centralized support never existed, they would not have held an event at all or of the same scale or success



Screenshots from new animated informational-teaser video.

recommendations for 2017



engagement and other resources

- Revise Beyond the Blues snakes-and-ladders style board game based on 2017 feedback, creating a youth-friendly version; test with the focus-group participants who volunteered to give input on new materials
- Develop and distribute a fun, customized temporary tattoo that may be appealing especially for young people
- Provide more rock-shaped stress toys to sites, as budget allows
- Change the accordion-style folding wallet card promoting HeretoHelp back to a regular brochure format
- For the 'Emoji your self-care' activity poster, add an emoji showing friends; also, see about the feasibility of printing more by doing it on newsprint so sites can do the activity more than once
- Update the 'best of the web' catalog of recommended video clips and either add a playlist directly to the extranet or join several clips together so they can be played at sites, on a loop, without the interruption of Youtube ads
- 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 the participant focus group before the next order
- When it's time to reprint the spinners, find an economical way to make them bigger and flashier
- Convert the final 11 longer info sheets used in Beyond the Blues to smaller info cards
- Given the interest in more material on substances, add the 4 'Safer use series' brochures (safer drinking, safer smoking, safer injecting and safer cannabis use) as options in the list of materials site planners can choose from
- Update community resource sheet templates on the extranet

screenings

- Consider adding the Substance Use and Harms screen to paperless screening given more young people are doing screenings than any other age group and more are being offered the newer screen
- 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

promotions

- 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
- Offer Facebook as an option for sites seeking advertising venues

communications

- If not in 2018, in 2019 try creating a community via the app Slack as another way for site planners to connect with each other
- Send once, in July, a small note or reference card via regular mail to potential site planners with the Beyond the Blues extranet URL, information about the three different forms and when each is due, and key meeting dates so they're not missed in email updates

status of 2016 recommendations



- Presented findings and implications of external evaluation to site planners
- Allowed any targeted site to host events through the winter and into February (i.e., beyond the typical Oct-Nov timeframe)
- Circulated fewer email updates to site planners between June and November
- Created shorter versions of the screening orientation webinar for debriefing clinicians
- Added two new engagement resources (the 'Emoji your self-care' game and more spinning-wheel game ideas)
- Revised two of the current engagement resources (revised and expanded trivia cards and added a new stress ball giveaway after polling site planners)
- Based on youth feedback, kept the happier of the two backpack buttons
- Based on popular demand, and in consultation with Aboriginal partners, developed a new info card on the medicine wheel and mental wellness
- Converted 13 longer info sheets into smaller info cards
- Completed and promoted the new, animated, informational-teaser video for Beyond the Blues
- Explored Facebook ads or online local newspaper ads instead of local print newspaper ads screening
- Updated the ethnicity question options in the demographic section of the screens to reflect more of BC's diversity
- Reviewed the literature for three screens that are available in the public domain: a mania screen for older youth (none found), a brief screen for older adults that includes a suicide question (have updated scoring for the current tool), and any new screens specifically adapted for Indigenous people (added a new screen)
- Changed the youth depression screen from the KADS-6 to the PHQ-A, as many people find some of the wording in the KADS-6 confusing and the PHQ screen adapted for adolescents (PHQ-A) is more closely aligned with the adult PHQ screen that is well known in primary care
- Recruited several Beyond the Blues participants as advisors and interview them around specific changes they'd like to see (*recruitment completed; consultation to happen in 2018*)
- Promoted some of our recommended video clips as social media tools (*not completed*)

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 | 22 sites

100 Mile House x5

- CMHA South Cariboo
- MCFD Child and Youth Mental Health
- Interior Health
- Cariboo Family Enrichment Centre
- Peter Skene Ogden Secondary

Castlegar

- Selkirk College, Castlegar Campus

Enderby

- CMHA Shuswap Revelstoke
- Enderby Early Years Committee

Kelowna

- Okanagan College, Kelowna Campus
- Okanagan College Students' Union
- various college departments
- CMHA Kelowna

Merritt

- Nicola Valley Institute of Technology
- NVIT Student Society
- B's Bath
- Planet Fitness
- Akasa Yoga Studio

- Juice+
- Hair Silks
- Planet Hair

Nelson x2

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

Penticton (campus)

