



# 2021 Impact Report



It has been quite the year: challenging, exciting, and extremely rewarding. And full of change.

It has also been a time in which, after nearly 10 years in business, we find ourselves looking back and taking it all in. When we started Be the Change Group, our plan was to create real and measurable impacts in people's lives. Of course we wanted our company to succeed, but for us that meant it had to support our communities in making change together.

This year, in addition to the 42+ projects we completed with our client partners, we've grown, and we're thriving. In particular, this year we celebrated two major changes. First, we moved to a brand new office in the fall – a wonderfully renovated space where we can eat, drink, collaborate, and celebrate together. A few weeks later, we received our long-awaited B Corp Certification.

Every member of our team worked hard to achieve this, and now we now stand with the less than 100 B Corp certified companies in British Columbia, each of which is evaluated





for its social and environmental impact and continually held accountable through the B Corp recertification process. Committing to balancing purpose with profit isn't new to us – it's how we've always worked – but to have our approach measure up to a recognized global standard is incredibly exciting and validating.

From a community change perspective, one way we determine our success is by the organizations that choose to partner with us. This year, we've worked with so many amazing people, and it's through this work that we know that we're truly a part of the change we set out to make by building Be the Change Group. From health to education to the environment, our partners have invested so much of themselves in positive action. We thank each of you for your commitment and effort, for sharing your vision with us, and for trusting us to deliver.

In this inaugural impact report, we're pleased to share what are just a few of our 2021 changemaking stories. Pulling the report together has reminded us just how much our team, our partners, and all the people we serve have accomplished – together and for our communities. It has also helped to renew our energy and focus for the year to come.

Happy holidays, and we look forward to connecting with you and making even more change in 2022.

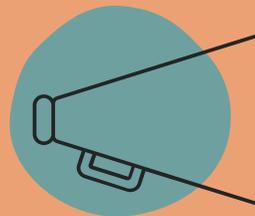
Sincerely,

Brandy & Natalie



**BETHE  
CHANGE** GROUP

**2021  
Change  
at a glance**



**Research projects**

**10**



**Clients**

**25**



**Cross-team  
projects**

**42**



**Projects by sector**

**Health**

**27**



**Climate**

**7**



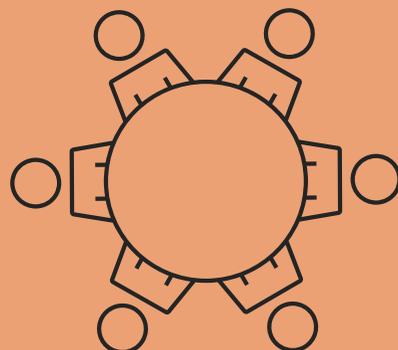
**Education**

**8**



**Community engagement/  
Discoveries**

**13**



**People engaged**

**2,000+**



## Regions impacted



Canada



UK & Ireland



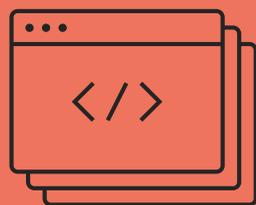
South Sudan



Baltimore/  
D.C.

