



# CALLTIME MENTAL HEALTH

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**ABOUT:** Calltime Mental Health (CTMH) is a public resource and mental health campaign for all workers in the motion picture industry and performing arts. This is an initiative by British Columbia's motion picture industry unions to assist workers and employers grappling with mental health and addiction issues both in and out of the workplace.

**PARTNERS:** Calltime Mental Health Society has been created by a committee composed of representatives of each of the six BC Film Sector Unions - IATSE 891, ICG 669, Teamsters 155, UBCP/ACTRA, ACFC West, Local 2020 Unifor, and DGC BC and their associated Health Benefit plans. The six BC film union locals have generously provided initial and annual funding for this initiative.



The Calltime Mental Health campaign was developed with the expertise and support of FSEAP a leading Canadian provider of Employee/Member and Family Assistance Programs.



*We envision a future where motion picture industry workers come together as a Community of Care to help those with mental illness and substance abuse issues; a culture where everyone feels safe at work; and supported and empowered to ask for and offer help; where union staff and department managers and supervisors have access to training and resources to adequately address issues as they arise; and where impairment at work is seen as an occupational health*

# Annual Report

Calltime Mental Health Society will hold its [Annual General Meeting on April 16, 2025](#) for the 2024 fiscal year. The significant amounts of volunteer labour from the various unions and their staff are widespread which we are incredibly grateful for and have helped make Calltime Mental Health a success. We look forward to continuing to address mental health and addiction issues while changing lives, attitudes and providing a safety net to our film community.

The Calltime Mental Health Society, via our website [www.calltimentalhealth.com](http://www.calltimentalhealth.com), continues our goal to destigmatize mental illness and substance abuse, offer assistance and hope. The website quickly redirects our members and others to useful resources. The [PSA](#) shot with a volunteer union crew continues to be widely shared and creating additional media content is under development in 2025 and beyond.

Key highlights for 2024 are noted below. Strategic initiatives, sponsorship and partnership exploration, and membership expansion are key priorities for 2025 and 2026.

Our collaboration with [Gregg Taylor](#) and his team at [FSEAP / Family services of Greater Vancouver](#) as our subject matter experts continues. We continue to add content and expand what we have freely on offer, with much of the administrative structure and support provided through Family Services of Greater Vancouver, Levett Consulting, [Elbia Myreyle](#) and [Koja Consulting Inc](#) on a contract basis.

## Join our mailing list!

We have created our own mailing list for 2025. We have many endeavors throughout 2025 and we want to ensure our audience is kept up to date promptly. To join our mailing list, please join here: <https://mailchi.mp/37fea8623104/calltime-newsletter>

## Become a Calltime Champion!



A Champion is an advocate, supporter, and promoter of Calltime Mental Health.

The Champions Campaign is a community of individuals dedicated to promoting and sharing the Calltime Mental Health & Addiction Campaign's website, social media posts, resources, and promotions with your film / motion picture sector colleagues and networks, on and off set.

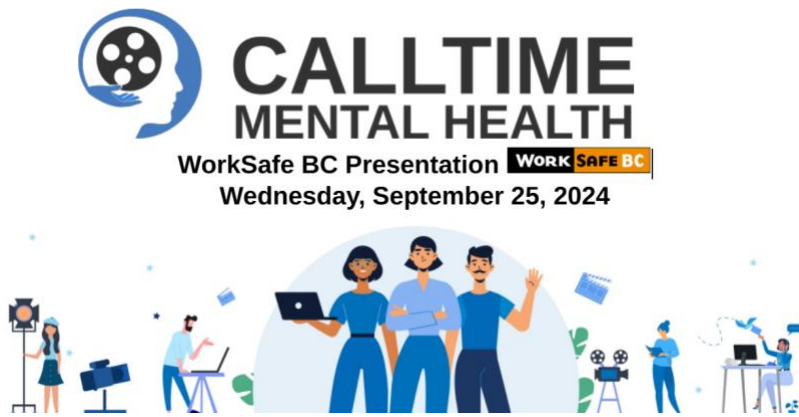
The goals of the Champions Campaign is to increase the campaign visibility, reduce stigma in the motion picture and entertainment production sector, and to ensure people have access to the information and resources they need, when they need it.

In 2023, Calltime streamlined the Champions engagement to remove barriers for sign up, which resulted in a 25% increase. In 2025, we will be updating the Calltime Champions to expand the program after its successful pilot between 2022 and 2024.

*Find out more about becoming a Calltime Champion [HERE](#).*

## CTMH at Events

### WorkSafe BC Webinar - Showcasing CTMH & Resources



On September 25th, 2024, WorkSafe BC invited Calltime Mental Health to provide the BC team with information on the motion picture industry and its struggles with mental health. Gregg Taylor and Michael Levett gave a talk on the Learning Centre and the two modules available for anyone to learn on how to help, and how to get help. Gregg and Michael also discussed the issues facing the industry, with a

decrease in work, motion picture industry members now face an unprecedented time. They also discussed resources and initiatives Calltime is currently undertaking with our podcast, blog posts, and our campaign.

