

## Terms of Use

The BC First Responders Mental Health Committee commissioned market research in order to explore the best ways to increase awareness of when and how to seek help, reduce stigma, increase supportive behaviours, and decrease barriers to seeking help. This research was performed with first responders through:

- In-depth interviews to understand perspectives;
- Online discussion board to gather feedback on potential concepts; and
- Focus groups and online discussion board to test campaign creative.

First responders felt strongly that a poster campaign will not change the culture; it can only be used to support other activities being undertaken to address stigma. A campaign can serve as an umbrella that links together resources, learning opportunities, and information. It is a supporting tool to drive people to resources, events, and activities first responder organizations are making available.

The posters were designed with a white space included in the bottom. This white space is for first responder organizations to place information on new resources and upcoming events or activities. Posters should not be used if that space is left blank. Furthermore, posters should generally only be placed for up to 3 weeks.

For further information, please contact the BC First Responders Mental Health Committee at [info@bcfirstrespondersmentalhealth.com](mailto:info@bcfirstrespondersmentalhealth.com).

FIRE/RESCUE

THERE'S THIS  
HEAVY FEELING  
IT'S  
MORE  
THAN  
A BAD CALL OR A BAD DAY  
IT'S LIKE ALL THE TIME  
AND THE FUNNY THING  
IS I'M REALLY NOT SURE  
WHY?

**SHARE IT. DON'T WEAR IT.**

IT'S TIME TO SPEAK UP ABOUT MENTAL HEALTH.

AMBULANCE  
PARAMEDICS  
OF BRITISH  
COLUMBIA

BC EMERGENCY  
HEALTH  
SERVICES

BC MUNICIPAL  
CHIEFS  
OF POLICE

BRITISH  
COLUMBIA  
POLICE  
ASSOCIATION

BRITISH COLUMBIA  
PROFESSIONAL  
FIRE FIGHTERS  
ASSOCIATION

CANADA  
BORDER  
SERVICES  
AGENCY

FIRE CHIEFS'  
ASSOCIATION  
OF BC

FIRST NATIONS  
EMERGENCY  
SERVICES  
SOCIETY OF  
BRITISH COLUMBIA

GREATER  
VANCOUVER  
FIRE CHIEFS  
ASSOCIATION

PROVINCE  
OF BC

ROYAL  
CANADIAN  
MOUNTED  
POLICE

TRANSIT  
POLICE

VOLUNTEER  
FIREFIGHTERS  
ASSOCIATION  
OF BC

WORKSAFEBC

[BCFirstRespondersMentalHealth.com](http://BCFirstRespondersMentalHealth.com)