



# IMPACT REPORT

**DO  
WORK  
MAKE  
CREATE**

good things.

with amazing people.

communities healthy.

lasting change.



# WHAT WE DO

We're an unconventional firm that partners with innovators, leaders, and problem-solvers like you to address health equity, climate change, and social mobility issues, and support change in your communities.

From our home base in Vancouver's Downtown Eastside, our three interdisciplinary teams collaborate on human-centred and evidence-based solutions for clients around the world, from health authorities and government-funded agencies to international non-profits and non-governmental organizations.

Because you put your trust in us, we're able to create positive change for communities around the world—together.



**GREAT**  
THINGS HAPPEN WHEN WE  
**WORK**  
**TOGETHER.**

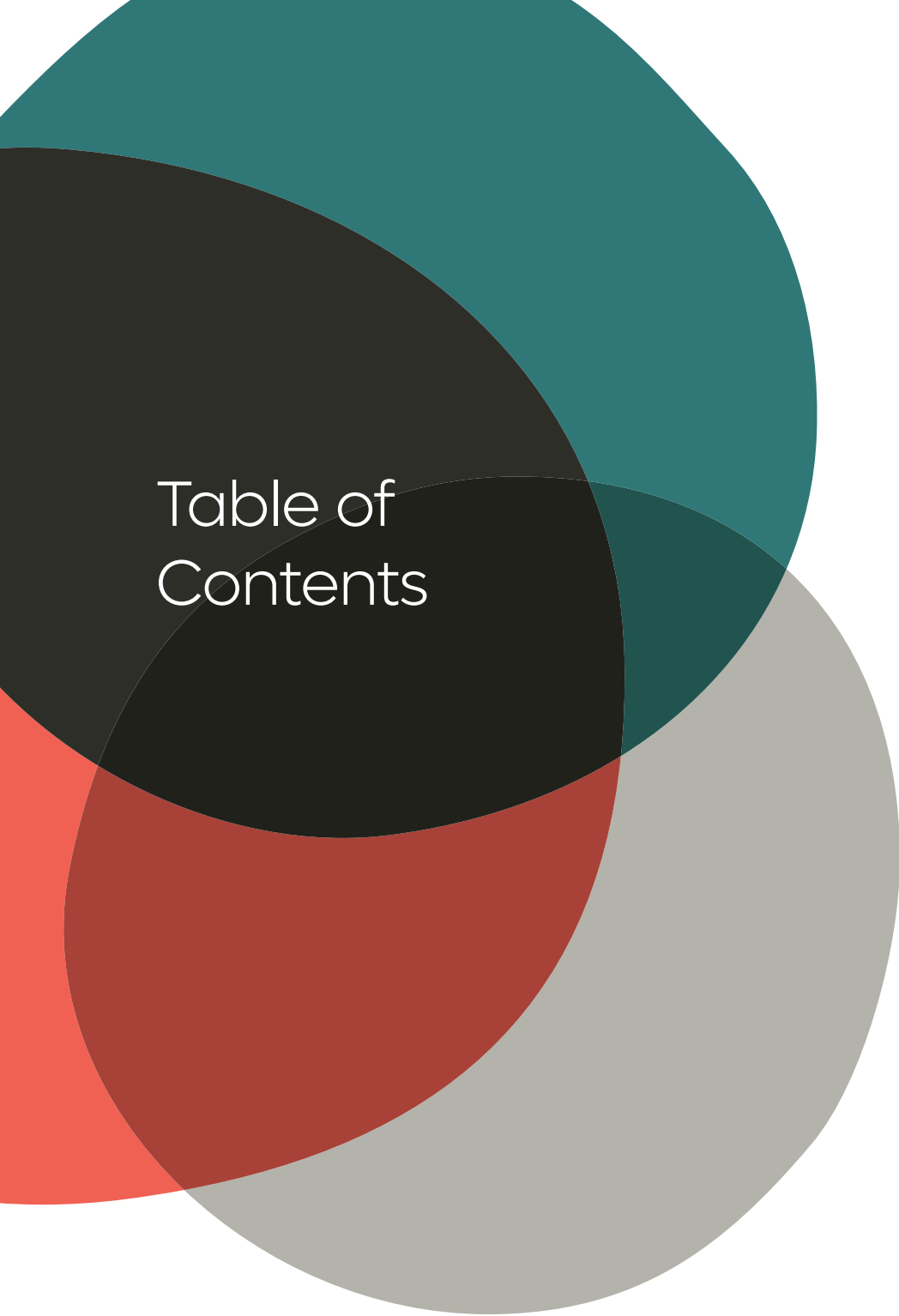


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# Let's get to the good stuff.

What makes us a stand-out partner for health authorities, organizations, and non-profits working in public and population health?

