




1) Identify: What is the problem? What does my community need?

Think about the big 3 wellness targets:

-  Ending stigma – in what ways does my community hold up stigma? Or stereotypes about mental illness? How do we use language?
-  Promote resources & help-seeking as a positive thing: do my peers know about resources? How do they feel about seeking help?
-  Encourage positive coping strategies & self-care: do my friends know what coping skills are? Do they need to learn more? Do they need space to practice them?

2) Investigate: Does someone already do this? See what already exists, or think about who else may be interested in some of these goals?

- a) What might exist to help solve this problem?
- b) Does this already exist in my school or community center?
- c) What other groups, or other people, might be interested in helping or have some knowledge about this?

3) Research resources in your larger community who may be interested or specialize in this?

Use google, friends, call Youthnet and adult allies to find out who is out there.

4) **Build** a diverse team and reach out to allies

Adult Allies (Teacher, guidance, youth worker, parent) ?

Friends/ peers?

Other groups clubs (SOS, linkcrew, IMUM...)?

Community resources (Youthnet, YSB, Youth Ottawa, a local community center?)

5) **Plan** how will you Collaborate. Figure out how you will come together with your allies, to brainstorm and work together!

Schedule meetings? Informal conversations by phone or in person? Email chains?
Google docs?

6) **Brainstorm** ideas, activities, posters, add ons to existing events... (remember the 3 targets) Use different ways of brainstorming (word association, world cafe, snowball....)

You may want to brainstorm multiple times. Remember: the more diverse your team (adult allies, youth from different perspectives and community groups), the more rich and meaningful your answers will be!!

7) Learn about the guidelines of your school, take initial ideas and figure out what is possible based on pre-set guidelines or restrictions!

Some guidelines that exist are:

This means we will have to change our idea by:

8) Receive constructive feedback can be hard to swallow sometimes, but it is an important part of the process!

It happens to us all, we come up with some ideas, share them, revise, rework, collaborate and then discuss again! Your plan will have more success if it is thought out and altered a few times. It's all part of the advocacy process.

9) Utilize: Talk, Do, Connect to narrow down your campaign

Let's Talk

What do we want people to know?

- How will we introduce the theme/ main message/ strength?
- What are our key conversation points?
- Poster/ heading title
- Is it hope, help, strength based?

Let's Do

How will it be interactive?

- Will a skill be taught (ex. positive coping strategies)
- Will an activity be held? (ex. yoga, bakesale, selfie-booth)
- Will an interactive conversation take place (ex. write 3 things you are grateful for)

Let's Connect

How will we promote resources?

- Handouts (ex. of resources, apps)
- Guest speaker (ex. someone from YouthNet, YSB)
- School resource (ex. guidance counsellor, rideauwood counsellor)

Let's Talk

Let's Do

Who is the lead?
Where?
When?
Supplies?
Date/time?

Let's Connect

10) CollaborACT: it is time to run your event or campaign! Bring your diverse team together for the big day and follow-through with your plan! You're going to be amazing

Have you contacted YouthNet? We want to be part of your team, and will support you through the process!