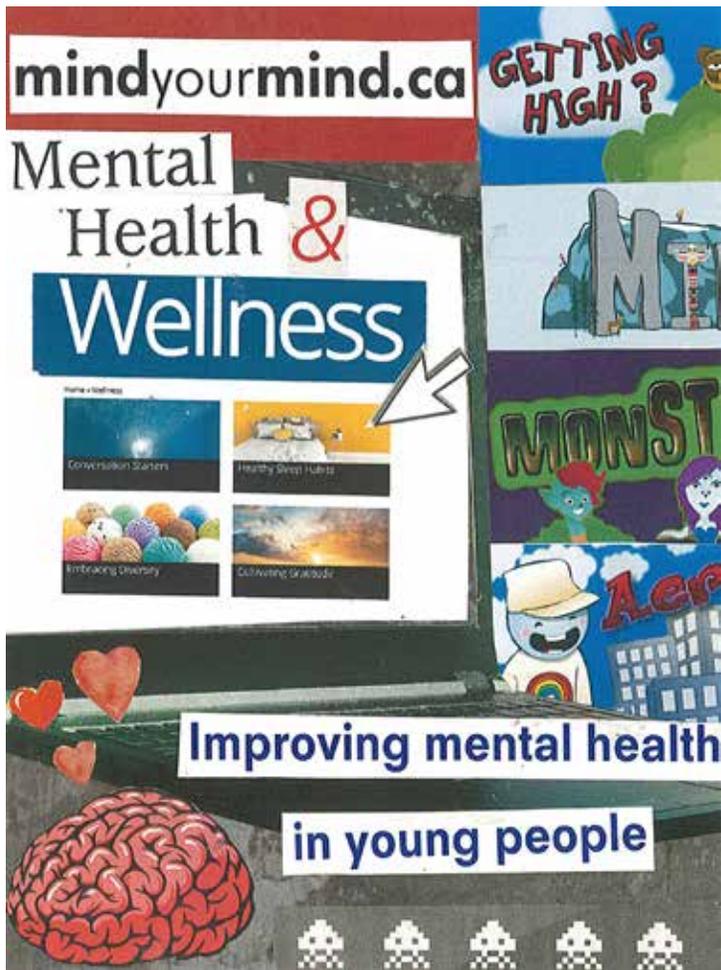




**mindyourmind**

# Annual Zine Report 2018 - 2019

mindyourmind exists in the space where mental health, wellness, engagement and technology meet. We work with community partners and young people aged 14 to 29 to co-create interactive tools and innovative resources to build capacity and resilience.



## mindyourmind.ca

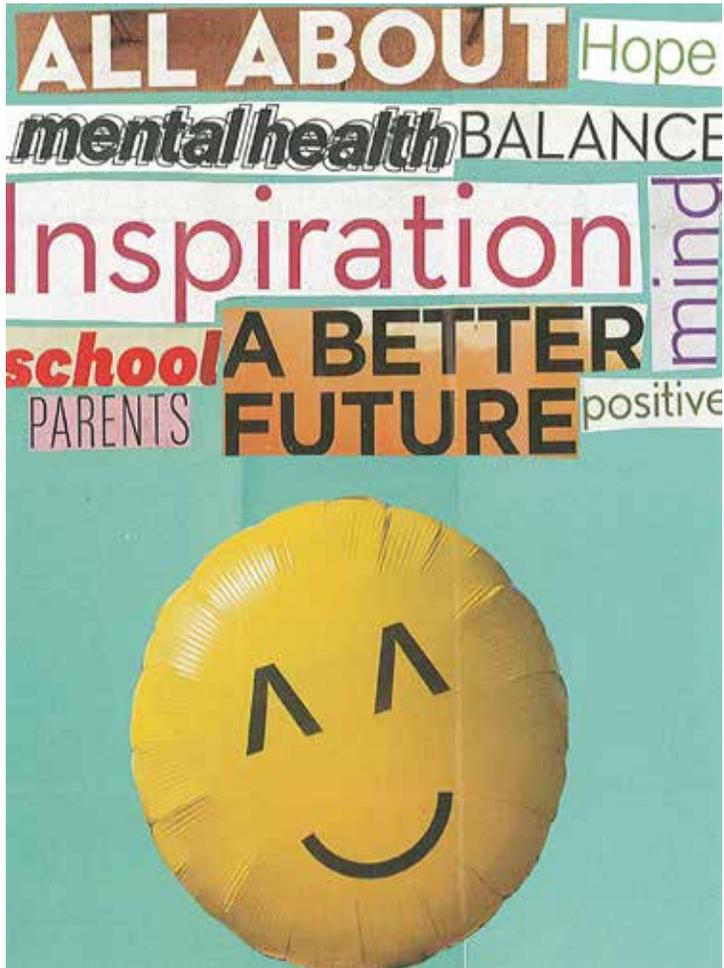
### WHAT IS IT?

