

# PRESENTER DISCLOSURE

- **Presenters:** Harriet Ekperigin & Anna Piszczkiewicz
- **Relationships with commercial interests:**
  - **Grants/Research Support:** None
  - **Speakers Bureau/Honoraria:** None
  - **Consulting Fees:** None
  - **Other:** None

# LEARNING OBJECTIVES

- 1) **Learning Objective 1:** Describe the key components of the self-help psychotherapy services and put them into practice at your organization
- 2) **Learning Objective 2:** Determine how the services fit within your current mental health program/practice
- 3) **Learning Objective 3:** Address opportunities and challenges when rolling out such services across different communities and populations



# Meeting the demand in Ontario for *faster access* to psychotherapy services

Harriet Ekperigin and Anna Piszczkiewicz

Co-presented by the Ontario Telemedicine Network and the Canadian Mental Health Association, Ontario Division

June 2018



Funded by the Government of Ontario





# Good news for more than 60,000 Ontarians



## These two self-help psychotherapy services are available now

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**Big White Wall (adults and youth 16+)**, an online peer support and self-management tool, coordinated by the Ontario Telemedicine Network (OTN) *\*Service available in English only*

**Big White Wall**<sup>®</sup>



**BounceBack<sup>®</sup> (adults and youth 15+)**, a telephone coaching program, managed by the Canadian Mental Health Association (CMHA) Ontario and CMHA York and South Simcoe

 **BounceBack**<sup>®</sup>  
reclaim your health



Canadian Mental  
Health Association  
Ontario



# Client considerations for self-help psychotherapy services

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- Client's age
- Level of depression or anxiety (must be in the mild to moderate range)
- Therapeutic treatment options
- Client's motivation level
- Client's profile



# Big White Wall

Big White Wall® **Otn.**



# Evaluation Selection Panel

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Who was involved in selecting the Scale & Spread Solution?

- Canada Health Infoway
- Mental Health Commission of Canada
- Canadian Mental Health Association (CMHA) Peel
- Mississauga Halton LHIN MH & A Lead
- Ontario Shores Centre for Mental Health Sciences
- Ministry of Health – Mental Health and Addictions Branch
- Consumer with lived experience



# Origins of Big White Wall

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- Developed in the UK in 2007 by Psychiatrist Dr. Jenn Hyatt
- Since 2007 has been offered in UK, USA, New Zealand and Canada (Ontario)
- Over 60,000 members since 2007
- Supported by multiple clinical trials, peer review journals and user surveys results
- Numerous awards including finalist in innovation mental health and best European Union eHealth solution 2014

# Big White Wall: Meaning

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- “Big” recognizes the infinite nature of human emotion;
- “White” conveys the blank canvas that the site provides members to express themselves;
- “Wall” symbolizes shelter and support, as well as the barriers we sometimes need to break through to improve emotional health.

# Big White Wall: What is it?



Big White Wall is a 24/7 online mental health service for mild to moderate anxiety, depression and other related conditions



Moderated 24/7 by mental health professionals who ensure that members are safe. Also supported by clinical analytics



Interaction with a supportive community where everyone's voice counts



Freely express your thoughts and feelings with unique creative outlets



Learn from smart programs and useful resources that help you understand and feel more confident



Feel secure in an anonymous space where your identity is completely private

# Big White Wall: Proven Effectiveness

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Study conducted by Big White Wall revealed:

**70%**

of clients saw improvement in at least one aspect of their well-being

**1 in 2**

Clients report sharing an issue for the first time

**51%**

Report that using Big White Wall reduced their time away from work



# Big White Wall: Proven Effectiveness

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Clinical research study led by Women's College Institute for Health Sciences and Virtual Care (WIHV) included participants from Lakeridge Health, the Ontario Shores Centre for Mental Health Sciences, and Women's College Hospital revealed in users who were consistent in using the solution:



# Collaborating: Offering BWW to your Clients

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## **Suitability:**

- 16 years and older with mild to moderate depression and anxiety
- At low risk of suicidal ideations or self-harm
- Basic level of literacy and comprehension
- Access to a phone or computer with Internet
- Support clinicians/counsellors as an adjunct to face-to-face individual therapy
- Use as a bridge for wait times
- Clients looking for after-hours mental health support
- Clients/ staff seeking an anonymous community support group

