



**INSTITUTE
OF FAMILIES**

for Child and Youth Mental Health

we're better together



MAY 7, 2013 ACTIVITIES:

Manning, AB took part in May 7th by inviting staff and students to wear green and take part in an Mental Health Awareness Walk to downtown Manning. We were happy to have kids from all of the 3 schools in Manning (grades K-10) together walking with a number of teachers and parent volunteers. In total we had around 350 kids all decked out in green for all of downtown Manning to see! We then broke off into smaller groups and visited the stores along Main Street to distribute the stickers to raise awareness of May 7th to the public.

McNicoll Park Middle School Penticton, BC said that the activity was a really positive one for the students in their building. It brought forward a better awareness of mental health and took a step towards erasing any stigma those who struggle with mental health have. Teachers said the discussions in their classrooms were open and honest and that students stepped forward to tell their personal stories. This sharing opened the door to more sharing and so on and so on. Completing the posters was a great exercise to help students understand that people who struggle with mental health are all around them and those who wage the battle against mental illness learned that they are not alone in their fight.

Thank you very much for your involvement and commitment to make change in our society by showing others the importance of caring!

Fraser-Cascade Child and Youth Mental Health focused on how media and screen time impacts mental health. Our clinicians researched topics related to mental health (parent-child attachment, eating disorders, self-esteem, etc.) and created a short "Did you know..." information sheet related to their topic. Then, the information was shared with our Teen CBT/DBT group. The teen group facilitator discussed the impact of screen time on mental health with the group participants and the group decorated posters for us to hang around the community.

Stelly's Secondary in the Saanich School District put the posters up around the school and encouraged students and staff to wear green on May 7th and then on that day, all four of our counsellors were in the front foyer where we stopped numerous students to have them fill out our "I know you care about me when" posters which we then posted around our school for the next week. At our table, we also had the tattoos, information cards, informational websites, and other literature for students to ponder.

Several teachers also took the posters and organized their lesson for the day around the theme - awesome! It's definitely on the calendar for next year and we look forward to expanding our ideas.



Abbotsford Child & Youth Mental Health placed the posters up throughout the building, including all three floors and the reception area, and blitzed the building, all staff visitors, and clients, with the ribbon decals and tattoos.. We also ordered a large cake with the inscription..."we care about you" written in green, and invited all teams in our MCFD office, as well as any clients that wanted a piece of cake to share it with us.

Langley Child & Youth Mental Health invited their community partners, members of our Child and Youth Committee, Mayor and counsel, Aboriginal services, School teachers, counsellors and administrator, immigrant resettlement services and the families they serve, our MCFD partners, to join us in an Open House celebrating National Child and Youth Mental Health Day. To capture the notion that therapy involves engagement and participation we offered a variety of Experiential Stations where visitors could take part in a therapy-like encounter. Kathleen guided participants through bio-feedback program 'Wild Divine'. Two stations provided psycho-education – Mau and Margaret showed the Video "Trauma, Brain & Relationship: Helping Children Heal". Lisa our Aboriginal Outreach worker showcased wonderful Aboriginal story videos and comics. Rachel engaged visitors in an opportunity to play Paper tag and a chance to make meaning out of what occurred. Kristin, who provides OT assessments and interventions for our early childhood clients, invited visitors to explore their awareness of their sensory system. The Tower of Exploration was facilitated by Chelsea who invited exploration of how experience and feelings are connected. Our SAIP worker, Kristin, offered Brain games for young and old alike. Leanne hosted two LIVE interactive presentations on Empathy which were not only well attended but also created enthusiastic dialogue. We also offered three Resource stations - Karen and Brian showcased our Key Worker Program, Tammy, our FORCE Parent in Residence had multi resources for parents and community members and our own Carol displayed and spoke of multiple resources that clinicians and parents find helpful. Jocelyn provided information on Cyber bullying for parents and teachers and Ross was ready to coach parents and kids through play with Lego. . The open house took place from 1:00 to 4:00 and there was a steady flow of visitors. Flyers, ribbons, tattoos, balloons, refreshments and green clad clinicians - reclaiming the color green as a symbol of new life, new growth, and new beginnings

Richmond Mental Health & Addictions handed out tattoos, staff wore green and we shared our information at the booth at Richmond Hospital co-manned by VCHA-Richmond Mental Health & Addictions and Canadian Mental Health Association-Pathways Clubhouse.

