

MENTAL HEALTH & SUBSTANCE USE UPDATE



MHSU Recruitment Marketing Campaign Launched, in Full Swing

In April, MHSU launched the HHR Strategic Plan to enhance staffing measures across our services. One of the main components of the multi-pronged strategy, was the introduction of a new intensive MHSU Recruitment Marketing campaign.

Using a newly produced video, innovative advertising tools, dynamic television and digital ads, and engagement with post secondary institutions, the campaign

employs an emotive storytelling approach highlighting the human element of MHSU work and the hope it provides for clients.

The campaign has increased exposure including both a national and targeted US advertising reach—with a proportional focus on experienced staff and new grad pipelines. The goal is to frame Island Health as the Employer of choice among BC Health Authorities by providing a variety of programs to work in, opportunities for career growth, and a VIP Candidate hiring experience.

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[Click here for MHSU Recruitment Campaign Video](#)

EXPLORE ISLAND HEALTH

[Careers in mental health & substance use](https://join.islandhealth.ca/mhsu)

Get in touch with us today!
<https://join.islandhealth.ca/mhsu>

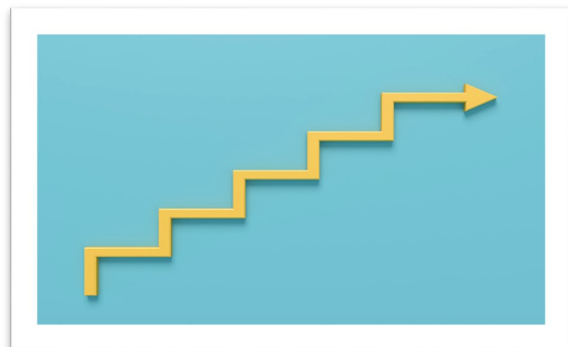
Excellent health and care for everyone, everywhere every time.

The planning day included a reflection of the past (systemic attributes and weaknesses) and then focused on the future: the vision of the tertiary mental health service, changes needed, addressing barriers and involving partners (Ministry and MCFD).

Overall, themes from the day included the need for geographic equity, focus on cultural safety, improving care transitions, addressing gaps in community services and clarifying the vision and service model for Ledger and tertiary outpatient programs.

Immediate Next Steps for Tertiary CY Mental Health Redesign —

- 1) Initiating working groups that will focus on developing a model of care to support the transition of youth with complex mental health needs from acute/tertiary to community.
- 2) Brainstorming ways to extend the reach of services, focusing on Indigenous and rural / remote barriers, and addressing both the immediate needs and the future service model for Ledger.
- 3) Enhancing strategic partnerships.



Feedback from the session was overwhelmingly positive with 48 participants feeling the day was “good” or “great”!

We know how challenging it is to give up a day of our regular work to attend a planning session like this—the MHSU leadership team is very grateful for the insightful contributions of all those who attended!



Letters of Appreciation

Please remember to pat yourselves on the back — As MHSU staff, it's unmistakably your personal touch and dedication to our C.A.R.E values in your work that is the driving component to supporting our communities and making meaningful differences in the lives of clients everyday.

These excerpts are from letters of appreciation sent to Island Health acknowledging the work of care provider staff.



A client seeking Acute Care services in Central Island wrote:

"I was omitted to the psych ward two years ago, suffering a severe mental health crisis. I was in such a scary and dark place back then, and I convinced myself everyone in my life was better off without me as I felt I had already failed my children so much with the breakdown of our family.

[But] in these past two years I've thought about my conversations with the nurse that was there during my stay at the hospital. Her words gave me strength when I felt I had none of my own. Because of her kindness, I am here; watching my kids grow into these beautiful souls. She saved my life. She saved my family."

A client seeking Community services in South Island wrote:

"I have been connected to [South Island MHSU services] for 2-3 years. During this time my physical and mental [health] has returned to premium levels. I am now 64 years of age and gainfully employed as a bus driver and loving life again. Three years ago I was unemployed, depressed, and at times suicidal with no friends and no prospects. Thank you, you have turned my life around physically and mentally."

"Because of her kindness, I am here; watching my kids grow into these beautiful souls. She saved my life. She saved my family."

A client seeking Acute Care services in Central Island wrote:

"I'm not sure where I'd have gone without your intervention, but I don't think I was going in a good direction and you may have been the helping hand that made all the difference at exactly the right time and place. You do hard work with a challenging, high need patient cohort and I just want you to know how grateful I am for your compassionate professionalism and being a very much needed safe space.

I write everyone because any time I phone; or walk up to the counter; I'm always met with a kind word and that means more than you might know - thank you."

MHSU Staff Join Float at Duncan Parade

Several MHSU Outreach staff from Central Island participated in the City of Duncan's Panago Parade on Saturday, July 9th along with many of our community partners in the region—the Cowichan Community Action Team, Cowichan Tribes, Lookout Housing & Health Society, Bylaws, CMHA, and RCMP.

These community partners enjoyed coming together to collaboratively create and march alongside their very own float. And they looked great doing it!



"It was a splendid time and really demonstrated how we can collectively support our community in a professional and fun capacity," says Jessica Huston, Community/Underserved and Housing MHSU Manager in Cowichan.

Do you have a good news story in MHSU to share? Did something exciting happen in your community or program? A team member to highlight? Reach out to Paul Voll (paul.voll@islandhealth.ca) to share!

