



**Shine Green for Mental Health**  
Mental Health Week Campaign

**Public Toolkit**



## Introduction

Last year, more than 70 Ontario landmarks, including the CN Tower, Niagara Falls and the Peace Bridge were lit green during Mental Health Week to raise awareness about the importance of mental health. CMHA Ontario and Children's Mental Health Ontario (CMHO) invite Ontarians to participate in making this year's illumination campaign for Mental Health Week even bigger.

This package provides website and social media resources to help members of the public participate and encourage their community to shine green for mental health.

### Planning to light up your community landmark or building?

Be sure to visit [greenformentalhealth.ca](http://greenformentalhealth.ca) and add your landmark to the list.

### No building to light up? No problem.

Individuals can also participate by wearing green during Mental Health Week and sharing selfies or photos of illuminated landmarks on social media with the hashtags #GETLOUD and #KIDSCANTWAIT.

### Spread the word with tools included in this package

- Website story
- Social media posts
- Social media graphics

### Questions?

If you have further questions about this package, please contact Joe Kim at [jkim@ontario.cmha.ca](mailto:jkim@ontario.cmha.ca).



## Website Story

### Join the green movement during mental health week

For several years, iconic Ontario landmarks such as the CN Tower, Niagara Falls and the Peace Bridge have been lit green during Mental Health Week to raise awareness about the importance of mental health.

Now it's our community's turn to shine green for Mental Health Week 2017 (May 1-7). We're joining the movement by **<insert name of building or landmark and date it will be lit or insert action you are taking to participate (e.g. wearing green, spreading the word online, etc.)>**

Want to get in on the action? Participating is easy. You can join the movement by:

1. Lighting up a local building or landmark in green for Mental Health Week
2. Wearing green during Mental Health Week
3. Spreading the word about the campaign on social media with the hashtags #GETLOUD #kidscantwait.

Visit [www.greenformentalhealth.ca](http://www.greenformentalhealth.ca) and tell us how you're going to participate. The webpage will also contain an ongoing list of illuminated buildings.

Last year, more than [70 buildings and landmarks were illuminated](#) (see the full [list](#)).

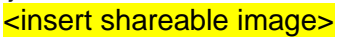
And don't forget to share during Mental Health Week! Individuals can also participate by taking pictures near numerous landmarks illuminated green throughout the province and sharing them on social media using the hashtags #GETLOUD and #kidscantwait.

Visit [www.greenformentalhealth.ca](http://www.greenformentalhealth.ca) today and participate this year.


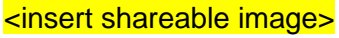
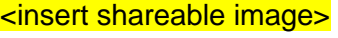



## Sample Social Posts

### Facebook

- We're helping Ontario shine green for Mental Health Week – join us! Visit [greenformentalhealth.ca](http://greenformentalhealth.ca) to find out how you can participate. 

### Twitter

- We're helping Ontario shine green for Mental Health Week - join us! Visit [greenformentalhealth.ca](http://greenformentalhealth.ca) for info.  #GETLOUD #KidsCantWait
- Mental Health Week is back and we're on a mission to have Ontario shine green for #mentalhealth! Join us at [greenformentalhealth.ca](http://greenformentalhealth.ca):  #GetLoud #KidsCantWait
- It's our community's turn to shine green for Mental Health Week (May 1-7)! Learn more at [greenformentalhealth.ca](http://greenformentalhealth.ca).  #GetLoud #KidsCantWait
- Show your org's support for #mentalhealth by joining our shine green initiative! More info at [greenformentalhealth.ca](http://greenformentalhealth.ca) #GetLoud #KidsCantWait
- We want our whole community to shine green for #MentalHealth week. Join us at [greenformentalhealth.ca](http://greenformentalhealth.ca):  #GETLOUD #KidsCantWait

### Instagram:

- Last year, more than 70 landmarks across the province were lit green for Mental Health Week to raise awareness about the importance of mental health. This year, we're joining the movement! Visit [greenformentalhealth.ca](http://greenformentalhealth.ca) to find out how you can participate. #GETLOUD #KidsCantWait



**Social Media graphics (click on the image to download)**

Shareable image for Twitter & Facebook



Instagram Image