We "get" our clients and their needs:

**you don't have to explain what you do,  
because our subject matter experts  
already speak your language.**

**With researchers, developers, creatives, and communicators under one roof, we deliver innovative and purpose-driven solutions that:**

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

**Some of our project highlights from the past year include:**

- Launching a province-wide campaign around the link between alcohol and cancer
- Developing a comprehensive website for Canadian guidelines on the treatment of alcohol use disorder
- Developing a brand identity and conference theme for an international conference on maternal and newborn health
- Completing an in-depth public health action review (to be published in early 2024)



## A letter from our founders

Looking back over 2023, we see that it's been all about growth—of our company, our team, the size of the projects, and the impact we've achieved together. We're so pleased with how the year has unfolded, and we're really excited to see what 2024 brings. We're also filled with heartfelt gratitude to our clients for trusting us to work in their communities and take on very challenging and important projects. We wouldn't be here without the individuals and organizations who have placed their trust in our team year after year. They have sharpened our experience, and given us the opportunity to make a difference in the lives of so many people.

In the past year, our impact has not only expanded in scope but also deepened in significance, and the growth in the number and size of our projects and clients attests to the increasing resonance of our shared vision. We have continued our long standing relationship with organizations such as Skills and Education Group, Interior Health, Vancouver Coastal Health, Jhpiego, Health Research BC, and the BC Centre for Disease Control, to name a few. And have started new relationships with organizations such as BC Cancer, Provincial Health Services Authority (PHSA), the Ministry of Health, and the Ministry of Mental Health and Addictions.

Together, we're working to support public and population health, champion social mobility, and contribute to a better, more just world for everyone.

All this growth and success would not be possible without our amazing team. They make us laugh every day, and are truly committed to the work we do and the clients we serve. We feel a deep sense of pride, as their commitment and collective effort have propelled Be the Change Group to new heights in our mission to improve the health and well-being of the communities we serve. Their unwavering dedication and passion continue to drive our mission forward, and we make it a priority to learn how we can best position and support them for success. Recognizing the importance of restoration and self-care to a healthy organization, and to set the tone for 2024, we hosted a full team retreat in Whistler this year, where we connected authentically, took steps to address the "sticky" parts of our daily work, and strengthened our organization going forward. And we ate amazing food and had a lot of fun—both central to our culture!

In the past year, we also welcomed five exceptional individuals to our squad, each bringing their own unique experiences and talents to enrich the collective spirit of Be the

Change Group. Their backgrounds, personal journeys, and character enhance our team and the quality of our work.

As co-founders, we can't help but feel excited about what is to come next for us and our clients, though we know that the journey towards a healthier and more equitable world is not easy. Challenges in health, education, and climate are formidable—but so is our passion and unwavering commitment to meeting them head on.

In continuing to grow and move forward, we will be fuelled by the impactful personal stories of our team members, our clients, and our communities. Together, we'll find solutions and continue to cultivate a legacy of positive change that extends beyond the boundaries of our projects and permeates the communities we serve.

We hope you enjoy reading more about our team, our work, and our impact! We look forward to working with you in 2024.

### **Brandy Svendson**

Co-Founder, CEO,  
Creative Director



### **Dr. Natalie Chan**

Co-Founder, President,  
Research Director



# GIVE GROW REPEAT

Our numbers

# Count on us to deliver results.

24

Clients

50

Projects  
by sector

36  Health

Areas of focus

- Antimicrobial stewardship
- Cancer prevention
- Children's health
- COVID-19 response/  
pandemic preparedness
- Emergency medicine
- Environmental health
- Gender-based violence
- Harm reduction and  
substance use
- Health research
- Infection prevention  
and control
- Information management
- Maternal and  
newborn health
- Public health
- Priority populations
- Quality improvement  
in medical care
- Social determinants  
of health (e.g. housing)
- Toxic drug supply  
and poisoning

11  Education

Areas of focus

- Social mobility through  
further education
- Emergency medicine
- Public health and  
preventive medicine

3  Climate

Areas of focus

- Sustainability reporting

# RESEARCH + COMMUNITY ENGAGEMENT

Our Research + Community Engagement team has been working hard on several major research projects that promise to have a significant impact in a few different sectors. Until the reports are published, we have to keep the details under wraps. So make sure you stay tuned to our newsletter and social media—we're looking forward to sharing our work with you soon!

**850**

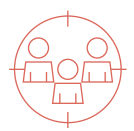
community members engaged

**719**



survey respondents

**55**



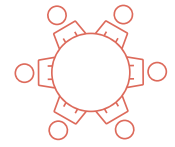
focus groups

**35**



key informant interviews

**7**



workshops





# DESIGN + DEVELOPMENT

4,239.08+ ft<sup>2</sup>

of on-site branding  
(the size of ~1.5 tennis courts)

68

on-site environmental  
assets designed

1,120+

branded assets launched (We're talking mugs, sanitizers,  
wallet cards—you name it, we've probably branded it.)