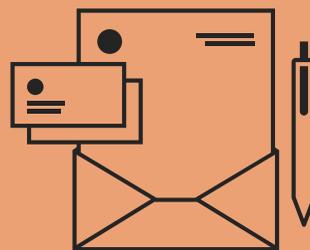
## Websites launched

7



## Brand identities developed

6



## New office dog

1



## New employees

3

## New office space

1



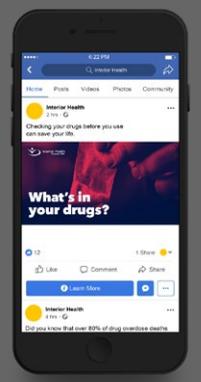
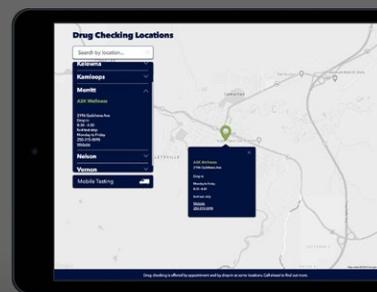
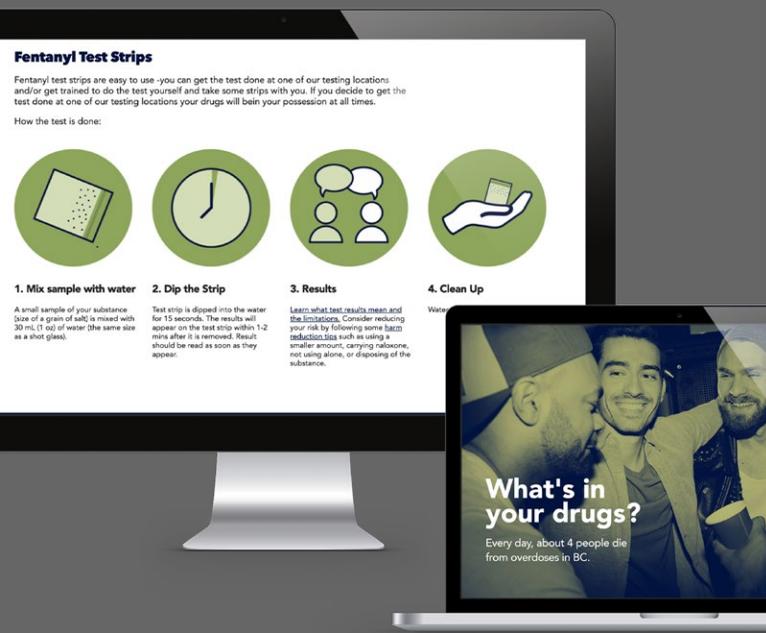
BETHE  
CHANGE  
GROUP

2021  
Change  
at a glance

# Our Communities. Our Impact.



Image credit: Jhpiego



## In our backyard: Providing strategic support to teams that help vulnerable populations

Over the last several years in Canada, the opioid crisis has grown worse. In B.C. alone, more than 1,500 people died of suspected drug overdoses in the first nine months of 2021, with the COVID-19 pandemic and corresponding safety restrictions further impacting an already vulnerable population of substance users.

In 2020, to support people who use substances, as part of our harm reduction work with Interior Health we developed a website to provide information on how people can check if their drugs are laced with fentanyl or other dangerous substances. In 2021, almost 4,000 people visited the site. In addition, we provided research services, knowledge translation, and strategic advice to the BCCDC Harm Reduction team in its work to improve health outcomes in relation to the crisis.

Together, we are working to support people who use substances by delivering timely, effective information and services necessary to making more informed, safer, life-saving choices.



VISIT WEBSITE ➔

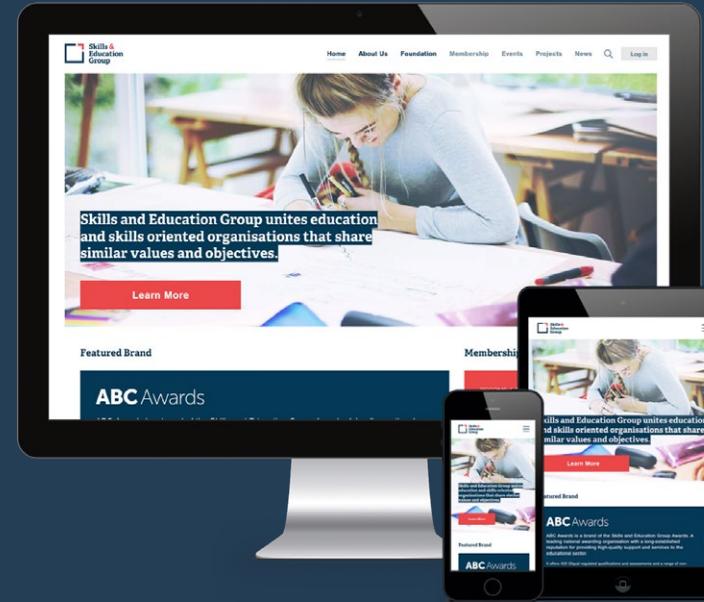
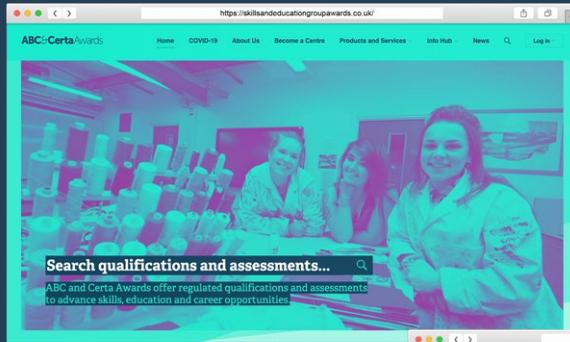
## Across the pond: Improving access to further education in the UK

We know that individuals with access to education achieve better employment outcomes and higher earnings, and that organizations that support further education help contribute to social and economic equity. But access to education is not equitable. In the UK, although only 6% of young people are privately educated, they comprise 55% of students enrolled in the UK's top universities.

