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.

fseap Now we're talking.

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 and safety issue and is neither accepted nor condoned.

General Enquiries: info@calltimementalhealth.com
Website: website@calltimementalhealth.com
Website Content: gregg@calltimementalhealth.com
Social Media: socialmedia@calltimementalhealth.com

Annual Report

Calltime Mental Health Society held its **Annual General Meeting on May 15, 2024** for the 2023 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.calltimementalhealth.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 2024 and beyond.

Key highlights for 2023 are noted below. Strategic initiatives, sponsorship and partnership exploration, and membership expansion are key priorities for 2024 and 2025.

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 and KOJA Consulting Inc on a contract basis.

CTMH at Events

Actsafe Webinar - Showcasing CTMH Training & Resources

On September 27th, 2023, Actsafe hosted a webinar featuring the Calltime Campaign and the recording is now available free for viewing. TItled "Showcasing Calltime Mental Health Training & Resources", the webinar provided an opportunity for Calltime to showcase the latest resources on the Calltime website. Committee President, Christina Kasperczyk, discusses the roots of the campaign and the successes the Society has had so far. Mental Health expert, Gregg Taylor from FSEAP, then provides excellent mental health models and information, helpful to individuals for themselves and also how to support others, all followed by a Q&A session.

UNI - Global Union Media Entertainment & Arts

UNI-MEI is the division of UNI representing workers in the media, entertainment, arts and sports sectors (staff freelance, independent and contract workers). It brings together over 100 union and guilds in over 70 countries.

In October 2023, Calltime Mental Health Society was invited to present in a virtual forum to answer questions about the development, goals and the difference CTMH is making in our environment. Union and industry initiatives were discussed in support of mental health groups. The work, initiatives and growth of CTMH made a strong and positive impression at an international level.

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 first series of six podcasts in 2023 featuring subject matter experts within the film and TV field:

Episode 1: Alexis Hine, Assistant Business Agent at the Directors Guild of Canadal, British Columbia District Council (DGC-BC)

Episode 2: Murray Baker, Financial Empowerment Manager at Family Services Employee Assistance Program (FSEAP)

Episode 3: Emily Hill, Case Manager at the Actors' Fund of Canada (AFC)

Episode 4: Marlee Poole, Policy and Innovation Manager at Vancouver Aboriginal Health Society (VAHS)

Episode 5: Dagan Nish, Safety Advisory at Actsafe

Episode 6: Dr Allison Crawford, Psychiatrist at The Centre for Addiction and Mental Health (CAMH), and Chief Medical Officer for 9-8-8 Suicide Crisis Helpline

CALLTIME MENTAL HEALTH PODCAST

Available On:

Please subscribe wherever you get your podcasts. It is currently available to stream on Spotify, Apple Music, Amazon Music, and Google Podcasts

Calltime has a slate of content still to be released in 2024 covering a host of topics and we look forward to launching these along with more resources to help those in the industry.

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 50 to 60% are women and 30 to 40% are men.
- ➔ The ages targeted now include between 25 to 65+ years old, due to the variety in content.
- ➔ Our primary audience is Greater Vancouver, and CTMH is now getting noticed in the US and beyond.

Our Community

Instagram
Organic strategy
Average reach of 5.3k people
Visits up by over 115% from 2022

FaceBook
Organic strategy
Average reach of 6.0k people.
Visits up by 25% from 2022

Twitter
Organic strategy
Over 1.1k impressions in previous 90 days

LinkedIn
Organic strategy
Reaching 11k impressions in the past year

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.calltimementalhealth.com/mental-health-winning-for-leaders
- 4 modules for Individuals, including a downloadable companion e-book. https://www.calltimementalhealth.com/mental-health-winning-for-individuals

We are in the early stages of planning **a third learning centre course that will be live in 2024.**

