

Event Brief

Webinar: Project Management Tool and Public Announcements

June 24, 2020

Purpose

This webinar served two purposes. The first was to introduce a project management tool that the KDE Hub has developed in response to the needs assessment with projects funded through the Mental Health Promotion Innovation Fund (MHP-IF).

The second purpose was to explore if and how projects and the Hub might coordinate plans for any public announcements. Most recent guidance from the Public Health Agency of Canada on announcing ourselves publicly is permission to do so, and to inform them of any planned announcements about one month in advance. Up to this point (to our knowledge), no plans have been shared, so later in July will be a first opportunity to make any announcements. In the meantime, a Ministerial announcement of the MHP-IF program is still being considered for early July. Each project team and the Hub will shape their own announcement plans (audiences, messages, methods, timing). Some degree of coordination within the MHP-IF community may help to achieve shared interests in generating awareness, interest, enthusiasm, and engagement with the MHP-IF as well as with child and youth mental health promotion (CYMHP) more generally.

Participants

The webinar was hosted by the KDE Hub Secretariat, with participants from 16 MHP-IF projects. Hub consultant, Dr. Carol Adair, joined the first part of the webinar. Carol contributed to the needs assessment and project management tool; she brings experience in child and youth mental health as well as research and evaluation expertise.

Meeting structure

- After introductory remarks, Dr. Barb Riley, Hub Scientific Director, familiarized participants with the project management tool with additional commentary from Carol Adair
- The Hub Secretariat then led a co-design exercise to explore possible coordination of public announcements about the projects and the Hub using Menti, an interactive online platform; participants were provided with a brief backgrounder prior to the webinar which outlined three questions for consideration:
 1. Who do you think needs to know about the MHP-IF?
 2. What are some key points we want to get across as an MHP-IF community?
 3. How might projects and the Hub be able to help each other?

- A poll at the outset of the co-design session asked participants to estimate if and when their project plans to make a public announcement
- The webinar was recorded so that the recording could be posted to the KDE Hub website for reference and to share with projects or team members unable to be on the call

What did we learn?

The orientation to the *Project Management Tool* underscored that:

- the tool is intentionally comprehensive to be able to meet each project where they are at within a wide range of stages of project development,
- project management is non-linear and that there is fluidity between project design, implementation, evaluation and research, and scaling-up,
- changing conditions (e.g., the COVID-19 pandemic) increase the need for fluidity and adaptations.

The tool is intended to be used in bite-sized components – a small number of topics at any point in time to address the most relevant and timely project management issues. The tool offers questions/considerations to help guide adaptations and plans more generally. The Hub is inviting projects to use parts of the tool that are most relevant to them and to share feedback and experiences so the tool can be improved over time. A blog post on the *Project Management Tool* will follow this webinar, and an online forum will be open for sharing experiences and questions about its use.

Most of the projects represented on the webinar indicated they are planning to publicly announce their project this summer or fall. On the topic of **coordinating public announcements**, the following summarizes input provided by participants during the webinar:

1. Who do you think needs to know about the MHP-IF?

- The target populations of the projects
- Parents/families/caregivers and organizations that connect with parents/families/caregivers
- People seeking mental health support
- Project stakeholders including advisory committees, community partners, and collaborators
- Mental health service providers and youth serving agencies
- Organizations and individuals who share interests with the MHP-IF projects, e.g., Indigenous organizations, school-based organizations (e.g., Joint Consortium for School Health), Centre for Addictions and Mental Health, National Collaborating Centres, Mental Health Commission of Canada, Canadian Mental Health Association
- Indigenous Communities
- Policy makers and all levels of government (regional, provincial and federal) including ministries/ departments that have a connection to youth and/or mental health (including education)
- Public health units across Canada
- Researchers in mental health and mental health promotion
- Youth mental health focused organizations e.g., jack.org; We Matter

- Those who work with youth including teachers, youth workers, coaches, police
- Agencies and organizations that deal with mental health issues in the community
- School boards/divisions and school administrators
- Other potential mental health project funders e.g., United Ways, community foundations
- Existing children and youth mental health networks/communities of practice
- Advocacy groups e.g., Canadian Coalition of Youth Advocates
- Prominent influencers e.g., Senator Moodie, child commissioners across Canada

2. What are some key points we want to get across as an MHP-IF community?

- The MHP-IF community is diverse, across Canada, and eager to build connections with others who share interests in CYMHP
- MHP-IF emphasis in CYMHP is on equity, upstream determinants of mental health, and systemic supports for MHP
- Promoting positive mental health goes beyond self-care
- Importance of a good start in life to ensure mental health throughout the life span
- Building blocks to resiliency from birth to adulthood
- Mental health is an important area of research
- The MHP-IF aims to contribute meaningful learning about how to do MHP with diverse populations and in diverse settings in Canada
- Mental Health exists on a spectrum
- Mental healthcare is a collective, cultural issue as well as an individual health concern
- Together, the MHP-IF and those with shared interests have the strongest voice for CYMHP
- That we are working together across the nation and will be highlighting what we think is especially working to the public on a regular basis
- Mental health should receive greater attention at the policy level
- Mental health PROMOTION needs to be part of the continuum of mental health service plans
- Mental health interventions depend on the access and active participation of communities as well as professional service providers
- The significance of the participation by youth and the community in project activities - to result in youth/community led actions moving forward
- Socio, economic, cultural factors affecting public mental health
- Opportunities to engage; how to find out more; what's in it for them?
- Everyone can promote healthy child development
- That we will be getting feedback from youth involved in our programs to get a ground-level, unvarnished view about the value and any concerns related to the projects
- That our government continues to believe in providing necessary and diverse mental health supports across the country for children and youth

3. How might projects and the Hub be able to help each other with regards to public announcements?

- A coordinated announcement to maximize impact
- Follow each other on social media platforms; Reposting each other's social media posts
- Sharing templates for public announcements and press releases
- Sharing highlights of different projects including their activities, partners and learnings
- Use of consistent hashtags on social media - #CYMHP, #MHPIInnovation to promote the initiative
- Share distribution lists with each other

How will learnings from this event be used?

- Initial reactions to the *Project Management Tool* were encouraging and the tool will continue to evolve and be shaped by feedback. Watch for an upcoming blog and online forum on this tool.
- The conversation that began on the webinar to coordinate public announcements will continue in the [public announcements online forum](#), and resources for supporting public announcements (e.g., press release template, social media hashtag suggestions) will also be posted there.