## **Referring Clients:**

- Low staff intensity - providing leaflets & wallet cards
- Clients self-register by visiting **[www.bigwhitewall.ca](http://www.bigwhitewall.ca)** (enter email, user name and password)
- Any questions clients can email **[theteam@bigwhitewall.ca](mailto:theteam@bigwhitewall.ca)**.
- Staff are not expected to deal with any questions related to sign up and use of BWW

## Live Demo

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# BounceBack

 **BounceBack**®  
reclaim your health



Canadian Mental  
Health Association  
Ontario





# BounceBack: Background

- Developed by **Dr. Chris Williams**, a psychiatrist at the University of Glasgow in Scotland
- **First adopted by CMHA British Columbia in 2008.** Since then, more than 40,000 clients have been referred
- Two years ago, **CMHA York and South Simcoe** piloted the program in Ontario, with funding from the Central LHIN
- In October 2017, as part of the Government of Ontario's investment in psychotherapy services, **BounceBack was launched across Ontario**

**BounceBack®**  
reclaim your health  
Feeling low? Stressed? Anxious?  
Bounce Back® can help!

**What is a Bounce Back® community coach?**  
The role of the coach is to help you develop new skills, to keep you motivated, to answer your questions, and to monitor how you're doing. Your coaches also give you materials at the right stages to help you complete the Bounce Back® self-help program step by step. Because Bounce Back® coaches are not mental health specialists, they don't provide counselling. Coaches are trained in the delivery of a specific program known to be effective in relieving mild to moderate depression (with or without anxiety) and they are overseen by psychologists. If your doctor refers you to Bounce Back®, your coach will contact you by telephone within a few days and regularly over the next several weeks as you work through the program.

**Does Bounce Back® work?**  
Bounce Back® is based on research evidence which shows that simple skills and techniques are effective in helping people to overcome low mood and worry. On the basis of our current success rates in BC, we are confident the program can give you the tools to help you help yourself feel better.

**If I'm referred, does it mean my doctor thinks I have a mental illness?**  
No. Often low mood and worry problems don't

**What if I suspect my mental health symptoms are more serious?**  
Make sure that you bring this to the attention of your family doctor or nurse practitioner. He or she will be able to conduct a thorough assessment of your mental health needs and determine the best course of action for you.

**Am I eligible for Bounce Back® if I'm taking an anti-depressant medication?**  
The use of mental health medications won't prevent you from participating in Bounce Back®. You and your primary health care provider must decide together whether Bounce Back® would be a useful addition to or replacement for other

**What is Bounce Back®?**  
Bounce Back® is a self-help program for people aged 15+ who experience depression or anxiety.

**Bounce Back® offers three forms of help:**

- Bounce Back® Coaching
- The Bounce Back® Today video
- Bounce Back® Online®

**Bounce Back® Coaching**  
Bounce Back Coaching is a guided self-help program in which a community "coach" provides assistance in working through a variety of skill-based workbooks aimed at improving your emotional well-being.

This program usually involves four to six sessions which you can do from the comfort of your home by telephone or video conference. Coaches are specifically trained in the delivery of the Bounce Back® program, which is known to be effective in relieving anxiety and mild to moderate depression. Your coach will guide you through the program materials, step by step. Their role is to help you develop new skills, keep you motivated, and to check in on how you're doing.

**The Bounce Back® Today video**  
The Bounce Back® Today video offers practical tips on managing mood, sleeping better, building confidence, increasing activity, problem solving and healthy living. The video is available online or in DVD format.

**Bounce Back® Online**  
Bounce Back® Online is a self-help program for those who want assistance with everyday problems such as feeling depressed, stressed or anxious. The program is comprised of learning modules for you to work through on your own, at your own pace. Consider Bounce Back® Online if you like self-directed, independent learning.

**Bounce Back® Online includes:**

- Modules addressing stress and low mood and the most common impacts these have on your life
- E-books, worksheets and videos

**How to watch the video online**  
Visit [www.bouncebackvideo.ca](http://www.bouncebackvideo.ca) and use the access code [www.bouncebackvideo.ca](http://www.bouncebackvideo.ca)

**How to get the DVD**

- Ask your family doctor
- Call us toll-free at 1-866-639-0522 or
- Email us at [bounceback@cmha.bc.ca](mailto:bounceback@cmha.bc.ca)

**How to access Bounce Back® Online**  
To access Bounce Back® Online, visit [www.bouncebackonline.ca](http://www.bouncebackonline.ca) and select "Register Now" to get started.

