



Final Report Mental Illness Awareness Week 2006

A report submitted to:

**The Canadian Alliance on Mental Illness and
Mental Health (CAMIMH)**

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1. Introduction

Mental illness affects 1 in 5 Canadians. Of the 10 leading causes of disability worldwide, five are mental disorders. Close to 4,000 Canadians commit suicide each year; suicide is the most common cause of death for people aged 15 - 24. By 2020, it is estimated that depressive illnesses will become the leading cause of disease burden in developed countries like Canada.

Mental Illness Awareness Week (MIAW) is an annual national public education campaign designed to help open the eyes of Canadians to the reality of mental illness. Campaign elements include: a grassroots public education initiative; a nationally-distributed poster and bookmark series; the annual Champions of Mental Health Awards luncheon in Ottawa; and advocacy efforts directed at federal decision makers to ensure that mental illness and mental health issues remain on the social policy agenda.

The week was established in 1992 by the Canadian Psychiatric Association, and is now coordinated by the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) in cooperation with all its member organizations and many other supporters across Canada, including Fleishman-Hillard Canada, a Gold sponsor and lead organizer of MIAW.

Roles and Responsibilities

Mental Illness Awareness Week is the result of the efforts of many individuals and organizations. MIAW 2006 would not have been possible without the dedicated support of the following:

The Canadian Alliance on Mental Illness and Mental Health (CAMIMH)

Mental Illness Awareness Week is coordinated by CAMIMH under the guidance of Phil Upshall, National Executive Director, and Dr. John Service, Chair of the Board of Directors, in conjunction with CAMIMH executive team and all CAMIMH members.

Established in 1998, the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) is an alliance of nineteen mental health organizations comprised of health care providers, as well as the mentally ill and their families. CAMIMH's mandate is to ensure that mental illness and mental health are placed on the national agenda so that the mentally ill and their families receive appropriate access to care and support.

Fleishman-Hillard Canada

FH Canada (formerly GPC Public Affairs) plans and executes all elements of MIAW under the guidance of the Executive Director of CAMIMH. The FH team is led by Martin Sampson, Senior Consultant at FH Canada, with support from more than eight other team members who provide a range of services that include senior strategic guidance, public relations programs, and administrative support. Michael von Herff, Regional Director, SVP and Sr. Partner is an active member of the Blue Ribbon Sponsorship Advisory Panel.

Fleishman-Hillard Canada is the country's leading full-service communications and public affairs firm. FH Canada brings together all of the consulting disciplines required to help clients communicate persuasively and powerfully. In a world of competing and sometimes conflicting messages, FH Canada's job is to help clients ensure that their point of view and messages prevail with the audiences that matter most to them.

Canadian Mental Health Association (CMHA)

The CMHA plays an integral role in managing and processing all the financial elements of MIAW. The effort is led by Christine Saracino, Director of Finance under the guidance of Penelope Marrett, CEO.

Mood Disorders Society of Canada (MDSC)

In addition to overall management provided by Phil Upshall who is the Executive Director of both CAMIMH and MDSC, MDSC provides integral administrative, scheduling and communications support. The effort is led by Sue Kopperud under the guidance of Phil Upshall.

Canadian Psychiatric Association (CPA)

The CPA plays an integral and important role in MIAW by contributing a significant amount of time and expertise to the Face Mental Illness campaign. Dedicated staff oversee the distribution of MIAW campaign materials to more than 3,000 organizations across the country. The CPA also provides support at the Champions Awards. The effort is led by Francine Knoops, Director, Professional & Public Affairs. Hélène Côté, Communications Officer, oversees and executes distribution of MIAW campaign materials.

Format of Report

Each section of this report is structured in a similar way and includes:

- General information about the element of the campaign
- A table outlining the process to organize and deliver each element of the campaign
- A report on activities associated with each element
- Successes for 2006
- Improvements for 2007
- Recommendations for moving forward.

A summary of recommendations can be found in Section 8 of this report.

This report is authored by Martin Sampson, Senior Consultant, FH Canada, (613) 238-2090 x351, martin.sampson@fleishman.ca under the guidance of Phil Upshall, National Executive Director of CAMIMH.

2. Sponsorship & Revenue

Corporate Sponsorship

The primary source of revenue for Mental Illness Awareness Week (MIAW) 2006 was private sponsorship. MIAW 2006 was possible because twenty organizations contributed more than \$400,000 worth of cash and services as summarized in the tables below.

Cash Contributions			
Level	Contributing Organization	Sector	Contribution
Gold	RBC Financial Group	Financial Services	40,000
Silver	GlaxoSmithKline	Pharmaceutical	30,000
Silver	Manulife Financial	Financial Services	25,000
Silver	AstraZeneca	Pharmaceutical	25,000
Silver	Canada Post Corporation	Crown Corporation	20,000
Silver	Health Canada	Government	20,000
Bronze	Bell Canada	Communications	10,000
Friends	Janssen-Ortho	Pharmaceutical	5,000
Friends	Canadian Auto Workers	Union	5,000
Friends	Rx&D	Association (Pharma)	5,000
Friends	Eli Lilly Canada	Pharmaceutical	5,000
Friends	Medavie Blue Cross	Insurance	5,000
Friends	Power Corporation	Financial Services	5,000
Friends	CN	Transportation	5,000
Friends	Wyeth	Pharmaceutical	5,000
Total			\$210,000

In-Kind Contributions			
Level	Contributing Organization	Sector	Contribution
Gold	Fleishman-Hillard Canada (Fees)	Communications	80,000
Silver	Globe and Mail (Advertising)	Newspaper	40,000
n/a	Mood Disorders Society of Canada	CAMIMH member	30,000
n/a	Canadian Psychiatric Association (CPA)	CAMIMH member	15,000
Silver	Time Magazine Canada	Magazine	25,271
Total			\$190,271

Process

The following table outlines the tasks associated with the fundraising campaign and the timeline in which they were delivered in 2006. The sponsorship campaign was managed and directed by the Executive Director (ED) of CAMIMH. The tasks were executed by FH under the guidance of the ED.

Task	Ld	Spt	JA	FE	MA	AP	MY	JN	JL	AU	SE	OC
Development of MIAW sponsorship database	FH	ED	X	X								
Development of sponsorship kit/comms materials	FH	ED		X	X							
Letters to past and prospective sponsors	FH	ED			X	X	X	X				
Follow up phone-calls	FH	ED					X	X	X	X		
Development and delivery of <i>Welcome Kit</i>	FH	ED				X	X	X	X	X	X	
Sponsorship Newsletter	FH	ED							X	X	X	X
Sponsorship fulfillment package/communications	FH	ED								X	X	X

Ongoing administration (invoices, queries etc.)	FH	ED		X	X	X	X	X	X	X	X	X
Ongoing follow-up	FH	ED		X	X	X	X	X	X	X	X	X
Thank you/reports to sponsors	FH	ED										X

Veteran Sponsors

Twelve MIAW 2006 sponsors have previously been involved with and continue to support the campaign. Their contributions are the foundation on which Mental Illness Awareness Week is built. They are:

- **Fleishman-Hillard Canada** (previously GPC Public Affairs) contributed \$80,000 in fees for the second consecutive year. The organization has been a committed partner to MIAW since 2003.
- **The Globe and Mail**, Canada's national newspaper, contributed one half-page advertisement which ran in the national edition of the paper on Saturday, October 7, 2006. The contribution is valued at \$40,000. The contribution was negotiated by FH Canada and the ED of CAMIMH.
- **RBC Financial Group** significantly increased contribution from \$10K in 2005 to \$40K in 2006 due in large part to the efforts of the FH Canada team under the guidance of the ED.
- **GlaxoSmithKline** contributed \$30K for the second consecutive year, after contributing \$25K in 2004 and \$5K in 2003. GSK has indicated that it will likely contribute in 2007 provided the MIAW can deliver similar or increased profile for the GSK brand.
- **Manulife Financial** contributed \$25K for the third consecutive year. This is due to the efforts and ongoing relationship management of the ED with support from FH Canada.
- **AstraZeneca** contributed \$25K for the third consecutive year. This due to the efforts and ongoing relationship management of the ED with support from FH Canada.
- **Canada Post Corporation** increased their contribution from \$15K in 2005 to \$20K in 2006 and have indicated that they will increase their contribution by a similar amount in 2007. Canada Post's contribution is due in large part to the efforts of the FH Canada team.
- **Bell Canada** contributed \$10K for the second consecutive year.
- **Janssen-Ortho Inc.** contributed \$5K for the second consecutive year and have indicated they intend to increase their contribution in 2007.
- **Eli Lilly Canada** contributed \$5K for the fourth consecutive year.
- **Power Corporation of Canada** contributed \$5K for the second consecutive year.
- **Wyeth** contributed \$5K for the second consecutive year.

New Sponsors

A key success of the MIAW 2006 sponsorship drive was the addition of five new sponsors. They are:

- **Health Canada** contributed \$20K. They provided a contribution to help cover the printing costs associated with the Face Mental Illness Campaign. They did not sponsor the event, nor did they receive any of the benefits of sponsorship as outlined in the sponsorship package.
- **Canadian Auto Workers (CAW)** contributed \$5K. Their involvement was a direct result of the sponsorship drive managed by FH Canada
- **Rx&D, Canada's Research Based Pharmaceutical Companies**, contributed 5K. Their involvement was a direct result of the sponsorship drive managed by FH Canada.
- **Medavie Blue Cross** contributed \$5K. Their involvement was a direct result of the sponsorship drive managed by FH Canada.

- **CN** contributed 5K. Their contribution was the direct result of the efforts by the co-chair of the Blue Ribbon Panel, James Roche.

Lost Sponsors

Two sponsors did not return in 2006. They are:

- **The Institute of Neurosciences, Mental Health and Addiction** (a Canadian Institute of Health Research) contributed \$5K in 2005 and \$15K in 2004 but were unable to contribute in 2006 due to budgetary constraints. Dr. Rémi Quirion, Scientific Director of the Institute, remains a committed member of the MIAW Blue Ribbon Panel.
- **Canadian Imperial Bank of Commerce (CIBC)** contributed \$10K in 2005 and \$25K in 2004 but decided not to support MIAW in 2006 for unknown reasons.

