



BE THE CHANGE GROUP

2022

**Impact
Report**



GOOD
Do things.

Work with amazing people.

Make communities healthy.

LASTING
Create change.

Creating change. It's what we do.

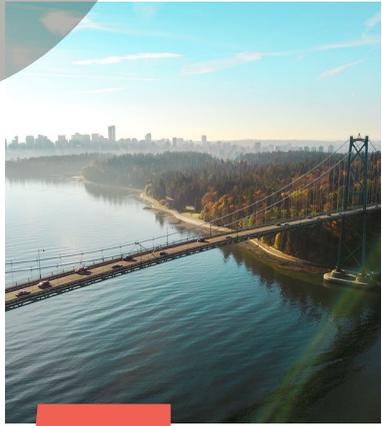
UN

We are an ^{UN}conventional firm that partners with **innovators**, **leaders**, and **problem-solvers** to address health equity issues and climate change, and to improve social determinants of health.

Purpose driven, our three interdisciplinary teams build multi-faceted, compassionate, and evidence-based solutions. Together with our clients, we meet communities where they are, make them healthier, and create sustainable, effective change.



TABLE OF CONTENTS



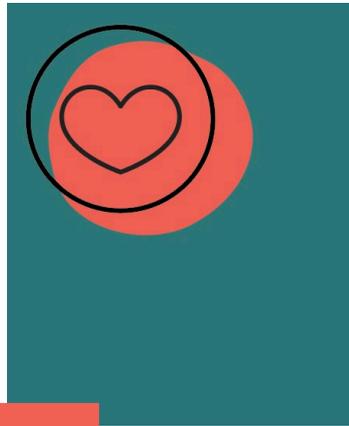
5

Our why



6

A letter from our founders



7

Our numbers



11

Our projects



17

Our team



19

Looking forward

Mind the ↔ gap? We've bridged it.

We founded our company because there was a gap in public and population health work. Researchers conducting high-value research weren't effectively communicating their findings to broader audiences. Creatives who could communicate this research in innovative ways that would reach those audiences didn't have a deep understanding of the communities impacted.

They were operating on parallel lines.

Be the Change Group's co-founders, Brandy and Natalie, saw the potential of academics and creatives meeting in the middle, and the kind of solutions they could create. So they brought them together.

With creatives and researchers under one roof, we're ushering in a new type of change: a change that provides solutions that are both innovative and evidence-based. Solutions that:

- Centre on community engagement and sound, thorough research
- Communicate with those impacted in a human-centred way, that makes the most sense to the communities affected
- Recognize the effects of social determinants of health in all facets of our lives



A LETTER FROM OUR FOUNDERS

10 years of **change.** And we're just getting started.

The past decade has been a crazy ride.

We have grown so much, not only as a company, but as entrepreneurs and leaders. There have been so many challenges and obstacles along the way, and so many lessons that needed to be learned.

One of our biggest highlights of 2022 was having the opportunity to work with a number of new clients and take on some very meaningful projects. As founders with roots grounded in the harm reduction community in Vancouver, one of the projects we look forward to seeing grow and thrive is the Vancouver Junction Community Centre – a place where anyone, no matter where they are on their path to recovery, can find belonging, community, and healing. It's a privilege to work closely with the Vancouver Coastal Health (VCH) team and community members to develop an identity for this

program. Creating meaningful change in our communities is one reason why we continue to do what we do.

If you were to ask us what still astonishes us, we would probably say our new office. Finding a beautiful heritage building on the Downtown Eastside and designing our own space was not on our checklist of “how we grow our company”, but we certainly did fall head over heels for the location, the view, the potential, and our vision of team bonding and culture. To see our team thrive, laugh, and create together in our space has been so rewarding.

