



HEADS UP!

Community Mental Health Summit

2020/2021/2022 / KELOWNA, BC



Fresh Outlook Foundation

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Investing in the future of mental health in your community.

"I have never had such a fulfilling use of my time at a conference! It had opportunities for lively discussion, intelligent debate, and interactive problem-solving built right into the schedule. This essential communication has been missing at almost every professional event I have ever attended. KUDOS!" FOF Event Participant

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“I felt like I was in the midst of a migration to open thinking and new ways of doing.” FOF Event Participant



“FOF is hands down the most innovative, forward-thinking and inspiring organization I have encountered. Their range of events — from conferences to film festivals, kids’ camps, and business breakfasts —all add incredible value to our understanding and experience of where and how we each fit into the bigger picture”

SECTION 2: EXECUTIVE SUMMARY

NUMBERS DON'T LIE

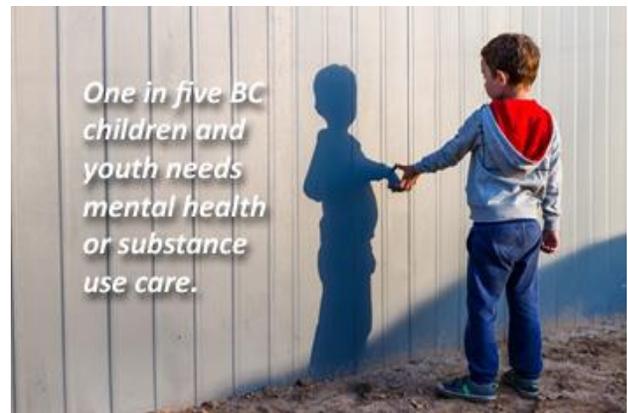
Not surprisingly, research shows that our communities are increasingly impacted by mental health issues and their effects on citizens where they live, work, learn, and/or play. In fact, the statistics are staggering!

MHCC reports there could be almost 9 million Canadians living with mental illness by 2040.

Social Impacts

At least half of Canadians over 40 have experienced or will develop a mental illness. About 800,000 British Columbians currently struggle with mental health challenges or addictions. And more than 85,000 children and youth in BC have been diagnosed with mental disorders, with only one third of them getting the treatment they need.

It's hard to imagine, but one in five children and youth in BC need mental health or substance use care. Picture that 20 percent this way: Up to five children in every BC classroom struggle with mental health challenges — everything from abuse-caused anxiety to the “bad” behaviour caused by ADHA, autism, and other neuro-developmental difficulties. Teachers struggle to meet the educational needs of these students, while parents battle for timely diagnoses, treatment, and systemic change to help prevent catastrophic outcomes such as poverty, unemployment, addiction, homelessness, and suicide.



The Mental Health Commission of Canada (MHCC) reports that, if nothing changes to address this and other mental health crises, there will be almost 9 million people living with mental illness by 2040. This represents a 31 percent increase from 2011, while the total Canadian population will only grow by 26 percent over that time.

Economic Impacts

And what about the numbers from an economic perspective? The financial burden of mental illness in Canada is estimated at more than \$55 billion per year. In any given week, at least 500,000 Canadians are unable to work because of mental health challenges. Astonishingly, MHCC estimates that the cost of mental illness will grow more than six times over the next thirty years to a whopping \$306 billion.

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In short, the challenges are real and systemic change is needed now.

CHANGE IS DOABLE

As outlined by MHCC in its strategy for *Changing Direction. Changing Lives.*, transformation “requires government at all levels, business, labour, civil society, health care leaders and individual citizens to work together.” At the Fresh Outlook Foundation, we couldn't agree more!

FOF's Responsibility

In keeping with the MHCC recommendation that we make change by improving knowledge, mobilizing leadership, and fostering collaboration at all levels, the Fresh Outlook Foundation (FOF) is hosting the first in an ongoing series of gatherings called the **HEADS UP! Community Mental Health Summit**.



With a proven track record of designing and delivering highly acclaimed events that inspire community conversations for sustainable change, FOF will use invaluable event planning lessons learned to inform and inspire overall event strategy, agenda development, and robust community engagement.

