

Closing the Gap: Two community-based mental health initiatives

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Disclosures

The speakers have no known or real conflicts of interest to declare



Learning Objectives

1. Understand innovative ways of delivering mental health promotion programs
2. Learn how different models of delivery and collaboration reach different segments of the population
3. Understand how highly-trained non-specialists in the non-profit/community sector can provide mental health support to primary and secondary care professionals



Overview

- Rationale
- Background
- Theoretical Underpinning
- Bounce Back
- Living Life to the Full
- Exercise
- Summary



Rationale

- Limited access to mental health services and professionals for people dealing with mild to moderate symptoms of depression, low mood, or stress
- Both programs based on the principles of evidence-based cognitive-behavioural therapy (CBT)
- Programs follow a brief, structured and solution-focused approach
- Programs teach skills to help identify and change patterns of thinking and behaviour causing or maintaining symptoms or distress



How they work

- Both programs provide users with practical tools & strategies to:
 - Reduce stress and boost mood
 - Improve motivation and problem-solving skills
 - Change unhelpful thoughts and behaviours



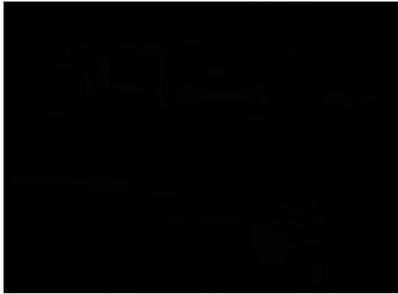
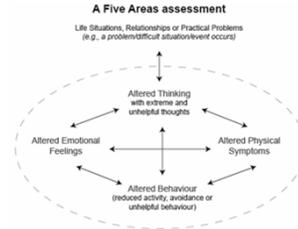
History and Development

	Bounce Back	Living Life to the Full
2008	Bounce Back rollout over 3 phases.	
2010	Implementation evaluation completed	Living Life to the Full BC Pilot.
2011		Expansion outside BC.
2013		Program delivered on BC reserves by Aboriginal facilitators.
2014	Both programs chosen as CMHA Flagship Programs. Enjoy Your Baby and Reclaim Your Life added to program.	Living Life to the Full for Youth piloted in BC and materials adapted. Enjoy Your Baby course developed and piloted. General program translated in French.
2015	CMHA York & South Simcoe first region to offer Bounce Back outside of BC.	Living Life to the Full adapted for the workplace.



Five Areas Approach

Both programs are based on materials developed by Dr Chris Williams, psychiatrist, expert in cognitive-behavioural therapy (CBT), Professor of Psychiatry at the University of Glasgow.



- Developed in 2008 to provide easily accessible mental health support options to the primary health care sector available throughout BC & the York region of Ontario
- Free program for patients with mild- to moderate-depression, anxiety or worry

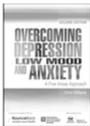


Primary Components



Bounce Back (BB) offers two levels of evidence-based cognitive-behavioural self-help:

1. Psycho-educational DVD (over 139,000 distributed since 2008)
2. Workbooks + Telephone-Coaching – (French, Cantonese and Punjabi) (over 30,000 referrals since 2008)



Participant-Selected Materials

- Choice of workbooks to address different needs
- Accessible language and easily understandable concepts
 - Understanding why I feel as I do
 - Worry & stress; ◦ Physical health
 - Extreme & unhelpful thinking
 - Reduced activity; ◦ Avoidance
 - Practical problem-solving
 - Being assertive; ◦ Using exercise
 - Sleep problems; ◦ Antidepressants



Coaching Referral Criteria

- Eligibility for Coaching
 - Adults age 19 years & older
 - Mild to moderate symptoms of depression +/- anxiety
 - PHQ-9 score from 5 to 19
 - No severe symptoms or active suicidal ideation
 - No recent history of psychosis or bipolar disorder
 - No personality disorder
 - No recent alcohol / drug misuse
 - No cognitive impairment