## Resources



Initial training modules, tip sheets and other related resource materials developed over the last year are freely accessible on the website. New resources and resource categories will be added to the website in 2025. We have already secured funding for this endeavor from Creative BC. Currently, there are 12 categories of materials, including:

- General Mental Health
- Sleep/Fatigue - Youth &
- Young Adults
- Indigenous
- Alcohol / Substances -
- COVID-19

- Depression  
Industry  
- Anxiety  
Finance

- Suicide / Prevention -  
- BIPOC & LGBTQ+ -

Explore our Resource Page!! <https://www.calltimehealth.com/resources>

## Social Media

Being relevant and maintaining focus on our mission continually guide our actions. To that end, Calltime has engaged [Elbia Myreyle](#) to lead social media initiatives. Increased traffic and engagement with Calltime indicates success with these activities. *If you haven't checked out our social media recently, take a look!!*

### Our Audience

- Approximately 57.1% are women and 42.9% are men.
- The ages targeted now include 12.5% between 25 to 34 y/o, 25.5% between 35 to 44 y/o, 29% between 45 to 54 y/o and 31.3% from 55++ years old, due to the variety in content.
- Our primary audience is Greater Vancouver, and CTMH is now getting noticed in the US and UK.

### Our Community



[Instagram](#)

- Organic strategy
- Average views of 9.4k compared to 2023 5.3k people
- Interactions double up to an average to 359 in weekly posts.



[FaceBook](#)

- Organic strategy
- Average views of 1.9k people and reach of 858 people
- Interactions of an average of 155 in weekly posts.



[Spotify](#)

- Organic strategy
- 366 plays on 2024
- average of 14 hours of consumption per follower
- Audience in Canada, USA, NZ & Spain.



[LinkedIn](#)

- Organic strategy
- Reaching 3.3k impressions in the past year
- Average of 241 impressions.

Calltime Mental Health is also on  [X](#) and  [Threads!](#) Follow us to see more content

## Strategic Planning to Year 10!

As Calltime Mental Health expands its impact within the sector and beyond, it's an appropriate time to reflect on the work to date, and plan for the coming years. To that end, Calltime Mental Health is planning a Strategic Planning project for 2025 that will help guide the society through to year 10 and beyond.

# Learning Centre



Our “*Learning Centre*” features two self-paced online modules:

- 4 modules for Leaders, including a downloadable Leaders Support Guide e-book; and <https://www.calltimehealth.com/mental-health-for-leaders>
- 4 modules for Individuals, including a downloadable companion e-book. <https://www.calltimehealth.com/mental-health-for-individuals>

We are in the early stages of planning a **third learning centre course that will be live in 2026**. We have secured funding from Creative BC, and a large grant is currently in the works at WorkSafeBC. We hope to announce details of this in Q3/4 2025.

## Podcast

The Calltime Mental Health Podcast is hosted by Gregg Taylor, clinical counsellor, President of FSEAP Vancouver and consultant to Calltime Mental Health. This Podcast is designed for the film and entertainment industry to give support, information about mental health, and to reduce stigma related to mental health and substance concerns.

Calltime has released its second series of six podcasts in 2024 featuring subject matter experts within the film and TV field:

- Episode 1: Counselling 101: The Right Help, at the Right Time with Shanelle Connell, Therapy Off Script
- Episode 2: The Journey to Recovery: A Conversation with Dr. Ray Baker
- Episode 3: Workplace Wellness: Navigating Mental Health and Safety with WorkSafe BC
- Episode 4: The Vital Role of Peer Support in Crisis
- Episode 5: Creating Psychologically Safe Workplaces: Insights from Mary Ann Baynton
- Episode 6: Natasha Tony on Equity, Diversity and Inclusion

Please subscribe wherever you get your podcasts. It is currently available to stream on [Spotify](#), [Apple Music](#), and [Amazon Music](#).

Calltime has a slate of content still to be released in 2025 covering a host of topics and we look forward to launching these along with more resources to help those in the industry.



Available On:



# Finances

Following 2023's new website project, 2024 has been more focused on content and expanding awareness of Calltime Mental Health's purpose and resources.

Calltime Mental Health expects to increase revenue in 2025 via project related grant funding (some already confirmed), fundraising and ticket sale revenue from a series of events to be scheduled throughout 2025.

