

Awareness Campaign – Website  
[www.speakingofkidsmentalhealth.ca](http://www.speakingofkidsmentalhealth.ca)



### Overview

Kinark Child and Family Services, along with the rest of the mental health community, recognizes the urgent need for a provincial children's mental health policy and the need for public education. Increased awareness and understanding of the issues surrounding child and youth mental health will work toward eliminating the stigma and discrimination faced by children, youth and their families struggling with mental health concerns.

To address this need, Kinark developed a resource based website to provide current and relevant information to educators, professionals, parents and the general public who are seeking a forum to learn and get involved. The site [www.speakingofkidsmentalhealth.ca](http://www.speakingofkidsmentalhealth.ca) provides rich content, interactive capabilities, and links to other resources.

### Editorial Board

To ensure the site has current, relevant and accurate content an Editorial Board has been established. This group is responsible for the ongoing content development and design of the website. Members of this group include:

Melanie Manchee – Vice President and Chair of Advocacy Committee  
Kate Wilson  
Dr. Dick Meen  
John Hewer  
Cathy Dandy  
Shanan Spencer-Brown  
Darryl Mathers

### Content Development and Resources

#### Sources:

- Canadian Mental Health Association
- New York University Child Study Center
- Canadian Medical Association Journal
- Children's Mental Health Ontario
- Public Health Agency of Canada

#### Copyright Concerns:

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#### Media:

Articles, videos and podcasts will be available on the site and will never be edited or changed. Proper credit to the creator will be given.

## Proposed Launch Plan

### Objective

- To generate awareness of and drive traffic to the Speaking of Kids Mental Health website

### Strategy

- Develop an integrated launch plan incorporating media, government and public relations

### Timing/Location

- November 19, 2009
- Ottawa, Ontario
- National Invitational Symposium on Child and Youth Mental Health
- In conjunction with the 20<sup>th</sup> anniversary of the UN Convention on The Rights of the Child and National Child Day (November 20/09)

### Proposed Tactics

#### Sector Audience

Presentation and announcement during symposium

Print materials to delegates

Information in symposium program

#### Government Relations

Invite Central East (Kinark) MPs and local officials to the launch event

Provide information to MPs regarding website and the work of Kinark

#### Media Relations

Regular media

Radio talk shows (Andy Barry)

Release regarding website/campaign

Advisory regarding event in Ottawa

Newswire

#### Identified Spokespeople

Peter Moore, ED

Melanie Manchee, Advisory Committee Chair