Note that the referring Family Practitioner always retains professional responsibility for the patient



How to Access Bounce Back

- Convenient and quick access to free service
- Family Doctor or Nurse Practitioner can refer patient for coaching
- Need to complete referral form for coaching component
- Patient will be contacted by a coach within 5 working days
- Referrer informed of patient's progress



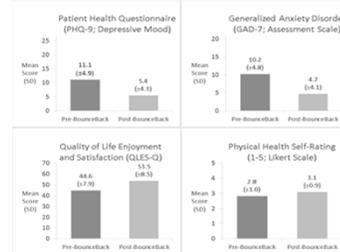
Quality Assurance

- Coaches' are trained by Registered Clinical Psychologists, using a structured training process to ensure readiness and ability to follow course protocol
- Coach calls are regularly reviewed scores on the Self-help delivery 'Adherence to Protocol Rating Scale' (Williams, 2008) and are consistently above criterion
- Coaches receive monthly consultation from Registered Clinical Psychologists.
- External 3 year evaluation



Outcomes / Effectiveness

Depressive & Anxious symptoms reduced by half; All significant improvements (FY 2014-2015, n = 830)



Participant Feedback

We receive many success stories from our participants and referrers on a monthly basis. I have picked a few to share with you:

- **Participant feedback:**
 - "I've surpassed what I thought I would get from this. To be quite honest, I really have. It's made such a difference...Everyday I use that one focal point. I was like 'Oh my God! Did they write this for me...?' I've been recommending it to people. I've been giving the flyer out"
 - "Thank you...for coaching me through the Bounce Back program. Your patience, gentle words and caring tone was a part in saving my life-physically emotionally, and mentally. I've learnt that this (panic/anxiety) is not bigger than me, and that I do have control."
- **GP feedback:**
 - "Bounce Back is a resource I fully endorse as a program that puts back into the hands of the patient their ability to help themselves." —Vernon physician



Primary Care Collaboration

- Working with Primary Healthcare partners to secure practitioner buy-in is key to successful implementation.
- *Bounce Back* is represented in the Practice Support Program (PSP) Mental Health learning module in BC.
- Medical Office Assistants (MOAs) take a Mental Health First Aid Course in BC.
- In the York region the program is rolled out in conjunction with a group psychiatry model.



Developments & Accomplishments

Doctors of BC Award for Excellence in Health Promotion- May 2014

- Youth adaptation underway
- Development of DVD
- On-line Interactive options
- E-books




LIVING LIFE TO THE FULL

helping you to help yourself

- Eight-session, 12-hour, evidence-based mental health promotion course using the principles of CBT
- Led by trained facilitators
- Community setting
- No referral needed and no pre-screening
- No jargon, fun & interactive
- Not counselling



CMHA BC holds the exclusive license to present Living Life to the Full in Canada

Impact

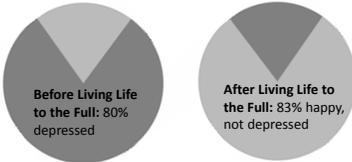
- Offered in 51 CMHA branches across Canada
- 8 partnering organizations delivering
- 148 facilitators
- 100+ courses in 2014-15 reaching 1,500 people

	CMHA Branches	CMHA Facilitators	Partner Facilitators
BC	12	43	16
Alberta	1	1	4
Saskatchewan	3	7	
Manitoba	5	9	
Ontario	27	58	4
New Brunswick	2	2	
Prince Edward Island	1	2	
Quebec			1
Total	51	123	25



Outcomes: Living Life to the Full

Northern Ireland—480 participants



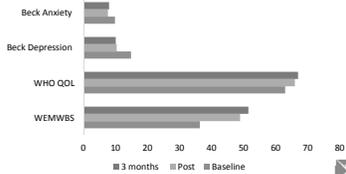
BC Pilot—228 participants

- 85% found the course useful/very useful
- 91% would recommend it to family and friends



