



Update from the Imagine Campbell River Project

In April 2011, the John Howard Society of the North Island along with several local social service agencies and community members received a \$178,394 grant from the Community Action Initiative (CAI). The CAI is a funding body created through a \$10M contribution from the province of British Columbia. The CAI supports projects developed through collaborative community models that promote inclusive community action to respond to mental health and substance use issues. Campbell River was one of seven out of nearly 100 communities in BC to receive CAI's first round of funding.

Imagine Campbell River Growing Better Together will run until December 2012. In that time, we are working with our schools, social service and health agencies, community members and local businesses to build awareness around the importance of resiliency skills and how we can strengthen those skills in ourselves and others. We are attending events, facilitating workshops, publishing articles, creating posters and other support materials, running contests, and have launched a Resiliency Ambassador program.

What is Resiliency?

We all experience stress and difficulties at different times in our lives. Sometimes it is in small, everyday ways and sometimes in much larger, life-changing ways. How we think about adversity and opportunity affects our success in school and work, our health and longevity, and our risk of depression. If we can view adversity, or "bumps in the road", as challenges to manage instead of huge disruptions in our lives then we are more likely to thrive in whatever we do and to handle stress with more confidence and ease.



Community and Service Provider Workshops

"I have been more aware of the tools I have when I am going through a particular situation. In recent months I have ended a relationship and bought a house. The workshop has made me more aware of the resiliency I have in my own life for sure. I put the wristbands on my water bottles and they are a daily reminder that I am "loved" "connected" and "strong."" – Workshop Participant

- 16 resiliency training workshops have been delivered between October 2011 - March 2012 to social service and health agencies and community members.
- Approximately 157 individuals have taken part in a workshop.
- Workshops continue to be offered regularly, primarily on a request basis and publicized through word of mouth.

School Transitions – Resiliency Training

"As with all "feel good" projects there has to be a heart and it has to have breath - I believe that "Imagine Campbell River" got it right - by training our youth to train our youth - the schools buy in is tremendous - this is where "The Seeds of Resilience" has been embraced - as the schools continue the program and put it into their next year curriculum - seeds will continue to be planted and growth will be generational." – Community Member



"When I was younger I used to not have a lot of control over my emotions. I would get angry, upset, and distraught very easily. It would take me a long time to overcome being angry, sad or distraught, so my mom thought I needed help which would make me even angrier. She sent me to see counsellors and psychologists. All of them said I needed my medication, but I had a different view of things. In my point of view, I thought all I needed was to learn a few ways to calm down and overcome what was happening in my life...and nowadays that's all I need is a couple of ways to calm down like breathing deep or meditating. In my point of view that is resilience. I learned strategies to calm down so I could self regulate. There are lots of different ways to explain resilience and lots of different types of resilience. But that is my resilience." – Student

"We are able to remind students of examples of their 'resiliency' when they face challenges or need to find a new way to approach problems in their lives. We volunteer at Kindergarten class and one of our students noticed the 'self-regulation' poster and prompting by the teacher and commented that "The kindergarten students are learning to be resilient."" – Teacher

- Approximately 326 students aged 13 - 18 in School District 72 have received Imagine Campbell River's "Seeds of Resilience" training between October 2011 - February 2012.
- Approximately 735 more students between the ages of 10 - 18 will receive the resiliency training before June 2012.
- The Peer Support class of grade 10 - 12 students at Carihi Secondary School will be adopting the "Seeds of Resilience" program as part of their regular curriculum beginning September 2012. This is an important piece of sustainability for the project.

Volunteer Ambassadors



“My husband passed away very suddenly 1.5 years ago at the tender age of 56...I had tremendous support and love from the community, friends and family, but I no longer had an identity - who am I now? I lost my sense of self, and for a while the confidence or the want to be out and about...I volunteered at the Arts Council, Tidemark Theater, took my dogs for extended walks, travelled and met people...Then I read an ad in the Campbell River paper called Imagine Campbell River - so I read more about it, went on the website and decided that with the experiences/education/career that I carry with me I needed to seek more about this program...I wanted to take the training - to assist others but also to reconfirm my strength and need to fill myself with positives and by helping and learning I would achieve this.”
– Volunteer Ambassador

- We currently have three extremely active volunteers.
- We are now a member of Volunteer Campbell River to help gauge more interest in volunteer positions.
- Volunteer involvement ranges from co-facilitating workshops, supporting youth mentors, joining our Steering Committee, attending events, and helping to plan the Knowledge Exchange scheduled for Fall, 2012.

Knowledge Exchange Event and Legacy Planning

The Knowledge Exchange event, planned for the fall of 2012, will be an important opportunity to inform and engage all of Campbell River in finding ways to implement resilience into the leadership, front line, business and community levels, and help with the sustainability of the project. It will also be a tribute to Imagine Campbell River’s legacy.

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For more information or to become a part of the Imagine Campbell River project, please visit our website at www.imaginecampbellriver.ca, or contact project Coordinator Erin Dusdal at (250) 202-5500 or erin@jhsni.bc.ca.