Other In-Kind Support

The Canadian Psychiatric Association (CPA)

The CPA plays an integral and important role in MIAW by contributing a significant amount of time and expertise to the Face Mental Illness campaign. Dedicated staff oversee the distribution of MIAW campaign materials to more than 3,000 organizations across the country. They also provide support at the Champions Awards and develop a comprehensive article on MIAW which is published in their magazine *Aujourd'hui* in time for MIAW.

Mood Disorders Society of Canada (MDSC)

MDSC provides integral administrative, scheduling and communications support as well as overall leadership and guidance for all aspects of MIAW.

Donation of Print and Broadcast Public Service Announcements

Many print and broadcast media outlets donated advertising space to MIAW 2006. A summary of their contributions is found in the Media Relations Section of this report. These contributions were coordinated by the FH Canada team.

Donation of Time and Professional Services

CHEX-TV Durham donated production and post-production services at a highly discounted rate which enabled the production of TV and radio PSAs. This contribution was coordinated by the FH Canada team.

Hannabelle Productions of Ottawa provided production services at a highly discounted rate which enabled the production of the French language TV and radio PSAs. This contribution was coordinated by the Canadian Psychiatric Association with support from FH Canada.

Successes

- Excellent sponsor outreach resulting in overall increase in cash sponsorship from 13 in 2005 whose contributions totalled \$175K to 15 in 2006 whose contributions totalled \$210K.
- Commitment of RBC Financial who significantly increased contribution from \$10K in 2005 to \$40K in 2006.
- Ongoing commitment of in-kind sponsorship by FH Canada, The Globe and Mail and the Canadian Psychiatric Association.
- Addition of new sponsors such as CN and CAW from important target sectors.
- Key sponsors such as GSK, Lilly and JOI have informally indicated their support for 2007.

Improvements for 2007

- Duration of sponsorship commitments.
- Timing of the start of the sponsorship drive.
- Target list and sponsorship database.

- Sponsor engagement in campaign.
- Sponsor retention.

Recommendations

- Negotiate multi-year sponsorship commitments.
- Outline clear sponsorship objectives based on budget required to deliver program.
- Begin sponsorship drive in November.
- Work with key MIAW participants and Blue Ribbon Panel to refine sponsorship target list. Include key target industry players (i.e. Weyerhaeuser, forestry)
- Engage sponsors in Face Mental Illness campaign and leverage their distribution networks to promote MIAW.
- Create a new sponsorship level below the \$5K Friends level to allow smaller organizations to participate.

Blue Ribbon Panel

The members of the MIAW 2006 Blue Ribbon Sponsorship Advisory panel are:

Phil Upshall (co-chair), James Roche (co-chair), Hon. Rémi Bujold, Peter Daniel, Moya Greene Hon. Otto Lang, Rt. Hon. Don Mazankowski, Hon. David Peterson, Dr. Rémi Quirion, Michael von Herff, Hon. Michael Wilson

These distinguished Canadians lend their name and their time to helping raise the profile of MIAW among the existing and potential corporate sponsors. Each in their own way made a contribution to MIAW 2006.

Successes

- Distinguished Canadians lent their name and their time to raising the profile of mental health issues among Canadian industry. The existence of the panel itself is a success.
- The efforts of James Roche, Peter Daniel, Moya Greene and Michael von Herff resulted in \$110K in cash and in-kind contributions.
- Six of the eleven panellists attended the Champions Awards.

Improvements for 2007

- More engagement of the panel.
- Better communication of expectations.
- Improvement of coordination and management of activities.

Recommendations

- Engage the panel sooner and clearly outline expectations in writing. Get commitment on level-of-effort required to achieve objectives. Co-chairs should play a more active management role.
- Expand the panel to include leaders in key target industries.
- Convene a meeting of the panel twice a year either in person or via teleconference. This should include a meeting for 2007 in 2006.
- Engage panellists as spokespeople. Arrange media opportunities for panellists.

Communication with Sponsors

Several communications vehicles were developed by FH Canada this year to communicate with existing and potential sponsors. They include:

- An updated Sponsorship Package which included a tailored letter, a description of the benefits of each level of sponsorship, and an outline of each visibility opportunity.
- An email Welcome Kit which included a thank you, details on how to achieve the most benefit from the contribution, and an invoice.
- A monthly email newsletter which began publication in July and provided an update on all MIAW activities and featured all sponsors logos. This was created and published under the guidance of the ED.
- A tailored email for each sponsorship category reminding sponsors of the various deliverables required to deliver sponsorship benefits.
- A sponsor recognition plaque for Gold and Silver sponsors thanking them for their contribution.

Successes

- Sponsorship drive resulted in net-gain in 2006 over 2005.
- Sponsors were engaged through sustained communications efforts.
- Sponsorship database and mailing list were created and kept current.
- Precedent on sponsor communication set.

Improvements for 2007

- Newsletter content should be better coordinated and planned.
- Sponsorship fulfillment process should be examined and improved.
- Sponsor's communications networks should be leveraged to communicate with larger audience.
- More verbal communication with sponsor liaisons should take place.

Recommendations

- Meet with Platinum, Gold, Silver level sponsors upon agreement and after MIAW.
- Add a 'Sponsor' section on the website where all relevant content is posted.
- Further develop the sponsorship kit and the welcome kit.
- Ensure that newsletter is published monthly all year long with news and other relevant content.
- Create a mechanism (i.e. web survey) to solicit feedback from sponsors.

Table Sales

A secondary but important source of revenue for MIAW is generated by selling tables at the Champions of Mental Health Awards. MIAW 2006 Revenue generated from this source is summarized in the table below.

Organization	#	Description	Amount
Mood Disorders Society of Canada	5	Member Tables	3,000
Canadian Medical Association	2	Member Tables	1,200
CPA (Psychologists)	2	Member Tables	1,200
CPRF	1	Member Table	600
INMHA (CIHR)	1	Member Table	600
CPA (Psychiatrists)	2	Member Table	1,200

NNMH	1	Member Table	600
CRPN	1	Member Table	600
Schizophrenia Society of Canada	1	Member Table	600
Autism Society Canada	1	Member Table	600
PSR/RPS Canada	1	Member Table	600
Canadian Mental Health Association	1	Member Table	600
Jansen-Ortho Inc.	1	Corporate Table	800
Pfizer Canada	1	Corporate Table	800
CN	1	Corporate Table	800
Lilly	1	Corporate Table	800
Total	23		14,600

Individual Ticket Sales

Revenue for MIAW is also generated by selling tickets to the Champions luncheon. Tickets are \$125 each. Only four tickets were sold this year.

For further information on Successes, Areas to Improve, and Recommendations, on Table and Ticket Sales, please see section 4 of this report.

3. Face Mental Illness Campaign

Face it. Mental Illness concerns us all.

An integral component of Mental Illness Awareness Week is the Face Mental Illness campaign which features four Canadians ('Faces') who are living successfully with mental illness. They share their stories in order to raise awareness about and lower the stigma attached to mental illness.

Process

The following table outlines the tasks associated with the Face Mental Illness campaign and the timeline in which they were delivered in 2006. The Faces campaign was managed and directed by the Executive Director (ED) of CAMIMH. The tasks were executed by FH & CPA under the guidance of the ED.

Task	Ld	Spt	JA	FE	MA	AP	MY	JN	JL	AU	SE	OC
Develop nomination process	ED	FH		X	X							
Issue call for nominations	ED	FH				X						
Develop interview guide	FH	ED		X								
Interview Candidates	FH	ED					X	X				
Make selections, inform nominees	ED	FH							X	X		
Arrange photography	FH									X		
Develop creative	FH									X		
Print Materials	FH									X	X	
Distribute Materials	CPA	FH								X	X	X
Arrange media opportunities	FH	ED							X	X	X	X
Write copy for Web-Faces	FH										X	

Twenty-one individuals from across the country were nominated. The following table summarizes the candidates.

Ref #	Candidate	Illness	Sex	Occupation	Age	City	Prov	Region	Nominator
001	David Young	Undifferentiated Sch	M	unemployed	57	Pictou	NS	Atlantic	Bernard White
002	Maritza Tello	Schizophrenia	F	Psychosocial Rehab Worker	42	Regina	SK	West	Carole Eaton
003	Rebecca DiFilippo	Major Depression	F	Publisher, Moods Magazine	40s	Mississauga	ON	Central	Dan Léger
004	Ron McCormick	Schizophrenia	M	Consumer Advocate	43	Truro	NS	Atlantic	Joyce McDonald
005	Tara Timmers	Schizophrenia	F	Peer support worker	31	Victoria	BC	West	John Gray
006	Alicia Stanton-Hebert	Bi-Polar Disorder	F	Media-relations Officer	28	Toronto	ON	Central	Jennifer Harbour
007	Andrew Kellett	Bipolar, PTSD	M	Mental Health Advocate	41	Surrey	BC	West	Debbie Sesula
008	Karen Liberman	Depression	F	Exec. Dir. Non-profit agency	60	Toronto	ON	Central	Ellen Ostofsky
009	Richard Chenier	Bi-Polar Disorder	M	Management consultant	59	Wasaga Beach	ON	Central	Connie McKnight
010	Rick White	Schizophrenia	M	Accountant	45	Fredericton	NB	Atlantic	Cathy White
011	Rosemary Garside	Bipolar	F	Volunteer	65	Hamilton	ON	Central	Sharon McKay
012	Shira Hotte	Schizophrenia	F	Mother/Advocate/Volunteer	45	Windsor	ON	Central	Kristi Havens
013	John Melnick	Severe Depression	M	Professional Speaker	40+	Winnipeg	MB	West	John Service
014	Cheryl Sulatycky	Depression	F	Volunteer	43	Edmonton	AB	West	Giri Puligandla
015	Michael Paré	Depression	M	Doctor	50+	Toronto	ON	Central	Mamta Gautam
016	Jennifer Forbes	Chronic Anxiety/Dep	F	Account Director	24	Ottawa	ON	Central	Jennifer Forbes
017	Mike Santoro	Schizo-affective diso	M	Administrative Assistant	38	Montreal	QC	Central	Ella Amir
018	Dan Carter	Alcohol/Drug Addicti	M	TV Talk Show Host	40+	Oshawa	ON	Central	Paula Beebe
019	Susan Marshall	Bipolar	F	Consumer Advocate	49	Fort Frances	ON	Central	Nancy Daley
020	Kathy Tapley-Milton	Schizo-affective diso	F	Freelance Writer	51	Sackville	NB	Atlantic	Eugene Leblanc
021	Valérie Bilodeau	Depression	F	Student	18	Montreal	QC	Central	

The table below left summarizes the demographic and regional profiles of the nominees.

