Event Brief

Refining plans for child and youth mental health promotion system engagement and a project infographic template

October 28th, 2020

Purpose

The purposes of this webinar were to shape early Hub directions for strengthening system supports for mental health promotion in Canada and to refine a new template for project infographics.

Participants

The webinar was hosted by the KDE Hub Secretariat, with participants from 22 Mental Health Promotion Innovation Fund (MHP-IF) projects and six Public Health Agency of Canada MHP-IF team members.

Meeting structure

- The webinar consisted of discussion of the two main topics: 1) early system engagement; and 2) project infographics, and finished with a few updates about the first MHP-IF Annual Symposium
- During the first part of the webinar, Barb spoke about the purpose, timing, and methods for early system engagement. She then opened a discussion facilitated by Menti (interactive presentation software) which was guided by two focused questions:
    - What organizations have you reached out to – or plan to – for information, guidance, or their awareness of what you do?
    - What would you like to know about child and youth mental health promotion (CYMHP) in Canada to help you with your work?
- During the second part of the webinar, project members asked questions and provided initial feedback in response to a sample project infographic that was shared by the Hub

What did we learn?

Part 1: Early system engagement
- The long-term goal of building system supports is to facilitate the sustainability and scale up of MHP-IF projects; shorter-term goals include creating awareness and interest in mental health promotion, in the MHP-IF, and in the Hub
- Rolling out engagement activities at this time relates to the public launch of the MHP-IF and the upcoming MHP-IF Annual Symposium (January 2021) and opportunity to invite and engage with stakeholders outside of the MHP-IF
- The Hub will continue to participate in system engagement incrementally and guided by purpose and what will add the greatest value to the MHP-IF
- In response to the first discussion question (**What organizations have you reached out to – or plan to – for information, guidance, or their awareness of what you do**), participants

mentioned engaging with provincial and federal government, regional tables with stakeholder in CYMHP, schools (Universities and Colleges), health promotion departments, Elders counsels, and Indigenous organizations. Several also mentioned reaching out to social services and community organizations.

- Responses to the second question (**What would you like to know about CYMHP in Canada to help you with your work?**) included a desire to further learn about CYMHP policy-making, CYMHP evidence-based approaches, incorporating youth voices in education reform, access to a comprehensive list of CYMHP services, and how to create strategic partnerships.

Part 2: Project infographics
- The Hub will work with each project in November 2020, with a goal of finalizing and posting the full set of infographics on the Hub website by December 2020
- Each infographic will be developed in English and French, provide a one-page plain language overview of each project, have a consistent look and feel across the set, and be available in digital and printable form
- The Hub will work with a graphic designer to customize the template with iconography and visuals that fit each project's focus and brand. Project logos and colours will be incorporated
- Project members expressed enthusiasm about this initiative and the template; members from project and PHAC MHP-IF teams felt that this product will be useful as part of their stakeholder engagement activities

Updates about the first MHP-IF Annual Symposium
The symposium will take place virtually on January 25 (evening), 26 and 27, 2021 and will consider differences in time zones as part of planning. The unifying theme will be the MHP-IF in context (people, positioning, and the pandemic). Session formats will be synchronous and asynchronous. The Hub will share a draft version of the agenda and registration details mid-November; project teams are encouraged to provide input about planning using the Symposium online forum.

How will the learnings from this event be used?

➢ Input on relevant organizations and CYMHP interests will inform the Hub's environmental scanning and early system engagement activities (e.g., Annual Symposium planning)
➢ The Hub will incorporate input on customizing the infographic template into next stages of developing infographics with and for each project
➢ The Hub will continue to welcome input on what other project materials might be helpful to include on project specific pages on the Hub website (e.g., videos)