[www.bouncebackbc.ca](http://www.bouncebackbc.ca)

1-866-639-0522

1-866-345-0224

# BounceBack: Telephone coaching & workbooks

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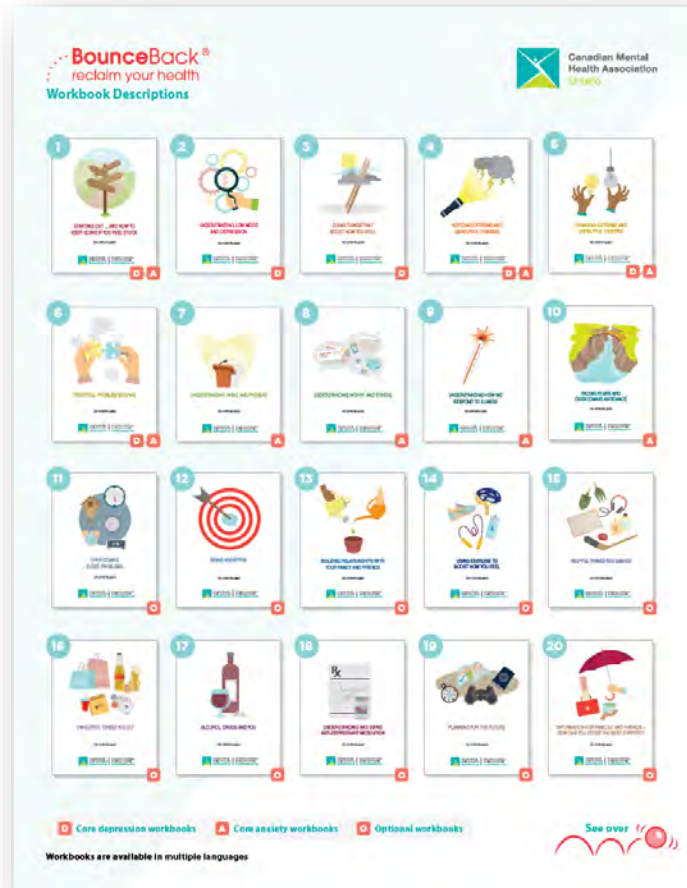
## Telephone coaching using skill-building workbooks:

- Referral is primarily by family doctor, nurse practitioner, or psychiatrist
- Clients can also self-refer
- Clients are called within 5 business days of referral being submitted
- Coaches conduct 3-6 sessions with clients using workbooks chosen collaboratively and based on clients' current needs
- Popular workbooks: Being assertive; Changing extreme and unhelpful thinking; Overcoming sleep problems
- Coaching is available in 16 languages