This year, as part of our long-standing relationship with Skills and Education Group, a UK-based further skills and education organization, we continued to expand awareness about its training and development opportunities, helping it to reach and empower more than 4,000 individuals through the delivery of qualifications; funding; and professional development programs and initiatives in support of teaching, learning and assessment, and governance. By providing the Group a wide range of services in 2021, including updated

branding, content strategy, communications, and design, and ensuring the functionality and accessibility of the Group's five websites, we helped Skills and Education Group to more broadly communicate its services and the funding opportunities it offers through its Foundation. We're proud to partner with Skills and Education Group as it champions social mobility across the UK by helping learners reach their full potential, regardless of their age, background, or ability.





Users

786 → 3,831

Continuing professional development events

83 → 149

Partnering with Skills and Education Group to support:

59 member organizations

410 Awards Centres

384 learning qualifications

2,506 students

## A global need: Transforming futures in low-resource countries

Founded in 1973 at Johns Hopkins University, Jhpiego helps to implement sustainable solutions that improve the lives of those who face preventable issues such as malaria, HIV, cervical cancer, and complications resulting from pregnancy and childbirth. To date, the Jhpiego-funded Maternal and Child Survival Program has worked with policy-makers, government and on-the-ground staff to adjust programs to support the health of mothers and newborns in low-resource countries. These changes have resulted in culturally appropriate, self-sufficient programs that have assisted five million children under the age of five with nutrition programs; resuscitated more than 37,000 babies who weren't breathing or crying at birth; and given nearly four million children the third and final dose of the diphtheria, pertussis, and tetanus (DPT) vaccine.

Having worked with Jhpiego in the past, this year we reconnected to begin work on several projects to address and improve awareness about issues that impact maternal and newborn health, with the ultimate aim of achieving the UN sustainable development goal to improve global health.

These projects include the following:

- An animation to communicate the success of the TIPTOP program in delivering intermittent preventive treatment of malaria during pregnancy via community health workers, and to encourage broader uptake
- A series of animations to support the Jhpiego communications team
- Supporting the donor team on how to reach and further engage the donor community
- An animation for the AlignMNH initiative to introduce at its inaugural forum its role in supporting progress towards the sustainable development goals for maternal and newborn health
- Creating thematic content and branding for AlignMNH's upcoming series of bi-annual international conferences on maternal and newborn health

[VIEW VIDEO](#) >



[VIEW VIDEO](#) >

**Jhpiego is making real, sustainable change in the lives of women, their children, and their families around the world. We are so very excited to continue working with the organization and its many stakeholders in the new year and beyond.**



## Behind the scenes: Protecting Canadians, day in and day out

Over the past two years, in addition to their large set of health and safety responsibilities, environmental public health professionals (also known as public health inspectors or environmental health officers) have been working tirelessly to support the public health system throughout the COVID-19 pandemic. In particular, they have enforced public health measures, upheld safety and sanitation standards in workplaces across the country, and consulted with workplaces to mitigate the spread of COVID-19.