With the support of granting organizations, event sponsors, donors, promotional partners, and volunteers, the 2020 Summit and various warm-up events will gather people from all sectors, ages, cultures, and genders to engage in vital conversations about mental health challenges, successes, and opportunities at the individual, family, workplace, and community scales.

This brand of community conversation is not only the “right thing to do,” it also inspires the most robust solutions as people from all walks of life bring their unique insights, ideas, passions, personalities, and influences to the table.

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For the 2020 Summit, the primary post-event deliverable is documentation and wide distribution of participants’ ideas for positive systemic and community change. Other short-term objectives are to build awareness about community mental health challenges, successes, and opportunities, and to foster connection between and among sectors, ages, cultures, and genders. Longer-term goals are to inform and inspire collaboration that expedites positive change while preventing the duplication of invaluable human and financial resources.

Relationships built and partnerships struck following the 2020 event will inform and inspire program development for the 2021 and 2022 Summits.

Your Leadership Opportunity

Successful event outcomes depend on far-reaching support from all sectors and the public. Given your special status as a community leader, we invite you to help advance this vital conversation across sectors and interests and deeply into the greater community.

With your support we can set the stage for meaningful and productive conversations that will guide the development of progressive mental health plans, policies, programs, projects, and partnerships across governments, businesses, nonprofit organizations, and educational institutions. Your contribution will also help reduce the crushing stigma experienced by people with mental health challenges.

There are four ways for you to empower this invaluable initiative. As an **event sponsor** you would receive benefits that best align with your organizational goals and marketing strategies. As a **registration sponsor** you would subsidize registration fees for people who otherwise couldn’t attend. As a **connector** you would host an event to build awareness among your own group and/or community while raising funds for the Summit. And as a **donor** you would receive a tax receipt and your requested level of acknowledgement.

SECTION 3: ORGANIZATIONAL OVERVIEW

Legal Name: Fresh Outlook Foundation
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FOF'S PASSION

The Fresh Outlook Foundation (FOF) is a registered charity established in 2007 that envisions a future where people from all walks of life communicate and collaborate to make our communities more socially, culturally, environmentally, and economically robust and resilient.



This is possible only when people talk with one another about important community issues, challenges, and opportunities, and then work together to design and implement the best solutions. To that end, FOF's passion is "**inspiring community conversations for sustainable change.**"

FOF creates opportunities for those conversations to unfold at events such as the Building SustainABLE Communities (BSC) conference, CommUnity Innovation Lab, Eco-Blast Kids Camp, Reel Change SustainAbility Film Fest, Fresh Dialogues, Breakfast of Champions, Women 4 SustainAbility, and Talking DIRTY x 10,000.

Events are designed by FOF founder and communications/engagement specialist Joanne de Vries with input from thought leaders in government and business, the academic and nonprofit sectors, and the community at large. Using community-based social marketing tactics and tools (along with emerging practices in the fields of stakeholder engagement, social learning, Conversational Intelligence™, and collaborative intelligence) FOF delivers events that address either broad-based issues (e.g., Building SustainABLE Communities) or specific sustainability issues (e.g., energy efficiency).

FOF TARGET MARKETS

FOF events typically gather people from all sectors, ages, cultures, and genders to discuss important community sustainability issues. Exceptions are those that tackle a specific issue or are intended for a particular audience (e.g., Eco-Blast Kids Camp).

While FOF is based in the Okanagan Valley, event participants are from all areas of BC and beyond. One Building SustainABLE Communities conference, for example, drew 600 delegates from more than 80 BC communities.

SECTION 4: EVENT OVERVIEW



**Imagine a gathering where people from all walks of life –
with diverse insights, ideas, passions, personalities, and influences –
holistically explore a range of mental health issues, emerging trends, and
success stories, with a focus on healing through collaborative action!**

OPPORTUNITY

Every community is increasingly impacted by mental health issues and the effects they have on citizens where they live, work, learn, and/or play.

Historically, mental health issues were primarily tackled by people in separate silos (e.g., government) committed to one area of focus (e.g., acute care, research, counselling, education of mental health professionals). Mental health pioneers now recognize that discussions and the resulting collaborations across silos are vital moving forward.

