



**CALLTIME
MENTAL HEALTH**

2025 ANNUAL REPORT





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.



FUNDERS: Calltime Mental Health Society has received project grant funding, supported by Creative BC and the Province of British Columbia.



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.



CALLTIME MENTAL HEALTH

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2025 Annual Report

Calltime Mental Health Society will hold its [Annual General Meeting on March 16, 2026](#) for the 2025 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.calltimehealth.com, continues our goal to destigmatize mental illness and substance abuse, promote mental health and wellbeing, provide educational content and resources, and offer assistance and hope. The website quickly redirects our members to useful content and union benefits that support mental health and addiction recovery. 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 2025 are noted below. Increasing awareness of CTMH is a key priority in 2026.

Our collaboration with [Gregg Taylor](#) as our subject matter expert continues. We continue to add content and expand what we have freely on offer, with much of the administrative structure and support provided through Levett Consulting, [Elbia Myreyle](#) and [Koja Consulting Inc](#) on a contract basis.

Finances

Following 2023's new website project, and 2024's focus to develop content, 2025 aimed to expand on the awareness of Calltime Mental Health's purpose and resources through social media, email subscriber growth. In 2026, the Calltime executive and team aim to continue this push for awareness and support.

Calltime Mental Health expects to increase revenue in 2026 via project related grant funding (some already confirmed) and sale of swag.

Calltime Mental Health's budget for 2026 is a balanced budget.

Blog



Additional resources being added to the blog (<https://www.calltimehealth.com/blog>), which in 2025 included:

January 13	The Vital Role of Peer Support in Crisis	3 min read
February 3	Join the Calltime Mailing List & Stay Up-To-Date!	2 min read
February 25	Creating Psychologically Safe Workplaces: Insights from Mary Ann Baynton	3 min read
March 31	It's Time to Talk Menopause: Supporting Women's Wellness on Set and Beyond	7 min read
April 16	The Emotional Toll of Exclusion: A Call for Workplace Accountability	4 min read
May 5	Mental Health Week 2025: Unmasking the Strain We've Been Carrying	3 min read
May 27	International Men's Mental Health Week 2025	3 min read
July 8	Working in Solidarity: Pride, Inclusion, and the Power of Showing Up	4 min read
August 24	We Weren't Meant to go Through This Alone	4 min read
October 10	Beyond the Labels: A Real Talk About Mental Health and Mental Illness	4 min read
December 1	Your Mental Health. In Your Pocket	5 min read
December 23	Surviving the Holidays When It's Been a Hard Year	4 min read

Posted so far in 2026:

January 21, 2026	Giving Mental Health the Moment it Deserves	5 min read
February 1	Register With the CTMH Team for the Vancouver Sun Run	1 min read

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 66.5% are women and 33.5% are men.
- Due to the variety in content the ages targeted now include:
 - 17.5% between 25 to 34 years old
 - 35% between 35 to 44,
 - 27% between 45 to 54, and
 - 21.7% from 55+.
- Our primary audience is Greater Vancouver, followed by Toronto, Surrey, and CTMH is now getting noticed in the US and UK.

Our Community



[Instagram](#)

- Organic strategy
- Average views of 9.8k compared to 2024 9.4k people and reach of 7.3k yearly
- 503 followers



[FaceBook](#)

- Organic strategy
- Average views of 4.7k people compared to 2025, 889 people yearly
- Interactions of an average of 300 in weekly posts.



[Spotify](#)

- Organic strategy
- 247 plays on 2025
- average of 35 hours of consumption and 32 new followers
- Audience in Canada and USA
- Average of 35 streams per episode



[LinkedIn](#)

- Organic strategy
- Reaching 3.5k impressions in the past year
- Average of 225 impressions.

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

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 2026, with the help of Creative BC’s Innovation Fund, 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](#).

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

Calltime intends to expand the Learning Centre in 2026 and into 2027. We are in the early stages of planning **a third learning centre course that will be live in either 2026 or 2027**. We hope to announce details of this in Q3/4 2026.

CTMH at Events

Union General Meetings



On January 24, 2025, September 21, 2025 and November 16, 2025 Gregg Taylor and Michael Levett gave a presentation to Stunt performers of UBCP/Actra, the general membership of ICG 669 and Teamsters 155.