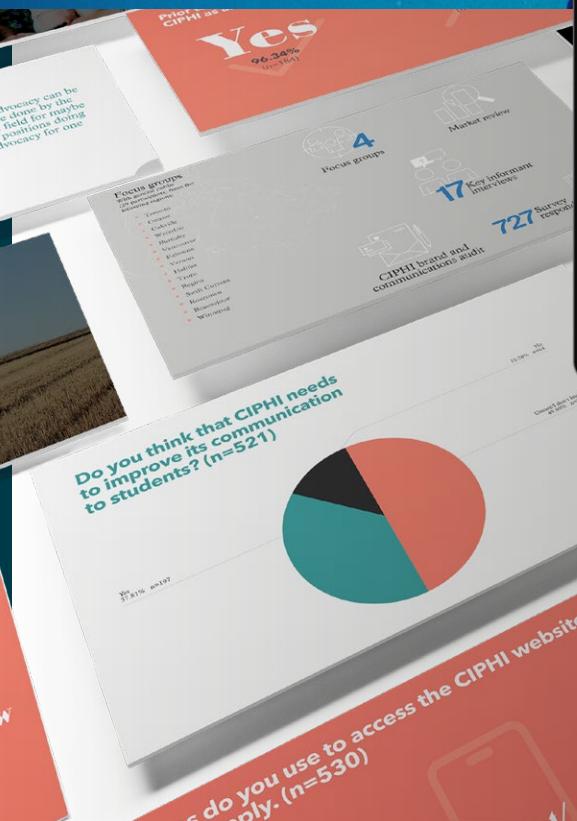
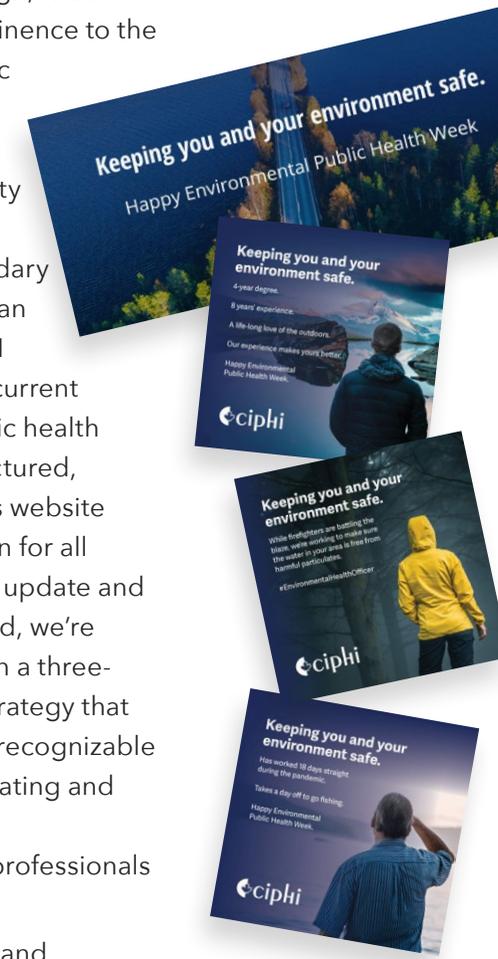
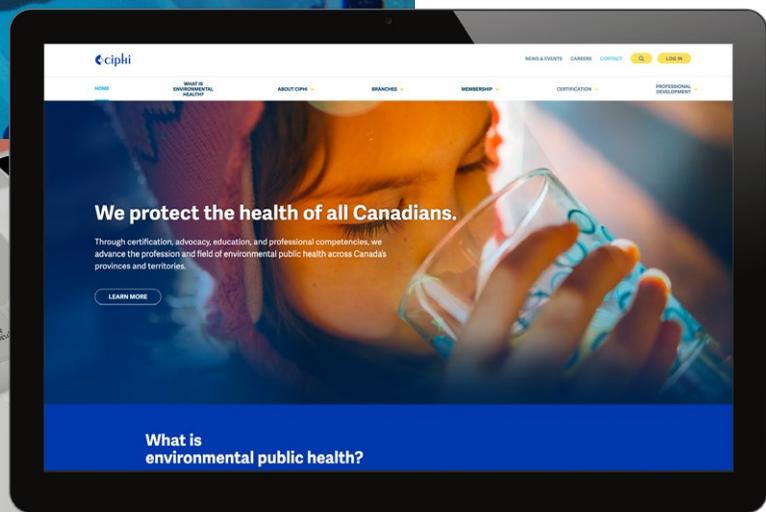
The Canadian Institute of Public Health Inspectors (CIPHI) is a volunteer-driven organization of environmental public health professionals that educates, accredits, advocates for, and supports public health professionals in Canada. We began working with the organization in 2020, carrying out a discovery process that included an engagement to understand the needs of both the organization and the larger

profession, and a report outlining our recommendations for developing a public awareness campaign to educate the public on the role that CIPHI and its members have in protecting the health of Canadians.

We continued our partnership with CIPHI this year, designing and executing the annual communications campaign, which included bringing greater prominence to the organization and securing public recognition from employers, provincial health authorities, partner agencies, and community partners during Environmental Public Health Week. Post-secondary institutions and unions also began to engage further with the CIPHI social media channels to reach current or potential environmental public health professionals. Finally, we restructured, rewrote, and redesigned CIPHI's website to broaden access to information for all members across Canada and to update and elevate the brand. Going forward, we're working with the organization on a three-year marketing and advocacy strategy that will create a stronger and more recognizable brand for CIPHI, further accentuating and communicating the role of environmental public health professionals across Canada.