Sex	
M	9
F	12
Age	
< 20	1
21--30	2
31--40	2
41--50	10
51--60	5
61 +	1
Illness	
Depression	7
Bipolar	5
Schizophrenia	8
Region	
West	5
Central	12
Atlantic	4
North	0
Heritage	
Visible Minorities	1
White	20
Language	
Anglophone	20
Francophone	1

2006 Faces of MIAW

The four individuals chosen for the campaign were:

Tara Timmers, an active thirty-something from British Columbia who balances volunteer commitments with a job and part-time studies. Tara lives with schizophrenia. With the support of those who love her, medication, and by using the methods she has learned to help her cope with her illness, she lives a full and balanced life.

Dan Carter, an executive producer, television talk show host, businessman and professional speaker from Ontario. Dan lives with depression and an addiction to drugs and alcohol. Many years ago he sought help and this year he is celebrating sixteen years of sobriety.

Valérie Bilodeau, a dedicated student from Québec who balances her academic career with a summer job as a camp counsellor. Valérie lives with bi-polar disorder. With the support of her family, friends and physician, she lives a full and happy life.

Michael Paré, a family physician from Ontario who has made a career of helping others in his role as a physician psychotherapist. Michael has suffered from severe depression and was seriously suicidal. With help from his doctors and

family, and with the right treatment he enjoys a rewarding career and lives a full life.

Successes

- All four 'Faces' attended and participated in the Champions Awards.
- All four 'Faces' participated in the media campaign and were represented on TV, radio and in print – see Media Relations section of this report for more details.
- Nomination process was further refined.
- Poster and Bookmark creative was updated and refined.
- A significant number of nominees agreed to share their story on the website.

Improvements for 2007

- Increase number of nominations.
- Evaluate and improve Faces interview and selection process.
- Improve demographic, geographic and ethnic variety of nominees.

Recommendations

- A qualified individual from a CAMIMH member organization should conduct the 'Faces' interviews with communications support from MIAW team.
- Engage CAMIMH members earlier to issue the call for nominations through their networks in order to get more qualified nominees with more diverse demographic profiles that include more visible minorities and more francophones.

- Engage CAMIMH members to play a more active role in the nomination and selection process.
- Begin selection process in January; complete selection process by March.
- Develop collateral calling for nominations that can be distributed across Canada through CAMIMH network.
- Add an open-nomination process on the website.
- Alert federal and provincial parliamentarians when one of their constituents is selected as a Face.

Distribution

Process

The following table outlines the tasks associated with the distributing campaign materials and the timeline in which they were delivered in 2006. Distribution was managed by the Canadian Psychiatric Association with support from FH Canada and the ED of CAMIMH.

Task	Ld	Spt	JA	FE	MA	AP	MY	JN	JL	AU	SE	OC
Revise national partner invitations, order forms	FH	CPA			X							
Distribute partner invitations and participation forms	FH	CPA			X	X						
Revise grassroots network announcement and order forms (ask for email addresses)	CPA				X							
Follow up calls to potential national NGO partners & maintain rolling report on participation & needs	CPA	ED			X	X	X	X				
Distribute grass roots network announcement & order and event reporting forms	CPA	FH				X						
Update ACCESS data base	CPA					X	X	X	X	X	X	X
Respond to network inquires and clarify-trouble shoot orders; trouble shoot event reporting issues	CPA	FH				X	X	X	X	X	X	X
Confirm total orders by print deadline and send mailing disk	CPA								X			
Fulfillment of orders - for mass mailing	CPA	FH							X	X	X	X
Fulfillment of orders after mid august mass mail out	CPA								X	X	X	X
Periodic e-mail updates to partners and grass roots network	FH	ED/CPA			X	X	X	X	X	X	X	X
Clear and post events online	CPA	FH			X	X	X	X	X	X	X	X
Periodic reports on participation by grassroots network	FH	CPA					X	X	X	X	X	X
Final reports on partner & grass roots network participation – activity and engagement roll up	FH	CPA										X
Clean up Access Data base for MIAW 2007	CPA											X

Distribution Summary

The following table summarizes the distribution of campaign materials:

A. NETWORK MAILING - ACCESS DATA BASE (Postage paid by CAMIMH)							
Categories	# of contacts	Posters			Bookmarks		
		Special Orders	Main Mailing	Total	Special Orders	Main Mailing	Total
CMHA's	183	18,282	162	18,444	11,769	4,050	15,819
EAPs	72	69	64	133	325	1,600	1,925
Long term care	79	15	78	93	0	1,950	1,950
MDSC	19	50	18	68	200	450	650
Other groups	349	2,062	221	2,283	20,685	5,525	26,210
Other clinical groups	1,398	2,017	1,250	3,267	18,202	31,250	49,452
Other mental health groups	142	1,311	86	1,397	12,635	2,150	14,785
SSC's	49	1,392	39	1,431	5,750	975	6,725
Pyschiatric departments	189	548	161	709	6,786	4,025	10,811
Physicians	210	31	4	35	260	100	360
Misc Individuals	654	940	612	1,552	13,885	15,300	29,185
Misc misc	153	355	281	636	1,250	7,025	8,275
TOTALS	3,497	27,072	2,976	30,048	91,747	74,400	166,147
B. POLYBAG MAILINGS - CAMIMH Members (Cost incurred by member)							
Organization	Pub	Posters			Bookmarks		
CPA	Journal of Pschiatry			5,900			5,900
CMA	CMA Journal			28,600			0
CAOT	OT Now			5,130			5,130
TOTALS				33,630			11,030
C. FED/PROV PARLIAMENTARIANS, SPONSORS, OTHER (Meetings, Untracked orders etc.)							
Organization		Posters			Bookmarks		
FH Canada				3,000			13,000
CPA				2,000			9,000
TOTALS				5,000			22,000
Summary							
				Posters			Bookmarks
Distributed				68,678			199,177
Printed				100,000			200,000
Estimates remaining				31,322			823

Successes

- More than 270,000 pieces of MIAW and Sponsor branded campaign material delivered to nearly 3,500 organizations across Canada.
- Ability to track distribution of campaign material improved from 2005.
- CPA/FH/CAMIMH relationship good example of how CAMIMH members can contribute to the execution of MIAW.

Improvements for 2007

- Process for data entry in Access database.
- Increase size of database and diversity of contacts.
- Use reporting functions built-into Access database.
- Increase support staffing.
- More accurate calculation of posters required.

Recommendations

- Integrate online order system into main miaw-ssmm.ca website.
- Refine and update order form to include greater information capture that populates a central database.
- Add data capture capability to the website in order increase contacts in database.
- Evaluate and refine distribution system. Make improvements as necessary.
- Provide cash budget for postage and other OOP expenses to organization that oversees distribution.
- Provide database training to all staff who are involved with the distribution process.
- Print campaign materials sooner so distribution can begin sooner.
- Provide/hire support staff during busy distribution times to assist CPA staff.
- Grow in-kind sponsorship support base for print services.

4. Media Relations

Public Service Announcement (PSA) Campaign

For MIAW 2006, FH Canada coordinated the first ever public service announcement (PSA) campaign asking media for free/donated advertising time/space. Broadcast PSA's for both radio and television, and camera-ready ads for print were produced and distributed to media outlets across the country and made available for download on the MIAW 2006 website. The purpose of the ads was to raise awareness about the importance of mental health, lower the stigma attached to mental illness, inform Canadians about MIAW 2006, and drive them to the website to learn more about mental illness and mental health.

Process

The following table outlines the tasks associated with the media relations campaign and the timeline in which they were delivered in 2006.

Task	Ld	Spt	JA	FE	MA	AP	MY	JN	JL	AU	SE	OC
Development of scripts for broadcast PSAs	FH	ED								X	X	X
Creative for print PSAs	FH	ED								X	X	
Production of radio and TV PSAs	FH	ED							X	X	X	
Development of call script to pitch media	FH	ED									X	
Development of media lists (print)	FH	ED								X	X	
Development of media lists (broadcast)	FH	ED									X	
Distribution of print PSAs	FH	ED									X	X
Distribution of broadcast PSAs	FH	ED									X	X
Follow-up calls to print publications	FH	ED									X	
Media monitoring	FH	ED										X
Reporting	FH	ED										X

While it is difficult to accurately determine exactly how many media outlets published or broadcast the PSAs, media monitoring conducted through Bowdens and CNW confirmed that 20 advertisements ran in print publications across the country, 29 radio stations downloaded the radio spot and inserted it into rotation, and 5 television stations downloaded the TV spot and inserted it into rotation. Exact figures for which media outlets printed or broadcast the PSAs were not possible to collect as there was a limited budget for media monitoring.

The tables in **Appendix A-C** outline and summarize the coverage that was traceable with the resources available.

Successes

- Expansion of MIAW campaign to include not only posters and bookmarks but print and broadcast media.
- Commitment from organizations like CHEX-TV Durham to contribute resources for MIAW 2007.
- Creation of another vehicle for delivering value to sponsors.
- Opportunity for Faces to increase participation in campaign.
- Opportunity to reach more people in more locations across the country.
- Development of process and engagement of more FH team members.