1

position paper on  
homelessness, equity,  
and health designed

4

digital tools  
developed

9

animations  
created

3

websites  
launched

# STRATEGY + COMMS

9

communications  
strategies

14

websites we developed  
content for

1

influencer marketing  
campaign

7

health promotion campaigns

3

in-depth evaluative reports



# Languages

featured in our projects

English

Français

中文

Português

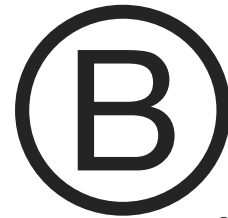
ਪੰਜਾਬੀ

Español

Our B Corp  
certification

# Be good. Be accountable. B Corp.

Certified



Corporation

**We stand with the fewer than**

**100 B Corp-certified companies**

**in British Columbia.**

**B Corp Certification** is a designation that indicates a **business is meeting high standards of verified performance, accountability, and transparency** on factors that range from employee benefits and charitable giving to supply chain practices and input materials. Globally, we've joined industry leaders like Patagonia in considering the repercussions of everything we do, and ensuring that our business is conducted in a way that prioritizes people and places that need the most support.

While Be the Change Group's core purpose is to address equity issues, we also recognize the need to assess our own internal, social,

and environmental impact as a growing company in areas such as how we manage our company, how we impact our employees' well-being, how we minimize our environmental impact, and how we directly serve communities. We use the B Corp certification standards to provide us with measures for accountability on an ongoing basis, ensuring that we're adhering to the **best practices for social and environmental impact**.

We're a proud B Corp, and we continue to assess our work against these standards. In this impact report you'll find some of the results of our work, and we'll continue to work hard to improve them.

# 11

countries  
where we  
facilitated  
**change.**



**Canada**



**Scotland**



**England**



**South Africa**



**Honduras**



**South Sudan**



**India**



**Sri Lanka**



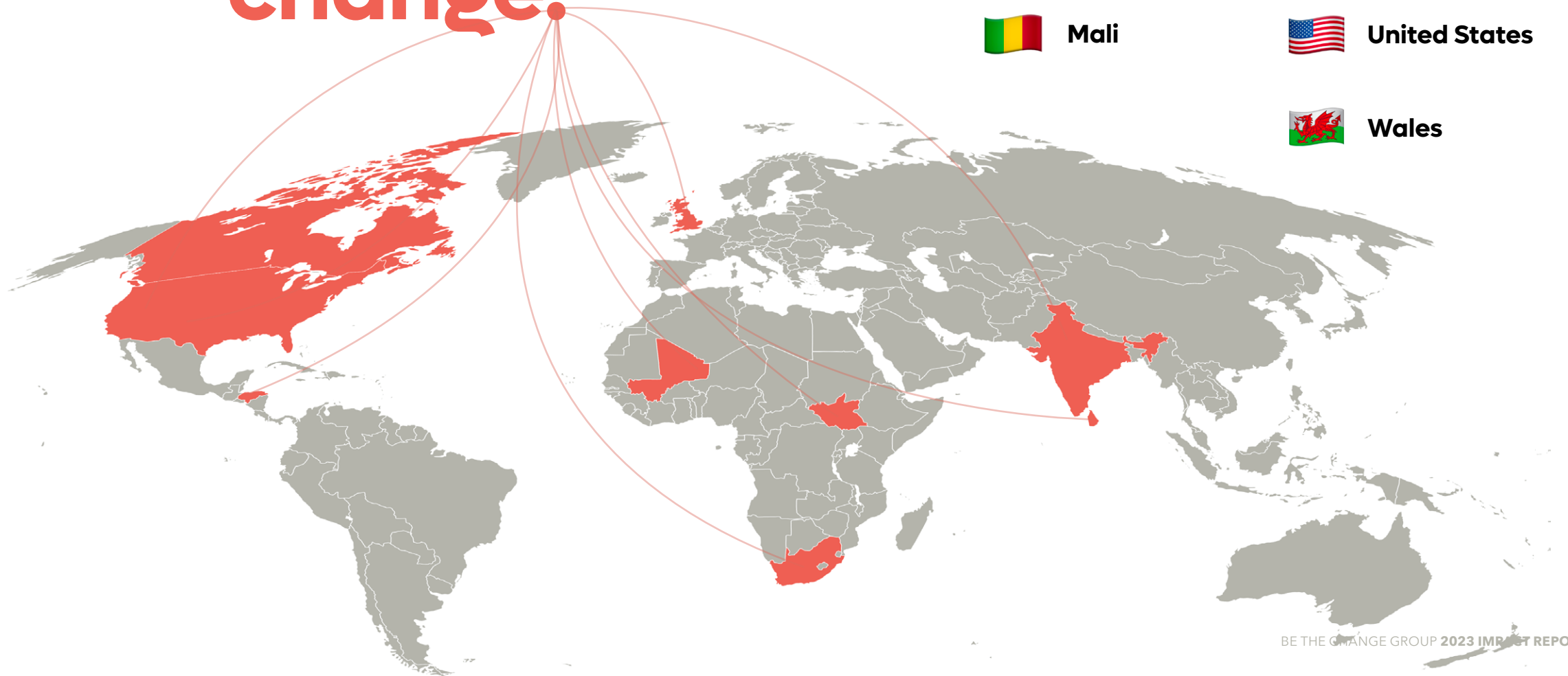
**Mali**



**United States**



**Wales**





**and now,  
a drumroll  
please...**

2023 was a busy and productive year for Be the Change Group, which makes it a real challenge to choose which projects to highlight in this report. Here's a few of our greatest hits.



