

PARTNER TOOLKIT

As a valued partner of Homewood Health, and a champion for mental health, we wanted to share tools to promote [Wellness Together Canada](#) and the #TakeThatStep campaign that may be of interest to your internal and external networks.

About Wellness Together Canada

Wellness Together Canada is Canada's first and only online platform offering immediate mental health support for people of all ages, in every province and territory, and in both official languages.

It provides a "stepped care" model where Canadians can be instantly connected to virtual mental health services, from a five-minute self-assessment, to extensive support and resources, to live phone, video or text counselling with a mental health professional or crisis responder.

The model is supported by Kids Help Phone and Homewood Health which bring a wealth of knowledge and expertise in providing virtual mental health services. The portal is funded by the Government of Canada.

About #TakeThatStep

People are being challenged like never before due to isolation, financial and employment uncertainty, and the emotional dialogue around racial equality. With all of us going through this together, we believe that mental health is a journey, not a destination. And each day we can take a step for our own wellbeing.

We are collaborating with Toronto-based artist Jacque Comrie on a shoe as a piece of art that represents the deeply personal action of taking steps towards understanding your own mental health, getting help when needed and continuing to check in on yourself each day to continue on your wellness journey.

We are asking all people in Canada to #TakeThatStep and go to [WellnessTogether.ca](#) for free support that is available 24/7.

Our Ask

If possible, we are hoping you can share this information with your network (both internal and external) to maximize reach. We want as many people as possible to know that they are not alone and have this support available during these difficult times. In fact, there are over 6,000 people across Canada powering this important platform and ready to talk now. We are on this journey together. If you would like for your organization to be acknowledged as a supporter of Wellness Together Canada, simply get back to me at sslater@homewoodhealth.com and attach your logo in .jpg or .png formats. The only investment we're seeking from you is your commitment to share this information.

The #TakeThatStep campaign launched on June 15th at 8:00 am Eastern. Provided below are assets you can feel free to use. If you have any questions, please reach out to me or to Jordyn Buzza at Hill+Knowlton Strategies (jordyn.buzza@hkstrategies.ca).

Thank you for your support,



Sean Slater
Executive Vice President, Sales & Marketing
Homewood Health Inc.

INTRANET/NEWSLETTER COPY

#TakeThatStep with access to free mental health support available 24/7 through Wellness Together Canada

With a rise in mental distress as people grapple with the COVID-19 pandemic and the emotional dialogue around racial equality, a new campaign is launching with the message that mental health is a journey. And you are not alone.

The #TakeThatStep campaign launched to remind people in Canada that we can take steps every day to improve mental well-being, especially during trying times, and there's free support available. [Wellness Together Canada](#) is Canada's first and only online platform offering immediate mental health and substance use support for all ages, funded by the Government of Canada.

As part of the #TakeThatStep initiative, Wellness Together Canada has partnered with Canadian multidisciplinary artist Jacquie Comrie to create shoes as a piece of art. The bright and colourful shoes represent the deeply personal action of taking steps towards understanding your own mental health, getting help when needed and continuing to check in on yourself each day to promote mental wellness.

Wellness Together Canada offers a "stepped care" approach where Canadians can be instantly connected to virtual mental health services, from a mental health self-assessment, to extensive support and resources, to live phone, video or text counselling with a mental health professional or crisis responder, all at no cost to them.

The model is supported by Kids Help Phone, Canada's leading e-mental health solution for youth, and Homewood Health, one of Canada's leading providers of mental health and addiction treatment services and employee assistance programs; both of whom bring a wealth of knowledge and expertise in providing virtual mental health services. The portal is funded by the Government of Canada.

#TakeThatStep and go to [WellnessTogether.ca](#) for free support that is available 24/7.

VISUAL ASSETS

LINK [HERE](#)

- Social media static images
- Social media GIF (preferred)
- Pledge Card

PLEDGE CARD

- Fill out the provided pledge card (link in visual assets) to share why you are taking a step for mental health. For example, I'm going to #TakeThatStep for MY COMMUNITY / MY WELLBEING / MY FAMILY / OTHERS TO KNOW THEY ARE NOT ALONE
- Post a photo holding the pledge card on social channels with the call-to-action to go to the Wellness Together Canada Portal
 - Hashtag: #TakeThatStep

- URL: wellnesstogether.ca

SOCIAL MEDIA CONTENT

Facebook Copy:

We are proud to support Wellness Together Canada and encourage people across the country to #TakeThatStep towards improving your mental well-being.

Wellness Together Canada is Canada's first and only online platform offering immediate mental health and substance use support for all ages, funded by the Government of Canada. You are instantly connected to e-mental health services, from a five-minute self-assessment, to extensive support and resources, to live phone, video or text counselling.

We encourage you to #TakeThatStep today to better your mental health: WellnessTogether.ca

Instagram Copy

We are proud to support [@WellnessTogetherCanada](https://www.wellnesstogether.ca) and encourage people across the country to #TakeThatStep towards improving your mental well-being.

Wellness Together Canada is Canada's first and only online platform offering immediate mental health and substance use support for all ages, funded by the Government of Canada. You are instantly connected to e-mental health services, from a five-minute self-assessment, to extensive support and resources, to live phone, video or text counselling.

We encourage you to #TakeThatStep today to better your mental health by clicking the link in our bio.

LINK TO BE PUT IN BIO: WellnessTogether.ca

Twitter Copy:

Tweet 1:

We are proud to support [@CDNTogether](https://www.cdntogether.ca) and encourage people across the country to #TakeThatStep towards improving your mental well-being. Visit: WellnessTogether.ca

Tweet 2:

#TakeThatStep on your mental health journey and visit [@CDNTogether](https://www.cdntogether.ca). Instantly connect to free e-mental health support, from a five-minutes self-assessment, to extensive services available 24/7: WellnessTogether.ca