- Okanagan College, Penticton Campus
- Okanagan College Students' Union
- various college departments
- CMHA South Okanagan Similkameen
- South Okanagan Women in Need Society

Penticton (youth)

- Youth Engagement Strategy community development project, Penticton & District Community Resources Society
- Penticton Public Library
- Pathways Addictions Centre
- Mental Wellness Society
- City of Penticton, RADAR (LGBTQ+) group
- Starlite Yoga

Revelstoke x2

- Revelstoke Child and Youth Mental Health and Substance Use Collaborative Local Action Team

Salmon Arm

- CMHA Shuswap Revelstoke
- Okanagan College, Salmon Arm Campus

Scotch Creek

- CMHA Shuswap Revelstoke
- Scotch Creek Medical Clinic

Sicamous

- CMHA Shuswap Revelstoke
- Sicamous Early Years Committee

Vernon x3

- CMHA Vernon
- Mental Illness Family Support Centre
- City of Vernon
- Village Green Hotel
- Community Futures North Okanagan

Williams Lake

- CMHA Cariboo Chilcotin
- BC Schizophrenia Society
- MCFD Child and Youth Mental Health
- Interior Health
- Cariboo Friendship Centre
- Pregnancy Outreach

fraser | 20 sites

Abbotsford (Aboriginal) x2

- MCFD Child and Youth Mental Health
- Fraser Health
- Abbotsford Community Services
- Fraser Valley Aboriginal Child and Family Service Society

- Abbotsford School District
- Mamele'awt Aboriginal Education Centre
- Sts'ailes Lhawathet Lalem Healing House

Abbotsford (campus)

- University of the Fraser Valley, Counselling Services
- UFV Athletics
- UFV Peer Support Centre

Abbotsford (multicultural)

- Moving Forward Family Services
- Blueridge Sikh Temple

Abbotsford (postpartum)

- Fraser Health
- Public Health

Abbotsford (workplace)

- Menno Place
- WorkSafe BC
- SafeCare BC

Chilliwack

- MCFD Child and Youth Mental Health
- Fraser Health
- Chilliwack Community Services
- Chilliwack School District
- First Nations Health Authority

Coquitlam

- Douglas College

Delta/Surrey x3

- Surrey-North Delta Division of Family Practice
- Surrey-North Delta Child and Youth Mental Health and Substance Use Collaborative Local Action Team
- Fraser Health
- City of Delta
- Surrey School District
- Doctors of BC

- John Volken Academy
- CMHA Vancouver-Fraser

Hope

- MCFD Child and Youth Mental Health
- City of Hope

Langley x2

- Stepping Stone Community Services Society
- City of Langley library
- Walnut Grove library
- Langely Mental Health Community Advisory Committee

Maple Ridge (youth)

- Maple Ridge-Pitt Meadows Community Services
- MCFD Child and Youth Mental Health
- Alouette Addictions Services
- Fraser Health, START Team (Short Term, Assessment, Response, Treatment)
- Fraser Health, Early Psychosis Intervention
- Greg Moore Youth Centre
- Community Yoga

Maple Ridge (seniors)

- Ridge-Pitt Meadows Katzie Seniors Network
- Maple Ridge-Pitt Meadows Community Services
- Fraser Valley Library
- Fraser Health, Geriatric Mental Health
- Owner, Optimize Coaching Counselling and Training Ltd.

New Westminster

- Douglas College

Rosedale

- Cheam First Nation

Surrey (multicultural) x2

- Moving Forward Family Services
- Aria Banquet Hall
- Sikh Academy

coastal | 20 sites

Gibsons x2

- Sunshine Coast Child and Youth Mental Health Substance Use Collaborative Local Action Team
- Elphinstone Secondary
- Alternate School
- Youth Outreach
- Public Health

Pemberton

- Vancouver Coastal Health
- Divisions of Family Practice

Pender Harbour

- Sunshine Coast Child and Youth Mental Health Substance Use Collaborative Local Action Team
- Pender Harbour Secondary
- Youth Outreach
- Public Health

Richmond

- Supporting Families Affected by Parental Mental Illness/Addiction Table
- Vancouver Coastal Health
- MCFD Child and Youth Mental Health
- CMHA Vancouver Fraser
- Pathways Clubhouse
- Richmond Addiction Services Society
- Chimo Community Services
- Touchstone Family Association
- BC Schizophrenia Society
- Richmond Public Library
- Richmond School District
- Dr. Deborah MacNamara

