



Children's Mental Health Ontario
Santé Mentale pour Enfants Ontario

www.kidsmentalhealth.ca

Advancing the Advocacy Agenda

Executive Director and Board Chair
Conference

April 10 & 11, 2006



March 2006

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2	3	4	5
20	21	22	23	24	25	26
27 Legislature resumes March 27 to June 22 →						



April 2006



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2
3	4			7	8	9
10/11 Special Session for Board Chairs & EDs <ul style="list-style-type: none"> • Develop key messages • Develop regional advocacy plans for Children's Mental Health Week 					15	16
17 ←	Finalize core speech and press release; send package of materials to participants in lobby activities →					
24 ←	25	Consider media training where necessary →				




May 2006

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
← Children's Mental Health Week: May 8 - 12 →						
8	9 Lobby Day	10 Follow up from Lobby Day - thanking MPPs and sending new materials to membership				
Planning for targeted lobbying for Constituency Week						21
22	← Constituency Week for MPPs: May 22 - 26 →					28
29	30	31				



June 2006

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<p>MCYS completes policy framework for the sector</p>  <p>→ Follow up mailing to MPPs on new framework</p>						
<h2>July - August 2006</h2>						18
<p>Targeted mailings of policy document to MPPs and advocacy partners</p>			23	<p>→</p>		25
<p>Briefings/lobbying on policy framework</p>						
<p>→</p>		<p>Materials developed for fall session of lobbying</p> <p>Determine fall legislative sitting calendar</p>				



September 2006

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
Meetings held locally with MPPs as new session begins						10
11 →	Potential advertising campaign				16	17
18	19	Service club speeches locally →				24
25	26 →	27	Campaign to reach out to local support networks and advocates			



October 2006

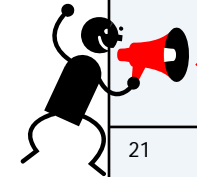
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1
2 Mini Lobby Day Mailing update to MPPs					7	8
16	17	November - December 2006				
2	← Work begins on pre-budget submission →					
16	17	4	5	6	7	8





January 2007

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
8	Plans begin for Lobby Day '07				14	
15	Seek opportunities for budget prep in media				21	
22	Early indication of timing of provincial budget				28	
29	30	31				





February 2007

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
<p>Determine attendees for policy conferences for each party</p> <p>Pre-budget presentation made to Standing Committee on Finance</p> <p>Attendance at policy conferences held for each political party</p> <p>Input into platform commitments for each party</p> <p>potential budget month</p>					13	14
					20	21
29	30	31				



March - October 2007

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
March			Potential Budget month		6	7
April - May			Monitor nomination of candidates for each party; begin lobbying those running			
June - August			Develop questionnaires for party leaders on children's mental health issues			21
September			Develop special campaign bulletin of party leaders stance on mental health issues			28
October			Election!			