# BounceBack: Workbooks



## BounceBack® reclaim your health Workbook Descriptions



- 1 Starting out...and how to keep going if you feel stuck**  
Learn more about this program, how best to use it, and what to do if you feel stuck.
- 2 Understanding low mood and depression**  
Understand more about low mood and depression and why you feel the way you do.
- 3 Doing things that boost how you feel**  
Learn how low mood and stress cause you to do less. Plus, learn step-by-step techniques to incorporate helpful activities back into your life.
- 4 Noticing extreme and unhelpful thinking**  
Find out more about patterns of thinking that you may have and how to identify the ones that cause you to feel worse and affect what you do.
- 5 Changing extreme and unhelpful thinking**  
Learn effective ways to challenge and overcome unhelpful and upsetting thoughts.
- 6 Practical problem solving**  
Life throws things at you that are expected or unexpected — learn a 7-step plan to overcome these practical problems.
- 7 Understanding panic and phobias**  
Learn about what panic and phobias are and whether they are impacting your thoughts, feelings, emotions, and behaviours.
- 8 Understanding worry and stress**  
Understand the impact of anxiety, worry, and stress and identify the areas you need to deal with to overcome your own anxiety problems.
- 9 Understanding how we respond to illness**  
Look at how you respond to illness, as well as helpful and unhelpful things you can do that impact how you feel.
- 10 Facing fears and overcoming avoidance**  
Find out why you feel like avoiding things that seem scary and learn how avoiding things can make you feel worse.
- 11 Overcoming sleep problems**  
Learn how to overcome sleep problems and improve the quality of your sleep.
- 12 Being assertive**  
Learn the differences between passive behaviour, aggressive behaviour, and assertiveness.
- 13 Building relationships with your family and friends**  
Often, when you feel down, anxious or irritable, it's easy to take it out on those who are closest to you. Learn about how the way you feel can affect your relationships with those around you.
- 14 Using exercise to boost how you feel**  
Keeping active can help improve how you feel instantly. Learn how to use exercise to reduce feelings of stress and anxiety and discover how exercise can help you feel better about yourself.
- 15 Helpful things you can do**  
Learn about helpful things you can do that give you a boost and plan some ways that you can do these things, even when you are busy or under stress.
- 16 Unhelpful things you do**  
Find out why and how you sometimes act in ways that backfire.
- 17 Alcohol, drugs and you**  
Learn some useful facts about drugs and alcohol, discover how drugs and alcohol affect you/your family, and plan next steps to bring about change.
- 18 Understanding and using anti-depressant medication**  
Anti-depressant medication can be helpful as part of a package of care. Find out more in this workbook.
- 19 Planning for the future**  
This workbook will help you manage how you feel moving forward.
- 20 Information for families and friends—how can you offer the best support?**  
Learn about this program and how the person you are supporting is using it, as well as helpful and unhelpful things you can do.

# BounceBack: Short format & youth booklets

**BounceBack®**  
reclaim your health

Canadian Mental Health Association  
Ontario

### Short Format Booklet Descriptions

<b>WRITE ALL OVER YOUR BATHROOM MIRROR</b> 15 tips that help you put the changes you want to make in action, and to get the most out of these booklets.	<b>WHY DOES EVERYTHING ALWAYS GO WRONG?</b> "I always mess up." "Everyone thinks I'm a loser." Beat those bad thoughts for good! Our Amazing Bad-Thought-Busting Program will help you learn how to beat unhelpful thoughts.
<b>WHY DO I FEEL SO BAD?</b> Want to know what makes you tick? Get an understanding on how your responses to outside events can affect your thoughts and feelings, and what to do about them so you can start feeling good again!	<b>I'M NOT GOOD ENOUGH</b> Build self-esteem and change your life! With this booklet, you'll learn practical suggestions to help you discover all the good things about yourself.
<b>I CAN'T BE BOTHERED DOING ANYTHING</b> When it seems like too much trouble to even get out of bed, you need this booklet. It helps get routine back into your day and provides real-life suggestions on how to get fun back into your life!	<b>HOW TO FIX ALMOST EVERYTHING</b> Want to stop smoking? Make friends? Get out more? You're just steps away from achieving your goal — whatever it is — with our easy 4-step plan!

Booklets are available in multiple languages

See over 100

Canadian Mental Health Association  
Ontario

### Booklet Descriptions

<b>Worry and In Case of Panic:</b> Helps you understand your anxiety — your worry — and introduces you to a great way to fix it: the 3 F's (Face it, Fix it, Forget it). It will also help you beat panic attacks.	<b>RECLAIM YOUR LIFE</b> Your life is more important than your illness. If you've received a diagnosis that frightens you, or if you're struggling after years of impaired mobility, this booklet can help you feel a little better every day.
<b>ENJOY YOUR BABY</b> You were hoping for a fairy tale, but what you got was poo. 14 days, 14 changes — just two weeks to getting better. Every time you turn a couple of pages in this booklet, you will find a suggestion to make one change in your life, your thoughts, your routine or your relationships.	

