



CANADIAN MENTAL  
HEALTH ASSOCIATION  
ASSOCIATION CANADIENNE  
POUR LA SANTÉ MENTALE  
**BC Division**

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**The Latest at CMHA BC  
Summer 2010**

**Ride Don't Hide Global Journey Battles Stigma Through Stories**

Sixteen years ago, in the aftermath of his father's death and subsequent depressive episode, Michael Schratte set himself a goal: to travel around the world on his bike and dispel the stigma around mental illness.

On August 1<sup>st</sup>, 2010, Michael, a Vancouver school teacher, embarked on his one-year journey to ride 40,000 km, spanning 6 continents and 30 countries. During the trip, he will be raising awareness of the stigma surrounding mental illness through his Ride Don't Hide blog and a bi-weekly column in 24 Hours. Supporters are encouraged to help battle stigma by sharing their personal stories on the Ride Don't Hide website. Over the course of the tour he aims to raise \$40,000 for the Canadian Mental Health Association's (CMHA) BC Division to help others with mental health issues.

The Ride Don't Hide "Break the Silence" launch event saw over 250 attendees and raised over \$20,000! Support rallied from all over Vancouver, including Senator Larry Campbell and CMHA BC Honorary Patron, Shelagh Rogers.

➤ Follow Michael's journey, support the campaign and share your story at [www.ridedonthide.com](http://www.ridedonthide.com).

"If we talk about the absurdity of mental illness stigma it will begin to disappear. If we can share the common story of how mental illness affects our lives, we will see it for what it is—a variation of the human condition. To harbour mental illness stigma is to harbour a stigma against humanity."

~ Michael Schratte

**Pacific Blue Cross/CMHA BC Difference Makers Photo Contest**

In June/July, Pacific Blue Cross and CMHA BC called on people across BC to use their cameras to capture the people, places, animals and activities that had made a difference in their recovery from mental illness. Contest participants submitted over 100 photos sharing what helped them overcome mental health challenges.

The winning photos and stories will be showcased in the 2011 Pacific Blue Cross/CMHA Difference Makers Calendar, celebrating recovery and the photographic talents of people across BC. In addition to having their photos featured in the calendar, each of the 12 winners will receive a \$75 Visa gift card.

The innovative project is yet another example of the amazing support Pacific Blue Cross continues to provide CMHA BC. Notably, their annual charity golf tournament this year raised \$48,000 for mental health in BC, 20% more than the previous year. Pacific Blue Cross has also donated an additional \$8,000 to CMHA BC through their direct deposit and online statement sign-up campaign, as well as become a sponsor for the Ride Don't Hide global bike ride. We thank Pacific Blue Cross for their ongoing support and look forward to many more successful partnerships.

➤ Watch for 2011 the Pacific Blue Cross/CMHA Difference Makers Calendars available at Pacific Blue Cross offices and CMHA branches this fall. For more information on Pacific Blue Cross and their Community Connection, visit [www.pac.bluecross.ca](http://www.pac.bluecross.ca).



CMHA BC Executive Director Bev Gutray and PBC's SVP, Human Resources and BC Life Operations Anne Kinvig hold PBC's most recent contribution to CMHA BC

**New Course Helps Adults Live Life to the Full**



The Living Life to the Full Course is designed to help people with everyday life challenges learn better self-management skills. Designed by Dr. Chris Williams, a psychiatrist and an expert in cognitive behavioural therapy, the course teaches key skills to help people feel better, happier and more in control of their lives. CMHA will be delivering 24 of the 8-session courses throughout the province between April and December 2010.

CMHAs across BC also offers a similar program called Bounce Back that individuals can complete from the comfort of their own homes. Bounce Back is free and is available in both English and Chinese through doctor referral. Over 5600 people have been referred to the Bounce Back program, offering DVDs, workbooks and telephone coaching for a skills-based approach to managing low mood or anxiety.

➤ For more information on Bounce Back and Living Life to the Full, visit [www.cmha.bc.ca/services](http://www.cmha.bc.ca/services)

## Community Navigators Help Over 250 At Risk of Homelessness

The Community Navigator project helps connect people contacted through the Homeless Outreach Program and other referral sources to achieve goals beyond housing. Piloted in 2008 by the Ministry of Housing and Social Development in partnership with CMHA, the project helps people access government and community services to encourage participation in their communities.

Community Navigators provide one-on-one support and assistance in securing income supports such as Persons with Disabilities (PWD) or Persons with Persistent Multiple Barriers (PPMB) benefits, as well as accessing health services and rebuilding personal support networks. The program currently maintains over 250 regular clients across six locations in BC.

Community Navigators are crucial to enhancing the existing services for those who are homeless or at risk of homelessness and have suffered from mental health and/or addiction issues. The two-year pilot will be ending in October and is currently seeking funding to keep its services alive.

➤ [Read more success stories at www.cmha.bc.ca/communitynavigator](http://www.cmha.bc.ca/communitynavigator)

"I met Mary through another client about five months ago. She was isolated, depressed and suicidal. Mary was on PWD but having difficulty making ends meet. I connected Mary to the Salvation Army where she began to volunteer as a cashier. Her volunteer work has given her job skills, which in turn has led to a part-time job at a local convenience store. This whole experience has really put a positive spin in Mary's life. She has made some new friends, is better able to financially support herself, continues to volunteer in her community, and is longer feeling suicidal. GO MARY!"

~ Community Navigator

## Wine, Women and Wellness



80 attendees listen at the 100-Mile House Event

Wine, Women and Wellness is an event that invites women to raise a glass and lift a spirit in hopes of raising money to increase awareness of mental illness. Wine, Women and Wellness arose out of a family's loss of a son and brother who had bipolar disorder. Helen MacDonnell founded the unique event in 2004, after realizing how little she knew of her brother's illness and how common mental illnesses were. She invited friends to share stories and be reminded to take care of themselves. All 54 guests ended up donating a collective \$1200 for CMHA Moncton Branch. Since then, the event has grown at a rapid pace every year, gaining sponsors such as Medavie Blue Cross, Scotiabank and Shoppers Drug Mart.

This year, CMHA's Kelowna, Prince George and 100-Mile House branches and Pacific Blue Cross played host to the event, with more than 80 attendees and \$3000 raised towards combating the stigma of mental illness and providing mental health awareness. We already have big plans for 2011 in BC, hoping to set up Wine, Women and Wellness events in 100-Mile House, South Surrey, Kelowna and possibly more.

➤ [Read more about Wine, Women and Wellness at www.novascotia.cmha.ca](http://www.novascotia.cmha.ca)

## For My Health!

For My Health! is a fun and interactive health event that is free to participants, with risk factor screening, health education and goal-setting—all based on sound evidence.

In the program, developed by CMHA BC and Impact BC in partnership with Provincial Health Services Authority (PHSA), participants learn about their health and how to improve it by cycling through health screening booths. These booths cover issues such as mood, stress, blood pressure and more, effectively combining physical and mental health screening with education.

The program was first piloted by 50 employees in December 2009 with very positive evaluations. CMHA BC, Impact BC and PHSA are excited about the potential of For My Health! and are eager to help it evolve in workplaces and beyond.



CMHA BC Executive Director Bev Gutray participates at the For My Health! pilot

➤ [Be sure to check out www.cmha.bc.ca/services/formyhealth](http://www.cmha.bc.ca/services/formyhealth) for more information on For My Health!

## Thank you for your support of CMHA BC

The programs you have just read about would not be possible without the support of people like you who share our vision: mentally healthy people in a healthy society.

If you would like to stay up-to-date on CMHA and mental health news in BC, please subscribe to our free, monthly e-newsletter, Mind Matters, at [www.cmha.bc.ca](http://www.cmha.bc.ca)

You can also contact our office by calling 604-688-3234 or 1-800-555-8222 (toll free).



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