Coquitlam Day Treatment Program asked the youth why this day is important and they were very articulate in stating that mental health challenges for young people is important to talk about because it affects so many people, plus a number of them stated that they were tired of feeling blamed for their illness or struggles because of the stigma that is associated with a mental health issue, i.e., it is difficult to find a way to explain it to their friends for fear



of being targeted for making a disclosure. They watched the videos made by the F.O.R.C.E. Yir's, Sarah and Brent, and found them very useful in describing their experiences. We also talked about some celebrities who have acknowledged having mental health problems (e.g., Angelina Jolie, Catherine Zeta-Jones, Brooke Shields, Billy Joel, etc.) and have remained successful while speaking publicly about the challenges they've had to contend with. They used a handout rather than a poster and these are the contributions

- you listen to me when I phone you in the middle of the night when I need someone to talk to
- you send me a letter in the mail
- you offer your shoulder for me to cry on
- you talk to me even if I'm being quiet
- you're there when I'm feeling down
- you give me your time
- you're concerned
- you support me
- you ask if I'm OK
- you include me
- you support my decisions
- you take my side
- you're not judgemental
- you acknowledge me
- you put your trust in me
- you spend time with me
- you say you like me
- you ask how I'm feeling
- you are considerate
- you make helpful suggestions
- you make an effort
- you ask about me
- you take an interest
- you take me places

The Kelty Mental Health Resource Centre at BCCH invited all of their contacts from to an open house at the Kelty Mental Health Resource Centre. We had green balloons outside the Kelty, inviting people to come in and chat with all of us about the importance of acknowledging Child and Youth Mental Health day and what May 7th represents. The "I Know You Care About Me When..." board was right in the middle of the room and everyone that came by contributed their thoughts on how you can tell when someone truly cares about you and your mental wellness. They were all able to introduce ourselves and the Kelty Centre to



those who had never been by before and also provide resources to families that needed a little extra help. They also distributed May 7th posters, stickers and tattoos to four of the amazing youth volunteers involved in a Kelty Youth Ambassador Program, to host an event at their high schools.

D.R.E.A.M.S. (Developing Redcliff Educational and Mental Health Supports) Redcliff, AB organized an awareness march with support from the RCMP, the Town of Redcliff, Fire Department and Prairie Rose administrators, and teachers and staff with all three Redcliff schools. They provided ribbons and tattoos in support of Mental Wellness for all the students. Members of the fire department followed them in a BIG RED FIRE TRUCK! They encouraged participants to wear GREEN to signify new life, new growth and new beginnings.

D.A. Ferguson Middle School Taber, AB celebrated Child and Youth Mental Health Awareness Day in several different ways. They set up a table for the entire week that provided information, strategies, and activities related to positive mental health. They also used the "I Care about You" posters and created a draw out of that. Additionally, they celebrated the day by calling it "Hats On for Mental Health Day." All of the students were permitted to wear hats to school to promote awareness and raise support for those who are suffering from a mental illness.

Belmont Secondary Victoria, BC Belmont secondary marked May 7th National Child and Youth Mental Health Day with a youth mental health information booth set up outside during the school's lunch break. The lure of free treats and swag brought students over, but once hooked the counsellors were ready with pamphlets and information on resources available to youth who feel as though they might need some help. The giveaways for students were donated by a number of local businesses. The booth proved popular, with a few hundred students showing up to grab a treat and information.

Westsyde Secondary Kamloops, BC made announcement messages every morning that week. They placed posters around the school and the Psych 12 class did projects on Mental Health. The school also wore green in support.

Riverbend Junior High and Lillian Osborne High School Edmonton, AB were involved in activities for Mental Health Awareness Week. On May 7, the Junior High School celebrated mental health awareness by wearing green. They hung the posters allowing students an opportunity to identify what makes them feel mentally healthy and well. The high school had a fact based scavenger hunt and created their own posters as well displaying additional information about mental health. They celebrated with hats on for mental health which the staff also participated in. Safeway graciously donated a cake to the high school and it was shared with the student body as an end to the celebration. (It was a big hit!). The high school



also had a guest speaker from (Edmonton Student Health Integrated Partnership) do a workshop on strategies for managing stress and anxiety.

We very much appreciated the Institutes support and hope to participate again next year!!!

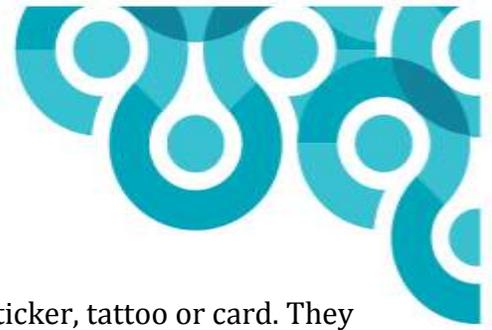
VIBE Vermilion, AB had a children's mental health art contest. They received 109 entries. The art was displayed on Children's Mental Health Day on May 7th at a Children's mental health Art Gala where the winners were announced. The night also had various art activities the participants and their families could try. Over 100 people attended.

IWK Health Centre Halifax, NS

May 6 The IWK Health Centre and the Mental Health Commission of Canada (MHCC) are committed to reducing the stigma that exists towards individuals with mental illness and addictions. Last fall, the IWK, in partnership with the MHCC, launched a video called Stigma and Mental Illness that has since been used as a tool to educate health care providers and hospital staff across the country who work with children and youth about mental illness. Stigma awareness workshops have been taking place at the IWK Health Centre since December 2012. To date, 28 workshops have been held with 258 staff, physicians and volunteers. On May 6th, to mark the significance of this training, and in celebration of Mental Health Awareness Week the IWK unveiled a special banner that will continue to be signed by workshop participants and displayed in the Health Centre as a symbol of the IWK and MHCC's commitment to creating a stigma-free environment. This was a well attended event hosted by Steve Ashton, our executive sponsor, Kevin MacNamara, NS Deputy Minister of Health and MHCC Board member, Anne McGuire, IWK CEO and Dr. Kathleen Pajer, Chief of Psychiatry featuring first voice speaker Gwen Danson.

May 7 since 2007, The IWK has partnered with the Institute of Families to celebrate National Child and Youth Mental Health Day on May 7th. This year's campaign slogan was "I Care About You". The purpose of these events is to educate and create awareness about mental illness and addictions so that we may reduce the stigma associated with these illnesses and encourage youth to seek help. Across the country teachers, health care providers and advocates participated in various activities simultaneously. At the IWK we hosted a Youth Art Exhibit which featured amazing works of art created by youth affected by mental illness and addictions in the Goldbloom Pavilion and debuted the documentary "Three Voices" in the IWK Auditorium, which is a heartfelt documentary following three young adults as they share their personal journeys with mental illness.

Airport Elementary and Ecole Robb Road Comox, BC set up display tables at both the schools, teachers were asked to walk their children through an activity called "I Know You Care About Me When..." Some teachers sent the children down in twos and threes to chat with the counsellor and fill in the big "I Know You Care About Me When..." poster board. Other



teachers came down with their entire class. Each child received a sticker, tattoo or card. They felt very special for contributing to the art project. The event was advertised in both school newsletters. They look forward to doing this again!

RC Garnett Elementary School RC Garnett Elementary School participated and had all the adults in the school wearing the "I Care About You" Stickers. The grade 4 teacher had the students fill in the poster.

School District #59 Dawson Creek, BC talked to the kids about what made them feel special. We handed out the stickers and the tattoos. We also had conversations around the term 'mental health' and the negative connotations many people associate with the term. We talked about how the term itself is a barrier for some people seeking help. *Thank you for your commitment to this cause.*

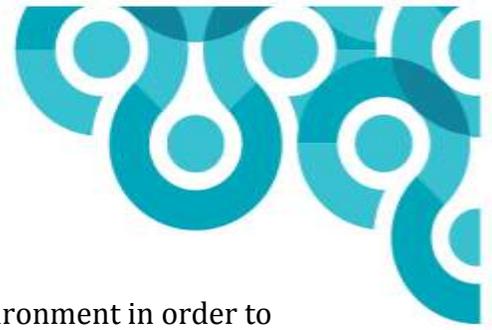
Kwakiutl District Council Health Campbell River, BC they invited community members to have "Cake & Coffee", they had information on community resources for children & families within their communities, they handed out stickers, tattoos and cards they had received from institute of families for promotion of National Child & Youth Mental Health day

Child and Youth Mental Health Duncan, BC their staff acknowledged the day by wearing stickers or the green ribbon tattoos and they gave out "I care about you" cards to the youths they met that day. Their poster activity was well received, they placed another poster at a popular sandwich shop near the high school, but it was a busy place and the poster location wasn't in the most convenient spot. The cards, stickers and tattoos were snapped up. One of their social workers had comments about the tattoo he wore and it provided an opportunity to talk about the purpose of the day.

Aboriginal Child & Youth Mental Health Abbotsford, BC handed out stickers and cards to clinicians and social workers to share with people who came into the offices.

Ontario Federation of Home and School Associations, Inc. (OFHSA) Hamilton, ON provided a poster, some ABC cards and 'I care about you' stickers to each school that attended the home school conference to take back to their schools.

DASH BC Healthy Schools Network Vancouver, BC added ABC cards to their welcome packages at the Healthy Schools Leadership Symposium, "Healthy Learners, Healthy Schools". This Symposium brings together partners from around the province who all share a passion for and commitment to ensuring the well-being and success of all students. The focus of this year's Symposium is working together to create healthy learners, with a focus on



taking a holistic approach to shaping practice and the learning environment in order to optimize students' health and learning.

North Delta Secondary Delta, BC put up posters all around the school and handed out ABC cards, tattoos and 'I care about you stickers' and saw such a growing interest, they had to order more materials!