Outcomes: Living Life to the Full

- CMHA Ontario Division Older Adult Initiative (Jan 2014 to March 2015)
- 375 participants / 30 courses in Older Adult Centres
- 75% learned new skills, 65% met new people, 62% improvement in mood
- 3 months later: greater social support, new social, problem-solving and coping skills




Youth

- Blue Wave piloted Living Life to the Full for Youth in BC in 2014
- Youth peer as co-facilitator
- Materials reviewed and adapted



- Evaluation Results:
 - 100% agreed course useful, and would recommend it
 - Participants agreed 90% agreed that the course was useful in improving their self esteem (90%), their ability to deal with stress (86%), and their social relationships (83%)
 - Participants' self-reported well-being improved (WEMWBS)



Pilots and Adaptations

- Available in French this summer
- 6 booklets available in Chinese
- Aboriginal Guidelines
- Residential Program
- Correctional Facility
- Enjoy Your Baby

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PLEINEMENT



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Testimonials

"I feel like I have much more control over my life, and have tools to become much more active in taking charge of a situation and even my own thoughts. This has been very empowering."

Jaime Burford, Living Life to the Full Participant

"I was going through a time in my life where the only emotion I felt daily was hopelessness. I used the program to re-evaluate my life and implement some changes to me physically and personally. Since the program, I have changed those habits that were affecting me. I quit smoking and started being accountable for my own health. I have recently lost 40 lbs and am working towards losing more. This program has given me a new direction and skills to assist me in life and my personal relationships."

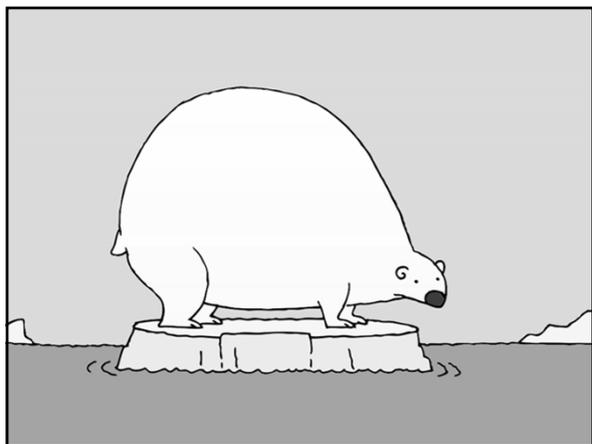
Sandra Higham, Living Life to the Full Participant

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Time to experience our programs!

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**BAD
THOUGHTS
SPOIL
YOUR LIFE**