We would also be remiss if we didn't mention our work in South Sudan as one of the most memorable opportunities in our lives. We hope that the Gender-Based Violence Visual Pocket Guide for low-literacy users and the corresponding train-the-trainers manual that we produced with the local community will have a long-lasting impact on women and children in the region. We remain grateful for the

opportunity to travel to Bentiu and work directly with community members to validate and refine the materials our team has worked so hard to develop, in order to ensure they are useful and relevant. Above all else, our experience in South Sudan leaves us with a deep respect and admiration for the South Sudanese people who have endured tremendous hardship yet remain so warm, gentle, and welcoming. Their resiliency, hope, and dedication to rebuilding their country is truly inspiring.

We're both proud and humbled to have partnered with, learned from, supported, and been part of change in so many communities provincially, nationally, and internationally—and to have built lasting relationships with such incredible people along the way. With every project, we grow increasingly confident about our approach to change.

Why? Because, throughout the years, we've seen our interdisciplinary approach succeed. Our applied research helps us

understand how to create solutions that are culturally appropriate and centred on the communities with which we work. And our strategists, developers, communicators, and designers translate that knowledge to ensure that solutions are delivered in ways that best fit community needs.

So these last 10 years have only proven that we're headed in the right direction. We've realized our goal of bringing researchers and creatives together, and we'll continue to build on that to benefit more and more communities, far and wide.

To our partners, consultants, team members, and clients who believed in us throughout the years and helped make so many great things happen: we wouldn't be where we are without you, and we're able to continue this work because of your commitment to building a better world for everyone. So, cheers to us all for an incredible 10 years of change and an ever growing team of passionate changemakers!

OUR NUMBERS

 **33**
CLIENTS

50
PROJECTS

PROJECTS BY SECTOR

33 
HEALTH

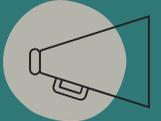
 **11**
EDUCATION

6 
CLIMATE

3
TEAMS

STRATEGY + COMMUNICATIONS

4 
organization-wide strategic plans

6 
strategic campaigns

1 Gold Quill Award

RESEARCH + COMMUNITY ENGAGEMENT

Total community members engaged:

870+

 **11**
Focus groups

survey respondents
707

 **16**
key informant interviews

DESIGN + DEVELOPMENT

6 languages used
• English
• French
• Chinese
• Amharic
• Swahili
• Oromiffa

(Which makes us hyperpolyglots, in a way.)

6 websites launched



9 animations created

3 new brands launched



123+ branded assets created

Highlighted projects

Each of our projects has different team members involved, with our interdisciplinary team creating solutions together.

antibiotic
wise.ca

BC Centre for Disease Control
Antibiotic Wise campaign

About 1 in 4 infections are **already resistant** to the main prescription drugs used to treat them.



antibiotic
wise.ca

140+

individuals engaged through 5 different data sources (website pop-up survey, online survey, intercept surveys, social media, email)

Antibiotic-resistant infections cause an estimated **1 in 19 deaths** in Canada.



antibiotic
wise.ca

104

individuals engaged through digital surveys

41

intercept survey respondents

157.8K%

increase in Facebook page reach compared to the previous 30-day period

35.0K%

increase in Instagram profile reach compared to the previous 30-day period

158%

increase in Instagram followers compared to the previous 30-day period



For Us, By Us animation

1,033,583

video starts

655,622

video completes

63.4%

video completion rate

Watch animation

In video completion alone, that's almost 2.5 years of watching, or about the average time it takes to get through to (take your pick of companies) customer support.





Canadian Institute of Public Health Inspectors national campaign

18.3K%

increase in Facebook page likes compared to the previous 43-day period

9.8K%

increase in Facebook page reach compared to the previous 43-day period

74.8%

increase in website traffic compared to the previous 43-day period

Visit website



400%

increase in staff and volunteer sign-ups for Green+Leaders program initiative within 6 months of website launch

Fun fact:
If a woman of average height grew by 400%, she'd be over 26 feet tall.

