



**Children's Mental Health Ontario**

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[www.kidsmentalhealth.ca](http://www.kidsmentalhealth.ca)



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Santé Mentale pour Enfants Ontario

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# Advocacy Campaign

## Children's Mental Health Week 2007

February 23, 2007

# Brochures and Posters

- Consistent colour
- Key message
- Logo used extensively
- Info on 7 most common problems
- Key emphasis on CMHO website as information tool
- Agency stamp on back
- Posters personalized with agency address

# Additional Materials and Delivery

- Buttons for children's mental health week
- Jelly bands
- Additional materials at cost
- 500 brochures and 100 posters for each agency
- All posters/brochures shipped – to be received next week

# Lobby Binder

- 14 sections
- Board Chairs and EDs
- Each section may be copied and shared
- Fact Sheets
- Budget 'Ask'
- Tips for meeting MPPs
- All biographies

# Lobby Binder cont'd

- Provincial Cabinet Ministers, PAs
- Standing Committees and Cabinet Committees (cross reference!)
- PC Caucus
- NDP Caucus
- Critics

# Lobby Binder cont'd

- The Legislative Process/Legislative Terms
- Parliamentary Calendar
- **CONTACT US!** Please let us know about your MPP meetings/community contacts

# Review of Advocacy '06

- Key messages developed
- Lobby Day/MPP Breakfast
- Policy Framework complete
- MPP meetings
- Pre-Budget
- Regional planning
- “New” Advocacy Committee



# January 2007

Monday	Tuesday	Wed	Thursday	Friday	Saturday	Sun
1	2	3	4	5	6	7
8	9 Ontario Teachers' Federation mtg.	10 TO Region	11	12	13 TO Regional mtg.	14
15	16	17	18	19 - Fast Reports (FR) - MCYS Policy Framework presentation to Minister Sorbara on pre-budget	20	21
22	23	24	25	26	27	28
29	30/31 Toronto Star					



# February 2007



Monday	Tues	Wednesday	Thursday	Fri	Saturday	Sun
			1	2 FR	3 T. Star article appears	4
5 - Mtg. with MCYS staff - Mtg. with Premier's office staff	6	7 - Algoma Family Svcs mtg. with David Oraziatti - CC of TB mtg. with Bill Mauro - Ontario Teachers' Federation	8 Toronto Public Library mtg.	9	10 Ontario Lib. Party Prov. Council Niagara Falls	11
12 Advocacy Committee	13	14	15 - NCYS meeting with Jim Bradley - Mtg. with PC staff: Q.P.	16 - London agencies: Mtg. with Deb Matthews, Chris Bentley - FR		
19	20 - CC of TB mtg. with Minister - TO Region teleconference		22 NCYS mtg. with Kim Craitor	23 Board Chairs / EDs conf.	24	25
26	27 Mtg. with Minister	28 - Advocacy committee teleconference - Phoenix press conference Petawawa				



# March 2007

Monday	Tues	Wed	Thursday	Friday	Saturday	Sunday
			1 Ontario Liberal Party Heritage Dinner	2 - Minister Bountogianni - FR	3	4
- Library initiative across province - Order additional CMH Week materials →			8	9	10	11
			15	16 FR	17	18
19 Legislature resumes	20	21	22	23 TO Region Chestnut Hotel	24	25
26	27	28	29	30 FR	31	



# April 2007



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1
2	3 Advocacy Committee	4	5	6	7	8
9	<ul style="list-style-type: none"> <li>- Community media advisories</li> <li>- Finalize regional planning for CMH Week</li> <li>- Finalize provincial activities across schools, libraries</li> </ul>			13 FR	14	15
16				→	20	21
23	24	25	26	27 FR	28 NDP Policy mtg: Toronto	29





# May 2006

Monday	Tuesday	Wednesday	Thurs	Friday	Saturday	Sun.
	1	2	3	4	5 Hamilton/Niagara Courage to Tell: Margaret Trudeau	6
<b>CHILDREN'S MENTAL HEALTH WEEK, 7 – 13</b>						
7	8 Lobby Day	9 - Kinark brkfst. - Andre Picard: Toronto Ref. Library	10	11	12	13
14 Windsor Forum 'A Time for Action'	15	16 – 18 Toronto Public Library Panel			19	20
21	22	23	24	25 FR	26	27
28	29	30	31			



# June 2007



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sun
				1	2	3
4	5	6	7	8 - PC Party Conference: Sheraton TO -FR	9	10
- Appointments with nominated candidates - MPP visits				15	16	17
18	19	20	21	22 FR	23	24
25	26	27	28 Legislature rises	29	30	




# July 2007

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1 
2 - Standing Committees begin at Queen's Park - Community events				6 FR	7	
9	10	11	12	13	14	15
16	17 	18	19	20 FR	21	22
23	24	25	26	27	28	29

# August 2007



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2	3 FR	4	5
6	- Community Events - Meet the Candidates 			10	11	12
13				17 FR	18	19
20	21	22	23	24	25	26
27	28	29	30	31 FR		

# September 2007



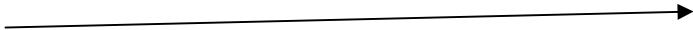
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	- Media re: CMH issues				1	2
3	4	5	6	7	8	9
Provincial Campaign →			13	14 FR	15	16
17	18	Regular CMHO Updates →			22	23
24 Legislature resumes	25	26	27	28 FR	29	30



# October 2007



Monday	Tuesday	Wed.	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
8	9	10 Election Day!	11	12 FR	13	14
15 - Re-supply Lobby Binders with updated materials - Request mtg. With Minister - Organize Lobby Day - Provide packages to all MPPs						
22	23	24	25	26 FR	27	28
29	30	31				



# November 2007



Monday	Tuesday	Wed.	Thursday	Friday	Saturday	Sunday
			1	2	3	4
-Begin to organize materials for CMHW 2008 -Lobby Day? -MPP Meetings				9 FR	10	11
				16	17	18
19	20	21	22	23 FR	24	25
26	27	28	29	30		



# December 2007



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		- Pre-Budget planning			1	2
3	4	5	6	7 FR	8	9
10	- Introduction to new MPPs continues				15	16
17	18	19	20	21 FR	22	23
24	25	26	27	28	29	30