Resources

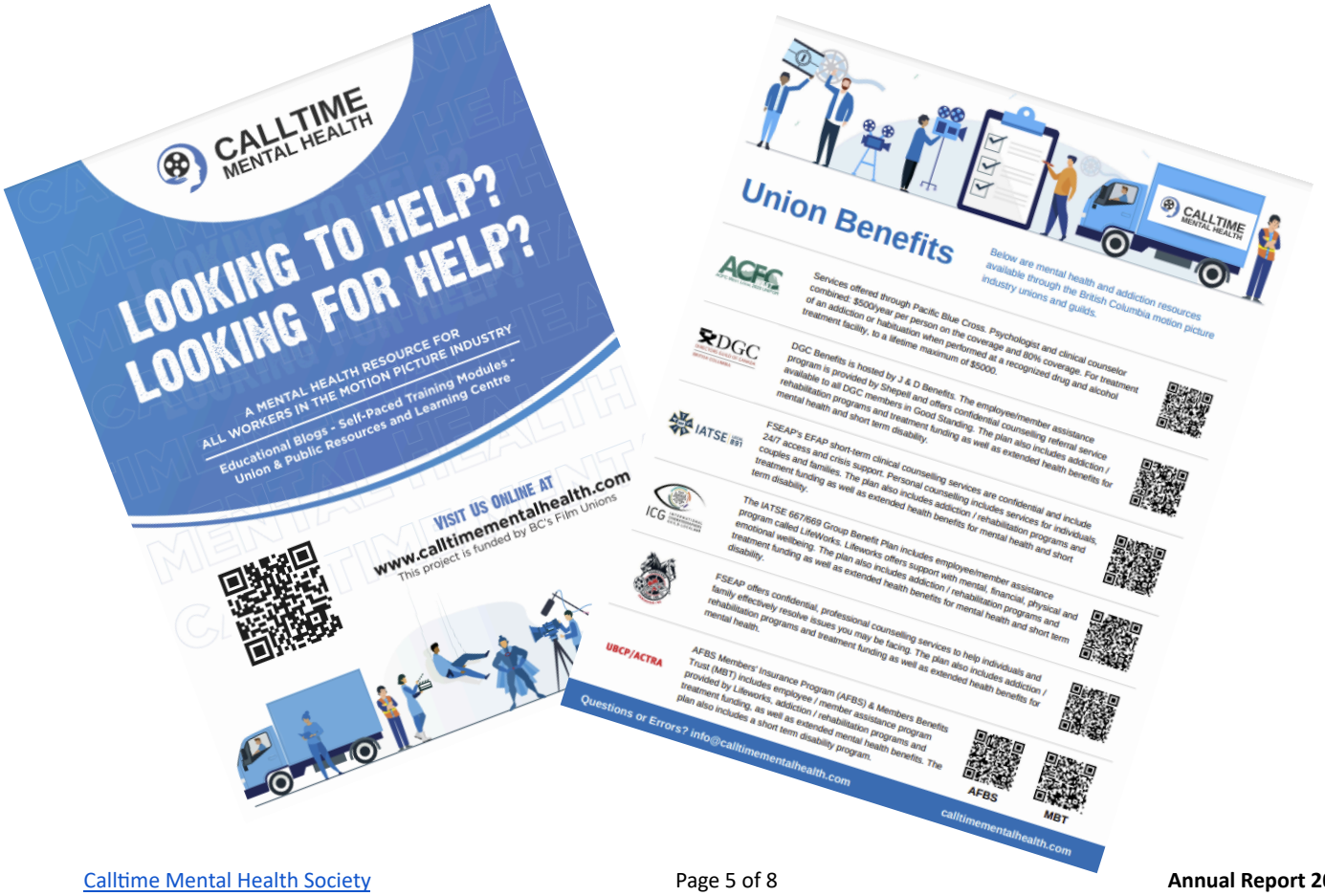
Initial training modules, tip sheets and other related resource materials developed over the last year are freely accessible on the website. New resources and resource categories are being added on an ongoing basis. In 2023 we added the Finance resource module in response to the COVID-19 pandemic and U.S labour unrest that decimated our industry for over four months. Currently, there are 12 categories of materials, including:

- General Mental Health
- Indigenous
- Depression
- Anxiety
- Sleep/Fatigue
- Alcohol / Substances
- Suicide / Prevention
- BIPOC & LGBTQ+
- Youth & Young Adults
- COVID-19
- Industry
- Finance

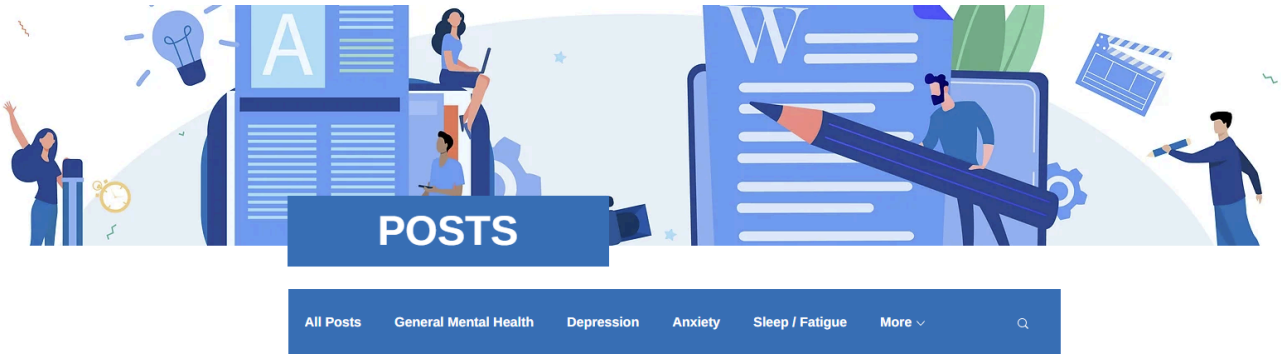
Explore our Resource Page!! https://www.calltimementalhealth.com/resources

