

## Youth Mental Health Awareness Campaign in Lanark, Leeds and Grenville

### *An Introduction ...*

#### The Opportunity

- To come together to support youth (12 and up) in Lanark, Leeds and Grenville (LLG) who are struggling with mental well-being – with a focus on substance use and supporting youth who are transitioning to adulthood
- **Main message:** We are here for you. We're listening. This is where you can get support.
- In doing so, we also want to raise awareness and understanding in the community about youth substance use challenges.

#### The Approach

- **Proposal:** awareness campaign in the fall of 2021 leading up to National Addictions Awareness Week (November 21 to 27)
- Targeted and time-limited campaign for maximum impact
- Build upon successful anti-bullying "I Pledge" campaign with augmented messages related to supporting mental well-being (Listen ... Learn ... Act)
- "Full immersion" collaborative plan could include:
  - Youth ambassadors and champions sharing messages and lived experience
  - Interactive media and social media campaigns – interviews, videos, profiles, advertising, influencers
  - High School awareness program
  - Community involvement and outreach
  - Campaign website
  - Strategies leading up to the campaign to raise awareness and build momentum

#### Our Collaborators

- Brockville District Shrine Club
- We want to invite partners from throughout our region who provide support and services for youth and young adults in Lanark, Leeds and Grenville.
- We want to provide information about ALL services available to ensure no one is left behind.

#### Next Steps

- Let's talk! We're looking for ideas, resources, partners, and more.
- We are looking for connections to test our ideas and messages with LLG youth