**BounceBack®**  
reclaim your health

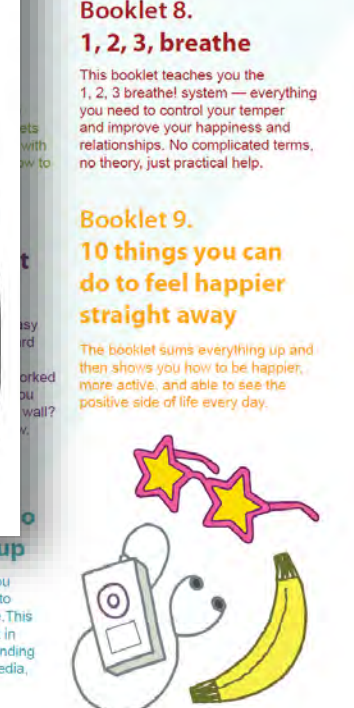
Canadian Mental Health Association  
Ontario

### Youth Booklets

<b>Booklet 1. Write all over your bathroom mirror</b> This booklet makes the others work better. Learn 15 great tips on how to work with the other booklets and feel better sooner.	<b>Booklet 3. I can't be bothered doing anything</b> We've all said this to ourselves when feeling down. This booklet helps you break out of the cycle of low activity and sets out a simple plan for getting back in action.
<b>Booklet 2. Why do I feel so bad?</b> Want to know what makes you tick? This booklet helps you understand how your responses to outside events can affect your thoughts and feelings. It shows how just a single altered thought can lead to sadness, tiredness, and even illness.	<b>Booklet 4. Why does everything always go wrong?</b> If that thought sounds familiar, this booklet will teach you how to stop it from taking control of your life. You'll be introduced to the Amazing Bad-Thought-Busting Program and learn how to swap bad thoughts for helpful ones.

**Booklet 8. 1, 2, 3, breathe**  
This booklet teaches you the 1, 2, 3 breathe! system — everything you need to control your temper and improve your happiness and relationships. No complicated terms, no theory, just practical help.

**Booklet 9. 10 things you can do to feel happier straight away**  
The booklet sums everything up and then shows you how to be happier, more active, and able to see the positive side of life every day.





# BounceBack:

## Telephone coaching & workbooks

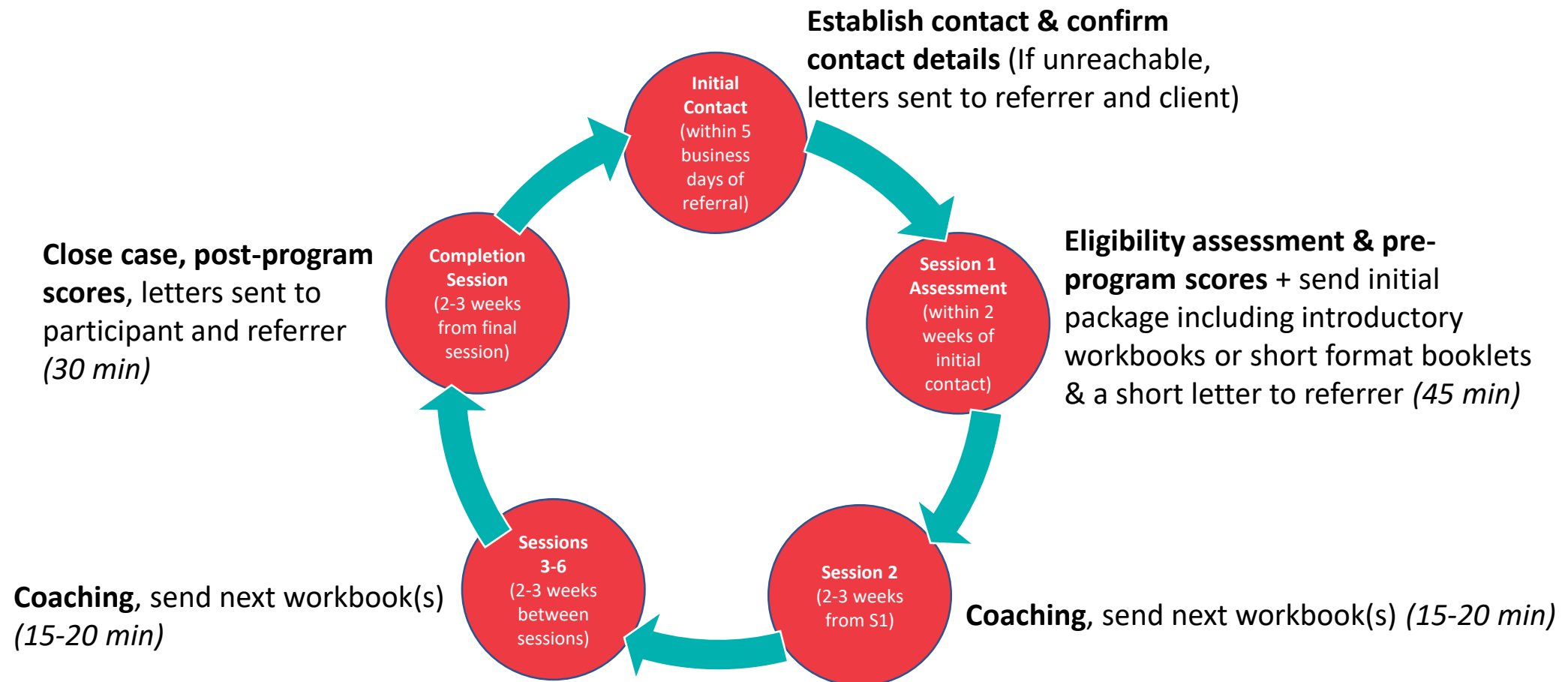
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- Coaches are not counsellors, but trained in educational and motivational coaching
- Coaches assist clients with skill development, provide motivation, and monitor progress
- Coaches are overseen by clinical psychologists
- Coaches assess and monitor clients for risk of harming themselves or others on every call
- Primary care providers are clinically responsible for client care and are kept informed of client progress