The presentation was a synopsis of the work Calltime is doing for the members, along with an overview of the mental health benefits available to the members.

The Calltime team aims to present at each of the six unions supporting Calltime in 2026.

Film & TV Festivals

Calltime representatives attended several industry festivals throughout 2025, including:

- Vancouver Latin American Film Festival premier
- Voices with Impact - Mental Health Film Festival premier
- Vancouver Film Industry Holiday Party

Reach out if you would like Calltime to join you at your upcoming festival or sector event.

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 2026. We have already secured funding for this endeavor from Creative BC.

In the new resource page, 10 categories of materials will be audited including:

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

We are pleased to announce the following updates:

- BIPOC and LGBTQ2S+ have been separated out in order for us to focus on those two categories moving forward.
- COVID-19 has been retired as a category.
- We are pleased to announce the following categories: Support for Men, Support for Women, Workplace, and Ready to Talk? (Finding a Counsellor),
- This will bring our resource categories to 15.

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

Podcast

The Calltime Mental Health Podcast is hosted by Gregg Taylor, clinical counsellor 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.

Episodes published in 2025 include:

- The Vital Role of Peer Support in Crisis with Stacey Ashton, Executive Director of Crisis Centre of BC
- Creating Psychologically safe Workplaces: Insights from Mary Ann Baynton
- The Emotional Toll of Exclusion: A Call for Workplace Accountability



Available On:



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

Calltime is currently in pre-production of Season 3 of the Calltime Podcast. The season will explore the power of close connections on film and television sets and how they impact mental health. Each episode will feature short, candid conversations with crew and cast members, spotlighting how resources, conversations and support on set, whether supportive or not, shape emotional wellbeing. The episodes will end on a positive note on the one key resource that helped them through a period of trying.

The season will launch with interviews featuring participants from the original Calltime Mental Health PSA recorded in 2016, reconnecting nearly a decade later to explore how their views, experiences, and support networks have evolved.

Join our mailing list!

We created our own mailing list for 2025, which has increased in subscribers through 2026. To join our mailing list, please join here: <https://mailchi.mp/37fea8623104/calltime-newsletter>.

Strategic Planning to Year 10!

As Calltime Mental Health expands its impact within the sector and beyond, the CTMH Committee made it a priority to reflect on the work to date, and plan for the coming years. To that end, Calltime Mental Health held a Strategic Planning project in June 2025. that will help guide the society through to year 10 and beyond.



Key priorities identified during the Strategic Planning workshop included:

- Increase efficiency to reach our Members and their families
- Leverage Union Communications to expand awareness
- Seek funding to support initiatives and projects
- Seek collaborations with key people and organisations.

Join CTMH's Sun Run Team!

We're excited to announce that Calltime Mental Health Society (CTMH) will be participating in the **Vancouver Sun Run on April 19th, 2026**, and we'd love for you to be part of our team!

Whether you're a seasoned runner, a casual jogger or just looking for a fun challenge, this is a great opportunity to get active, have fun and connect.

Family and friends are encouraged to join! We're all about team spirit, no matter your pace, you will have a supportive group to cheer you on! As part of the team, you'll also be running in a Calltime Mental Health custom team shirt, and be welcome to join the post race celebration at the SUN RUN after party.



[Join the CTMH team](#) and get a branded CTMH Sun Run shirt! (registration closes on March 6, 2026).

Downloadable Posters

Downloadable / Printable posters are available for notice boards and other locations on set. We aim to refresh these posters in 2026 in-line with the new branding Calltime has throughout the website and social media.



CTMH Swag!



Show your support for Calltime Mental Health with our official t-shirts. Every purchase goes directly toward helping us continue our work to raise awareness, provide resources, and break the stigma around mental health in the film and creative industries.

By ordering a shirt, you're not just getting something comfortable to wear, you're joining a community of people who care and making a real difference in the lives of those who need it most.

Use the [order form](#) on the CTMH website and a member of the Calltime team will be in touch with a payment link.

~ Thank you for your support! ~

Sponsorships

As we prepare to host a series of events in 2026, 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@calltimentalhealth.com if you would like to **become a sponsor** for:

- Social Impact and Community Events
- A podcast (or the entire 2026 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@calltimentalhealth.com
Website: website@calltimentalhealth.com

Website Content: gregg@calltimentalhealth.com
Social Media: socialmedia@calltimentalhealth.com