



Hi everyone,

Over the past few weeks, we have connected with many of you about the **Youth Mental Health Awareness Campaign** which is running on Bell Media channels from **September 6 to November 14, 2021**.

Lanark, Leeds and Grenville Addictions and Mental Health (LLGAMH) was approached by the Brockville & District Shrine Club to participate in an augmented version of their successful 'I Pledge' awareness campaign. This year, it is focusing more on youth mental health and ways to find help. Everyone is being asked to 'Take the Pledge' to support youth mental health.

The Shriners have negotiated a very generous media buy with Bell Media with TV, radio, and social media messaging. Participants are directed to a campaign website that can provide information on youth resources.

The overall message for LLGAMH Youth is: *We're here for you. We're listening. This is where you can get support.*

To ensure everyone can be involved, we are reaching out to all our partners to invite you to be part of this campaign. Here are 3 ways to join in:

- **Profile** – If you would like to be involved and included on the campaign website, please send your organization's name, logo, phone number, website address, and a brief description to Starr Langstaff and langstaffs@llgamh.ca by September 30th if possible. Be sure to include 2 or 3 sentences about how youth can access your services. If you have an appropriate picture, please send it too.
- **Get Involved** – Attached is a summary page outlining how you and your colleagues can get involved and share the messages. We are hoping that partners will be willing to amplify this material on their own websites and social media channels. Please let us know if you are interested in doing this.
- **Potential Stories/Profiles** – Bell Media has asked us to come up with a small number of stories/testimonials that help to illustrate what youth are experiencing, the need in our region, and the opportunities for support. If you have an idea, please send a note to Jane Adams at adamsj@llgamh.ca. Jane provides communications support to LLGAMH.

We welcome your feedback, input, and ideas. As always, we want this to be a collaborative campaign that benefits all youth in our region.

Thanks for your interest.

Patricia and Jack

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