# International Maternal Newborn Health Conference 2023

Accelerating solutions to improve maternal newborn health and prevent stillbirths

This past May, more than 1,800 stakeholders from around the world came together in Cape Town, South Africa, for the International Maternal Newborn Health Conference (IMNHC 2023).

For our team, it was an exhilarating opportunity to hear from people working together in a coordinated and inclusive manner to accelerate solutions to improve maternal and newborn survival and prevent stillbirths. It was also a chance to see the brand identity we created for the conference take centre stage.

From developing the conference story, theme, and brand identity in partnership with the conference organizer, AlignMNH, to developing and launching the conference website, we're proud to have played a part in bringing the vision and message of this conference to life.

[LEARN MORE →](#)

## IMNHC PROJECT AT A GLANCE

**1,800** attendees from **95+** countries

**28** official country delegations

**3** Be the Change Group team members providing on-site support

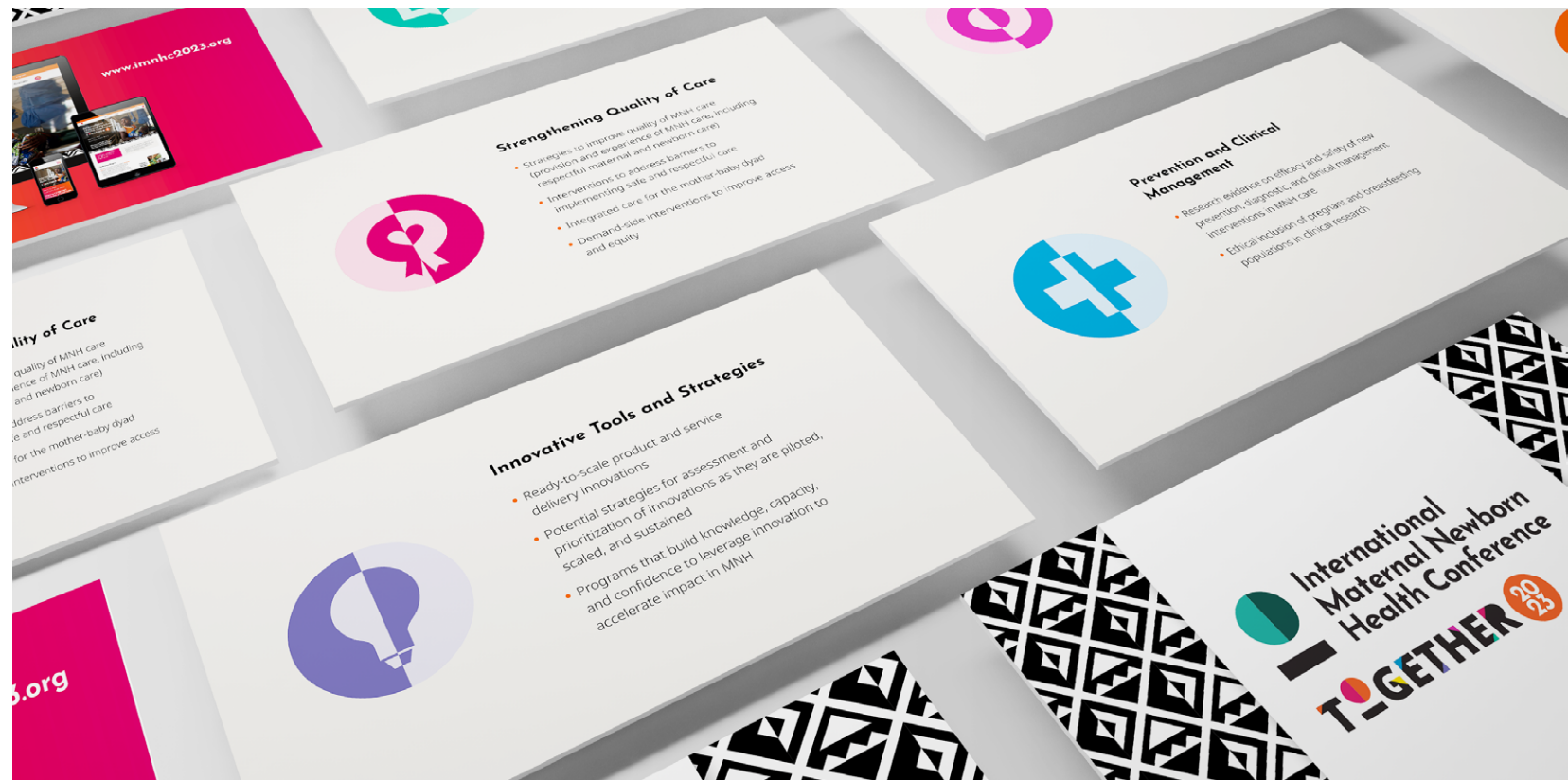
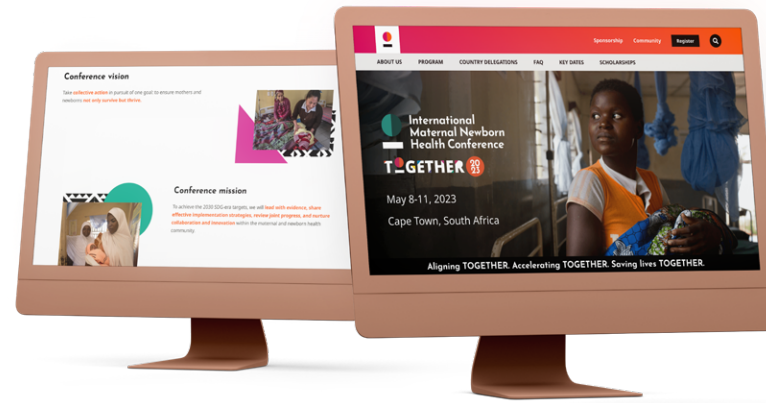
**700+** speakers and presenters