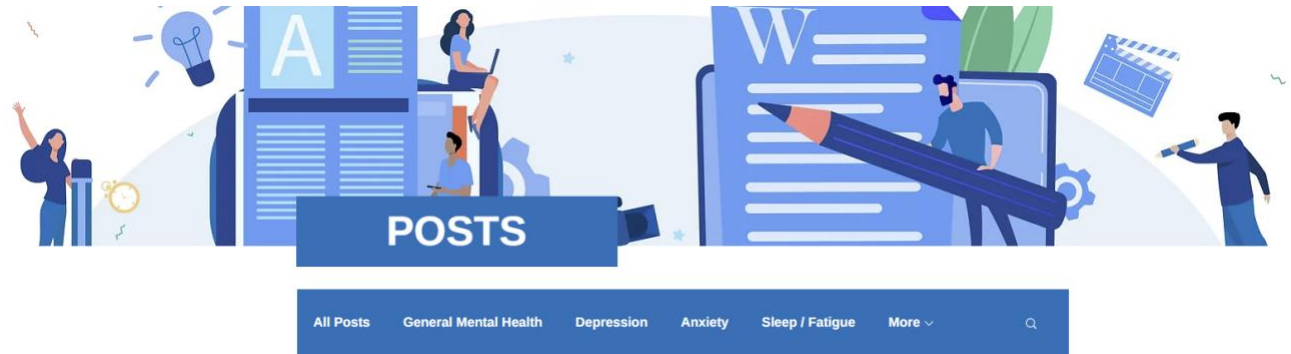
Calltime Mental Health's budget for 2025 is a balanced budget.

## Downloadable Posters

Downloadable / Printable posters are available for notice boards and other locations on set.



# Blog



Additional resources being added to the blog (<https://www.calltimeentalhealth.com/blog>), which so far in 2024 and in to 2025 include:

	2024:	
February 6	<a href="#">Navigating the Emotional and Financial Strains of the Film Industry: A Survival Guide</a>	4 min read
March 12	<a href="#">Neurodiversity Celebration Week</a>	6 min read
April 8	<a href="#">Finding Hope: A Guide to Recognizing and Overcoming Depression</a>	4 min read
April 22	<a href="#">Mental Health Week 2024: Compassion in the Motion Picture Industry</a>	3 min read
June 2	<a href="#">Celebrating Pride Month and Supporting 2SLGBTQ+ Mental Health</a>	4 min read
August 19	<a href="#">Podcast Season 2 Trailer</a>	1 min read
August 26	<a href="#">POSTPONED - Celebrating Five Years of Calltime Mental Health: Join Us for Our Anniversary Event!</a>	3 min read
September 1	<a href="#">Counselling 101: The Right Help, at the Right Time</a>	2 min read
October 7	<a href="#">The Journey to Recovery: A Conversation with Dr. Ray Baker</a>	4 min read
October 20	<a href="#">Celebrating Neurodiversity: ADHD Awareness Month</a>	5 min read
November 6	<a href="#">How to Survive a Sector Downturn: Navigating Job &amp; Financial Distress</a>	10 min read
November 17	<a href="#">National Addictions Awareness Week: Supporting Recovery in the Film Industry</a>	4 min read
December 1	<a href="#">Workplace Wellness: Navigating Mental Health and Safety with WorkSafe BC</a>	2 min read
December 16	<a href="#">Holiday Joy &amp; Peace Amidst the Chaos</a>	7 min read
	2025:	
January 13	<a href="#">The Vital Role of Peer Support in Crisis</a>	3 min read
February 3	<a href="#">Join the Calltime Mailing List &amp; Stay Up-To-Date!</a>	2 min read
February 25	<a href="#">Creating Psychologically Safe Workplaces: Insights from Mary Ann Baynton</a>	3 min read

# Trivia Night Coming Soon!

Calltime Mental Health was incorporated on March 28, 2019 - and we have lots to celebrate! The committee has achieved significant milestones in this time, including:

- New website launched in 2022
- Development and launch of two self-paced learning modules
- Development and launch of a CTMH Champions program
- Guest panel speaker on multiple occasions at Actsafe events
- Increased reach and awareness on various social media platforms
- Launched podcast channel, series 1 completed in 2023 with a second series in 2024.
- International reach and recognition.
- Regular presence at industry events.

In 2025 CTMH will offer a series of events to create safe space and community. Our first event will be a Trivia event, some time around Mental Health Week Canada (May 12-18, 2025). Keep an eye on our social media and newsletters for date announcements and ticket sales launch!



## Sponsorships

As we prepare to host a series of events in 2025, we are seeking sponsors, donations and grants to support both the events and the ongoing work of CTMH. Sponsorship is a great opportunity to co-create awareness, and support the growth and success of CTMH's initiatives.

Reach out to [info@calltimehealth.com](mailto:info@calltimehealth.com) if you would like to **become a sponsor** for:

- Trivia Event
- A podcast (or the entire 2024 or 2025 podcast series)
- Pickleball tournament
- Upcoming research projects
- The Calltime Champions program
- MeetUp events
- Grow our social media community
- and other CTMH initiatives!!

## Contact Calltime Mental Health Society

General Enquiries: [info@calltimehealth.com](mailto:info@calltimehealth.com)  
Website: [website@calltimehealth.com](http://website@calltimehealth.com)

Website Content: [gregg@calltimehealth.com](mailto:gregg@calltimehealth.com)  
Social Media: [socialmedia@calltimehealth.com](mailto:socialmedia@calltimehealth.com)