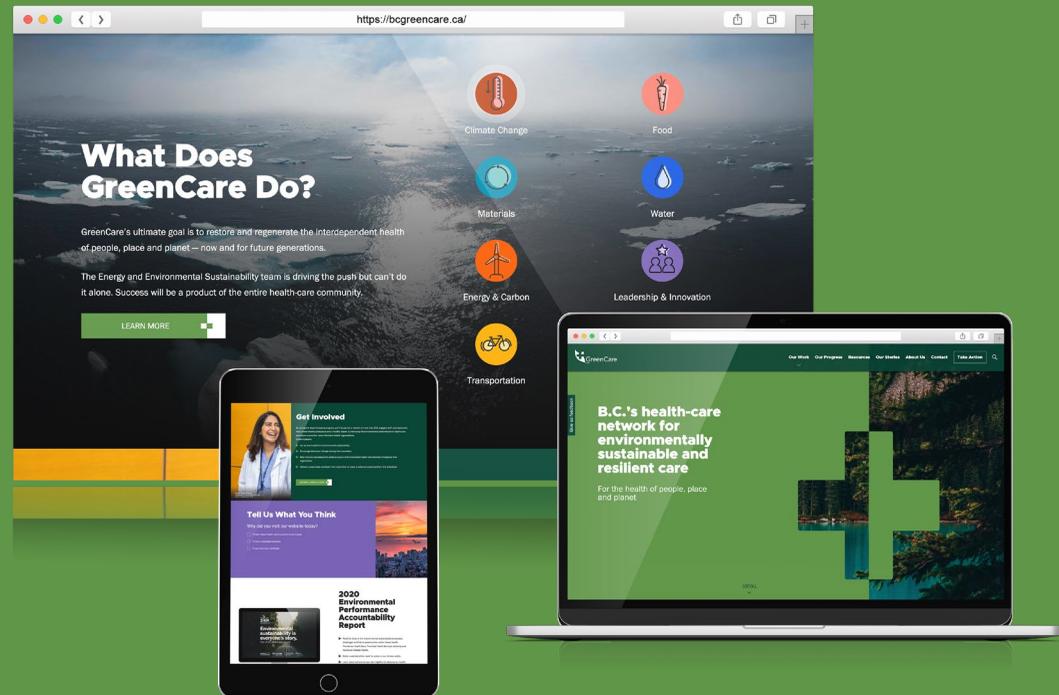
Summer

made possible by your environmental public health professional



Memories

made possible by your environmental public health professional



Visit website

Our Team Impact



Brandy was a 2022 Nominee for the YWCA Metro Vancouver Women of Distinction Awards in the Entrepreneurship & Innovation category.

Brandy and Natalie were awarded the RBC Canadian Women Entrepreneur Social Change Award in the National Impact category.

From 9,000+ nominations, only 21 finalists from coast to coast were chosen across 7 categories and Brandy and Natalie were one of the 7 winners. [Read Brandy and Natalie's interview](#)

Our team won the International Association of Business Communicators Gold Quill 2022 Marketing, Advertising, and Brand Communication Award of Merit for the MSFRH 20th Anniversary Campaign. [Learn more](#)



In 2022, our work was focused and created impact in

12 countries

- Canada
- Mali
- Honduras
- United States
- South Sudan
- Kenya
- Ethiopia
- England, Scotland, Wales (United Kingdom)
- South Africa
- Germany and beyond

~15

new office plants

(It's hard to keep count, as they're a growing bunch.)

100ps!

new social media account/1 deleted account. [Check out our Instagram!](#)

We needed the refresh anyway.

Certified

 Corporation

Our B-Corp impact score

102.9

As a certified B corp, we meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

B Corp certification qualification:

80

Governance:

14/25

Environment:

7/20

Community:

23.4/80

Workers:

33.6/50

Customers:

24.6/95

OUR PROJECTS

Making communities healthy.



Custom illustration for Jhpiego seen in the "For Us, By Us" animation by Be the Change Group

CARE South Sudan

Innovative visual knowledge translation to support survivors of gender-based violence

During times of conflict and crisis, gender-based violence (GBV) is one of the most prevalent forms of violence. This year, we had the opportunity to support GBV survivors by working alongside CARE International USA, CARE International South Sudan, and Women Vision in South Sudan, a country that has been struggling with years of war.