This Zine report 2018-2019 illustrates how our program identifies strengths and gaps in the system and empowers young people to make positive change in the mental wellbeing of young Canadians.

### WINS

Our website has undergone numerous updates, such as revamping the illness pages, changing flash tools to html, and adding new content. These updates help us to modernize our website and tools, making them more accessible, as well as help us to stay a reputable and relevant resource.

mindyourmind creates wellness tips following a curated monthly theme. They are posted daily on Twitter, using the hashtag #mymTips. These are also posted in the Wellness section of our website.



## Interviews

### WHAT

**mindyourmind** interviews diverse mental health advocates, covering topics such as recovery, self care, how to support a loved one and more. The variety of our interviews allows our readers to find one that resonates with them in a meaningful way.

### WINS

Our outreach and interview efforts have allowed us to establish and build connections and share knowledge with our followers. We highlight mental wellness, mental illness, hope and recovery while embracing different points of view and showcasing diversity. During this past fiscal year, we conducted over 30 interviews!

### LEARNINGS

Our interviews brought in 13,277 pageviews to our website this past year. The interviews have been an effective way to share a variety of perspectives, from popular global personalities to local London advocates.



# Be Safe

## WHAT

Be Safe is a free mobile app that aims to help young adults make a decision about seeking help in a crisis. The app allows users to complete a safety plan directly on their phone, to share with a support person. It also provides a systems navigation tool that helps youth find help when they need it, and supports them through the process of reaching out.

## WINS

Be Safe expanded beyond Ontario and is now coast to coast! You can find resources from Squamish, BC to Halifax, NS. We continue to add more regions.

## STATS

This fiscal year Be Safe had:

- 2,682 iOS App Store downloads
- 877 Google Play downloads
- An estimated 12,000 total sessions

This makes for over 32,802 total downloads since the app launched in 2014!