Improvements for 2007

- Include all four 'Faces' in broadcast PSAs.
- Distribute PSA materials sooner and allow more time for follow up calls.
- Build target list of magazines and approach sooner.

Recommendations

- Build PSA campaign into overall campaign plan. Budget costs and level-of-effort required accordingly.
- Grow in-kind sponsorship support base for productions services.
- Develop editorial content before distributing materials in order to be able to react quickly when editorial opportunities arise.
- Solicit in-kind sponsorship contributions from a distribution service such as Canada News Wire.


The advertisement below appeared in the Globe and Mail on Saturday, October 7, 2006.



**Mental
Illness
Awareness
Week**

October 1-7
2006

Face Mental Illness





Meet Dan, Tara, Michael and Valerie. They have a lot in common. Each experienced a major change in the way they thought and felt. Each was subsequently diagnosed with a mental illness. And by getting the right help, each now lives a full and productive life.





FACE IT. Mental illness concerns us all.

For more information, or to find out about Mental Illness Awareness Week activities in your community, visit www.miaaw-smmm.ca


Gold Sponsors



Silver Sponsors

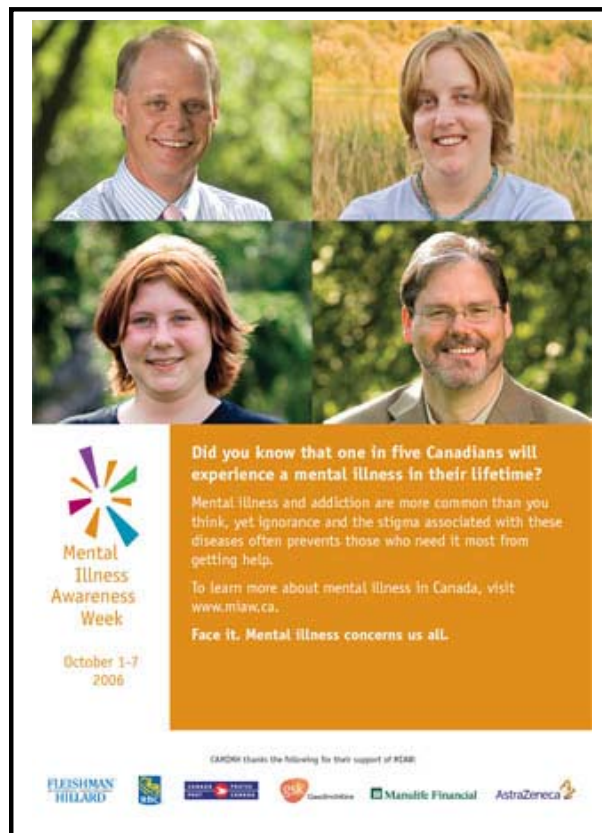


Bronze Sponsors



Mental Illness Awareness Week is coordinated by the Canadian Alliance on Mental Illness and Mental Health, with support from all of its member organizations. CAMIMH members are: Autism Society Canada • Canadian Association of Occupational Therapists • Canadian Association of Social Workers • Canadian Association for Suicide Prevention • Canadian Coalition for Seniors Mental Health • Canadian Healthcare Association • Canadian Medical Association • Canadian Mental Health Association • Canadian National Committee for Police/Mental Health Liaison • Canadian Nurses Association • Canadian Psychiatric Association • Canadian Psychiatric Research Foundation • Canadian Psychological Association • Mood Disorders Society of Canada • National Network for Mental Health • Native Mental Health Association of Canada • Psychosocial Rehabilitation Canada • Registered Psychiatric Nurses of Canada • Schizophrenia Society of Canada

The advertisement below appeared in the Canadian Edition of Time Magazine the week of October 21, 2006.



Earned Media

Process

The following table outlines the tasks associated with the media relations campaign and the timeline in which they were delivered in 2006.

Task	Ld	Spt	JA	FE	MA	AP	MY	JN	JL	AU	SE	OC
Build Media List	FH	ED								X	X	X
Develop media advisory	FH	ED									X	
Develop MIAW 2006 release	FH	ED									X	
Develop MIAW 2006 Champions release	FH	ED									X	
Issue media materials on the wire	FH	ED									X	X
Pitch calls to invite media to Champions Awards	FH	ED								X	X	
Follow-up with media following event	FH	ED										X

The following list outlines some of the media coverage earned leading up to and during MIAW 2006. Due to a limited budget for media monitoring, this list is anecdotal and not comprehensive. Although many of the articles that appear can be attributed to media materials released to the press by CAMIMH and partners in support of MIAW, not all coverage reported is due to the efforts of the MIAW team. For samples of clips collected through limited media monitoring, see Appendix D of this report.

Abridged List of Print Media That Reported on MIAW From September 27-October 18, 2006

Abbotsford News	Kamloops Daily News	Saanich News
Algoma News Review	La Presse	Sarnia Observer
Amherst Daily News	La Tribune (Sherbrooke)	Smiths Falls Record News
Beacon Herald	La Voix de L'Est (Granby)	St. John's Independent
Brockville Recorder and Times	Langley Advance News	St. Stephen Courier Weekend
Calgary Sun	Le Droit	St. Thomas Times Journal
Camrose Booster	Le Nouveliste (Trois Rivières)	Stettler Independent
Charlottetown Guardian	Le Soleil (Quebec)	The Brantford Expositor
Charlottetown Journal Pioneer	Lethbridge Herald	The Chatham Daily News
Chatham Daily News	London Free Press	The Globe and Mail
Chronicle Herald	Medicine Hat News	The Hope Standard
Cochrane County Herald	Miramichi Leader	The Inverness Oran
Coquitlam Now	Nanaimo Daily News	The Manitowadge Echo
Cornwall Seaway News	Nelson Daily News	The Recorder Times
Cornwall Standard Freeholder	NB Telegraph Journal	The Southern Gazette
Esquimalt News	North Bay Nugget	The Stephenville Georgian
Fort Frances Daily Bulletin	Oak Bay News	Thunder Bay Chronicle Journal
Fort McMurray Today	Owen Sound Sun Times	Toronto Annex Guardian
Goldstream News	Peninsula News Review	Toronto Medical Post
Grand Bay River Valley News	Penticton Herald	Toronto Sun
Guelph Mercury	Penticton Western	Trail Daily Times
Haliburton County Echo	Redwater Review	Tweed News
Halifax Daily News	Regina Leader Post	Victoria News
Halifax Trident	Richmond News	Western Star
Hamilton Spectator	Richmond Review	

Radio

'Face' of Mental Illness Dr. Michael Paré was interviewed on *House Call* with Dr. Barry Dworkin on Sunday, October 1, 2006. The interview was broadcast from CFRA in Ottawa across the CHUM network.

Executive Director of CAMIMH Phil Upshall was interviewed on *Health Frontiers*, a radio talk show that discusses policy and medical trends in health care, on AM 1060 CKMX in Alberta and broadcast across the Western Standard radio network to 80,000 affluent, adult listeners every hour in major centres including Lethbridge, Calgary and Red Deer.

Successes

- Media opportunities for several 'Faces'
- Media opportunities for ED of CAMIMH.
- Continued development of media lists and development of relationships with key media representative.
- Key health reporter from Canadian Press, Dennis Bueckert, attended the Champions Awards.
- Relationships established with the parliamentary and health producers for CTV's Canada AM.

Improvements for 2007

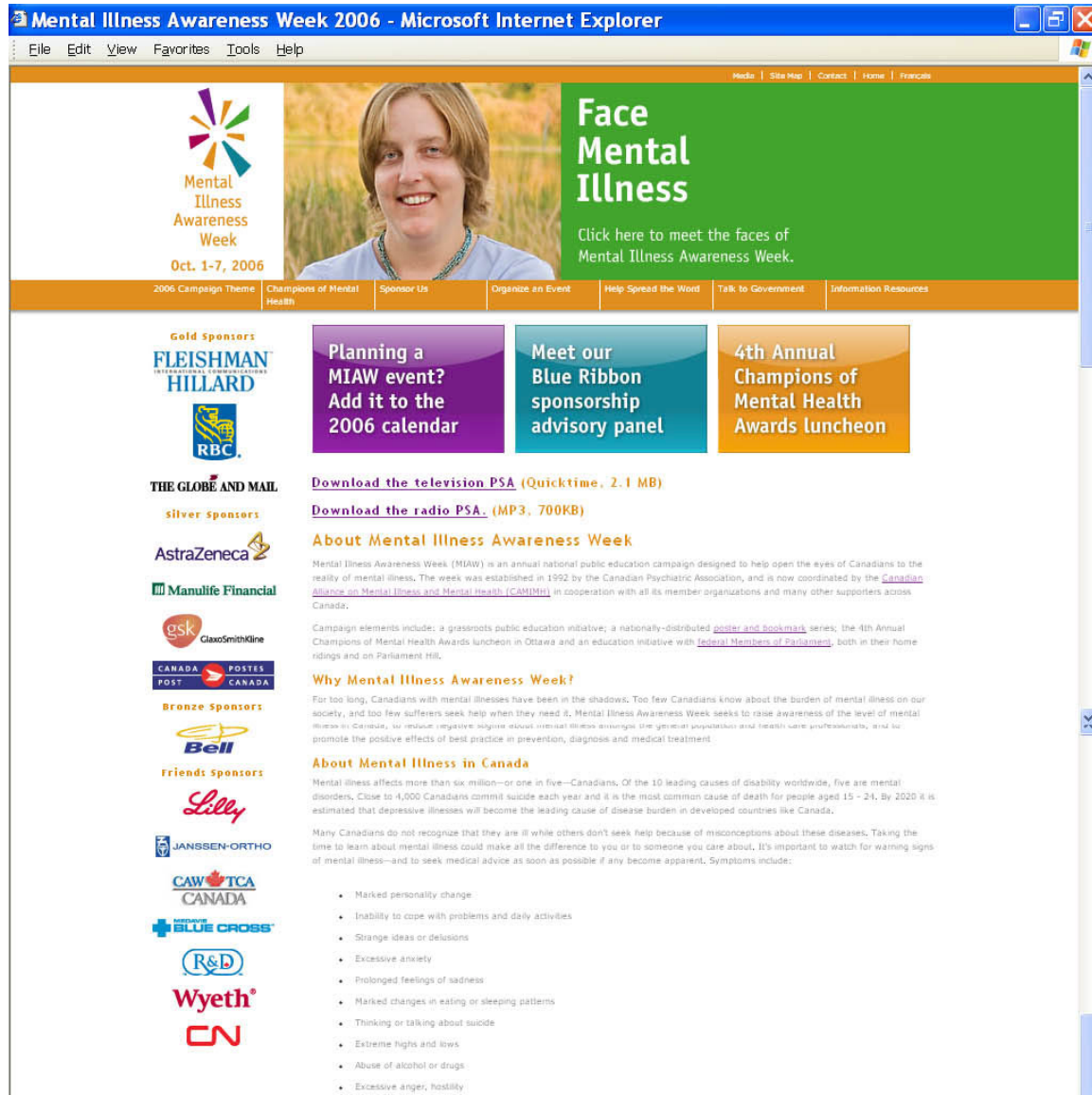
- Add key media to newsletter distribution list.