By working closely with our South Sudanese partners to adapt the GBV Pocket Guide into a low-literacy, visual version for non-GBV-trained humanitarian workers, we've created a guide to support local humanitarian workers and community members in responding to GBV disclosures. Our co-founders, Brandy and Natalie, had the privilege of engaging directly with the community at the Bentiu internally displaced people (IDP) camp, South Sudan, to validate our low literacy guide and ensure it would best serve the humanitarian community locally. It was an incredible experience, and the South Sudan team couldn't have been more welcoming. Their on-the-ground feedback and support helped us refine the guide and ensure that the tool we're developing is culturally appropriate and actually works for the target audiences.

Our ongoing work on this project has also expanded to support communities in Honduras and Mali, as we adapt the guide's visuals and language to best serve these countries' respective communities. It has been an eye-opening and amazing experience to work with other languages and cultures in building capacity for non-GBV-trained humanitarian workers through adult learning. We're excited to continue this work so that local humanitarian workers, community members, and GBV survivors are seen, heard, and supported.

32
local community
members engaged

1
pocket guide

2
in-country
validation
trainings

70
page training
manual





157.8K%

increase in Facebook page reach compared to the previous 30-day period

35.0K%

increase in Instagram profile reach compared to the previous 30-day period

158%

increase in Instagram followers compared to the previous 30-day period

OUR PROJECTS

The BC Centre for Disease Control Antibiotic Wise campaign

Championing antimicrobial stewardship for better health outcomes

When antibiotics are not used correctly, bacteria can develop resistance, making treatment less effective. Bacterial infections are becoming harder to treat, leading to longer hospital stays, higher medical costs, and an increased risk of mortality. As such, antibiotic resistance is now one of the biggest threats to global health, food security, and development.

The BC Centre for Disease Control’s (BCCDC) Community Antimicrobial Stewardship (CAS) program aims to increase public awareness of antibiotic resistance, and the CAS team partnered with us to launch two province-wide multimedia campaigns aimed at decreasing the misuse of antibiotics. We launched the first campaign in fall 2021 and used it to gain a deeper understanding of our target audience and to inform a second campaign in spring 2022.

For the spring 2022 campaign, we developed a new strategy and content based on our evidence and created assets in two languages: English and Mandarin. Working with a Chinese culture and language expert, we ensured that the

messaging and campaign assets were appropriate and effectively captured the playful, humorous approach we had developed for English-speaking audiences.

During the campaign we saw an increase in engagement on the Antibiotic Wise website and social media channels. In addition, initial feedback from our survey of target audiences showed that some members intended to change their behaviours around antibiotic use.

Working with the BCCDC CAS team has been a highlight of our year. Although antibiotic resistance is no joke, the CAS team recognized the value of a creative and humorous approach to communicating their key messages, and we’re excited to launch two new campaigns in fall 2022 and spring 2023 respectively, with the goal of reaching an even larger and more diverse audience.