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.calltimementalhealth.com/blog), which so far in 2023 and in to 2024 include:

	2023:	
January 4	Back to Work: 5 Tips for a Smooth Transition	3 min read
January 19	Let's Create Positive Change: Mental Health and Suicide	4 min read
February 7	Help Us Help Others! Become a Calltime Champion	2 min read
February 20	A Safer Set: Addressing Bullying in Entertainment	3 min read
March 26	Rise and Shine: How SunlightCombats Fatigue	4 min read
April 30	Coping with Job Uncertainty and Seasonal Work in the Entertainment Industry	4 min read
June 6	The Positive Effects of Nature on Our Mental Health	4 min read
June 16	Mindful Moderation: Embracing a Healthy Relationship with Alcohol	4 min read
July 31	Podcast Episode 2 - Personal Finances When Times Are Tight	1 min read
August 14	Navigating Uncertainty: Managing Anxiety and Emotional Stress in Times of Labour Disruptions	4 min read
August 31	Recognizing Those People Who go Unseen	4 min read
September 11	Podcast Episode 3 - Accessing the Right Resources	2 min read
September 29	Podcast Episode 4 - Indigenous Mental Health	2 min read
October 11	Showcasing Calltime Mental Health Training & Resources	1 min read
November 20	Podcast Episode 5 - Fostering Mental Health on Set	2 min read
December 19	Podcast Episode 6 - Managing Holiday Stress and the New 9-8-8 Suicide Crisis Helpline	2 min read
	2024:	
February 6	Navigating the Emotional and Financial Strains of the Film Industry: A Survival Guide	4 min read
March 12	Neurodiversity Celebration Week	6 min read
April 8	Finding Hope: A Guide to Recognizing and Overcoming Depression	4 min read
April 22	Mental Health Week 2024: Compassion in the Motion Picture Industry	3 min read

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 an effort to streamline Champion engagement the sign up process was updated in November 2023 from a form system to an automated process. This change has been very successful, resulting in **sign ups increasing by 25%** in the months following the upgrade.

Find out more about becoming a Calltime Champion HERE.

Indigenous Mental Health

Calltime launched an Indigenous Mental Health section in September 2022 to coincide with Truth and Reconciliation Day. We partnered with the Vancouver Aboriginal Health Society who curated the section and wrote an accompanying blog post. Also we recorded a Podcast, Episode 4, withMarlee Poole, Policy and Innovation Manager at VAHS. We look forward to working with the Society in 2024 to continue outputting content for those seeking mental health resources on set.

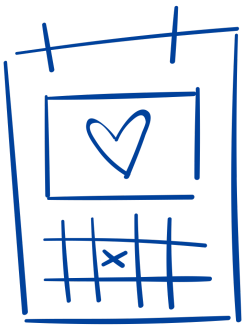
Save the date!

Calltime Mental Health turns FIVE in 2024!

Calltime Mental Health was incorporated on March 28, 2019 - we are now five years old! 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 new series coming in 2024.
- International reach and recognition.
- Regular presence at industry events.

A celebration gala event is being planned in downtown Vancouver on:



Saturday, October 19, 2024.

Sponsorship and Grants

As we prepare for CTMH's 5th anniversary Gala, we are seeking sponsors, donations and grants to support both the event 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@calltimementalhealth.com if you would like to **become a sponsor** for:

- ➔ The 5th Anniversary Gala
- ➔ A podcast (or the entire 2023 or 2024 podcast series)
- ➔ Upcoming research projects
- ➔ The Calltime Champions program
- ➔ Grow our social media community
- ➔ and other CTMH initiatives!!

Call for Silent Auction Items!

To help raise awareness and create a buzz, CTMH is seeking silent auction donations for the 5th Anniversary Gala. Memorabilia, autographed items, gift certificates, experiences and adventures, printing and decor, monetary and in kind donations - we appreciate it all!

Reach out to info@calltimementalhealth.com if you would like to donate to the silent auction!