Richmond (youth)

- Vancouver Coastal Health Child and Adolescent Program
- VCH Adolescent Support Team
- McNair Secondary

Richmond (workplace)

- WorkSafeBC
- Shepell counsellors

Sechelt x2

- Sunshine Coast Child and Youth Mental Health Substance Use Collaborative Local Action Team
- Chatalech Secondary
- Alternate School
- Youth Outreach
- Public Health

Squamish

- Vancouver Coastal Health
- Starbucks

Vancouver (parents)

- Kelty Mental Health Resource Centre
- BC Children's Hospital, Child and Youth Mental Health
- BC Children's Hospital, Health Literacy Team
- PHSA Communications

Vancouver (seniors)

- West End Seniors' Network Society
- BC Association of Clinical Counsellors

Vancouver (campus) x3

- Vancouver Community College (VCC)
- Pacific Blue Cross
- Vancouver Crisis Centre
- Mood Disorders Association of BC
- AnxietyBC
- St. John's Ambulance therapy dogs

- Party4Health
- BC Children's Hospital Concurrent Disorders Clinic
- Vice AMS
- UBC Alma Matter Society
- UTown@UBC
- Clif Bar
- Guayaki Yerba Mate

Vancouver (youth) x4

- Vancouver Coastal Health
- Vancouver School Board
- University of BC nursing program
- BCIT nursing program
- Langara College nursing program
- Notre Dame Regional Secondary
- Churchill Secondary
- Vancouver Technical Secondary
- Sir Charles Tupper Secondary

Whistler

- Vancouver Coastal Health
- Divisions of Family Practice

north | 10 sites

Burns Lake

- Omineca Lakes Child and Youth Mental Health Substance Use Collaborative Local Action Team
- RCMP
- BC Schizophrenia Society
- Omineca Lakes Mental Health and Addictions Advisory Committee
- Lakes District Secondary School

Dawson Creek

- Northern Lights College
- City of Dawson Creek, Recreation and Community Services
- Deep Physio
- South Peace Community Resources Society
- Positive Living North

- MCFD Child and Youth Mental Health
- BC Responsible & Problem Gambling Program
- Dawson Creek Literacy Society
- Northern Health

Houston

- Northern Society for Domestic Peace
- Smithers Child and Youth Mental Health Substance Use Collaborative Local Action Team
- Houston Community Services
- Houston Secondary School
- Positive Living Northwest
- Bulkley Valley Credit Union
- RCMP
- MCFD Child and Youth Mental Health

Kitimat x3

- Kitimat Community Development Centre
- MCFD Child and Youth Mental Health
- School administration and teachers, School District #82
- Tamitik Status of Women
- RCMP
- Haisla Nation Health Services
- Northern Health
- Mount Elizabeth Middle Secondary
- Kitimat City High
- St. Anthony's Catholic School

Prince George

- CMHA Prince George
- University of Northern BC

Quesnel

- BC Schizophrenia Society
- Quesnel Mental Health and Addictions Advisory Committee

Smithers

- Northern Society for Domestic Peace
- Smithers Child and Youth Mental Health Substance Use Collaborative Local Action Team
- Smithers Secondary School
- Positive Living North
- MCFD Child and Youth Mental Health
- Institute of Families for Child and Youth Mental Health

Vanderhoof

- Omineca Lakes Child and Youth Mental Health Substance Use Collaborative Local Action Team
- RCMP
- BC Schizophrenia Society
- Omineca Lakes Mental Health and Addictions Advisory Committee
- Nechako Valley Secondary

island | 9 sites

Campbell River x2

- Vancouver Island Health
- North Island Hospital
- North Island College

Nanaimo x2

- Vancouver Island University
- VIU Athletics and Recreation

Saanich

- Panorama Recreation Centre
- Capital Regional District
- Peninsula Co-op

Victoria

- Victoria Youth Hub/Foundry Victoria
- Mental Health Commission of Canada
- Need2 Suicide Prevention Education and Training
- Kelty Mental Health Resource Centre
- CMHA Victoria
- Noodlebox



(2017)