We look forward to maintaining and improving the health of all Canadians by supporting CIPHI and its members in their essential work.

VISIT WEBSITE [➔](#)





**Looking forward.  
Looking back.**



## Highlighting innovative approaches to health research: Michael Smith Foundation for Health Research 20th anniversary

Health research is a key factor in providing evidence that supports and improves the public health system by identifying patterns in care, trends, and risk factors in diseases. And we know the value of research firsthand: not only because of our work with many research-driven organizations, but also because of the expertise that our research team passionately brings to so many projects, ensuring that everything we do begins with evidence.

In one of our research-based communications projects this year, we partnered with the Michael Smith Foundation for Health Research (MSFHR) to commemorate its 20th anniversary. As part of this campaign, we had the pleasure of interviewing more than 20 accomplished and hard-working researchers to develop 20 stories for the project that rolled out over a seven-month period on a highly interactive website. The campaign was an enormous success, building pride within the organization about its impact on health research in the province, and increasing the organization's external reach, as shown by a 38% uptick in Twitter followers and 63% more LinkedIn followers.

We were honoured to collaborate with MSFHR in sharing how these passionate health researchers have supported underserved populations, introduced and tested new innovative services and person-first approaches, and worked to improve equitable practices in health care.

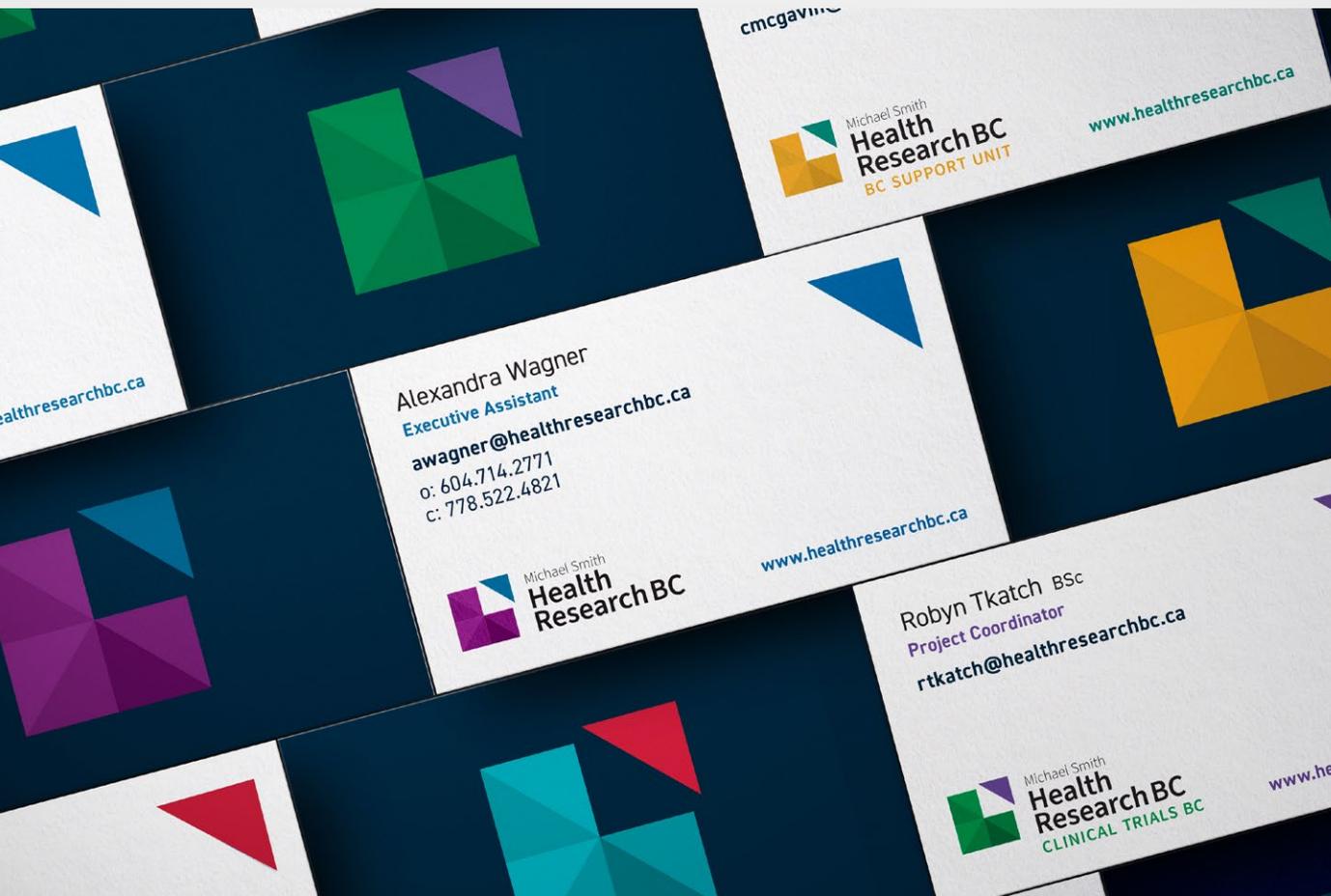
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38%