The United Nations Framework Convention on Climate Change

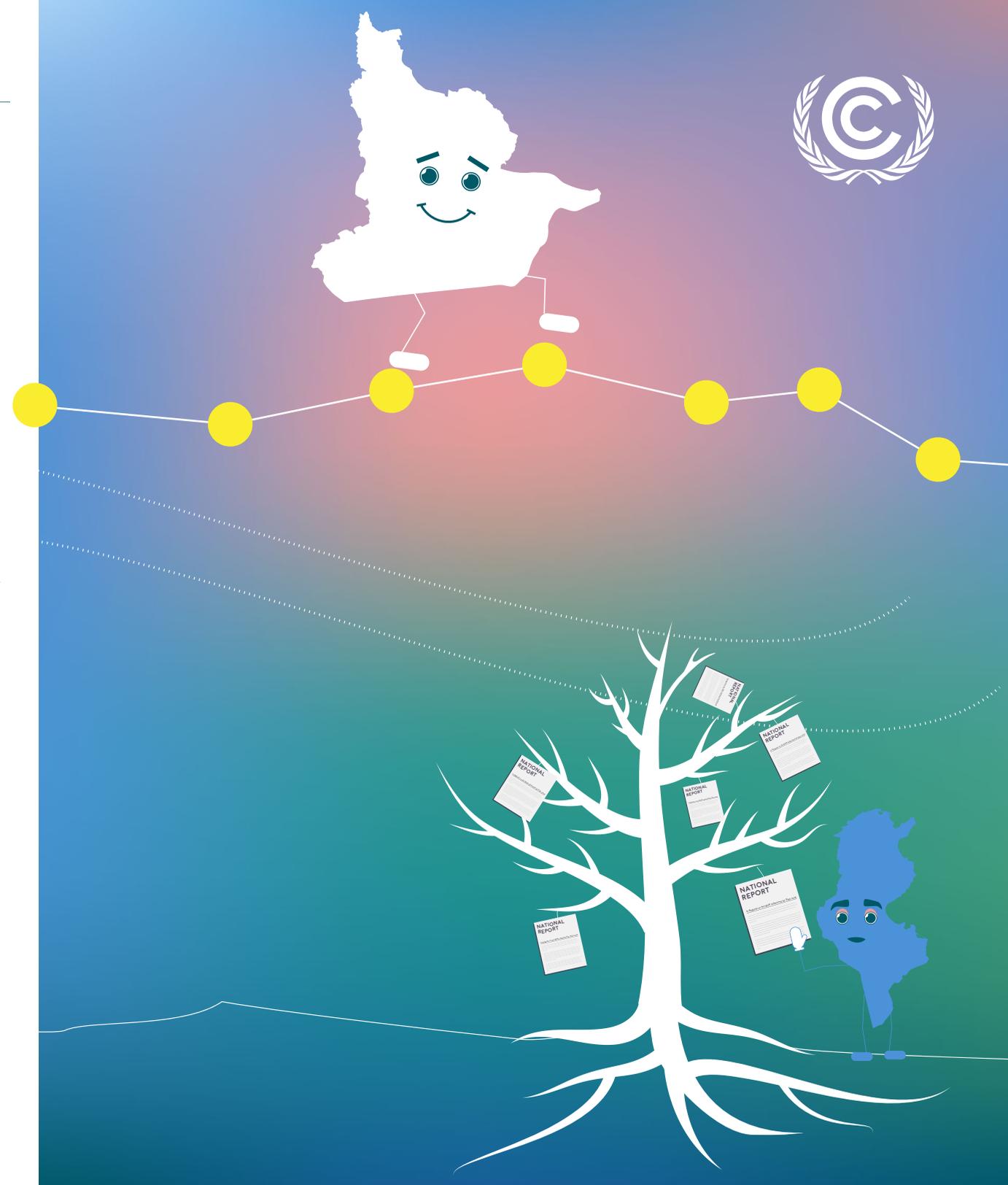
Zibu's back ... again. Creatively communicating highly technical, country-level climate measurement and reporting processes.

Measurement, Reporting, and Verification (MRV), introduced as part of the United Nations Framework Convention on Climate Change (UNFCCC) and the subsequent Enhanced Transparency Framework (ETF), introduced in the Paris Agreement, encourage and support country-level climate action. Many low- to middle-income countries have ambitions to reach their commitment to their agreed targets from the Paris Agreement, but sometimes do not have the same resources, capacity, or support in place as high-income countries. Through the MRV and ETF, developing countries can provide information on their greenhouse gas emissions, actions planned, risks and adaptations, support needed, and more. However, these concepts can be difficult to understand and execute at a

national level, especially for developing countries that are working to grow while still being sustainable.

Knowledge translation and evidence-based communication is our specialty, so to better support countries in participating in MRV and transitioning to the ETF, we created animations featuring our now semi-famous fictional country, Zibu, who's now in his fourth season starring in UNFCCC animations. Personified in order to set an easy-to-follow example, Zibu walks through the steps countries need to take to implement country-level climate action.