- Evaluate strategy for securing media at the Champions Awards.
- Engage in ongoing dialogue with Health and Parliamentary reporters throughout year.

Recommendations

- Develop a media strategy and plan that includes measurement and monitoring.
- Develop media kit that include backgrounders, re-printable editorial content, b-roll footage, images, and MIAW press releases for general distribution and for distribution at the Champions Awards
- Develop and op-ed piece attributable to ED of CAMIMH to pitch to national publications in September.

5. Website



The MIAW website is an integral part of Mental Illness Awareness Week. It is a central portal for all information related to MIAW.

The website is:

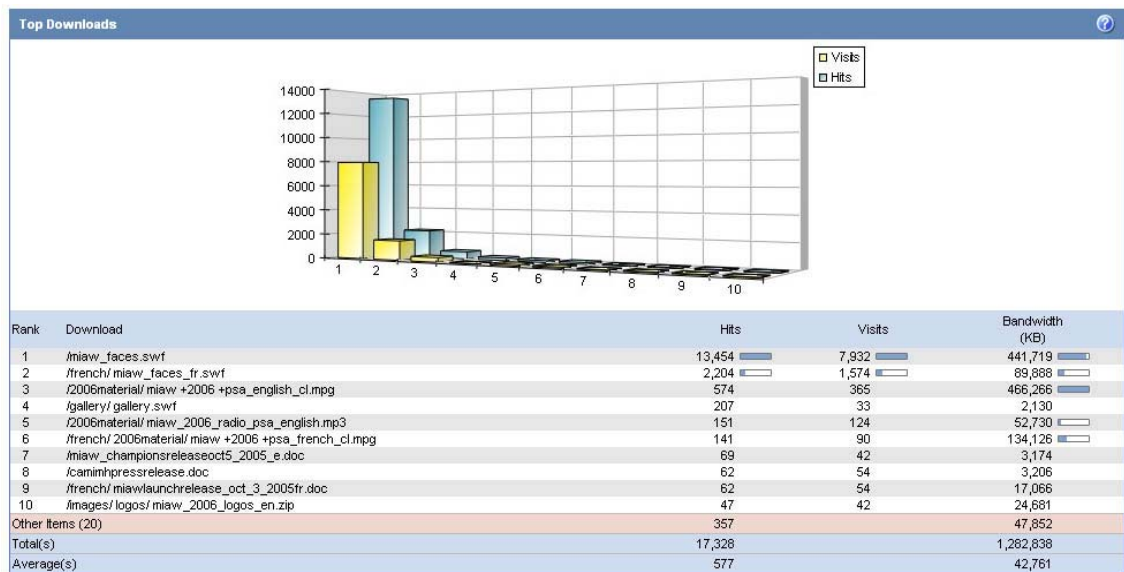
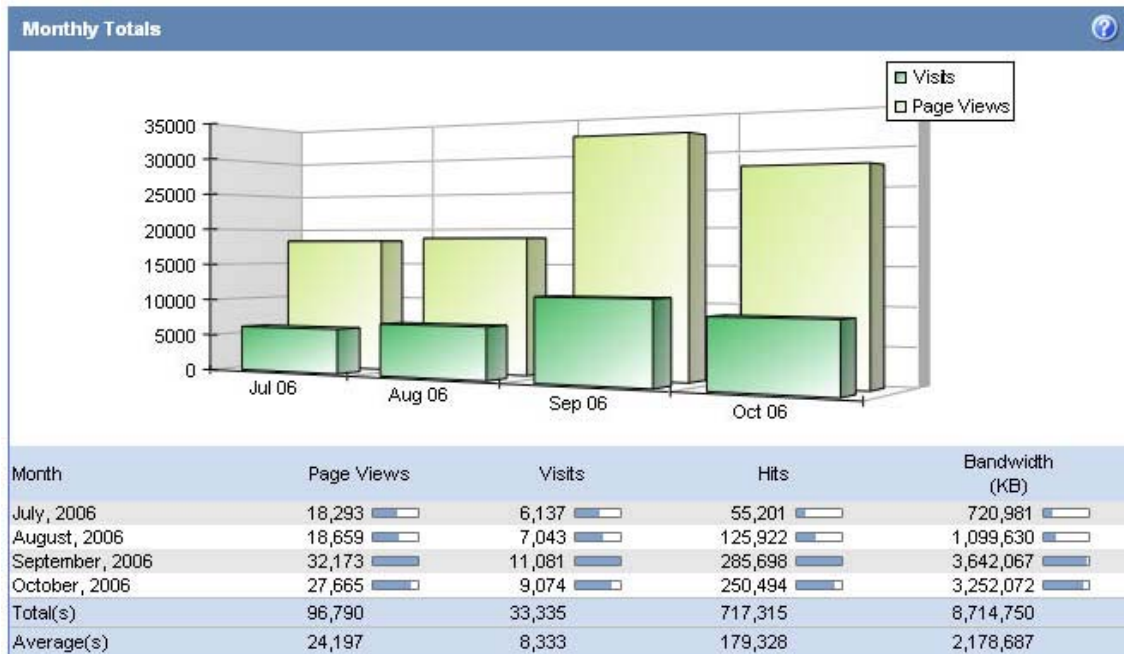
- A tool to raise awareness about mental illness.
- A vehicle to showcase the commitment and contribution of sponsoring organizations.
- A central repository of information related to MIAW including tools for organizing and executing grass roots events, delivering messages to government, and communicating with the media.

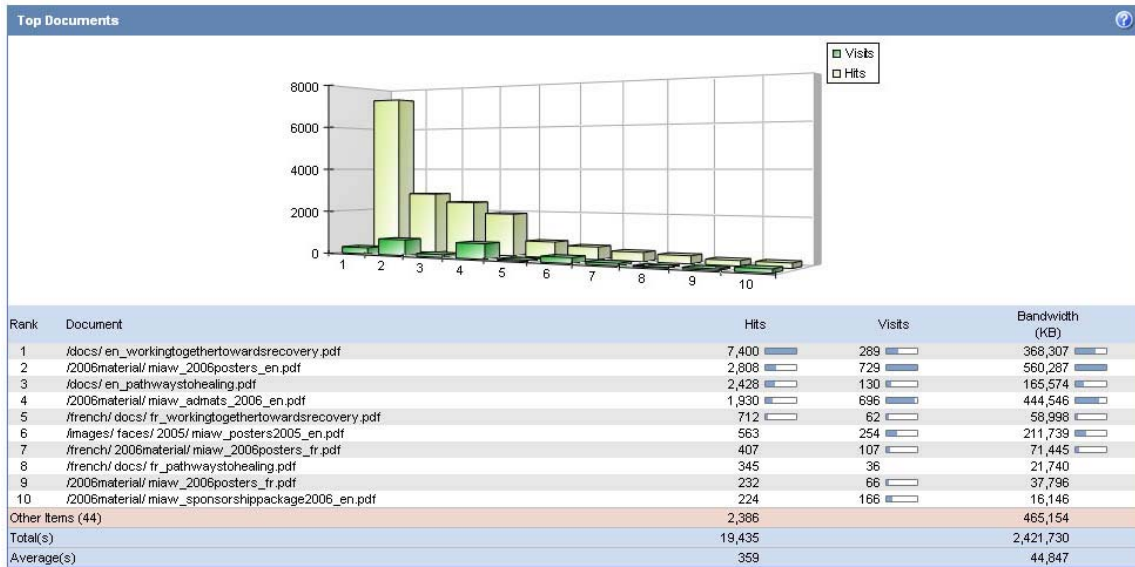
Stats 2006

Site Name: miaw-ssmm.ca

Date Range: 7/22/2006 to 10/20/2006

The following statistics cover the 70 day period leading up to the first day of MIAW and the 20 days following the first day of MIAW.





Successes

- Excellent traffic. More than 33,000 unique visitors came to the site in the quarter leading up to MIAW 2006
- Substantive re-design of the look, feel and functionality of the site.
- Addition of a more robust photo gallery.
- Addition of multimedia content (broadcast PSAs)

Improvements for 2007

- Better ability to capture visitor information.
- More multimedia content.

Recommendations

- Add event registration functionality.
- Move campaign materials order form from CPA site to MIAW site.
- Create a partner and sponsor section of the website.
- Create a process for monthly review/analysis of statistics.
- Analyze usability of site. Update as necessary.

6. Champions of Mental Health Awards

The Fourth Annual Champions of Mental Health Awards luncheon was held on October 4, 2006 from 11:30 a.m. – 2:00 p.m. in the Ballroom of the Fairmont Chateau Laurier in Ottawa. The gala event brought together approximately 280 members of the CAMIMH network, politicians, business leaders, sponsors and other stakeholders to celebrate the contributions of leaders committed to advancing the mental health agenda in Canada.



To view all the photos from the Champions of Mental Health Awards, visit www.miaw-ssmm.ca.

Process

The following table outlines the tasks associated with the Fourth Annual Champions of Mental Health Awards and the timeline in which they were delivered in 2006.