63%



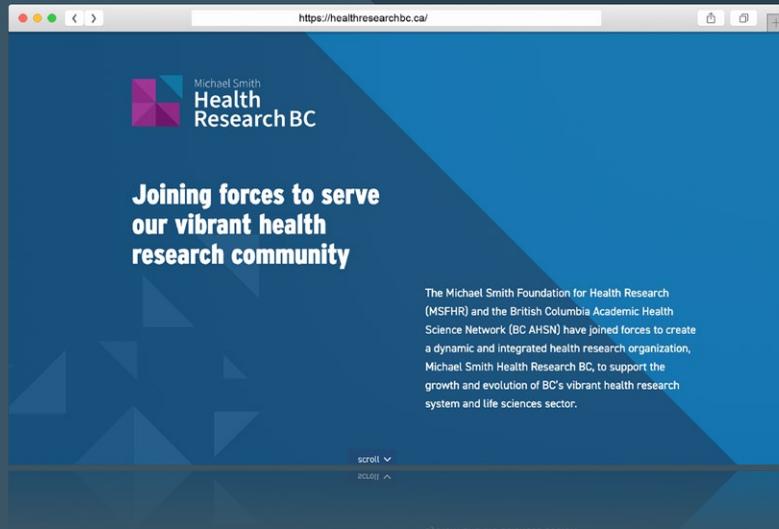
## Listening to the community: Michael Smith Health Research BC

Motivated by a desire to advance research and innovation together, the Michael Smith Foundation for Health Research and the British Columbia Academic Health Science Network joined forces this year.

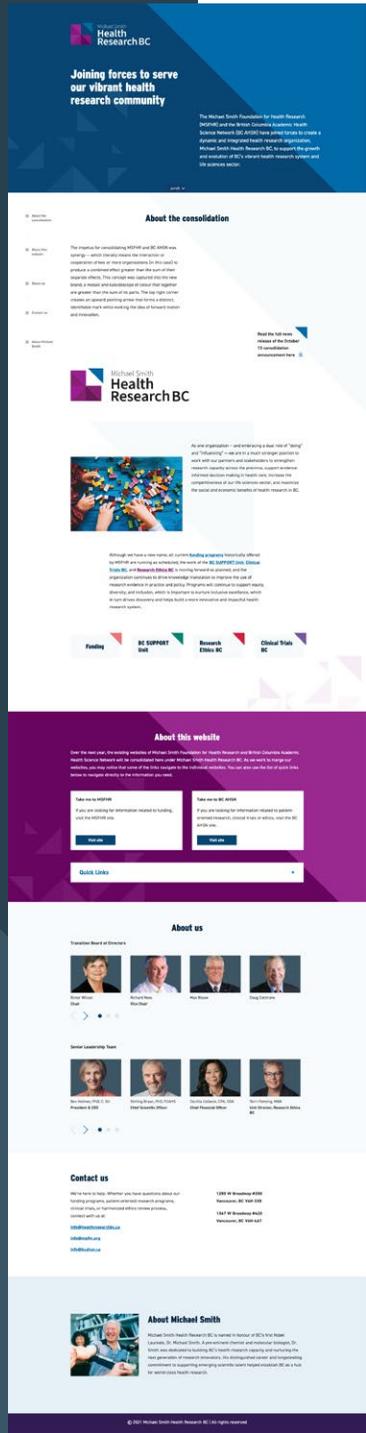
To ensure that this consolidation met the needs, goals, and expectations of both organizations, we conducted a full discovery of both of their brands, including widespread engagement with diverse members from across the two organizations, in preparation to write a new story to highlight where they've come from and where they're going, including supporting the consolidated organization in selecting a name, and designing its logo and branding.