# BounceBack: Client journey



**Further support, reinforce skills (15-30 min)**



# BounceBack: Online videos

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## BounceBack Today online video series:

- Offers practical tips on managing mood, sleeping better, building confidence, increasing activity, problem solving, healthy living
- Available in English, French, Mandarin, Cantonese, Punjabi, Arabic, and Farsi



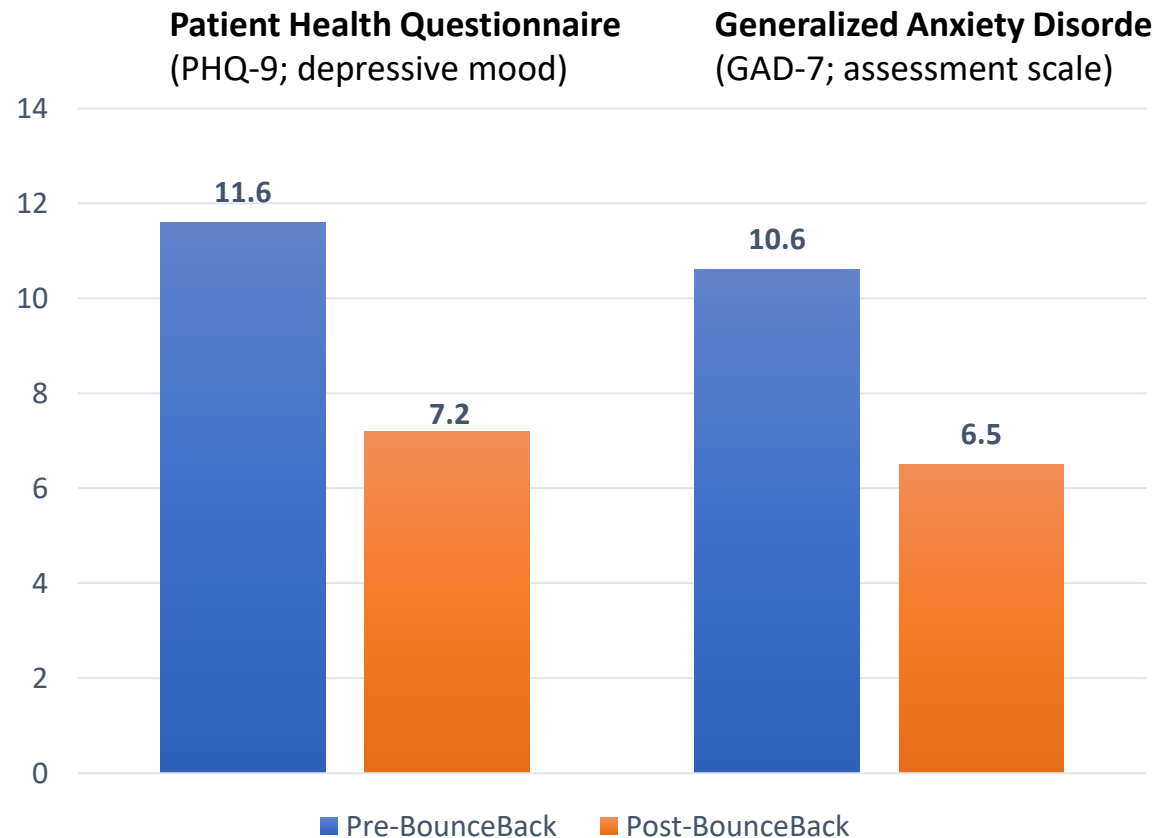
Chapter 8 - Being Assertive

▶ Watch Video

Watch videos at:  
**[bouncebackvideo.ca](https://bouncebackvideo.ca)**  
(access code: bbtodayon)

# BounceBack: Evidence-based benefits

Pilot program in CMHA York and South Simcoe with 461 clients who completed the program from August 2015 to December 2017 showed coaching-program effectiveness:



Depression and  
anxiety  
decreased by  
almost 40%



## BounceBack: Benefits

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**Satisfaction survey conducted by CMHA York and South Simcoe with 119 clients who completed BounceBack showed:**

