

## [Foundrybc.ca](https://foundrybc.ca): Key messages, social media and newsletter

We are excited to launch [foundrybc.ca](https://foundrybc.ca), a new website powered by BC Children's Hospital to complement Foundry's growing provincial network of centres.

We have developed some suggested messaging and information you could be sharing across your channels. If you have any questions, please contact [webinfo@foundrybc.ca](mailto:webinfo@foundrybc.ca).

### Key messages:

- Foundrybc.ca is a new website that provides young people and their families with a one-stop access point for mental health and well-being, substance use, social support and services, navigation assistance and self-management.
- Foundrybc.ca is powered by BC Children's Hospital and complements the Foundry provincial network of centres, which is supported by a team based at Providence Health Care.
- Foundrybc.ca contains health information, personal stories, self-assessments, online resources and connections to services to help young people aged 12-24 identify wellness challenges early and take action to improve outcomes.
- The content from mindcheck.ca – including self-checks, information, resources and links – will now be available at foundrybc.ca. Visitors to mindcheck.ca will now be redirected to foundrybc.ca.
- The first phase of the website is focused on mental health and substance use supports.
  - It will evolve over time to integrate digital tools and resources that reflect the variety of health and social service supports available in Foundry centres across BC.

### Foundrybc.ca social media tips:

- Follow and mention Foundry in your social media shares. We'd love to join the conversation!
  - Foundry Twitter: [@Foundrybc](https://twitter.com/Foundrybc)
  - Foundry Instagram: [Foundry\\_bc](https://www.instagram.com/Foundry_bc)
  - Foundry Facebook: [facebook.com/Foundrybc](https://facebook.com/Foundrybc)
- Share your #JustOneThing. What's one thing you can do to that helps you boost your mental wellness? You can also use other relevant hashtags, such as:
  - #MentalHealth
  - #MentalWellness
  - #Wellness
  - #SubstanceUse
  - #EndStigma
  - #SelfCare
  - #MentalHealthAwareness

## Sample social media content:

**Please note:** The below social content is written for Twitter – please repurpose to share on other channels such as Facebook and Instagram (i.e. updating usernames, hashtags, etc).

- For young people navigating life's large & small challenges, a new website is here: <http://ow.ly/Lm1F30huncm> @Foundrybc #MentalWellness
- It can be tough for young people & families to know where to turn in the face of a health or mental health challenge. @Foundrybc has a new website that can help: <http://ow.ly/Lm1F30huncm> #MentalHealth
- Looking for mindcheck.ca? All content is now at foundrybc.ca. Young people can now get the #MentalHealth, #SubstanceUse & #Wellness support they need in one place: <http://ow.ly/Lm1F30huncm> @BCChildrensHosp @Foundrybc
- A new one-stop access point for #MentalHealth, #SubstanceUse & #Wellness support is here. @Foundrybc & @BCChildrensHosp teamed up to create a youth-centric website for young people & families across #BC: <http://ow.ly/Lm1F30huncm>
- A new website that helps young people forge their path to wellness. @Foundrybc & @BCChildrensHosp bring you foundrybc.ca: <http://ow.ly/Lm1F30huncm> #MentalHealth #JustOneThing
- Foundrybc.ca makes it easy for young people to find tools and resources to get on their path to wellness. Browse today: <http://ow.ly/Lm1F30huncm> @Foundrybc #MentalHealth #MentalWellness
- Created with & for young people, foundrybc.ca is a one-stop #MentalHealth #Wellness & #SubstanceUse resource: <http://ow.ly/Lm1F30huncm> @BCChildrensHosp @Foundrybc
- Going through a tough time? Need help with #stress? Try foundrybc.ca for #MentalHealth #Wellness & SubstanceUse tools and information: <http://ow.ly/Lm1F30huncm> @BCChildrensHosp @Foundrybc
- What's one thing you can do to reach your #MentalWellness goals? Share your idea using #JustOneThing and tag @Foundrybc & @BCChildrensHosp

## Sample newsletter content:

### Foundrybc.ca is now available to support the mental health and wellness of young people ages 12-24 in BC!

[Foundrybc.ca](https://foundrybc.ca) empowers young people to lead healthy lives by providing easy access to tools and strategies for wellness. Developed by BC Children's Hospital, foundrybc.ca complements the growing provincial network of Foundry centres working to bring together a variety of resources in one place to help BC's young people and families find the support they need, when and where they need it.

The new [foundrybc.ca](https://foundrybc.ca) online platform offers:

- Self-checks
- Stories from young people across BC
- Wellness tips and strategies
- Apps and online tools
- Connections to services, online and in the community
- Strategies for supporting others

The first phase of the online platform is focused on mental health and substance use and integrates content from the youth mental health website, mindcheck.ca. Further information and resources will be added to reflect the variety of health and social service supports offered in Foundry centres.

Foundry involves over 100 partnerships across the province of BC. The Foundry central office, hosted by Providence Health Care, leads the provincial initiative and supports the development of [local centres](#). Foundry's online platform, foundrybc.ca, is powered by BC Children's Hospital.

Online or in the community, Foundry makes it easy for young people to find tools, resources and skills for wellness. **Help promote foundrybc.ca to young people in your community - visit [foundrybc.ca/help-promote-foundry](https://foundrybc.ca/help-promote-foundry).**