



Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada

Introduction to the MHCC & Opening Minds

A presentation to:

Together Against Stigma Conference

San Francisco, CA

Friday February 20, 2015

Mental Health Commission of Canada

A non-profit organization, funded by the Health Canada, but at arm's length from the government

We are a catalyst

Projects / Initiatives:

- Homelessness Research
- Knowledge Exchange Centre
- Mental Health Strategy for Canada
- National Standard for Psychological Health and Safety in the Workplace
- Mental Health First Aid
- **Opening Minds**

- Use an evidence-based approach, identify successful interventions
- Determine ‘active ingredients’
- Identify gaps and potential solutions
- Create toolkits and training materials
- Replicate successful interventions
- Advocate for structural change



Four Key Target Groups

Youth

Healthcare Providers

Workforce

Media



LA TÊTE HAUTE HEADSTRONG



PRENEZ COURAGE BE BRAVE
TENDEZ LA MAIN REACH OUT
DITES-LE SPEAK UP

PHASE II



#MHCheadstrong
#endstigma

PHASE I



Magnifying the results via regional events, supported by traditional & social media

Launched HEADSTRONG at the National Youth Anti-Stigma Summit in Ottawa Nov. 16 - 21





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National Summit





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HEADSTRONG REGIONAL ACTIVITIES

High Level Summary

- 14 community organizations have submitted high level proposals for a total of 22 regional summits
 - To date, plans are underway to host more than 5-thousand students from 191+ high schools
 - The total estimated cost of these summits is \$72,400
 - 9 summits will be organized before April 1st 2015



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Opening Minds: Lessons Learned



Lessons Learned

- One-offs don't work
- Booster sessions are needed
- Voluntary attendance isn't effective
- People need to be engaged
- Literacy programs can be harmful
- Not all contact based education is effective
- Big media campaigns aren't effective at changing attitudes
- Structural or cultural change is needed
- It's easier to change behaviours...attitudes will follow
- Grassroots networks and champions are needed



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Thank you

Contact us: info@mentalhealthcommission.ca

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