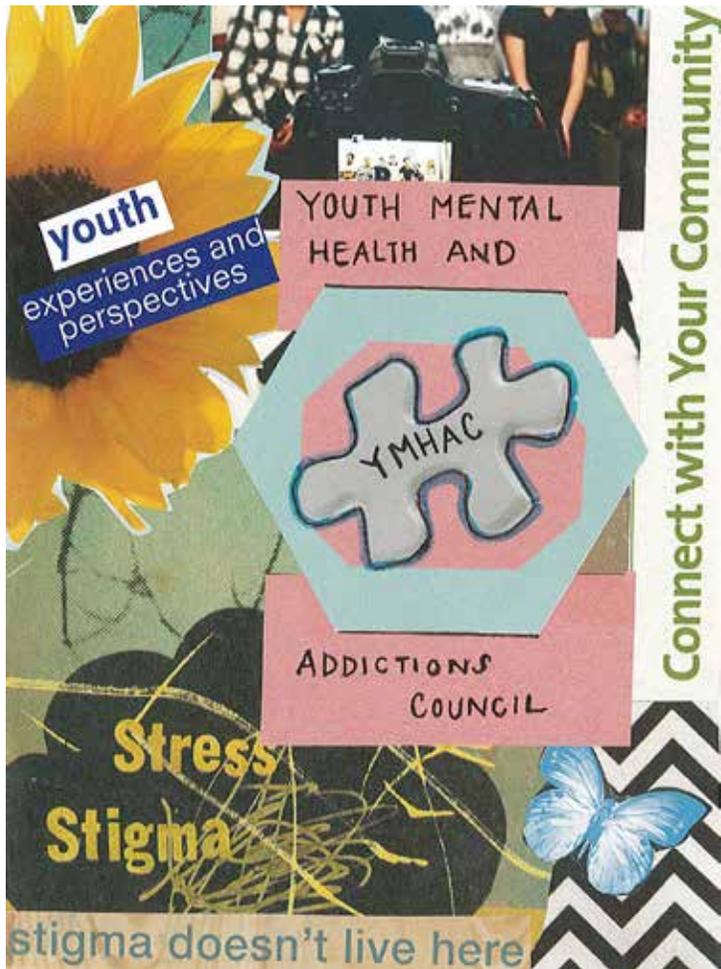
facebook

twitter

Instagram

  
Be Safe





## YMHAC

### WHAT

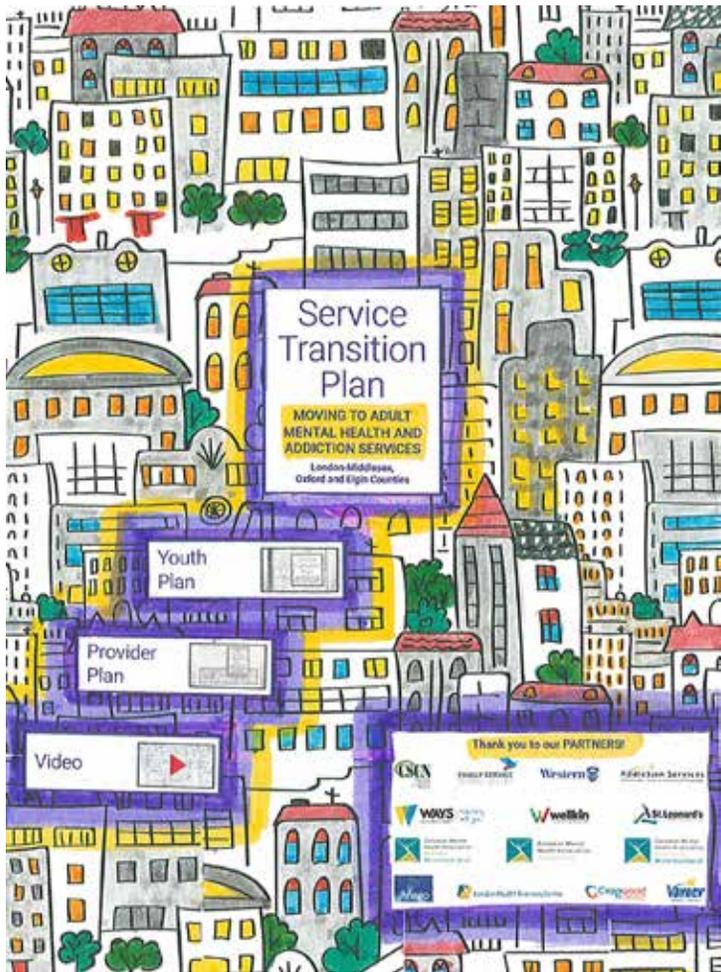
**mindyourmind** partnered with LHSC's Transition Age Project (TAP) to help develop and support the Youth Mental Health and Addictions Council (YMHAC). YMHAC is made up of youth aged 16 to 25 who have lived experience. This council acted as an advisory and consultation to service providers in the community.

### WINS

YMHAC and **mindyourmind** hosted the Free From Stigma Art Show and Sale. Thirty young artists showcased their experiences with mental health through art.

### LEARNINGS

By hosting the art show, it allowed YMHAC the opportunity to host a community event and connect with other youth. YMHAC also confronted their funding realities, in an ever-changing sector. As each member takes part in other initiatives and projects, we are certain that they will leave their mark on the world.