**110 million** impressions for the #IMNHC2023 hashtag

**50** pieces of on-site environmental assets created

The largest banner we created was **98 ft long!**  
(about half the length of an NHL hockey rink)







# BC Cancer Alcohol Awareness Campaign

Distilling the evidence about alcohol-related cancers

When Canada's Guidance on Alcohol and Health was released in January 2023, many Canadians were surprised to hear that they should limit their alcohol consumption to no more than two drinks/week in order to remain at low risk of alcohol-related cancers. BC Cancer wanted to be the first cancer agency in Canada to launch a media campaign following the release of the new guidance, to increase public awareness and understanding of the link between alcohol and cancer.

Be the Change Group developed a province-wide, multi-platform campaign, grounded in a thorough research and discovery process, that shared facts around cancer and alcohol consumption, and provided information and tools for individuals interested in reducing their consumption. As part of the campaign, we developed a user-friendly, evidence-based website with a quiz for users to assess their own risk of developing alcohol-related cancers.

LEARN MORE →

ALCOHOL

was linked to

1,700

BREAST CANCER

cases

in Canada in 2020.

THE PROOF  
SPEAKS  
FOR ITSELF.



Take the quiz to  
assess your risk  
at [the-proof.ca](https://the-proof.ca)



BC  
CAN  
CER



Ministry of  
Health

The  
proof

# BC CANCER ALCOHOL AWARENESS CAMPAIGN PROJECT AT A GLANCE



**52%** of people surveyed in person and

**51%** of people surveyed online said they were likely to drink less as a result of seeing the campaign

**277** pop-up survey responses evaluated and analyzed by the Research + Engagement team to evaluate campaign impact

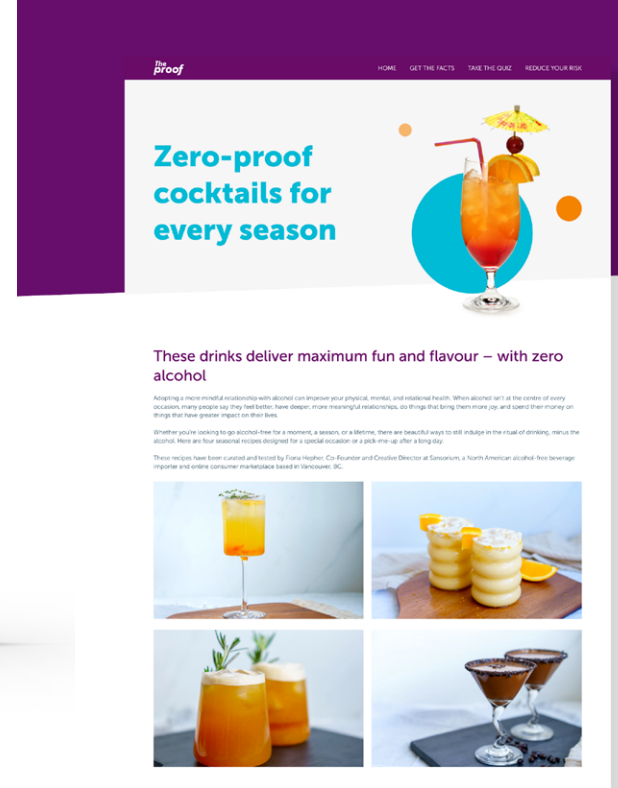
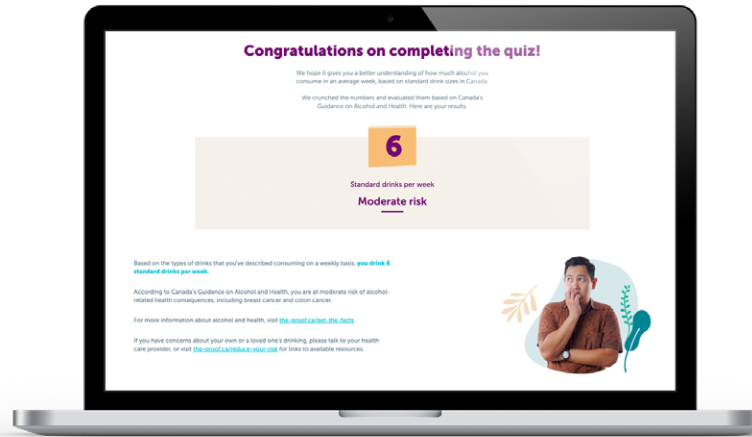
**48** surveyed in person by our researchers to evaluate the impact of the campaign