Building capacity for sustainable development across the world is essential for us all given our climate reality, and we need to take collective responsibility to effect real, lasting change. We're proud to be working with the UNFCCC again to support adaptation to and mitigation of our global climate reality.



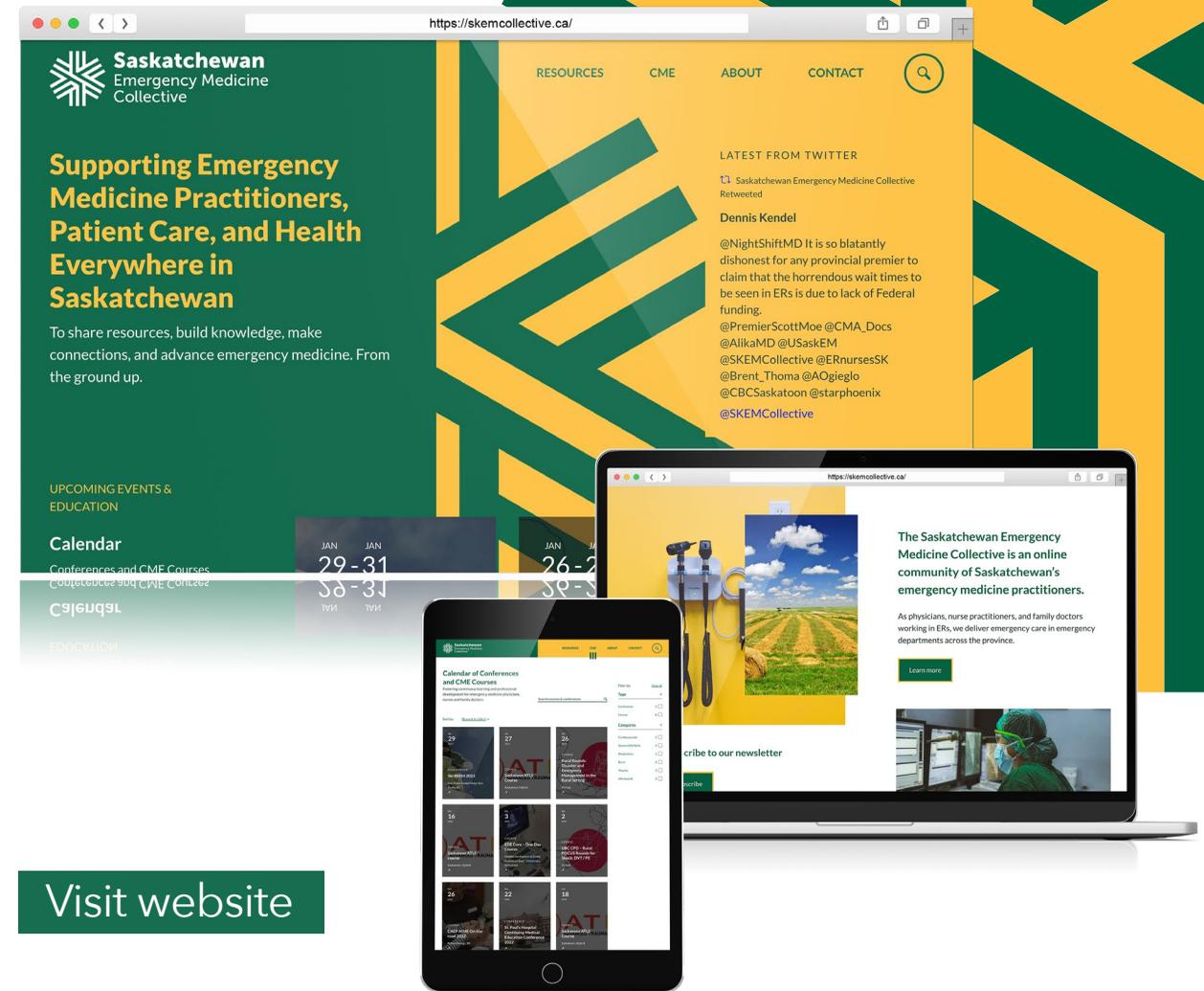
The Saskatchewan Emergency Medicine Collective (SASK EMC)

Keeping emergency practitioners connected and informed

Emergency practitioners require access to evidence-informed best practices and clinical resources to deliver advanced and high-quality care to their patients. In Saskatchewan, a large proportion of emergency physicians practice in smaller and rural communities and lack a robust support network, resulting in isolation, lack of access to resources and learning opportunities, limited communication with colleagues, and other barriers to providing quality care.