# TAPCIT

## WHAT

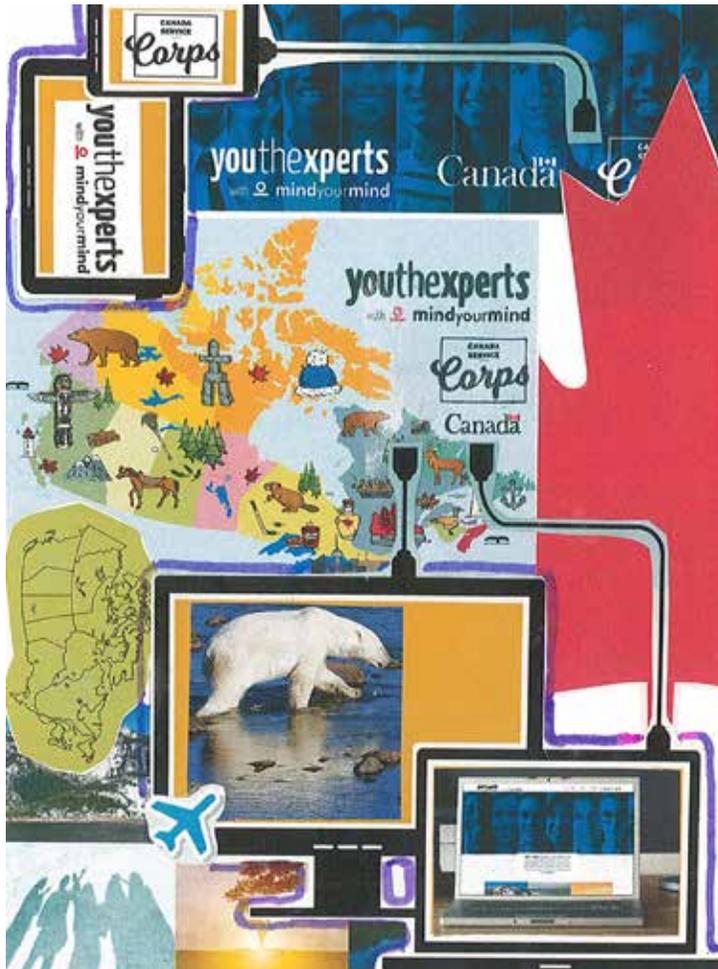
The Transition Age Project Community Implementation Team (TAPCIT) is comprised of local service providers, organizations, and youth with lived experience. Together, they developed a protocol guide called the Service Transition Plan.

## WINS

**mindyourmind** developed the protocol with input from youth in the YMHCAC group. The Service Transition Plan is divided into four stages to help it seem more intuitive and less overwhelming to the user.

## LEARNINGS

This resource can be used by anyone who will be transitioning from youth to adult services. There is also a companion guide for service providers and a promotional video that highlights the importance of the protocol.



# youthexperts.ca

## WHAT

mindyourmind is working with young Canadians across the country, to engage in Design Labs where we are co-developing and co-creating resources that address the unique mental health needs of diverse communities. This new website chronicles our journey in this project supported by the Canada Service Corps, a federal initiative to increase youth community development and employment skills.

## WINS

youthexperts.ca allows us to showcase the tools our youth participants create, and it will carry on the legacy of the project once the Design Labs are complete. This resource also provides a big picture perspective of the project, allowing the viewer to see the work of all five communities in one place. Finally, this website highlights the invaluable contributions and passion of each participant.

# Squamish

## WHAT

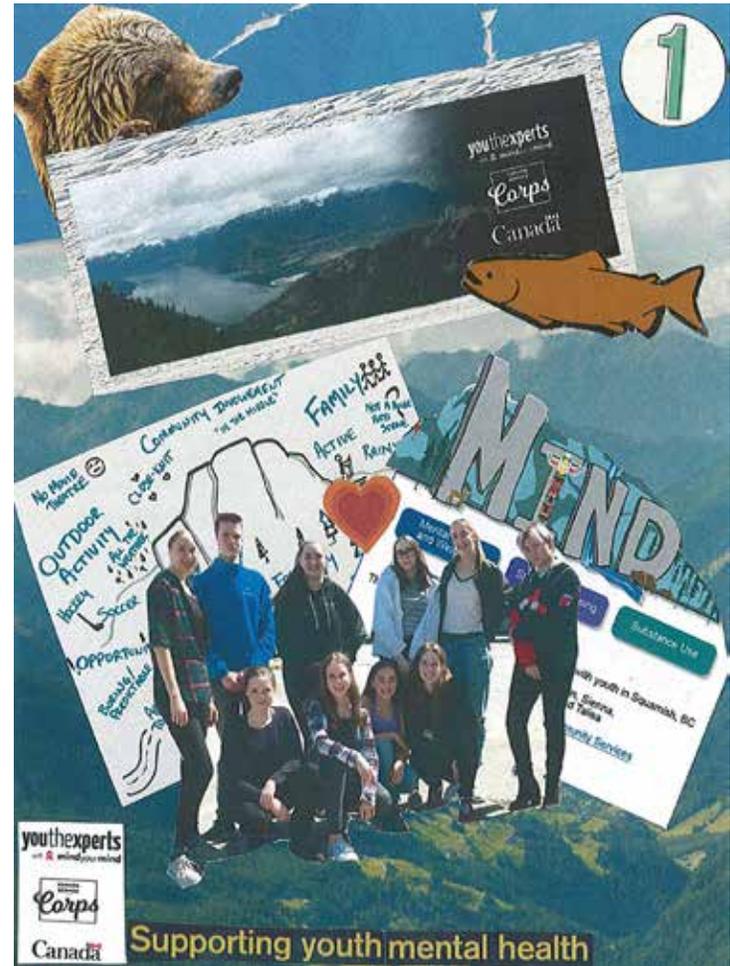
The **mindyourmind** team went to Squamish, BC to work with local youth, with the goal to co-create mental health resources specific to their community. The work culminated in the development of a trivia game and eLearning resource.