Task	Ld	Spt	JA	FE	MA	AP	MY	JN	JL	AU	SE	OC
Vendor Coordination (Venue, Photographer, Designer, Engraver etc.)	FH	ED						X	X	X	X	X
Communication with Parliamentarians	FH	ED		X					X	X	X	X
Event Program	FH	ED								X	X	
Media Relations	FH	ED								X	X	X
Comm. Products for Awards (Notes, Scenario)	FH	ED									X	X
Liaise with the Office of Minister of Health	FH	ED								X	X	X
Gifts for Faces	FH	ED									X	
Preparation of Slide Loop	FH	ED										X
Travel Arrangements for Faces and Champions	FH	ED									X	X
Communication with Champions	FH	ED								X	X	X
Table Assignments	FH	ED										X
Final Logistics for Champions Awards	FH	ED										X
On-site Support	FH	CPA										X
Administrative Follow-up	FH	ED										X

Parliamentarians & Senior Bureaucrats

The following is an abridged list of the Parliamentarians, Senior Staffers, and Senior Bureaucrats who attended the Champions Awards¹:

Name	Party	Riding	Title	Organization	
Bennett	Carolyn	Liberal	St. Pauls (ON)	MP	House of Commons
St. Amand	Lloyd	Liberal	Brant (ON)	MP	House of Commons
Fletcher	Steven	Conservative	Charlewood--St. James (MB)	Parliamentary Secretary	Office of the Minister of Health
Keeper	Tina	Liberal	Churchill (MB)	Health Critic - Liberal	House of Commons
Martin	Keith	Liberal	Esquimalt--Juan de Fuca (BC)	MP	House of Commons
Jean	Brian	Conservative	Fort McMurray--Athabasca (AB)	Parliamentary Secretary	Office of the Minister of Transport
Finley	Diane	Conservative	Haldimand--Norfolk (ON)	Minister of HR & SD	House of Commons
Cannan	Ron	Conservative	Kelowna--Lake Country	MP	House of Commons
Milliken	Peter	Liberal	Kingston and the Islands (ON)	Speaker of the House	House of Commons
Rota	Anthony	Liberal	Nipissing--Timiskaming (ON)	MP	House of Commons
Dewar	Paul	NDP	Ottawa Centre (ON)	MP	House of Commons
Clement	Tony	Conservative	Parry Sound--Muskoka	Minister of Health	House of Commons
Gagnon	Christiane	Bloc	Quebec (QC)	Health Critic - Bloc	House of Commons
Scheer	Andrew	Conservative	Regina--Qu'Appelle (SK)	MP	House of Commons
Boshcoff	Ken	Liberal	Thunder Bay--Rainy River (ON)	MP	House of Commons
Flaherty	Jim	Conservative	Whitby-Oshawa (ON)	Minister of Finance	House of Commons
Biringer	Lisa	Liberal		Staffer	Office of Senator Michael Kirby
Bordeleau	Carole	Conservative		Staffer	Office of Senator Raynell Andreychuk
Cook	Joan	Liberal		Senator	The Senate of Canada
Eggleton	Art	Liberal		Senator	The Senate of Canada
Kennelly	Jo	Staffer		Senior Policy Advisor	Office of the Minister of Health
Keon	Wilbert	Conservative		Senator	The Senate of Canada
Kirby	Michael	Liberal		Senator	The Senate of Canada
Kroekey	Jeffrey	Liberal		Staffer	Office of Senator Lebreton
LeBreton	Marjory	Conservative		Senator	The Senate of Canada
Mercer	Terry	Liberal		Senator	The Senate of Canada
Thompson	Rebecca	Conservative		Senior Special Assistant	Office of the Prime Minister
Counsell	Marilyn	Liberal		Senator	The Senate of Canada
Wadell	Eric	Conservative		Press Secretary	Office of the Minister of Health

Successes

- Excellent outreach efforts resulting in highest overall participation since inception of Awards. More than 280 guests were in attendance.²
- Excellent government relations resulting in participation by senior officials including the active participation of the Minister of Health and the Parliamentary Secretary to the Minister of Health, the attendance of the Minister of Finance, the Minister of Human Resources and Skills Development, the Parliamentary Secretary to the Minister of Transport, and the Senior Policy Advisor to the Minister of Health. This participation has resulted in active discussion by senior parliamentarians on the subject of the establishment the Mental Health Commission
- Excellent executive outreach resulting in participation of senior representatives from key sponsors including RBC Financial, GlaxoSmithKline, Power Corporation, CN, Bell Canada, and Canada Post Corporation.
- Excellent coordination of Champions resulting in 100% participation of Champions including the Hon. Michael Kirby, the Hon. Wilbert Keon and the Parliamentary Secretary to the Minister of Health Stephen Fletcher.
- Excellent coordination of the Faces resulting in 100% participation of Faces and the addition of a speaking role for the Faces. Also, participation of 4 Web Faces.
- Updated and improved AV set-up and signage.

¹ Due to problems encountered during the registration process at the Champions Awards it was impossible to track everyone who attended, therefore this list is not complete.

² This is an approximate number based on a head count taken at the event.

From Debates of the Senate (Hansard)
1st Session, 39th Parliament, Volume 143, Issue 41
Thursday, October 26, 2006

Hon. Jane Cordy: My question is for the Leader of the Government in the Senate. It has been almost one year since the release of the proposal of the Standing Senate Committee on Social Affairs, Science and Technology to establish a Canadian mental health commission, and almost nine months since the Conservatives formed the government. Could the Leader of the Government in the Senate tell this chamber if and when this government plans to establish a Canadian mental health commission?

Hon. Marjory LeBreton (Leader of the Government): I thank the honourable senator for her question. I commend her for the valuable work that she has completed on this study, and as a member of the Standing Senate Committee on Social Affairs, Science and Technology. While running in the last election campaign, the government committed itself to this particular initiative. Indeed, Minister Clement has been in meetings and discussions with the provinces in this regard. The proposed initiative will require a considerable amount of money. I am quite certain that Minister Clement, while preparing his budgets for the upcoming year, is very much seized of the matter. I am supportive of having this initiative go forward because it is of high importance to many Canadians.

Some Hon. Senators: Hear, hear!

Senator Cordy: I thank the minister for her answer. The committee, as she knows, has spent hundreds of hours meeting with mental health stakeholders from every province and territory. All the provincial and territorial leaders are in favour of establishing a Canadian mental health commission. As stated earlier, Minister Clement has said that he is personally in favour of the establishment of such a commission. I know that the Leader of the Government in the Senate is in favour of that as well.

Those of us fortunate enough to attend the luncheon during Mental Illness Week know that the people present were most anxious for this commission to be set up.

Recently, the Parliamentary Secretary to the Minister of Health appeared before our committee. When asked about the commission he said that consultations need to occur and appropriate action will be taken when the time comes. With all the consultations that have already taken place, I am wondering what new consultations are required before the establishment of the commission. Why has it taken so long to begin these consultations? When will this government take action, the right action, and establish this commission?

Senator LeBreton: Honourable senators, I thank Senator Cordy for her question. I was not made aware of the testimony of the parliamentary secretary. However, I can assure the honourable senator that the Minister of Health, Minister Clement, has had, and is continuing to have, consultations. There is no question that the government, and in particular the Minister of Health, are very much aware of the serious consequences of mental health, not only to Canadians and their families, but also to the Canadian economy. I will undertake to impress upon Minister Clement my own views, of which the honourable senator is very much aware, being that this affects my own family presently. I hope to have a very positive response. I will use the honourable senator's questions to further my arguments to my colleague in cabinet.

Areas to Improve

- Registration and table assignment process.
- Scripting. Overall length of event.
- Booking of venue, a key aspect of the event.

Recommendations

- Work towards a multiple year deal by possibly linking the awards to another large anchor event such as the Stigma Workshop.
- Establish a firm RSVP deadline one week prior to event.
- Implement a registration tool on the website.
- Review table assignment and seating process.
- Assign senior CAMIMH representatives to meet and welcome senior government officials.

Other considerations

- Change the timing of the awards from a luncheon to a gala dinner.

Hello,

I just wanted to say that the event at Chateau Laurier was exactly what I needed as a person with Mental Illness. Thank you so much and all your co-horts for the work you do in the field, it is both important and noteworthy.

If ever in the future you need help or have an opportunity I could get involved with I would be honored to help out.

Take care,
Tara Timmers
2006 Face of Mental Illness

Hey Martin!

Good job - no, great job!! - the other day! What a great cause.
...GSK is in for next year if same viz and format is possible.
It was pleasure working with you.

Jacque
Jacqueline (Jacque) LaRocque
External Affairs / Affaires ext.
GlaxoSmithKline

7. Financial Summary

The following tables are a summary of the financial position of Mental Illness Awareness Week as of October 27, 2006. The expense figures are not final and can be expected to increase by between 5-10 percent as final vendor invoices are processed.