After conducting a province-wide engagement with emergency room practitioners, we branded, built, and launched skemcollective.ca, a custom website that functions as a central communication resource tool to help bridge knowledge gaps, facilitate knowledge transfer between physicians, and create a robust support network within Saskatchewan. On this digital platform, emergency practitioners are able to find the support they need, no matter where they are in the province.

We love working with the Saskatchewan Emergency Medicine Collective team, especially when they hand-deliver us honey from their hives and so warmly invite us to be a part of their community! We continue to maintain their website and assist them with any other network development needs, and we can't wait to see what's next for them. Through this project, these committed individuals are not only creating a better network of support for physicians across the province, but also advancing the health of the patients and communities they serve.



International Maternal Newborn Health Conference 2023

Accelerating progress towards the 2030 maternal and newborn health targets

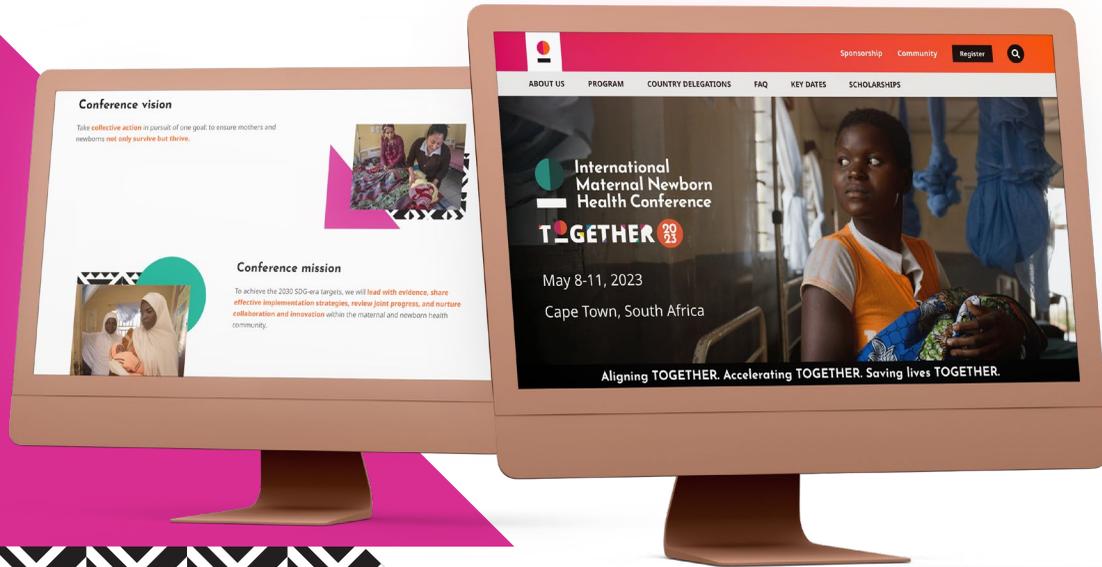
In 2023, AlignMNH is delivering its inaugural International Maternal Newborn Health Conference (IMNHC 2023) in Cape Town, South Africa. More than 1,000 stakeholders will meet at the conference to share strategies, emerging science, and best practices to achieve Sustainable Development Goals-era targets to improve maternal and newborn survival and prevent stillbirths.

This conference also provides a forum to examine progress towards maternal and newborn health commitments to increase transparency and accountability at the global, regional, and country levels. With such crucial topics in play, it's essential that every aspect of the conference's messaging and communications is on point for its diverse target audience.

