



**Tel:** 604-273-5722 | **Fax:** 604-273-5762 | **Toll Free:** 1-866-273-5766 | **Toll Free Fax:** 1-866-273-5762  
105 - 21900 Westminster Hwy., Richmond, BC V6V 0A8  
info@apbc.ca | www.apbc.ca

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Dear Members:

**RE: First Responder Market Research**

The BC First Responders Mental Health Committee is planning to launch an anti-stigma campaign to promote positive mental health across all types of first responders. We are a member of the BC First Responders Mental Health Committee and would like to invite you to take part in market research to support the development of this anti-stigma campaign.

There are several different types of market research being conducted over the next four months, from 30-minute phone interviews, to an online discussion (30 minutes each day over three days), and 90-minute in person focus groups in the Lower Mainland, Kamloops and Prince George. You can choose to be involved in the way that works best for you.

In partnership with WorkSafeBC, the Committee has engaged with Lux Insights, a neutral, independent market research firm, to conduct this market research. Lux Insights will ensure that what you share during this research remains anonymous.

If you are interested in participating in this market research, please use the following link to fill in a very brief survey and indicate your consent to participate: <http://fluidsurveys.com/surveys/hansonlok/worksafebc-first-responders/>

If you are selected to take part in this market research, Lux Insights will be in touch with you about next steps.

As we are participating in this project with several other allied agencies, such as Police, Fire and Border Services, I encourage you to engage this process as soon as you can. Participation is limited and we really want to make sure the voices from Paramedics and Dispatchers are heard.

Thank you for your consideration. If you have any questions about the project, please feel free to reach out to us. If you have questions about the market research, you can reach out to Lux Insights at 604.770.0707.

Sincerely,

Lindsay Penarsky  
Coordinator - Peer Critical Incident Stress Management  
Ambulance Paramedics of BC  
CUPE Local 873

Bob Parkinson  
Health and Wellness Director  
Ambulance Paramedics of BC  
CUPE Local 873

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