

COMMUNITY CONNECT YYC



ANNUAL REPORT
2020-2021

WHAT IS CCYYC?

Community Connect YYC (CCYYC) is an online booking tool connecting Calgarians with affordable counselling through collaboration of service agencies, committed to providing barrier free access.

PURPOSE

Transforming the norms of access to affordable counselling and beyond.

AMBITIONS

Clients are empowered with choice and autonomy.

Collaborate with partners to maximize our collective sector impact.

Lead the integration of affordable counselling services into other sectors.



Foreword

Today, if we can easily book an appointment online for yoga or massage, then why not for counselling services too? This ‘why not’ thinking is exactly what got us, and our partners, dreaming about how we could improve the way people access mental health services. Back in 2018, we saw an opportunity to use technology to make counselling services more accessible for Calgarians. Since then, we’ve had new partners join our work, sharing our belief that if we work better together, clients won’t have to bear the burden of building their own system of care. We are now a coalition of 10 agencies (and growing!), committed to transforming the norms of access to affordable counselling.

Through the ups and downs of the last year, we’ve continued to ask ourselves, and each other, one question: “How could we make it easier?” Challenging ourselves to do more and better so clients get help they need when they need it is what unites the people and organizations behind Community Connect YYC. “Brave not perfect” has become a collective mantra for the CCYYC partners for the bold ways we need to work together. This report tells a powerful story about what’s possible when we have the courage to break out of the “way we’ve always done things” and walk the uncertain road of innovation and collaboration.

To our partners, thank you for the many ways you have dreamed, strategized, and grown with us. To our funders, who were willing to invest in an idea before it was the CCYYC we know today, thank you for trusting us and for powering this journey. Finally, to the people who have booked a counselling session with Community Connect YYC, we honour your courage to reach out for help. You are truly the brave ones, and we’re going to continue matching your brave with our brave, until everyone experiences the relief and hope when booking a counselling session is ‘easy’.

We are so proud of what we’ve accomplished together. Thank you to all who have put heart and soul into growing Community Connect YYC. Here’s to another year of ‘why not?’!

Jessica Cope Williams
Co-CEO, CFS

Byron Chan
Co-CEO, CFS



39,540

SITE VISITS



4,321

BOOKED APPOINTMENTS



32%

OF BOOKINGS HAPPENED
BETWEEN 6PM AND 8AM



92%

OF CLIENTS REPORTED THAT
THEY WERE ABLE TO ACCESS
THE SERVICE THEY NEEDED



62%

OF CLIENTS INDICATED IT WAS
EASIER TO BOOK ONLINE
COMPARED TO BY PHONE AND
IN-PERSON



7,047

AVAILABLE APPOINTMENTS



3,422

ATTENDED APPOINTMENTS



6

DAYS AVERAGE BETWEEN
APPOINTMENT BOOKED AND
ATTENDED SESSION



88%

OF CLIENTS REPORTED THEY HAD
A BETTER IDEA OF THEIR NEXT
STEPS AFTER THE SESSION



89%

OF CLIENTS SAID THEY WOULD
RECOMMEND COMMUNITY
CONNECT YYC TO A FRIEND

AUGUST 2020-AUGUST 2021

Measuring Up

Community Connect YYC has made a tremendous difference in people's lives through the availability of various services addressing mental health needs. An early indication of success was the immediate use of the online tool by clients, and a significant demand for services as reflected in the growing booking numbers. CCYYC provided a new way for programs to connect with clients and expand their scope in community. Partner agencies unanimously agreed that the collaborative model was integral to the success of the initiative. Easing systems navigation challenges was one of the goals of the CCYYC initiative, and agencies reported seeing the benefits of offering a diverse set of services on one platform. With accessibility in the forefront partner agencies shifted their way of working to enable client-centred, barrier-free care. While clients were able to find both general and specialized services in one place, service providers also found it simple and convenient to make appropriate referrals for individuals needing additional or alternative support. Through this online tool individuals had more control over booking sessions, promoting a positive client experience including improved access to care, increase in service speed, provision of needed services in a timely manner, and high quality care.

“ The counsellor is really amazing and made myself and my child feel very comfortable talking about the issue. The booking process is easy.

CLIENT TESTIMONIALS



“ The wait time was very reasonable, there was next day availability I just chose a later date that worked with my schedule. The booking process was very simple and easy and eliminated the need to leave a message somewhere and wait for a call back.

“ I appreciate how simple the online booking was to navigate, and being able to see a counselor on the same day was a huge bonus. Overall I had a positive experience.



“ This was the easiest way I have EVER received services of this nature. This website is AMAZING!!



Community Connect YYC has provided RAAM with a significant percentage of our new clients. It has allowed us to remove yet another barrier for Calgarians to receive quality addiction medicine care.

- The Alex



It (CCYYC) really offers Calgarians the opportunity to find what's the best fit for them. So they can access the counselling support they need rather than calling up 10 different agencies to see if they are going to be a good fit.

- CMHA Calgary



Lots of times people don't know the great resources that exist. For us to be included in something that is all in one place, is really important...it really will help reduce social isolation, help with positive mental health for people...

- Centre for Sexuality



When people are wanting or needing support or needing help, that process should have as few barriers as possible. Community Connect YYC is an opportunity for folks who are looking for different resources to have really fast and convenient access to those resources.

- YW Calgary

OUR PARTNERS



ACKNOWLEDGEMENTS

We are deeply grateful to our partners, funders and donors for believing in this innovative initiative and whole heartedly contributing in making Community Connect YYC a success. It is your courageous commitment to make things better together for Calgarians that brought CCYYC to life.

Thank you!



Next Steps

While the first year of the initiative has shown early success and proof of concept, it has paved way for future expansions. We have realized that the true potential of this initiative is limitless. In the coming year, we look forward to expanding the array of services that are available on the platform by bringing on new partners and addressing outstanding gaps that Calgarians continue to face. We will continue to explore opportunities to integrate CCYYC in other community sectors and strengthen collaborations for collective impact and holistic approach to care.



CONTACT INFORMATION

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