Revenue	Amount
Sponsorship	\$210,000.00
Table Sales	\$14,600.00
Individual Tickets	\$500.00
Total	\$225,100.00

In Kind Sponsorship	Amount
In-Kind	\$190,271.00
Total	\$190,271.00

Summary	Amount
Cash	\$225,100.00
In-Kind	\$190,271.00
Total	\$415,371.00

Expenses	Base*	GST	Total
Professional Services	\$80,000.00	\$5,600.00	\$85,600.00
Awards Luncheon	\$26,460.26	\$1,592.46	\$28,052.72
MIAW Campaign	\$45,582.17	\$2,763.76	\$48,345.93
Advertising	\$60.00	\$3.60	\$63.60
Admin	\$1,505.92	\$88.47	\$1,594.39
Media Relations	\$4,200.00	\$252.00	\$4,452.00
Total	\$157,808.35	\$10,300.29	\$168,108.64

Summary	Amount*	GST	Total
Revenue	\$225,100.00		\$225,100.00
Expenses	\$157,808.35	\$10,300.29	\$168,108.64
Total	\$67,291.65	\$10,300.29	\$56,991.36

*Includes PST and Grat where applicable/does not include GST

Date Updated 26-Oct-06
Date and Time Printed 10/27/2006 10:41

Budget Forecast 2006

Budget Forecast							
Expenses	Proj '06	Proj GST '06	Total Proj '06	Act 2006	Act GST '06	Total Act '06	Total Plus/Minus
Professional Services	\$80,000.00	\$5,600.00	\$85,600.00	\$80,000.00	\$5,600.00	\$85,600.00	\$0.00
Awards Luncheon	\$30,000.00	\$2,100.00	\$32,100.00	\$26,460.26	\$1,592.46	\$28,052.72	\$4,047.28
MIAW Campaign	\$35,000.00	\$2,450.00	\$37,450.00	\$45,582.17	\$2,763.76	\$48,345.93	-\$10,895.93
Advertising	\$25,000.00	\$1,750.00	\$26,750.00	\$3.60	\$3.60	\$63.60	\$26,686.40
Admin	\$2,000.00	\$140.00	\$2,140.00	\$1,505.92	\$88.47	\$1,594.39	\$545.61
Media Relations	\$6,000.00	\$420.00	\$6,420.00	\$4,200.00	\$252.00	\$4,452.00	\$1,968.00
Total	\$178,000.00	\$12,460.00	\$190,460.00	\$157,751.95	\$10,300.29	\$168,108.64	\$22,351.36

Successes

- Net profit for MIAW 2006 exceeding \$50,000
- Delivered MIAW 2006 for more than \$20,000 under budget forecast.
- Excellent expense tracking process resulting in accurate, real-time summary of financial position.
- Excellent contribution and support by CMHA finance department.

Areas to Improve

- Ability to reforecast to increase or decrease scope of project as financial position changes.

Recommendations

- Implement robust project management software that includes financial tracking package.
- Establish quarterly meetings to review financial position in order to change scope of project as necessary.
- Use 2006 profit to immediately begin planning process, particularly fundraising, for MIAW 2007.

8. Summary of Recommendations

General

- Re-evaluate the goals and objectives of MIAW. Develop 2007 plan in conjunction with new objectives.
- Begin planning for MIAW 2007 quickly in order to capitalize on success, use momentum to secure partners and sponsors and retain knowledge base of key contributors.

Sponsorship & Revenue

- Negotiate multi-year sponsorship commitments.
- Outline clear sponsorship objectives based on budget required to deliver program.
- Begin sponsorship drive in November.
- Work with key MIAW participants and Blue Ribbon Panel to refine sponsorship target list. Include key target industry players (i.e. Weyerhaeuser)
- Engage sponsors in Face Mental Illness campaign and leverage their distribution networks to promote MIAW.
- Create a new sponsorship level below the \$5K Friends level to allow smaller organizations to participate.

Face Mental Illness Campaign

- A qualified individual from a CAMIMH member organization should conduct the 'Faces' interviews with communications support from MIAW team.
- Engage CAMIMH members earlier to issue the call for nominations through their networks in order to get more qualified nominees with more diverse demographic profiles that include more visible minorities and more francophones.
- Engage CAMIMH members to play a more active role in the nomination and selection process.
- Begin selection process in January; complete selection process by March.
- Develop collateral calling for nominations that can be distributed across Canada through CAMIMH network.
- Add an open-nomination process on the website.
- Alert federal and provincial parliamentarians when one of their constituents is selected as a Face.

Media Relations

- Build PSA campaign into overall campaign plan. Budget costs and level-of-effort required accordingly.
- Grow in-kind sponsorship support base for productions services.
- Develop editorial content before distributing materials in order to be able to react quickly when editorial opportunities arise.
- Solicit in-kind sponsorship contributions from a distribution service such as Canada News Wire.

Website

- Add event registration functionality.
- Move campaign materials order form from CPA site to MIAW site.
- Create a partner and sponsor section of the website.
- Create a process for monthly review/analysis of statistics.
- Analyze usability of site. Update as necessary.

Champions of Mental Health Awards

- Work towards a multiple year deal by possibly linking the Awards to another large anchor event such as the Stigma Workshop.
- Establish a firm RSVP deadline one week prior to event.
- Implement a registration tool on the website.
- Review table assignment and seating process.
- Assign senior CAMIMH representatives to meet and welcome senior government officials.
- Do an analysis to evaluate the potential benefits to changing the Champions Awards from a luncheon to a gala dinner.

Financial Summary

- Implement robust project management software that includes financial tracking package.
- Establish quarterly meetings to review financial position in order to change scope of project as necessary.
- Use 2006 profit to immediately begin planning process, particularly fundraising, for MIAW 2007.

Appendix A – Print PSAs

Publication	Location	Date	Circulation
The Globe and Mail	Toronto, ON	October 7	143,372
The Intelligencer	Belleville, ON	October 6	17,000
Miramichi Leader	Miramichi, NB	October 2	7,598
Nanaimo News Bulletin	Nanaimo, BC	September 28	32,820
North Island Gazette	Port Hardy, BC	September 27	3,000
Mountain View Gazette	Olds, AB	September 26	21,000
Mountain View Gazette	Olds, AB	September 29	21,000
Mountain View Gazette	Olds, AB	September 26	21,000
Journal-Pioneer	Summerside, PEI	October 3	10,000
Trail Daily Times	Trail, BC	October 2	5,550
Fort McMurray Today	Fort McMurray, AB	September 29	5,200
The London Free Press	London, ON	September 30	100,395
River Valley News	Grand Bay-Westfield, NB	September 28	6,000
The Independent	St. John's, NL	September 22	11,000
Calgary Country	Cochrane, AB	September 1	12,600
Medicine Hat News	Medicine Hat, AB	October 3	0
Trail Daily Times	Trail, BC	October 6	5,550
Beach Metro Community News	Toronto, ON	October 3	30,000
Cochrane Eagle	Cochrane, AB	September 27	11,000
Community Press (Eastern Ed.)	Stirling, ON	September 29	9,833
Estimated Total Circulation			473,918

Appendix B – Radio PSAs

<u>Destination</u>	<u>Market</u>	<u>Item</u>	<u>Method</u>	<u>Status</u>
CITI-FM	Winnipeg	06FLH8 EN	Online	Acknowledged. 09/22/2006 01:03:52 PM
CHAS-FM	Sault Ste. Marie	06FLH8 EN	Online	Acknowledged. 09/22/2006 01:05:04 PM
CKTO-FM	Truro	06FLH8 EN	Online	Acknowledged. 09/25/2006 04:13:34 AM
CIMG-FM	Swift Current	06FLH8 EN	Online	Acknowledged. 09/25/2006 06:59:17 AM
CFUN-AM	Vancouver	06FLH8 EN	Online	Acknowledged. 09/25/2006 08:23:42 AM
CKPT-AM	Peterborough	06FLH8 EN	Online	Complete. 09/22/2006 01:03:42 PM
CFCA-FM	Kitchener	06FLH8 EN	Online	Complete. 09/22/2006 01:08:03 PM
CKJS-AM	Winnipeg	06FLH8 EN	Online	Complete. 09/22/2006 01:09:11 PM
CJKR-FM	Winnipeg	06FLH8 EN	Online	Complete. 09/22/2006 01:11:48 PM
CFHK-FM	London	06FLH8 EN	Online	Complete. 09/22/2006 01:11:55 PM
CHED-AM	Edmonton	06FLH8 EN	Online	Complete. 09/22/2006 01:13:34 PM
CISL-AM	Vancouver	06FLH8 EN	Online	Complete. 09/22/2006 01:15:19 PM
CHON-FM	Whitehorse	06FLH8 EN	Online	Complete. 09/22/2006 01:19:06 PM
CFTK-AM	Terrace	06FLH8 EN	Online	Complete. 09/22/2006 01:31:09 PM
CFQR-FM - eng-	Verdun	06FLH8 EN	Online	Complete. 09/22/2006 01:41:40 PM
CHSU-FM	Kelowna	06FLH8 EN	Online	Complete. 09/22/2006 01:42:26 PM
CKSY-FM	Chatham	06FLH8 EN	Online	Complete. 09/22/2006 01:51:42 PM
CIGM-AM	Sudbury	06FLH8 EN	Online	Complete. 09/22/2006 02:44:00 PM
CFWB-AM	Courtenay	06FLH8 EN	Online	Complete. 09/22/2006 05:30:17 PM
CFXY-FM	Fredericton	06FLH8 EN	Online	Complete. 09/24/2006 09:37:00 AM
CHTN-FM	Charlottetown	06FLH8 EN	Online	Complete. 09/25/2006 04:12:46 AM
CHNI-FM	Saint John	06FLH8 EN	Online	Complete. 09/25/2006 04:36:09 AM
CJNI-FM	Halifax	06FLH8 EN	Online	Complete. 09/25/2006 04:36:09 AM
CKDY-AM	Digby	06FLH8 EN	Online	Complete. 09/25/2006 05:06:02 AM
CHUM-AM	Toronto	06FLH8 EN	Online	Complete. 09/25/2006 05:37:07 AM
CJMO-FM	Moncton	06FLH8 EN	Online	Complete. 09/25/2006 05:41:28 AM
CKWR-FM	Waterloo	06FLH8 EN	Online	Complete. 09/25/2006 05:52:53 AM
CHSC-AM	St. Catharines	06FLH8 EN	Online	Complete. 09/25/2006 05:58:18 AM
CHER-AM	Sydney	06FLH8 EN	Online	Complete. 09/25/2006 06:02:04 AM

