

Advocacy Session

CMHO Conference
November 23, 2009

Tom Walters, ED
Children's Centre Thunder Bay

CCTB Initiatives

- Board Advocacy presentations
 - Board to Board advocacy to key stakeholders (police, chamber, school boards, health unit, others)
 - Targeted messaging including how CMHC's tie into their work & why they should care & working together
 - Local coalition on CMH
- Promotion campaign – Your Teen Needs YOU!
 - Primary leadership from our Foundation & Youth Suicide Task Force
 - Youth developed website – Heresthedeal.ca
 - 3 phase marketing campaign aimed at parents



HERE'S THE
DEAL.CA



“What do you care?”

What it really means:

Your teen needs you.

For information on how to help teens

Kids/Neops



Thunder Bay Child
Health Unit
www.tbdu.com



Children's Centre
Foundation

TEENAGE RAY

THE ONTARIO
TRILLIUM
FOUNDATION



LA FONDATION
TRILLIUM
DE L'ONTARIO



The Provincial Centre of Excellence for Child and Youth Mental Health at CHEO
Le Centre d'excellence provinciale au OHEO en santé mentale des enfants et des adolescents

www.HeresTheDeal.ca



“I’m fine!”

What it really means:

Your teen needs you.

For information on how to help teens

Kids' Needs



Toronto District
Health Unit
www.tdhu.on.ca



Children's Centre
Reconciliation

TEENAGE DAY



THE ONTARIO
TRILLIUM
FOUNDATION

LA FONDATION
TRILLIUM
DE L'ONTARIO



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“Leave me alone!”

What it really means:
Your teen needs you.

For information on how to help teens

www.HeresTheDeal.ca

Kids'Ncops



Thunder Bay Child
Health Unit
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Children's Centre
Foundation
THUNDER BAY



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An Overview of Styles & Smiles

Tuesday, October 20th- Valhalla Inn Ballroom

Styles – A fashion show by The Little Mermaid showcasing evening wear for the upcoming holiday season.

Smiles – Comedian Big Daddy Tazz performed a comedy act . 2008 Mental Illness Awareness week poster person. Funny with hard hitting message on stigma.

Society of Excellent Men – 40 men recruited, raised a minimum of \$500 each + sold tickets. Wore tuxes & hosted the tables. Profiled in a booklet with pictures and write ups. Power point all evening with pictures & MH quotes.

322 people in attendance. Raised over \$35,000 and raised awareness of MH issues