The new health research organization, now known as Michael Smith Health Research BC, will continue to support the growth and evolution of B.C.'s health research system and life sciences sector, and the many researchers who are committed to making positive change in British Columbia and beyond.

Michael Smith Health Research BC's story is just beginning, and we will be unveiling a new, consolidated website in spring 2022.



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# Uniting in the effort to address climate change: GreenCare

After a year of record-breaking weather in our province and around the world, it is increasingly apparent how dire the climate change crisis really is and how much work needs to be done. Given the intersection of the health of the environment with population health and social justice, we are passionate about working with organizations that make it a priority to act in more environmentally friendly ways and advocate for greater environmental sustainability. A network connecting and supporting diverse individuals and groups in the Lower Mainland health organizations (LMHOs) and coordinated by the Energy and Environmental Sustainability (EES) team, GreenCare emphasizes the need to advance our health care system toward environmentally sustainable and resilient care for the health of people, place, and planet.

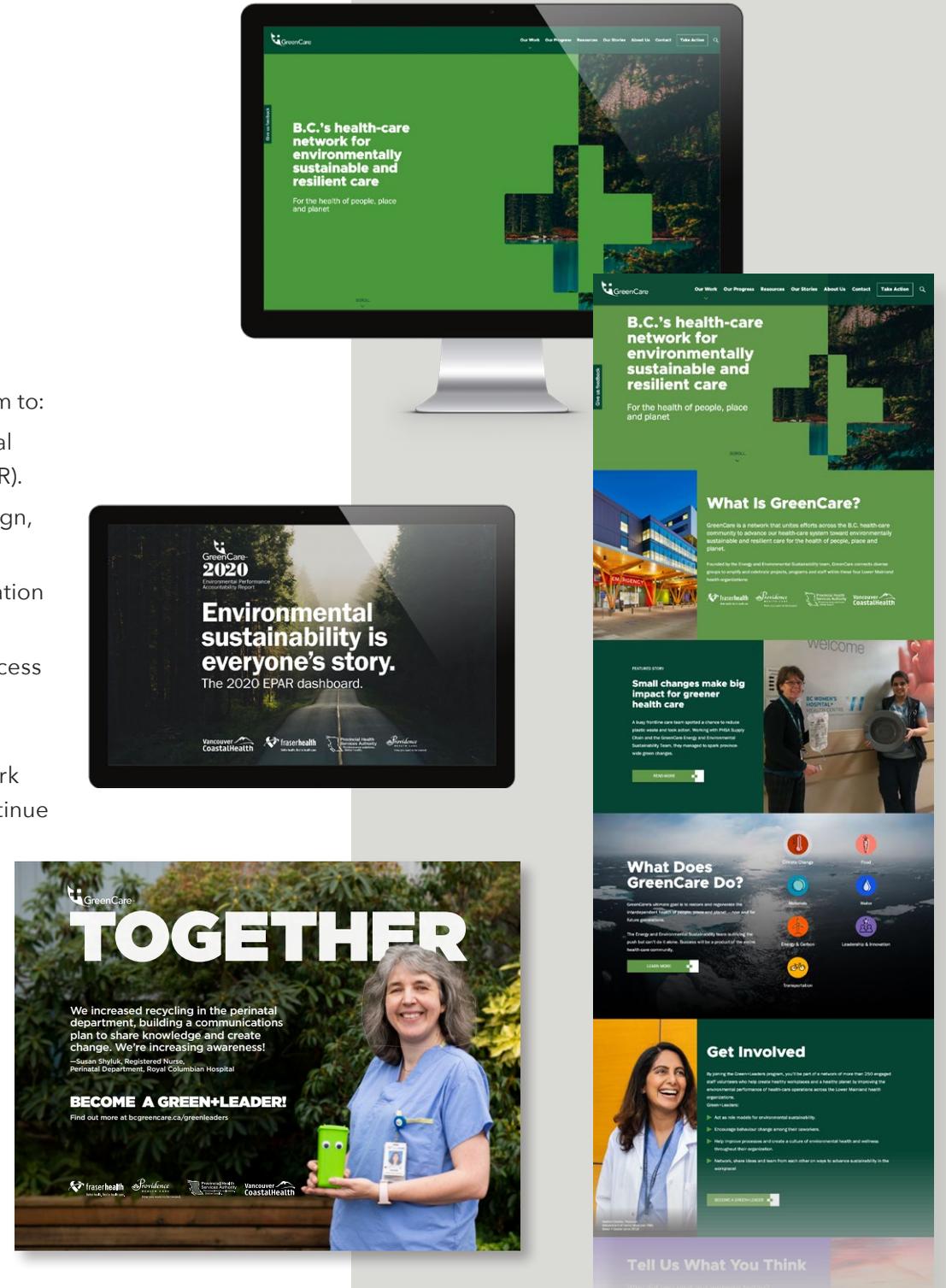
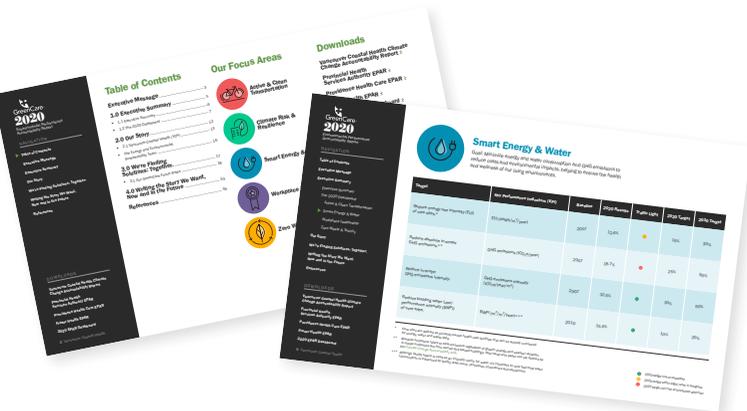
In 2021, we worked closely with the EES team to:

- Write and design the latest Environmental Performance Accountability Report (EPAR).
- Redevelop the GreenCare website's design, content, structure, and functionality.
- Strategize and design a visual representation of the GreenCare strategic framework.

Both the EPAR and website have been a success in celebrating sustainability successes and identifying ways to create further change.

As always, it has been such a pleasure to work with the EES team, just as it has been to continue to get to know some of the many individuals across the LMHOs who are putting patient care and environmental sustainability front and centre in our health care system.

[VISIT WEBSITE](#) ➔





Before

# Therapeutics Initiative

After



## Refreshing a brand: Therapeutics Initiative

This year, we supported Therapeutics Initiative in modernizing its 25-year old brand. Established in 1994, the organization provides physicians and pharmacists with independent, evidence-based information on prescription drugs, including a secondary analysis about these drugs to help physicians make informed choices when prescribing.

To modernize the Therapeutics Initiative brand and better understand its audience of 9,000 subscribers, we conducted a thorough discovery process involving members of the communities served by the Therapeutics Initiative and from the wider life sciences network. Subsequently, we evolved the organization's brand for greater resonance with the medical community, and provided direction for future endeavours. Early feedback has been positive, with Therapeutics Initiative indicating it is now better positioned to reach physicians who may have been unaware of its work.

Population health is a key component of our work, and we're so thankful for the opportunity to work with Therapeutics Initiative in improving health outcomes for all.





**Positive change:  
Inside and out**



# About us

Committed to societal change that is inclusive of all individuals, Be the Change Group is an unconventional firm that partners with global innovators, problem solvers, and leaders to address health equity issues and climate change, and improve social determinants of health. By bringing together academics and creatives under one roof, we drive and support compassionate, evidence-based, multi-faceted solutions, and advocate for and build brighter futures in the communities that we and our clients serve.

We provide full-service support through the interdisciplinary integration of three teams: our research and community engagement team, strategy and communications team, and design and development team. Drawing experts from these to build custom project teams, we ensure that we understand our clients' visions and hear diverse community voices, in order to deliver what people actually need and want.

Our mission is simple: Do good things. Work with amazing people. Make communities healthy. Create lasting change.

# Our work space

We strive to be compassionate in all we do and value the health and well-being of our employees. It's central to our work, both inside and outside the workplace.

This summer, we asked our in-house team about their workplace wants and needs. With these requests top of mind, Be the Change Group leadership hunted for and found a new office space and pushed through a major renovation to check off all but one of our employee requests (free parking), all within three months of the initial discussion. As with every company policy, flexibility and servant leadership were at the fore, with our team choosing what works best for them. Our wonderful new office is located in the Downtown Eastside, a location selected based on our desire to stick close to our community roots. This central location also increases accessibility to healthy lifestyle options for our team members, as the many transit options suit the majority of staff who do not drive to work. Access to a gym, bike room, showers, and full-time security really sealed the deal.

Our team is incredibly proud of our new space and we look forward to welcoming our partners and friends in the years to come.





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