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CHFX-FM	Halifax	06FLH8 EN	Online	Complete. 09/25/2006 06:02:04 AM
CKNB-AM	Campbellton	06FLH8 EN	Online	Complete. 09/25/2006 06:11:50 AM
CJDR-FM	Cranbrook	06FLH8 EN	Online	Complete. 09/25/2006 08:17:35 AM
CHEZ-FM	Ottawa	06FLH8 EN	Online	Complete. 09/25/2006 09:32:15 AM
CJFX-AM	Antigonish	06FLH8 EN	Online	Complete. 09/26/2006 05:50:02 AM
CKTG - FM was cjuk/cjlb	Thunder Bay	06FLH8 EN	Online	Complete. 09/26/2006 06:19:11 AM
CFAC-AM	Calgary	06FLH8 EN	Online	Delivered - Download Pending
CFAM-AM	Altona	06FLH8 EN	Online	Delivered - Download Pending
CFAX-AM	Victoria	06FLH8 EN	Online	Delivered - Download Pending
CFBC-AM	Saint John	06FLH8 EN	Online	Delivered - Download Pending
CFBR-FM	Edmonton	06FLH8 EN	Online	Delivered - Download Pending
CFCR-FM	Saskatoon	06FLH8 EN	Online	Delivered - Download Pending
CFCY-AM	Charlottetown	06FLH8 EN	Online	Delivered - Download Pending
CFDR-AM	Halifax	06FLH8 EN	Online	Delivered - Download Pending
CFDV-FM	Red Deer	06FLH8 EN	Online	Delivered - Download Pending
CFFX-AM	Kingston	06FLH8 EN	Online	Delivered - Download Pending
CFGQ-AM	Ottawa	06FLH8 EN	Online	Delivered - Download Pending
CFGQ-FM	Calgary	06FLH8 EN	Online	Delivered - Download Pending
CFGX-FM	Sarnia	06FLH8 EN	Online	Delivered - Download Pending
CFMC-FM	Saskatoon	06FLH8 EN	Online	Delivered - Download Pending
CFMH-FM	Saint John	06FLH8 EN	Online	Delivered - Download Pending
CFMI-FM	Vancouver	06FLH8 EN	Online	Delivered - Download Pending
CFQC-FM	Saskatoon	06FLH8 EN	Online	Delivered - Download Pending
CFQM-FM	Moncton	06FLH8 EN	Online	Delivered - Download Pending
CFQX-FM	Winnipeg	06FLH8 EN	Online	Delivered - Download Pending
CFRB-AM	Toronto	06FLH8 EN	Online	Delivered - Download Pending
CFRW-AM	Winnipeg	06FLH8 EN	Online	Delivered - Download Pending
CFTR-AM	Toronto	06FLH8 EN	Online	Delivered - Download Pending
CFWF-FM	Regina	06FLH8 EN	Online	Delivered - Download Pending
CHAB-AM	Moose Jaw	06FLH8 EN	Online	Delivered - Download Pending
CHAM-AM	Hamilton	06FLH8 EN	Online	Delivered - Download Pending
CHAY-FM	Barrie	06FLH8 EN	Online	Delivered - Download Pending

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<u>CHCQ-FM</u>	Belleville	06FLH8 EN	Online	Delivered - Download Pending
<u>CHML-AM</u>	Hamilton	06FLH8 EN	Online	Delivered - Download Pending
<u>CHMS-FM</u>	Ottawa	06FLH8 EN	Online	Delivered - Download Pending
<u>CHOM-FM</u>	Montreal	06FLH8 EN	Online	Delivered - Download Pending
<u>CHRE-FM</u>	St. Catharines	06FLH8 EN	Online	Delivered - Download Pending
<u>CHST-FM</u>	London	06FLH8 EN	Online	Delivered - Download Pending
<u>CHTT-FM</u>	Victoria	06FLH8 EN	Online	Delivered - Download Pending
<u>CHUO-FM</u>	Ottawa	06FLH8 EN	Online	Delivered - Download Pending
<u>CIBK-FM</u>	Calgary	06FLH8 EN	Online	Delivered - Download Pending
<u>CICY-FM</u>	Winnipeg	06FLH8 EN	Online	Delivered - Download Pending
<u>CIDR-FM</u>	Detroit	06FLH8 EN	Online	Delivered - Download Pending
<u>CINW-AM - eng-</u>	Verdun	06FLH8 EN	Online	Delivered - Download Pending
<u>CIQM-FM</u>	London	06FLH8 EN	Online	Delivered - Download Pending
<u>CIRK-FM</u>	Edmonton	06FLH8 EN	Online	Delivered - Download Pending
<u>CISQ-FM</u>	Squamish	06FLH8 EN	Online	Delivered - Download Pending
<u>CIXS-FM - eng-</u>	Westmount	06FLH8 EN	Online	Delivered - Download Pending
<u>CIZL-FM</u>	Regina	06FLH8 EN	Online	Delivered - Download Pending
<u>CJCA-AM</u>	Edmonton	06FLH8 EN	Online	Delivered - Download Pending
<u>CJCD-FM</u>	Yellowknife	06FLH8 EN	Online	Delivered - Download Pending
<u>CJCQ-FM</u>	North Battleford	06FLH8 EN	Online	Delivered - Download Pending
<u>CJJR-FM</u>	Vancouver	06FLH8 EN	Online	Delivered - Download Pending
<u>CJLL-FM</u>	Ottawa	06FLH8 EN	Online	Delivered - Download Pending
<u>CJMG-FM</u>	Penticton	06FLH8 EN	Online	Delivered - Download Pending
<u>CJOK-FM</u>	Fort MacMurray	06FLH8 EN	Online	Delivered - Download Pending
<u>CJRT-FM</u>	Toronto	06FLH8 EN	Online	Delivered - Download Pending
<u>CJSD-FM</u>	Thunder Bay	06FLH8 EN	Online	Delivered - Download Pending
<u>CJTK-FM</u>	Sudbury	06FLH8 EN	Online	Delivered - Download Pending
<u>CJWA-FM</u>	Wawa	06FLH8 EN	Online	Delivered - Download Pending
<u>CJZN-FM</u>	Victoria	06FLH8 EN	Online	Delivered - Download Pending
<u>CKCU-FM</u>	Ottawa	06FLH8 EN	Online	Delivered - Download Pending
<u>CKEY-FM</u>	Buffalo	06FLH8 EN	Online	Delivered - Download Pending
<u>CKGM-AM - eng-</u>	Montreal	06FLH8 EN	Online	Delivered - Download Pending

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CKLF-FM	Brandon	06FLH8 EN	Online	Delivered - Download Pending
CKLN-FM	Toronto	06FLH8 EN	Online	Delivered - Download Pending
CKQC-FM	Chilliwack	06FLH8 EN	Online	Delivered - Download Pending
CKUW-FM	Winnipeg	06FLH8 EN	Online	Delivered - Download Pending
CKWX-AM	Vancouver	06FLH8 EN	Online	Delivered - Download Pending
VOCM-AM	St. John's	06FLH8 EN	Online	Delivered - Download Pending

Appendix C – Television PSA

Television stations that downloaded and inserted the broadcast PSA into rotation are summarized in the following table:

Station	Market/Coverage Area
CHEX-TV Durham	Coverage perimeter includes Toronto, Belleville, Lindsay, Bancroft. These spots feature MIAW sponsor logos.
CHEX TV - Peterborough	
CKWS Kingston	
OMNI-1	Toronto
OMNI-2	Toronto

The following spot reports were generated by CNW and cover OMNI 1 and OMNI 2. Due to a restricted budget, comprehensive media monitoring was not possible.

CNW GROUP - 06FLH8/FLEISHMAN HIL VERICHECK REPORT FOR OCTOBER 02, 2006

ISCI-20: FLH8-30-1
 Campaign: 06FLH8
 Advertiser: FLEISHMAN HILLA
 Product Name: PSA
 Module Code: X
 Phone Number: 9
 Length: 30
 Encoding ID: 0000507493 (Seconds Encoded:39)

MARKET (RANK)											
CALL	CHAN	AFFL	DATE	START TIME	DATE	STOP TIME	*FIRST SECOND	*LAST SECOND	SHOW	TITLE	
TORONTO (999)											
OMNI2	44	ROG	10/01/06	07:06:06A	10/01/06	07:06:35A	6	35	ARIRANG KOREA		
OMNI2	44	ROG	10/01/06	07:48:52A	10/01/06	07:49:21A	6	35	DIYA		
OMNI2	44	ROG	10/01/06	08:06:00A	10/01/06	08:06:29A	6	35	MAHABHARATA		
OMNI2	44	ROG	10/02/06	01:31:34A	10/02/06	01:32:03A	6	35	PAID PROGRAM		
OMNI2	TOTAL		4								
TORONTO		TOTAL		4							

ENCODING TOTALS: 1 MARKET, 1 STATION, 4 DETECTIONS

CNW GROUP - 06FLH8/FLEISHMAN HIL VERICHECK REPORT FOR OCTOBER 09, 2006

ISCI-20: FLH8-30-1
 Campaign: 06FLH8
 Advertiser: FLEISHMAN HILLA
 Product Name: PSA
 Module Code: X
 Phone Number: 9
 Length: 30
 Encoding ID: 0000507493 (Seconds Encoded:39)

MARKET (RANK)		START				STOP		*FIRST	*LAST	
CALL	CHAN	AFFL	DATE	TIME	DATE	TIME	SECOND	SECOND	SHOW TITLE	
TORONTO (999)										
OMNI1	47	ROG	10/02/06	05:56:06A	10/02/06	05:56:35A	6	35	TECH BOOKS	
OMNI1	47	ROG	10/02/06	07:21:34A	10/02/06	07:22:03A	6	35	SVITOHILIAD	
OMNI1	TOTAL				2					
OMNI2	44	ROG	10/02/06	06:03:47A	10/02/06	06:04:14A	7	34	YEH KARAVAN	
OMNI2	44	ROG	10/02/06	07:06:46A	10/02/06	07:07:13A	6	33	THE GREATEST JOURNEYS ON EARTH	
OMNI2	44	ROG	10/02/06	09:17:55A	10/02/06	09:18:24A	6	35	OMNI CULTURE	
OMNI2	44	ROG	10/04/06	01:23:09P	10/04/06	01:23:38P	6	35	THE GREATEST JOURNEYS ON EARTH	
OMNI2	TOTAL				4					
TORONTO		TOTAL		6						

ENCODING TOTALS: 1 MARKET, 2 STATIONS, 6 DETECTIONS