And from a public engagement perspective, FOF knows that because mental health affects us all, we should all join the conversation about how to communicate and collaborate our way to innovative solutions that are timely, relevant, practical, and replicable. This brand of community conversation is not only the inclusive and, therefore, the "right thing to do," it also inspires the most robust solutions as people from all sectors, ages, cultures, and genders bring their diverse insights, ideas, passions, personalities, and influences to the table.

DESCRIPTION

To address the abovementioned factors, FOF will host British Columbia's first **HEADS UP! Community Mental Health Summit** this fall in Kelowna, BC and follow-up events in 2021 and 2022.

With the support of event partners and volunteers, the Summit will gather health professionals/providers; leaders from government, business, and the nonprofit and academic sectors; and students to explore mental health challenges, successes, and opportunities from individual, family, workplace, and community perspectives.

FOF is also planning a series of warm-up events to increase awareness about specific mental health issues and to build momentum for the Summit. These will be co-hosted with appropriate organizations and facilitated by FOF. **STRAIGHT UP! Talk about Suicide & Prevention** in September 2020, for example, will be full-day event culminating in a community forum featuring families who live with suicidal family members and family members who are left to pick up the pieces after their loved ones are lost. The aim of these discussions will be to explore insights and ideas that could inform and inspire positive systemic change.

PROGRAM DEVELOPMENT

The Summit and the warm-up events will be designed and delivered using successful strategies from FOF's seven successful Building SustainABLE Communities (BSC) conference. FOF founder Joanne de Vries has extensive expertise as a public outreach and engagement specialist to all levels of government, and will incorporate emerging engagement tactics and tools as the programs unfold.

The reputation of BSC is opening many doors to discussions with potential partners, including provincial and local governments, health institutions, mental health NGOs, and educational institutions. Representatives from these supporting organisations will help develop programs for the Summit and the warm-up events and contribute their time as volunteers at the events.

Focus on 'Upstream' Solutions

Simply put, 'upstream' means to look at or toward the beginning of some process or course of activity. In mental health care, an upstream approach asks us to consider the social, economic and environmental origins of health problems that manifest at the population level, not just the symptoms nor the end effects.

Too often, our response to high levels of need and demand is to call for more mental health services. Clearly there is a need for these 'downstream' services and support, and clearly the mental health and addictions sector has been under-funded in the health care system for decades.

But we seldom pay enough attention to the 'upstream' part of the equation:

- Why are so many people needing mental health and addiction services in the first place?
- What is happening in our communities and the wider society that may be contributing to the problem?
- What can we achieve by going upstream to reduce the burden of mental health and addiction problems, and thus reduce the demand on services?
- How do we create more mentally healthy communities?

At the Summit we will look first at the barriers to upstream approaches we face as a society and what we might do to reduce the burden of mental health and addiction problems and create more mentally healthy communities.

Then we will look at better ways to meet the needs of those with mental health and addiction problems through the healthcare and social services systems.

DELIVERABLES

The primary post-Summit 2020 deliverable is documentation and wide distribution of participants' ideas about positive systemic and community change. Other short-term Summit objectives are to build awareness about community mental health challenges, successes, and opportunities, and to foster connection between and among sectors, ages, cultures, and genders. Longer-term goals are to inform and inspire collaboration that expedites positive change while preventing the duplication of invaluable human and financial resources.



MARKET ANALYSIS

Communication and collaboration within and across some sectors and interests are improving as mental health becomes an increasingly vital issue internally and externally for government, business, and the nonprofit and academic sectors. It's also important and impressive to note that the number of awareness-building and fundraising events planned by individuals and smaller nonprofit organizations is growing exponentially.

What is lacking is a forum hosted by a neutral, non-partisan organization at which people from all sectors, ages, cultures, and genders can talk openly about mental health in a safe environment from a truly community perspective.

Organizations I've approached to date appreciate the FOF approach, and are keen to participate as event planners, presenters, promoters, and sponsors.



