

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.

I JUST FEEL THIS
GIANT WEIGHT
AND I CARRY IT
EVERYWHERE

I
CAN'T
UNWIND
EVEN WHEN I TAKE TIME OFF
I DON'T FEEL RELAXED
I'M ON EDGE
LIKE EVERYDAY
I'M ON EDGE

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

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