We've had the privilege of supporting AlignMNH in developing the conference theme, story, brand identity, and website. We're now the agency of record for the conference and are driven by our goal to drive awareness, attention, and amplification of conference objectives for their key audiences. Inspired by the local community in Cape Town, our design team created a brand identity that is culturally appropriate, bold, and representative of the region's culture.

AlignMNH's initiative, commitment, and ambition are such an inspiration to our entire team. We're thrilled to continue working with them by providing support for the conference and further developing branded materials.

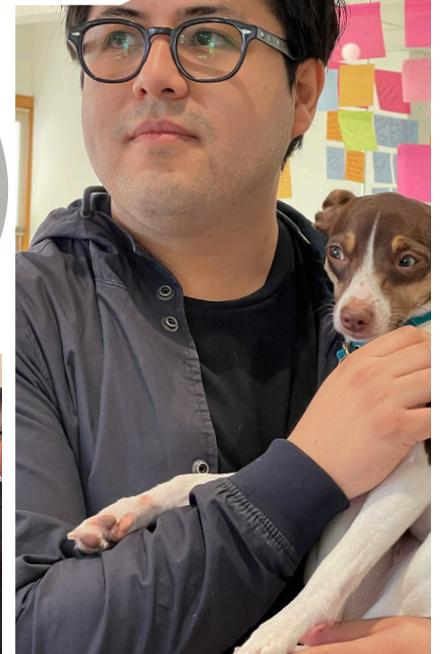
[Visit website](#)

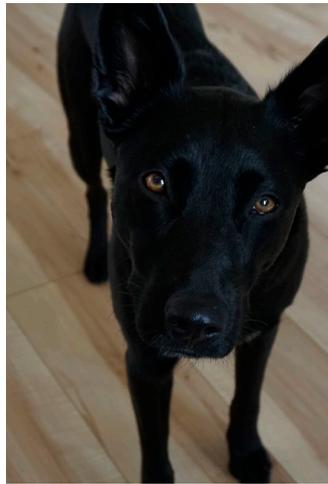


OUR TEAM

Working with amazing people.

What a year for our team! We marked our 10th anniversary, launching a social media campaign which enabled us to reach and recognize so many of our beloved clients and partners. We've also celebrated birthdays, successful projects, awards, and even graduations. Through it all we have laughed (a lot), learned, and excelled. And, much like our veritable jungle of office plants, our team is growing as well.





Although 2022 was a year of growth for us, we also bid farewell to some beloved team members as they transitioned into other roles, and in one case, to another country.



Our senior communications strategist Rachel accepted a new position at Simon Fraser University as the director of internal communications. We're so grateful to her for lending us her rich experience to build creative and effective strategies for our clients and for bringing her dog Koji to the office to give everyone a burst of energy and happiness. Rachel's passion and strategic expertise will be missed!

Annabelle joined us earlier this summer as our administrative assistant. Every day, she added light to our very sunny office (which is quite impressive as our large windows are saturated with daylight). Alas, at summer's end, it was time for her to head home to Ireland. Thank you, Annabelle, for bringing that extra verve to our days.

Though we'll most definitely miss Rachel and Annabelle, we're excited for what's to come for both them and us, and we'll be sure to continue to build on their impact at Be the Change Group.

LOOKING FORWARD/ GOING BEYOND



Creating lasting change.



Where: **Cape Town, South Africa**

Who: **AlignMNH**

What: **The International Maternal Newborn Health Conference 2023**



Where: **Honduras**

Who: **CARE International**

What: **Low-literacy visual gender-based violence pocket guide**



Where: **Mali**

Who: **CARE International**

What: **Low-literacy visual gender-based violence pocket guide**



Where: **Global. Home base in Baltimore, USA**

Who: **Jhpiego**

What: **Multiple projects related to improving the health of women and families**



Where: **Vancouver, BC**

Who: **GreenCare**

What: **Environmental Performance Accountability Report 2022**



Who: **Be the Change Group, Vancouver, BC**

BETHECHANGE GROUP