**92%**

would recommend  
BounceBack to a friend  
or family member

**94%**

found the CBT  
workbooks easy to  
read and helpful

**95%**

liked receiving the  
service by telephone

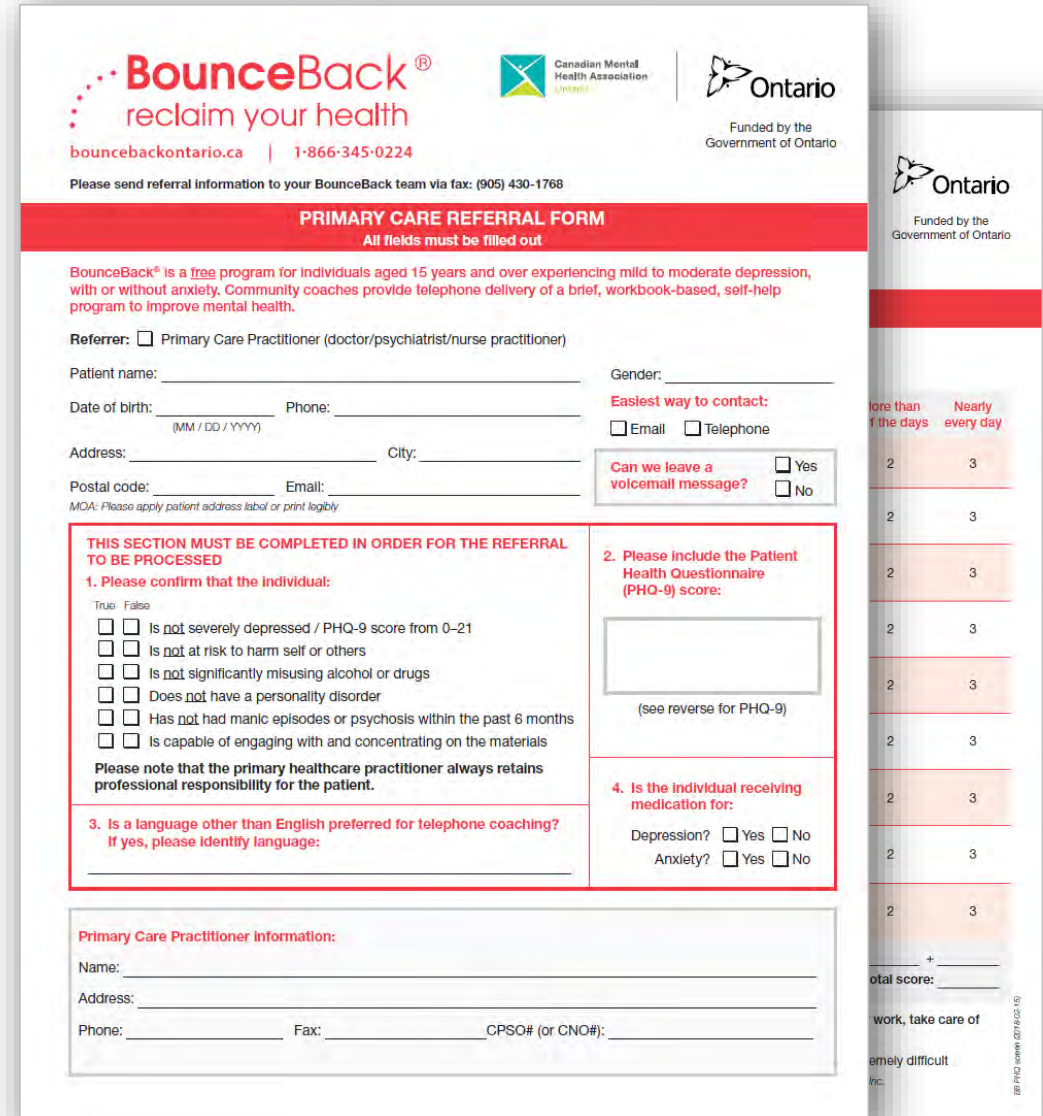
# BounceBack: How to refer

## Suitable for clients:

- 15 years or older
- With mild to moderate depression (PHQ-9) score between 0-21 (with or without anxiety)
- Not at risk to harm self or others
- Not significantly misusing alcohol or drugs
- With no personality disorder and no psychosis or manic episodes within the past 6 months
- With sufficient concentration and motivation to engage in the program

For telephone coaching + workbooks (referral required)

For online videos (referral not required)



The image shows a 'BounceBack' Primary Care Referral Form. At the top, it features the BounceBack logo with the tagline 'reclaim your health', the website 'bouncebackontario.ca', and the phone number '1-866-345-0224'. It also includes logos for the Canadian Mental Health Association and the Government of Ontario, with a note 'Funded by the Government of Ontario'. A red banner across the top of the form reads 'PRIMARY CARE REFERRAL FORM' and 'All fields must be filled out'. Below this, a paragraph explains that BounceBack is a free program for individuals aged 15 and over with mild to moderate depression. The form is divided into several sections: 'Referrer' (with a checkbox for 'Primary Care Practitioner'), 'Patient name', 'Date of birth', 'Phone', 'Address', 'City', 'Postal code', and 'Email'. There are checkboxes for 'Easiest way to contact' (Email or Telephone) and 'Can we leave a voicemail message?'. A large red-bordered box contains 'THIS SECTION MUST BE COMPLETED IN ORDER FOR THE REFERRAL TO BE PROCESSED', which includes three numbered sections: 1. 'Please confirm that the individual:' with a list of criteria (e.g., 'Is not severely depressed / PHQ-9 score from 0-21'), 2. 