TARGET MARKETS

Event Delegates

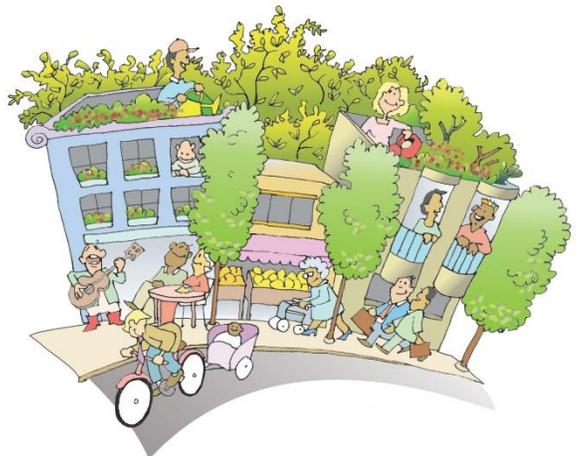
The Summit and warm-up events will attract delegates as follows:

- Health care professionals and service providers
- Federal, provincial, regional, and local government elected officials and staff
- Representatives from organizations that support government (Federation of Canadian Municipalities, BC Local Government Management Association, Union of BC Municipalities, Planning Institute of BC)
- Business owners, managers, and employees
- Representatives from organizations that support business (Chambers of Commerce, WCB, trade associations)
- Nonprofit organizations focused on mental health issues
- Academic faculty, staff, and students
- High school teachers and students
- Community members passionate about mental health
- Artists and entertainers with a 'mental health message to share.

MARKETING PLAN

Event promotion has already started with regular Facebook and Twitter posts, and a frequent e-newsletter sent to more than 2,500 FOF contacts. As the event dates draw nearer, we'll optimize the use of:

- Traditional paid and earned media
- Summit and warm-up media sponsors
- Notices to previous FOF event attendees
- The networks of event planners, speakers, sponsors, and volunteers
- Sponsors' employees
- BC organizations/websites devoted to mental health
- Digital and social media outlets in the Okanagan



SECTION 5: FINANCIAL GOALS & PLANS

FOF'S PASSION

FOF's immediate financial goal is to raise the funds needed to deliver the 2020 event and to kick-start planning for the 2021 event. To that end, it's important to explore and pursue all fundraising opportunities.

Affordable event pricing is key to attracting participants from all sectors, particularly from local government and nonprofit organizations. Given these financial realities, it's imperative that we raise funds equally from successful grant applications, sponsorship sales, donations, and registration fees.



"I left BSC with tons of new ideas, feeling like I could accomplish anything!"



"I loved the frank, no-holds-barred style."



"The level of whole-person engagement at this conference was overwhelming. The mind, heart, and spirit were shaken, stirred, and dismantled. I came away changed, confused and committed."



"BSC has become one of BC's premier conferences that consistently attracts leading thinkers and practitioners on a wide range of sustainability issues. When the big names and serious players show up regularly, you know there is substance to the meetings."



"BSC offered a holistic program relating to key community issues and challenges from small scale to the large. The scope of the conference was both broad and deep offering takeaways for all who attended."

SECTION 6: EVENT OUTCOMES

MEASURES OF SUCCESS

Comprehensive surveys following FOF events have shown measurable change in people's attitudes and actions. The survey following the 2017 BSC conference, for example, highlighted that delegates who'd attended previous conferences had adopted more sustainable behaviours at home (58 percent), at work (68 percent), and in their communities (67 percent) as a result of what they learned and who they met at the FOF event(s).

We will use similar tools to measure the success of the Summit and its warm-up events. More specifically, we'll monitor and report short, medium, and long-term outcomes. Short-term measures of success include registration numbers, attendee satisfaction, media hits, and social media mentions. Medium and long-term measures include actual behaviour change, updated prevention and/or treatment strategies or services, and the introduction of new plans, policies, programs, projects, or partnerships that support efforts to improve mental health outcomes.

Evaluations from the 2020 event will guide logistics and program development for subsequent events.



“It is difficult to say which is most valuable: the access to valuable, practical information or the professional networking opportunities with industry leaders. This event offered something for everyone.”



“BSC was a unique and moving experience in so many ways. As a student, I rarely get to be inspired by internationally acclaimed speakers, to rub shoulders with such an influential group of people, and to learn a method for moving from vision to action... and all that in three days!”



