

Insuring Our Future Toolkit



Canadian Mental
Health Association
Mental health for all

THANK YOU!


Your support to Insuring Our Future will help protect our greatest asset – the mental health of the next generation! By joining the network of insurance professionals who are protecting youth mental health, you are making a difference.

You can take your support a step farther – share the Insuring Our Future challenge with your peers, colleagues, coworkers and larger network. Your commitment to safeguarding the wellbeing of the next generation will motivate even more support and help even more young people in communities across Canada.

Here's how.



INSURING OUR FUTURE



**Sharing your
personal reasons
for supporting
youth mental health
will motivate
others to join in
Insuring Our Future.**



**INSURING
OUR
FUTURE**

Why Share Your Story?

It's easier now than ever. Mental health has never been more broadly or more openly discussed than right now.

And with good reason.

Two years into the pandemic, 70% of school-aged children, and 66% of pre-school aged children have experienced a deterioration in their mental health.

The pandemic has and will continue to have significant and lasting negative mental health impacts, particularly on youth.

When it comes to youth mental health, we can't just treat illness. We have to get ahead of it. We need to protect our greatest asset – the health of the next generation.

That's where you come in.

When you support mental health, you open the door to help someone else thrive.

When you share your story, someone learns that they're not alone.

When you demonstrate your commitment to mental health, your connections learn that mental health matters.



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Personal stories are a powerful way to connect, to build support for mental health, and to raise funds that will support youth through mental health programs across Canada.



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What to Share

Don't know where to start?

1. Ask yourself 'why do I care about mental health?' Here's some questions to get you started:

- What connects you to mental health as a cause? Yourself? A loved one? For everyone to feel well?
- How does supporting mental health make me feel?
- What would the world be like if all youth got the support they needed to thrive?

Write down your answers. Don't worry about getting it 'right', just let it flow.

2. Write a rough draft.

Now you have the content to begin writing! One way to get into your story is simply by starting your first sentence with "I support youth mental health because..."

3. Put on the polish.

You want it to be pithy and you want it to be personal. Keeping it to 2 or 3 paragraphs will keep it readable.



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Your story can live
in many places –
in emails to peers
and colleagues, for
example – but social
media gives you a
bigger reach.



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How to Share

GET SOCIAL

Get personal.

Post your personal reasons for giving or your own mental health story.

Add in the basics.

Be clear about the cause and what you're asking.

Add a visual.

Use a photo of yourself or feel free to repost one of CMHA's Shareables from the Insuring Our Future website.

Don't forget the link.

Copy the link to the www.cmha.ca/insuringourfuture donation page. This creates a fool-proof path and gets your peers and colleagues one step closer to donating.

Keep it up.

You can post more than once with a mix of personal stories and photos, issuing the challenge to your network to give them lots of chances to respond – you're not nagging, your offering helpful reminders to very busy people!



INSURING OUR FUTURE

A group of four diverse young women are smiling and hugging each other in front of a large window. The woman on the far left is partially cut off. The woman next to her has long blonde hair and is wearing a black top. The woman in the center has dark hair and is wearing a red top. The woman on the far right has dark curly hair and is wearing a black top. The background is a brick wall and a large window with black frames.

**On social media
you can write
your story as a
caption and post
with or without
a photo, but one
truly powerful
way of sharing
is by video. Your
voice and your
face will bring
your story to life.**



**INSURING
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MAKE A MOVIE

Print an #InsuringOurFuture sign and complete it – it'll give you something to do with your hands!

Record a video of you telling your story.

Post to social media. You can also share it on your fundraising page.

Direct people to www.cmha.ca/insuringourfuture to donate.

Add the hashtags #InsuringOurFuture and #MentalHealth. Tag CMHA at:

 [@CMHA.ACSM.National](https://www.facebook.com/CMHA.ACSM.National)

 [@CMHA_NTL](https://twitter.com/CMHA_NTL)

 [@cmhanational](https://www.instagram.com/cmhanational)

 [@canadian-mental-health-association](https://www.linkedin.com/company/canadian-mental-health-association)



Our Future Means to Me

...community will never be
...ed to seek help.

al | Association canadienne
ion | pour la santé mentale
ff | La santé mentale pour tous



Don't want to tell your own story? Use ours!

Instead of your story, record yourself reading this:



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years of
community

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 .

THANK YOU!

Your help to spread the word will ensure that more youth get access to the mental health programs and services they need!



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*years of
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