**3.5 million+** digital ad impressions

**37,000+** visitors to the campaign website

**17,000+** responses on the quiz that helps people to self-assess their alcohol-related cancer risk

**7** campaign-themed Instagram Reels  
created by **3** content creators/influencers

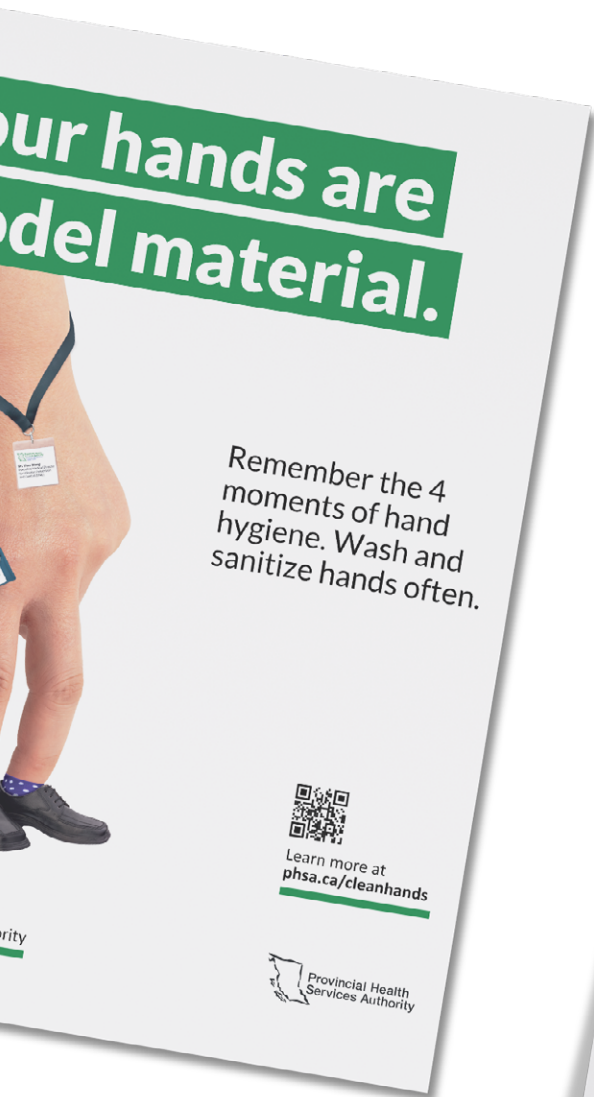


# PHSA Infection Prevention and Control Campaign

Modelling best practices for hand hygiene in a health care setting

How do you create a motivational campaign about hand hygiene for health care workers and the public, when many are experiencing “hand washing fatigue”? With empathy, humour, and a group of hand models recruited from B.C.’s Provincial Health Services Authority (PHSA) and its Infection Prevention & Control team.

Launched to coincide with National Infection Control Week, the Your Hands Are Model Material campaign consisted of on-site signage and branded merchandise at key locations, supported by organic social media posts on PHSA’s accounts.

