



ADVOCACY Strategies and Tools that Work

Executive Director and Board Chair Conference

February 23, 2007

Sutton Place Hotel, 955 Bay Street, Toronto ON M5S 2A2

CMHO is hosting the Executive Director and Board Chair Conference in preparation for Children's Mental Health Week scheduled in May 2007 and in anticipation of the upcoming fall provincial election. The theme of this year's conference is *Advocacy Strategies and Tools that Work*.

Now that we have developed our message, we will learn how to market and brand that message. Participants will learn how to leverage children's mental health information to increase public awareness, gain media support and harness community mobilization.

Participants will have a first glimpse at the tools CMHO is preparing for Children's Mental Health Week. Each region will have an opportunity to plan and discuss their individual advocacy strategies. Members will also have an opportunity to share their advocacy experiences highlighting current and future initiatives.

Participants will hear the Auditor General talk about his 'Value-for-Money Mandate', and learn what operational procedures centres need to have in place to ensure that programs are being fiscally and efficiently managed.

Come out and be part of this exciting initiative to be held on Friday, February 23rd, 2007 at the Sutton Place Hotel in Toronto, Ontario.

Conference Hours

Friday, February 23rd 8:30 AM – 4:00 PM

Conference Location

All conference activities will take place at the Sutton Place Hotel, 955 Bay Street, Toronto, Ontario.

Accommodation

Sutton Place Hotel, 955 Bay Street, Toronto, Ontario. Single or Double occupancy \$145.00 per night, plus taxes (**before January 29, 2007**). Please call 416-324-5621 or 1-866-378-8866 to book accommodation and remember to identify yourself as a Children's Mental Health Ontario delegate.

Registration Fees

CMHO is subsidizing registration fees this year and is pleased to offer the following discounted rates:

On or before January 29, 2007	\$125.00
After January 29, 2007	\$150.00

Cancellation Policy

Requests for refunds must be received in writing before January 29, 2007. All cancellations are subject to a \$50.00 administration fee. All refund cheques will be issued after the conference.

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Sutton Place Hotel, 955 Bay Street, Toronto, Ontario

February 23, 2007

8:30 AM – 9:00 AM **Continental Breakfast**

9:00 AM – 9:15 AM **Welcome and Opening**

9:15 AM – 10:00 AM **Opening Keynote Speaker**

Jim McCarter, Auditor General of Ontario



Jim McCarter was appointed the Auditor General of Ontario by Ontario's Legislative Assembly on December 17, 2004. Jim had been acting as the Provincial Auditor since the retirement of former Provincial Auditor Erik Peters on September 30, 2003. Prior to assuming the responsibilities of Provincial Auditor in 2003, Jim had served as Assistant Provincial Auditor of Ontario since April 2000. Before that, Jim was the Government of Ontario's first Assistant Deputy Minister and Chief Internal Auditor. In this role, Jim's primary responsibility was to lead a restructuring of internal audit across the Ontario government to enable it to provide more integrated, streamlined, and customer-focused professional audit services. Jim is a chartered accountant. He also has an MBA degree from York University and a Certified Information Systems Auditor designation.

10:00 AM – 10:15 AM **Refreshment Break**

10:15 AM – 11:15 AM **What Makes News News?**



André Picard is the public health reporter at *The Globe and Mail*. He has received much acclaim for his writing, including the 2006 Media Prize of the Canadian Mental Health Association. In 2005, André was named Canada's first Public Health Hero by the Canadian Public Health Association. André Picard resides in Montreal.

11:15 AM – 12:15 PM **Branding and Children's Mental Health: The Basics**

*Robert Kozinets, Assistant Professor,
Schulich School of Business, York University*

Led by a marketing professor from one of Canada's top business schools, this presentation will take you through the fundamentals of marketing and branding in order to better understand how to meet some of the major challenges facing Children's Mental Health professionals. Starting with basic principles, it will build up to practical knowledge that can help you identify need-based groups, position vis-à-vis different services and causes, build brand identities, and educate the market.

February 23, 2007 (continued)

12:15 PM – 1:00 PM **Delegate Luncheon**

1:00 PM – 1:15 PM **Children's Mental Health Week Products**

*Camille Quenneville, Director of Policy and
Communications, CMHO*

This short presentation will highlight the brochures, buttons and pamphlets that will be distributed during Children's Mental Health Week 2007.

1:15 PM – 2:00 PM **Parents for Children's Mental Health: Empowering Parents, Empowering Communities**

*Susan Hess, President,
Parents for Children's Mental Health*

Susan Hess will describe the behind-the-scenes details of how Parents for Children's Mental Health is building an effective model of parent empowerment and mobilization. Susan will talk about the vision of the Quilt of Honour Campaign and the value of offering parents training workshops. Other parents will give first-hand evidence of the impact of the workshops and the impact on communities of having trained and knowledgeable families to lead and support community mobilization on behalf of children with mental health problems.

2:00 PM – 3:00 PM **Regional Breakout Sessions**

The regional breakout sessions will continue the dialogue and planning that has been happening across the province as each region prepares their individual plans for Children's Mental Health Week 2007. Media contact, special events, speakers, open houses and political advocacy are all in the works as we head towards our special week in May.

3:00 PM – 3:30 PM **Key Recommendations and Feedback from Regional Breakouts**

*Jim Maclean, President,
Tactical Advice/Strategic Communications Inc.*

Jim has an extensive background in the news media, media relations, media training, communications and crisis management. He served from September 1999 to September 2001 as Director of Communications to Ontario Liberal Leader Dalton McGuinty, signing on to restructure and rebuild the Liberal communications office after the return to power of the Harris government in 1999. He appears frequently on radio and in the print media as well.

3:30 PM – 3:45 PM **Closing Remarks**

*Gordon Floyd, Executive Director and CEO,
Children's Mental Health Ontario*

For more information or to cancel in writing, please contact:

Meeting Management Services Inc.

4380 South Service Road, Unit 25, Burlington, ON L7L 5Y6
Telephone: 905 335 7993 Fax: 905 332 1587
e-mail: colleen@mmsonline.ca

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Registration Form

Executive Director's Name: _____

Board Chair's Name: _____

Affiliation: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____

E-mail Address: _____

Conference Registration Fees

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On or before January 29, 2007 \$125.00 per person \$ _____

After January 29, 2007 \$150.00 per person \$ _____

Total Enclosed: (Make cheque payable to CMHO 2007 ED and Board Chair Conference) \$ _____

Payment may be made by: Cheque VISA MasterCard

Card Number: _____ Expiry Date: _____ / _____

Name on Card: _____

Cardholder Signature:

Credit card charges will be posted to your account by Meeting Management Services Inc.

Please send this completed registration form along with full payment to:

CMHO 2007 ED and Board Chair Conference
c/o 4380 South Service Road, Unit 25
Burlington ON L7L 5Y6
Telephone: 905 335 7993
Fax: 905 332 1587
Email: colleen@mmsonline.ca

By registering for this conference, I authorize the conference managers to use my personal information for CMHO Executive Director and Board Chair Conference purposes only.

Signature: