



INSURING OUR FUTURE

SUPPORTING OUR MOST IMPORTANT ASSET.
YOUTH MENTAL HEALTH.



Canadian Mental
Health Association
Mental health for all



*years of
community*



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The Video

A montage video featuring mental health champions and leaders from the insurance industry will be a centrepiece of the Insuring Our Future campaign.

These leaders describing the urgent need to support youth mental health, explaining how to get involved, and issue a challenge to their insurance industry peers and colleagues to join the network to protect our most important asset: youth mental health.

The tone of the video will be positive, resolute, hopeful and determined. **We are looking for passion and dedication, not professional production values!**

Your Instructions

As a leader in your sector, we'd love to include you in the montage video. You can record yourself on a smartphone or through a video conferencing program. Here's how:

- Set yourself up in a comfortable environment – it can be a professional or personal setting. Sit or stand; whatever puts you at ease.
- Set your camera up in **landscape** format. See below for some tips and tricks.
- Read the script on the last page of this package. Look right at the camera, and go at a moderate pace. It should take about one minute to complete.
- When complete, send your video file to Erin Terwissen, National Senior Manager, Community Giving at the Canadian Mental Health Association at eterwissen@cmha.ca. You can send via Google Drive, Dropbox or WeTransfer to accommodate large files.

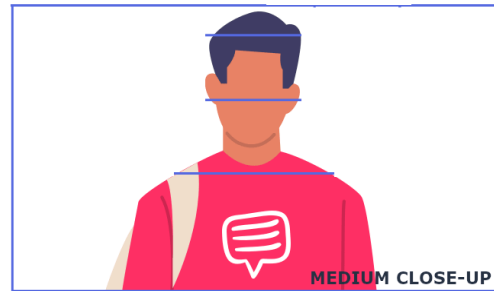
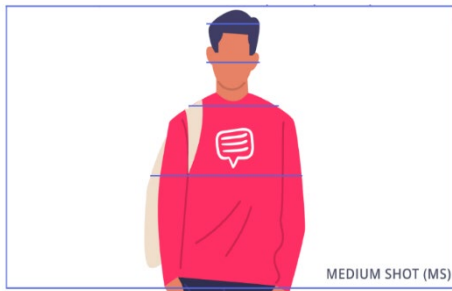


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Tips and Tricks for Recording on a Smartphone

1. Make sure the location you are filming in is not too noisy, or windy (if outside).
2. Depending on desired outcome, if shooting with an iPhone or iPad you can use either iMovie or your built-in camera. If using built-in camera, **please make sure to shoot landscape and not portrait.**
3. Prop up the camera or **use a tripod** and mount if available (handheld will not work and is too shaky).
4. Ensure the shot is framed including proper headroom (leave slight space above head.)



5. If you are using the built-in mic on the phone or iPad make sure it is about 2-3 feet away from the speaker. Make sure there is no echo in the room you are filming.
6. Set the recording device to record 1080P.
7. Wait 5 seconds after you hit record before starting to allow yourself/speaker to settle.
8. Wait 5 seconds after you finish and always maintain eye contact with the camera lens.



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English Script

These past two years have been hard on all of us.

But especially if you happen to be young.

The stress of the pandemic has been intense for children and youth. A full 7 out of 10 kids have worse mental health now than before. The effects are so severe they could shake an entire generation.

Youth need our help.

As insurance professionals, we get that it's not enough to fix a problem. We must mitigate the risk.

It's the same with youth mental health. We can't just wait to treat mental illness. We have to head it off.

That's why this spring, mental health champions in the insurance industry are issuing this challenge:

Join the movement of insurance professionals supporting youth mental health.

Make a donation today at www.cmha.ca/insuringourfuture

Insure our future. Because the next generation is our greatest asset.



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Script en français

Les deux dernières années ont été difficiles pour tout le monde, particulièrement si vous êtes jeune.

Le stress engendré par la pandémie chez les enfants et les jeunes est intense. Sept enfants sur dix ont vu leur santé mentale se dégrader depuis le début de la pandémie. Les répercussions sont si graves qu'elles pourraient ébranler toute une génération.

Les jeunes ont besoin de notre aide.

En tant que professionnels de l'assurance, nous sommes conscients que celle-ci n'est pas suffisante pour régler un problème. Il faut atténuer les risques.

Le même principe s'applique à la santé mentale des jeunes. Nous ne pouvons pas nous contenter d'attendre de traiter les maladies mentales. Nous devons couper le mal à la racine.

C'est pour cette raison que ce printemps, les champions de la santé mentale de l'industrie de l'assurance vous lancent le défi suivant :

Joignez-vous au mouvement des professionnels de l'assurance qui soutiennent la santé mentale des jeunes.

Faites un don dès aujourd'hui au www.cmha.ca/insuringourfuture

Assurons notre avenir. La prochaine génération est notre plus grande richesse.