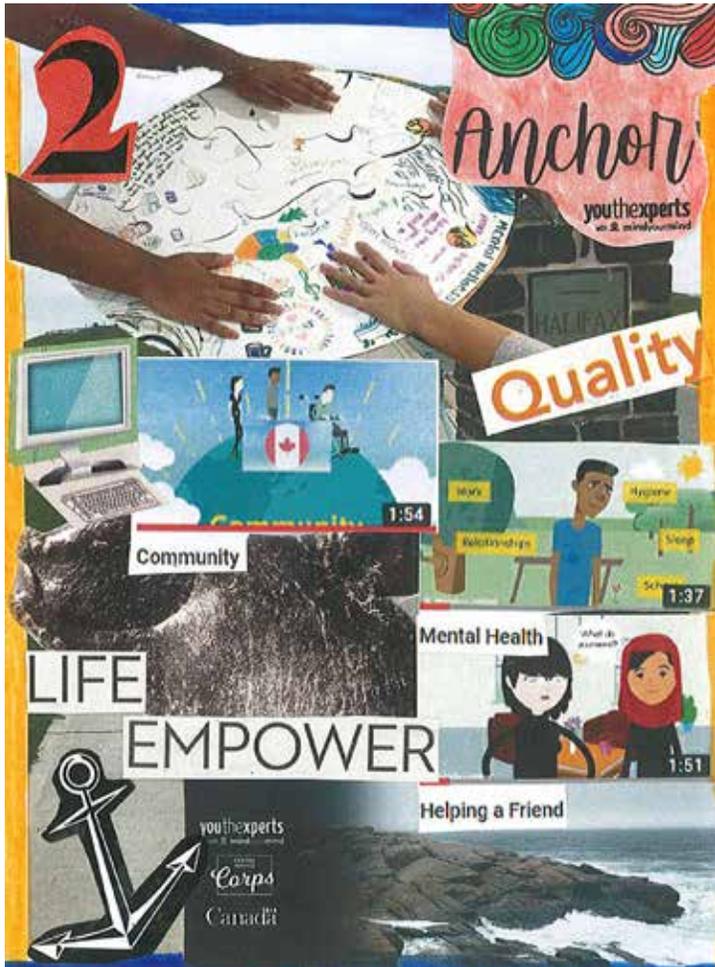
## WINS

We were able to translate the tools into French and Arabic. One of the youth participants attended a national coalition meeting where she was able to practice her public speaking and bilingual communication. As well, the youth team applied for a #RisingYouth grant which they received to run their Leadership Summit.

## LEARNINGS

Long distance work can be challenging, and we learned that flexibility is important when working this way. Moreover, the youth highlighted the continued need for mental health services and appropriate long term supports in their region.





## Halifax

### WHAT IS IT?

mindyourmind partnered with two youth agencies in Halifax, NS to co-create mental health resources specific to their community, as part of the Canada Service Corps Initiative.