Thank-you for your effort to increase community capacity. I enjoyed the integration of technical, social, cultural, and practical speakers sharing their expertise and lessons learned. The idea-sharing and networking opportunities this conference provides are invaluable.”

SECTION 7: EVENT SUPPORT OPPORTUNITIES

FOF offers four opportunities for you to help support this vital conversation:

1. Becoming an **EVENT SPONSOR** provides a win-win opportunity for your organization and FOF. The sponsor benefits outlined below are just the start. Let's talk about how we could best build your benefits package to meet your organizational goals and marketing targets!
2. Becoming a **REGISTRATION SPONSOR** provides a win-win-win opportunity for you, for FOF, and for the delegates whose registration fees will be subsidized by your investment (e.g., students, seniors, nonprofit representatives).
3. Being a **CONNECTOR** within your community by hosting a warm-up event to raise awareness about a specific mental health issue, build momentum for the Summit (e.g., film screening, discussion group, sector-specific gathering), and raise funds for the Summit.
4. Being a **DONOR** provides you with a tax receipt and recognition to the level you choose.

Diamond Sponsor: \$25,000

- ◆ Input to program development for Community Mental Health Summit (CMHS) and other warm-up events
- ◆ Participation as a speaker or panelist, if appropriate, at CMHS or warm-up events
- ◆ Video interview to appear on FOF and partner websites
- ◆ Frequent mentions, links, and video on all social media
- ◆ Reserved table for eight during CMHS
- ◆ Full-page ad in CMHS digital/printed program
- ◆ Logo on CMHS and warm-up event print advertising
- ◆ Logo on all CMHS and warm-up event materials (programs, table signage, banners, sponsors' PPTs, worksheets)
- ◆ Banner at CMHS registration desk

Platinum Sponsor: \$10,000

- ◆ Input to program development for Community Mental Health Summit (CMHS)
- ◆ Participation as a panelist, if appropriate, at CMHS
- ◆ Free registrations for four delegates
- ◆ Video interview to appear on FOF and partner websites
- ◆ Frequent mentions, links, and video on social media
- ◆ 3/4-page ad in CMHS digital and printed program
- ◆ Logo on CMHS print advertising
- ◆ Logo on all CMHS materials (programs, table signage, banners, sponsors' PPTs, worksheets)
- ◆ Banner at CMHS registration desk

Gold Sponsor: \$5,000

- ◆ Free registrations for two delegates
- ◆ Video interview to appear on FOF and partner websites
- ◆ Frequent mentions, links, and video on social media
- ◆ 1/2-page ad in CMHS digital/printed program
- ◆ Logo on CMHS print advertising
- ◆ Logo on all CMHS materials (programs, table signage, banners, sponsors' PPTs, worksheets)
- ◆ Banner at CMHS registration desk

Silver Sponsor: \$2,500

- ◆ Free registrations for one delegate
- ◆ Frequent mentions and links on social media
- ◆ 1/4-page ad in CMHS digital/printed program
- ◆ Logo on all CMHS materials (programs, table signage, banners, sponsors' PPTs, worksheets)

Bronze Sponsor: \$1,000

- ◆ Mention and links on social media
- ◆ Business card ad in CMHS digital/printed program
- ◆ Logo on all CMHS materials (programs, table signage, banners, sponsors' PPTs)
- ◆ Signage on all tables during CMHS

Copper Sponsor: \$500

- ◆ Mention and link on social media
- ◆ Name in CMHS digital/printed program
- ◆ Logo on all CMHS materials (programs, table signage, banners, sponsors' PPTs)

IN CLOSING...

Thank you for your interest in our **HEADS UP! Community Mental Health Summit** and its various warm-up events.

Please note that the sponsorship information provided is intended as a kick-off to further conversation about how we can optimize participation to best meet your unique needs.

For more information, visit our website at www.freshoutlookfoundation.org and/or connect with Joanne de Vries at 250-300-8797 or jo@freshoutlookfoundation.org.

Information about event finances and samples of previous event programs and evaluation outcomes are available on request.

Regular updates are available through Facebook (www.facebook.com/FreshOutlookFoundation) and Twitter (www.twitter.com/FreshOutlook)

THANKS AGAIN... and we hope to see you this fall in Kelowna.