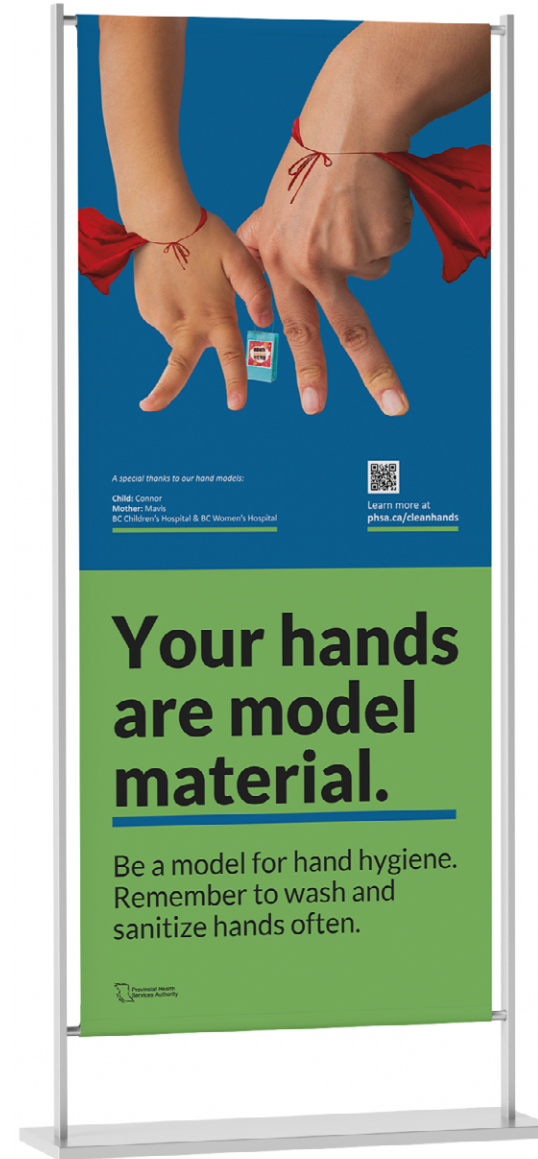


# 14 PHSA locations with on-site branding

**in** 16,000  
POST IMPRESSIONS

**Instagram** 11,000  
USERS REACHED BY  
ORGANIC POSTS

**f** 9,200  
USERS REACHED BY  
ORGANIC POSTS



# Alcohol Use Disorder Website for the BC Centre on Substance Use

Developing a comprehensive website and assessment tools for Canada's first-ever guideline for treating high-risk drinking and alcohol use disorder

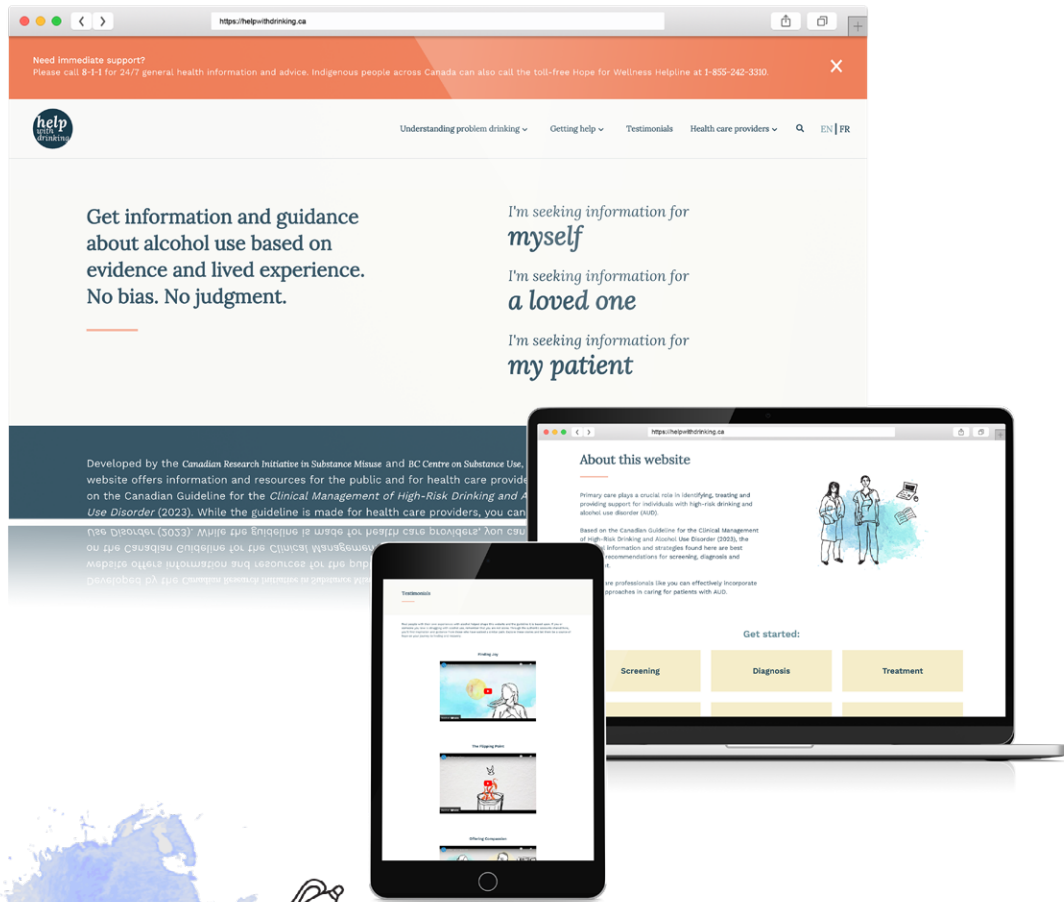
High-risk drinking and alcohol use disorder (AUD) are common in Canada. Nearly 18% of people aged 15 years or older will meet the clinical criteria for AUD in their lifetime. To address this health issue, the Canadian Research Initiative in Substance Misuse (CRISM) and BC Centre on Substance Use (BCCSU) developed the Canadian Guideline for the Clinical Management of High-Risk Drinking and Alcohol Use Disorder.

For the first time, BCCSU sought to transform its standard comprehensive guidelines into an engaging and interactive tool, to be used by both clinicians and the public, as well as loved ones of people living with AUD. The resulting website, accessible in both English and French, was co-developed in partnership with a peer group comprised of individuals with lived and living experiences of AUD. Designed to raise awareness of AUD resources and treatments available to residents of Canada, the website features the stories of five individuals, each with a unique journey of recovery or support.