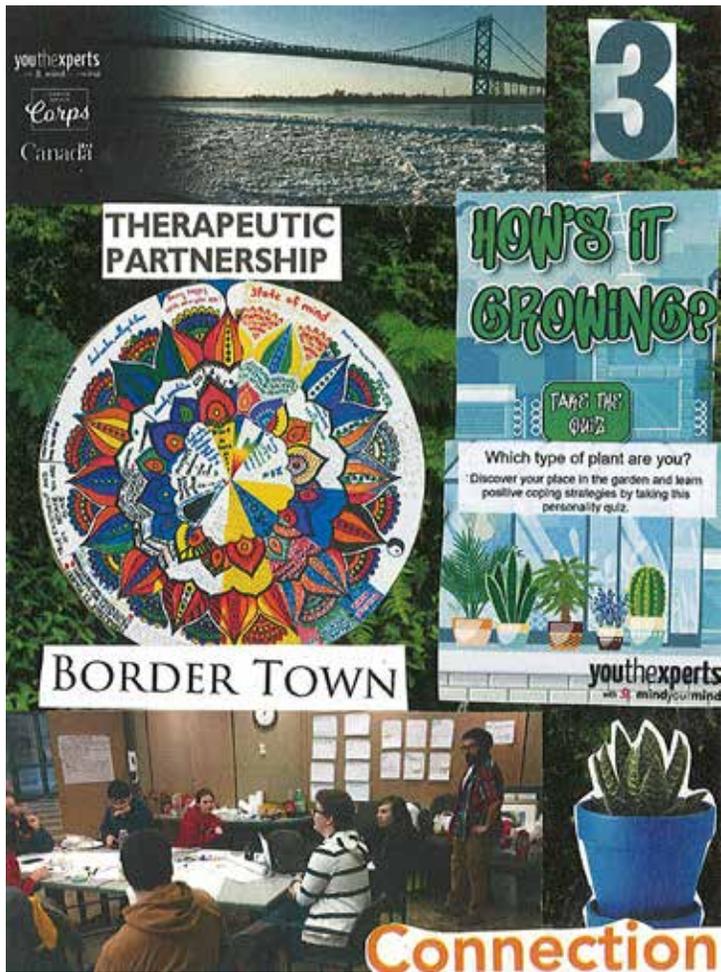
### WINS

The Halifax team created a self care booklet, Anchor, and three videos about mental health. The booklet and the videos have been incredibly well-received across the country, resulting in 2,500 books printed in English and French. Additionally, we were able to send one participant to Parliament Hill and two other participants to the Canada Youth Summit.

### LEARNINGS

Adapting our webinars and long distance work with the youth team to better suit them resulted in improved engagement throughout the process. This group also voiced concerns about the lack of accessible and appropriate mental health services in their region.





## Windsor

### WHAT

mindyourmind traveled to Windsor, ON as part of the Canada Service Corps Initiative to work with a team of youth and a local partner to co-create mental health resources specific to their community.

### WINS

The team decided on a quiz, How's it Growing, and a self care book, Border Town. Two youth participants also attended the Canada Youth Summit in Ottawa which was an exciting opportunity for them.

### LEARNINGS

We had an existing relationship with Hôtel-Dieu Grace Healthcare and this familiarity allowed us to work with expedience and flexibility. This process provided the youth with valuable skills and transferable experience they can utilize in the future. The group has also indicated a need for more comprehensive and accessible mental health services in general.

# Social Media

**WHAT**  
**mindyourmind** is active on Twitter, Facebook, Instagram, Pinterest, YouTube and Soundcloud. We use social media to interact on both a local and global scale with youth and young adults, their family members and the professionals that support them. Through our platforms, we offer relevant and engaging resources and information, while working to destigmatize mental health and addiction.

**LEARNINGS**  
Social media is always evolving so we are constantly learning and adjusting our strategies to stay current and interesting. We look into the trends and concerns of our target demographic which ensures that we will continue to be a relevant and positive presence online.

**STATS**  
Over 15,500 followers on Twitter  
Over 4,500 likes on Facebook  
Over 1,750 followers on Instagram





Thank you to all the  
youth partners and  
community organizations  
that have partnered  
with us over the past year.

We couldn't do our work  
without you!

 **mindyourmind.ca**