Kiwanis Boys & Girls Club Hamilton ON held a youth-led mental health conference in Hamilton, Ontario, City Hall Council Chambers. Youth delegates from high schools and youth groups in Hamilton attended this conference and workshops that were facilitated by adults and youth helpers.

Youth organizations and mental health services also displayed a booth for the marketplace during lunch.

FamilySOS.ca Halifax, NS runs two after school programs (Healthy Kidz and Healthy Teenz) in marginalized communities in Halifax. They provided May 7th materials to 60 children and youth that are a part of their programs.

Manning Community Health Centre Manning, AB handed out May 7th 'I care about you' stickers, ABC cards and tattoos. They also put up Interactive Posters for people to fill in.

Hamilton Wentworth District School Board Hamilton, ON handed out 'I care about you' stickers to 200 teachers attending their mental health in-service day.

D.A. Ferguson Middle School Taber, AB put up interactive posters and handed out 'I care about you' stickers and ABC cards during Mental Health Week

The communities Comox Valley and Campbell River (Vancouver Island, B.C.) came together to celebrate National Child and Youth Mental Health Day and also welcomed Keli Anderson, President & CEO of the Institute of Families, and Kim Skinner, Executive Director of the FORCE Society for Kids' Mental Health. During the evening, about 250 community members from both areas filled the gymnasium and outdoor area at Courtenay Elementary School. While service providers lined the perimeter of the gym with their information tables, the Courtenay Kiwanis Club cooked hot dogs on the outdoor barbecues. Throughout the evening, families participated in family fun tables that included the opportunity to contribute to the creation of a community quilt, and a chance to win one of many raffle prizes. Several youth, including First Nations drummers, provided live music throughout the evening.

Speeches were heard from various community members including parent Barb Kozeletski and youth Kat Zettler who both spoke about the stigma associated with mental health and



mental illness; Elaine Halsall, Manager, Child, Youth & Family Mental Health Services for Vancouver Island Health Authority; Elder Mary Everson, K'omoks First Nations; and Keli Anderson, Executive Director of the Institute of Families. The FORCE Society for Kids' Mental Health provided parents with an opportunity to review and give their feedback on the draft of the new Child, Youth and Family Mental Health Guide for the Comox Valley/Campbell River areas.

Colleen Clark, FORCE Parent in Residence for the area, wrapped up the evening with a presentation ceremony to the numerous volunteers and sponsors who worked hard to make the event possible.

Montgomery Middle School Coquitlam, BC In honor of this special day, their school community came together during first block for an assembly that involved students, staff, parents and community members. After a brief welcome by the principal, 3 Grade 8 students shared work that they had done as part of the District Leadership Team with the theme of mental health. Their key message that they delivered through a video presentation and a short speech focused on seeking support and talking with an adult when students are faced with mental health issues.

Following this, they had the pleasure of hearing from Marlisse McRobie, a parent in residence with the FORCE who provided her perspective of having a child with a mental health challenges and what it was like at school for her son. Her power point presentation ended with pictures of high profile people known for their successes rather than their mental health challenges.

A final video presentation wrapped up the assembly. This was made by two of their students with technology expertise using a new software called Premium One. The video captured clips of students and staff sharing their tips for keeping mentally healthy.

Throughout the day, staff continued to build on awareness of mental health issues by incorporating it into their lessons. The art teacher did a visualization exercise with students. In HACE classes students were asked to respond to the question "I know you care when....." Several teachers did activities like yoga and breathing exercises. Books like "Have you filled up a bucket today" and "Terrible, horrible Day" were used to promote class wide discussions.

We look forward to hearing from other schools and community groups so that we can expand upon this day next year.



North Delta Secondary Delta, BC On May 7th students from the school displayed the I Care About You Posters to show students with Mental Health Issues that they are both supported and cared for. They invited students to browse around booths with displays of youth resource information related to Mental Health Issues. The students had fun wearing the tattoos and appreciated the I Care About you Message stickers that many of the staff wore for the day. The display booths had representatives from Psychosis sucks.ca, the Boys & Girls Club of Delta, and from The BC Schizophrenia Society. They were there to talk with students, answer questions and to hand out information and prizes. They also displayed Mind Check posters around the school so students could learn about their very informative and youth friendly website.

Mr. Schafferly's Psychology class invited two amazing youth to speak about their experiences of dealing with stigma around their Mental Health issues. A write up was printed in the Surrey Leader.

Students especially enjoyed writing on the I Care About You Posters. Examples of what they wrote were:

I know you care about me when you notice and smile at me in the hall.

I know you care about me when..... you listen.

I know you care about me whenyou ask me how my day was.

I know you care about me when..... you make time for me.

Thank you so much for the stickers, tattoos and posters. They really helped make our event fun and to build a connection between students and staff. Next year we hope to create an even bigger event and plan to hold an assembly in regards to this very important issue.