


PARENTS FOR CHILDREN'S MENTAL HEALTH

Presentation –
November, 2009



OVERVIEW

- Presentations
 - SEAC Presentations
 - school/administration/staff presentations
 - Multiple agency presentations
 - CMH week public presentations
 - Multiple parent presentations
 - Presentations made to well over 2,000 people

OVERVIEW

- Political Advocacy
 - Meetings with MPPs (both at Queen's Park and in constituency offices)
 - First Organization to make presentation to the Select Committee on Mental Health and Addictions
 - Held Press Conference at Queen's Park re: last budget,
 - Press Conference participation in partnership with other agencies (most recently with CUPE and OPSEU)
 - Constituency packages sent to all MPPs outlining the importance of the crisis, and including brochures/information for their constituents

OVERVIEW

- Public/Media Advocacy
 - Articles in
 - Barrie Examiner
 - Toronto Star
 - Toronto Sun
 - Hamilton Spectator – Special Series (All stories were parent members of PCMH)
 - Today's Parent – Received an award
 - OpEd Opinion Piece comparing “Two Crises” picked up by a few media outlets
 - Conference featured in Mississauga Times
 - Many Local papers picking up stories

OVERVIEW

- Television Coverage
 - CBC
 - Hamilton Forum covered on local cable channels
 - CTV
 - OMNI News
 - Many local and cable channels

OVERVIEW

- Website
 - Development, design, and implementation of new interactive website
 - Analytics show an average of 114 unique weekly visits
 - Approximately 456 unique visits/mth = approx 5500 people a year reached by the website
 - Average time on the website is 3 minutes and 6 seconds
 - Previous website average – less than 30 seconds
 - Most popular page – useful links and resources

The Future Goals and Objectives

- Three year strategic plan to focus on three main areas
 - Financial Sustainability
 - Advocacy/Awareness
 - Membership and Chapter Development

STRATEGIC PLANNING

The Future Goals and Objectives

- Advocacy/Awareness
 - Annual Awareness Calendar
 - Annual Conference (possibly 2)
 - Continued Presentations
 - SEAC
 - School Boards
 - Communities
 - Agencies
 - Continued media advocacy/awareness
 - Participation in Social Awareness Advocacy Campaign
 - From the Inside Workshops
 - Continued political advocacy and collaborations
 - Participation in and organization of CMH week activities

The Future Goals and Objectives

- Membership/Chapter Development
 - Promotion of website
 - Recruitment of Chapters
 - Promotion of PCMH and membership benefits
 - Partnership with agencies:
 - PCMH Agency Support Groups
 - PCMH Documentation included with intake packages
 - PCMH Presentations to Agency Families

GOALS

- Membership
 - At the end of year 3
 - 2000 members in database
 - 48 Chapters – with particular attention to regions in the North and regions not yet serviced by PCMH
 - PCMH Support groups in 10% of agencies

GOALS

- Advocacy/Awareness
 - Increase in sales and participation in annual awareness calendar
 - Conferences attended by 200/yr/conference
 - Continued presence in media
 - Continued presence in Queen's Park