



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





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# Four Key Target Groups

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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 1<sup>st</sup> 2015



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# Opening Minds: Lessons Learned





# Lessons Learned

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- 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

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*The views represented herein solely represent the views of the Mental Health Commission of Canada.  
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*Les opinions exprimées aux présentes sont celles de la Commission de la santé mentale du Canada.  
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