'Please include the Patient Health Questionnaire (PHQ-9) score:' with a box for the score and a note '(see reverse for PHQ-9)', and 3. 'Is a language other than English preferred for telephone coaching?'. Below this box is a section for 'Primary Care Practitioner Information' with fields for Name, Address, Phone, Fax, and CPSO# (or CNO#). On the right side of the form, there is a vertical strip showing a table with columns for 'More than 1 day' and 'Nearly every day', and rows for scores 2 and 3. At the bottom right, there is a small table with a header 'Total score:' and a row for 'work, take care of' with a value of '2'. Below this, there is a row for 'emely difficult' with a value of '3'. The form is dated '07/14/2019'.

Referral form can be accessed or submitted  
online at: [bouncebackontario.ca](https://bouncebackontario.ca)

# BounceBack:

## Who to contact

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**For more information on BounceBack or to access the referral form or resource materials:**

Visit: [bouncebackontario.ca](http://bouncebackontario.ca)



**Questions about telephone coaching or referral form:**

Contact BounceBack team at: 1 (866) 345-0224



**Questions related to marketing opportunities:**

Contact Anna Piszczkiewicz at: 416-757-4098 or  
[bounceback@ontario.cmha.ca](mailto:bounceback@ontario.cmha.ca)

# How these services will benefit your clients

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- Free services for adults and youth 15/16+
- Immediate access for those seeking support for mild to moderate depression and anxiety
- Bridges the gap for those waiting for individual or group counselling
- Helps complement/augment existing mental health and addictions supports
- Provides CBT-based psychotherapy treatment to support adults and young people and their families deal with stress, anxiety, low mood



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Thank you!  
Any questions?



Big White Wall®