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ABTBP
THE AMAZING BAD-THOUGHT-
BUSTING PROGRAMME

- 1. LABEL IT**
- 2. LEAVE IT**
- 3. STAND UP TO IT**
- 4. GIVE YOURSELF A BREAK**
- 5. LOOK AT IT DIFFERENTLY**

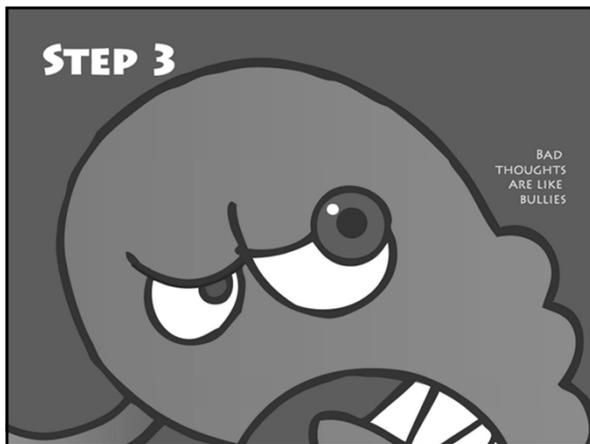
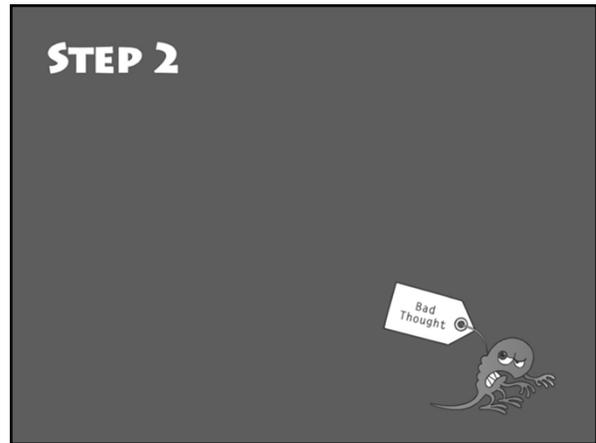
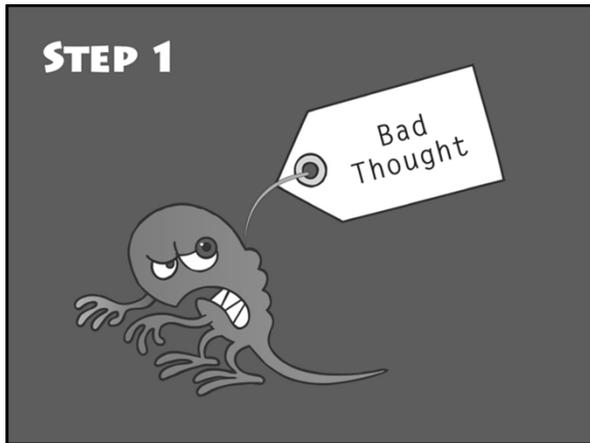
Imagine...

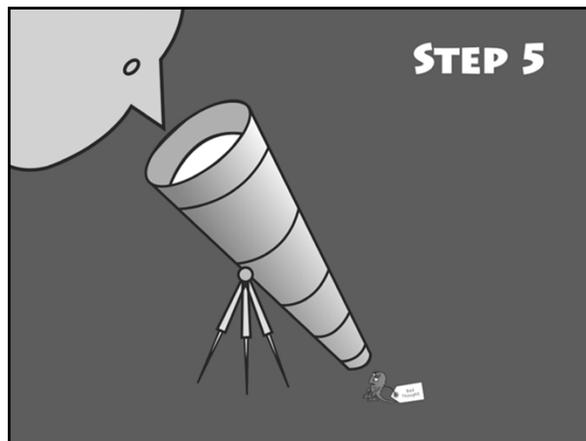
Scenario #1: Running late for a very important appointment

Scenario #2: Get home from shopping and can't find your wallet

What goes through your head?

Association Mental Health Association
Association can help you find a mental health professional
Association can help you find a mental health professional





ABTBP
THE AMAZING BAD-THOUGHT-BUSTING PROGRAMME

1. LABEL IT
2. LEAVE IT
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Summary

Bounce Back	Living Life to the Full
<p>2 levels of self-paced self-help</p> <ul style="list-style-type: none"> • Psycho-educational DVD and workbook • Telephone-delivered coaching <p>Coaches</p> <ul style="list-style-type: none"> • Aligned with a CMHA branch • Fully trained by Clinical Psychologists • 20 coaches across BC <p>Program delivery</p> <ul style="list-style-type: none"> • Delivered through local CMHA branches • Requires referral from primary health care provider • No cost to participants 	<p>8-week self-guided course</p> <ul style="list-style-type: none"> • Community setting • Full set of course booklets and worksheets <p>Facilitators</p> <ul style="list-style-type: none"> • With a CMHA branch or a partner organization • Attend a 2-day training session • 100 facilitators across Canada <p>Course delivery</p> <ul style="list-style-type: none"> • Delivered through the branches or partner organizations • No referral needed and no pre-screening • Course valued at \$185

Canadian Mental Health Association Association canadienne pour la santé mentale
Mental Health BC BC Santé mentale

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