STRATEGIC CLINICAL NETWORK



QUALITY CLINICAL NETWORK

Accreditation



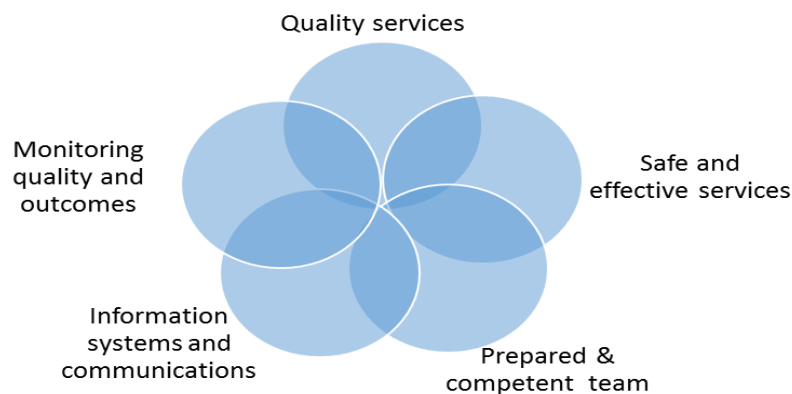
As Island Health Accreditation continues to offer webinars, MHSU Accreditation leads, Myra Gansner and Lily Shayegi-Nick continue to support managers and operations in identifying and capturing improvements and quality work being done across services. Below are a few great examples of recent quality initiatives reported to MHSU Accreditation leads:

- ◆ Development of client/family advisory groups
- ◆ Patient experience survey
- ◆ Addition of afterhours services to accommodate clients and families

At this stage of preparation it is very beneficial to start thinking about:

Recent changes - **Areas of strength and growth** - **Success and trials of everyday practice**

There is a high likelihood that examples for such changes and learning often fall under one or more of the Accreditation standards for Community Mental Health Services as depicted below:



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STRATEGIC CLINICAL NETWORK – QUALITY CLINICAL NETWORK

Accreditation

With the shift to a sequential approach to Accreditation, Community-Based Mental Health Services are scheduled for Accreditation survey in Nov 2022, followed by Acute/Tertiary services in Nov 2023. One of the hopes behind this change is to create ongoing opportunities for a **sustained focus on quality work**.



For MHSU specific Accreditation support, please contact: MHSU.Accreditation@islandhealth.ca.
To access updated resources and Accreditation content, please visit [Island health Accreditation](#).

Clinical Network Launch—ICMT – July 19

We are excited to announce the first meeting of the ICMT Network launched July 19th!
This network also includes leads from teams that provide substance use outreach services.

For information or questions about the networks:

MHSUQCNInitiativeLeads@islandhealth.ca



STRATEGIC CLINICAL NETWORK – QUALITY CLINICAL NETWORK

Upcoming Suicide Related Training Opportunities: SafeTALK, S2H, and ASIST

MHSU SCN Clinical Practice Supports team is pleased to offer the following upcoming trainings:

SafeTALK:

LivingWorks SafeTALK is a four-hour in-person workshop featuring powerful presentations, audiovisuals, and skills practice.

You'll learn how to prevent suicide by recognizing signs, engaging persons at risk, and connecting them to an intervention resource for further support.

REGISTER: [safeTALK - LearningHub \(phsa.ca\)](#)

Victoria Nov 17, 2022, 8:30am - 12:30pm

Nanaimo Oct 12, 2022, 8:30am - 12:30pm

Comox Oct 19, 2022, 8:30am - 12:30pm

Suicide to Hope(S2H) :

LivingWorks Suicide to Hope is a one-day in-person workshop for professional helpers. It features powerful audiovisuals, discussions, and simulations.

You'll learn new counseling and support tools designed to help people with lingering thoughts of suicide. Modeled after recovery and growth techniques in post-traumatic stress counseling, these tools integrate with any treatment approach.

REGISTER: [Suicide to Hope \(S2H\) - LearningHub \(phsa.ca\)](#)

Comox Oct 18, 2022, 8:30am - 4:30pm

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STRATEGIC CLINICAL NETWORK – QUALITY CLINICAL NETWORK

Upcoming Suicide Related Training Opportunities Continued –

 **ASIST:**

LivingWorks ASIST is a two-day in-person workshop featuring powerful audiovisuals, discussions, and simulations.

You'll learn how to prevent suicide by recognizing signs, providing a skilled intervention, and developing a safety plan to keep someone alive.

REGISTER: [Applied Suicide Intervention Skills Training \(ASIST\) - LearningHub \(phsa.ca\)](https://learninghub.phsa.ca)

Cowichan Sep 13, 2022 to Sep 14, 2022, 8:30am - 4:30pm

Nanaimo Oct 5, 2022 to Oct 6, 2022, 8:30am - 4:30pm

Comox Oct 20, 2022 to Oct 21, 2022, 8:30am - 4:30pm

Victoria Nov 15, 2022 to Nov 16, 2022, 8:30am - 4:30pm

Attendance is reviewed 2 weeks to 1 month in advance to ensure sufficient registration; if there are a few empty seats, they may be offered to community partners. We hope to fill all courses! Please check with your leader for approval when registering.

For information or questions regarding education opportunities, please contact:

Jess McConnell (jess.mcconnell@islandhealth.ca) or Miranda Schroeder

(Miranda.schroeder@islandhealth.ca)