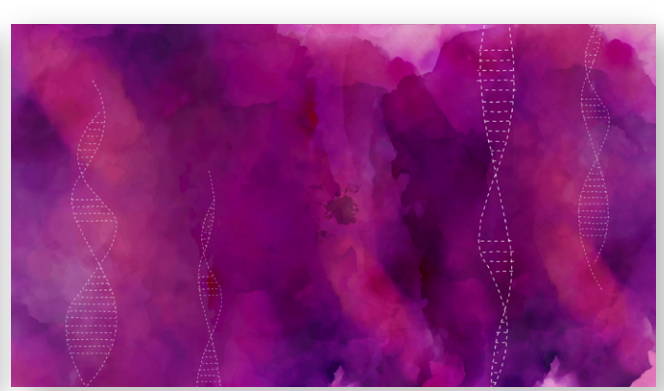
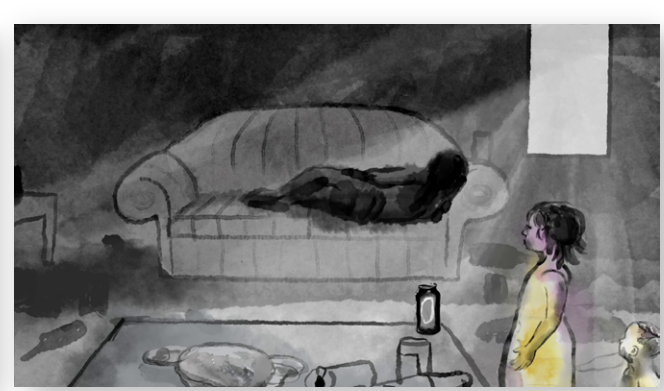
## LEARN MORE →

**1** calculator developed in English and French to be used by physicians as a tool to score the level of short alcohol withdrawal symptoms of their patient. The final score for each symptom gives the physician direction for the patient's medication.

**5** hand-illustrated animations to bring testimonials to life



- 54** total pages of content entered
- 6,200** visitors to the site in the first month post-launch
- 45** (English and French) resources designed
- 5** people interviewed to share their experiences with alcohol

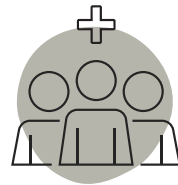


**WATCH ALL ANIMATIONS →**

# The year ahead

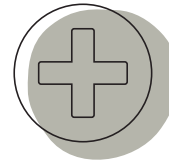
As we look into our crystal ball—also known as Google Calendar—we see a range of upcoming projects that promise to have a significant impact on communities in B.C. and across Canada.

**Here are some of our areas of focus for early 2024:**



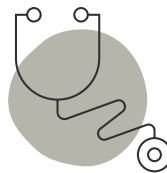
**Mental Health  
and Addiction**

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**Public Health,  
Infection Control,  
and Prevention**

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**Cancer  
Prevention**

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**Environmental  
Health**

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**Education**

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Enough  
looking  
back.  
Let's look  
forward!





# Our dream team is growing.

This year, Be the Change Group welcomed several new team members, making it even easier for us to put together the right team for your project. **How did our squad grow? Let's count the ways:**



**Joel Hart**  
Web Developer



**Barkha Chugani**  
Digital Project Coordinator



**Alejandra Moya**  
Administrator & Bookkeeper



**Immanuel Lim**  
Communications Designer



**Yejin Eun**  
Communications Designer

**5**  
**New Team Members**



**1** **Kenneth Zhang**

**Practicum Student**



**1** **Charli Svendson**

**Summer intern (our first!)**

Our team



Our team



Our team

11

Languages  
spoken  
by our staff:

1 粵語  
Cantonese

2 Français  
French

3 हिंदी  
Hindi

4 한국어  
Korean

5 中文  
Mandarin

6 Português  
Portuguese

7 ਪੰਜਾਬੀ  
Punjabi

8 ٻيٺڻس  
Sindhi

9 Español  
Spanish

10 Tagalog  
Tagalog

11 Tiếng Việt  
Vietnamese



Thank you Alma!



We also had to say farewell to **Be the Change Group's longest-serving employee, our designer Alma**, who joined us as a contractor in 2018 and became a full-time employee in early 2019. Using her vibrant, playful, and humorous design sense to find creative solutions to complex problems, Alma has made a huge impact on our clients and our team. She also upgraded our recycling and compost systems, which earned her the honorary title of "Office Sustainability Officer". If it weren't for Alma, we might still be putting our used yogurt containers in the wrong bin (oops!).

Living up to her name, Alma brings heart and soul to everything she does, whether brainstorming campaign concepts or cuddling with every dog who comes into the office. As she embarks on an exciting travel adventure in the new year, she'll continue to work with us on a contract basis, which means this isn't "goodbye", just "until next time". **Thank you for your hard work and positive energy, Alma. We can't wait to see what you do next!**

# Ready to start your next project?

We accept faxes, telegrams,  
and messages by carrier pigeon.  
Or you can just email us at:  
[connect@bethechange.com](mailto:connect@bethechange.com)





**BETHECHANGE**  
GROUP  
bethechange.com

