



## **Media & Public Speaking Guidelines**

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## Introduction & Purpose

The opportunity to participate in public speaking and media events can be super exciting and is a good example of our network's values of youth and family engagement. This guideline has been developed in response to feedback and experiences of those who have participated to date. This document is intended to share Foundry central office's guidelines and recommendations around engaging young people and family members/ caregivers in media and other public facing opportunities.

## Scope

These guidelines apply to media requests and other public facing opportunities that include, but are not limited to, conference presentations, workshop facilitations, non-media interviews, etc. in various mediums (video, digital, audio and print). It is intended for use by Foundry central office and is a recommendation to Foundry centres when working with local media and/or other public facing opportunities for their young people and family members/ caregivers. .

**If you have any questions about this document, please direct them to:**

**[Name]**

Youth Peer Engagement Coordinator  
Foundry Central Office  
[Email]


**[Name]**

Family Engagement & Service Provider Liaison  
Foundry Central Office  
[Email]

**[Name]**

Leader, Program Development  
Foundry Central Office  
[Email]

## Key Components

Consideration for All Events	Media-Specific
<p align="center"><b>REQUEST FLEXIBILITY</b></p> <p>Flexibility around a request to share lived and living experience works to foster autonomy around one's decision to participate. It also helps to create a safe, positive experience overall for the young person and family member/ caregiver.</p>	
<p>Flexibility can and should look like:</p> <ul style="list-style-type: none"> <li>○ Option to share identifying information (first &amp; last name, location, picture, etc.)</li> <li>○ Option to withdraw participation at any time. <i>An explanation is not required.</i></li> <li>○ Option to share their story in a manner that feels most authentic &amp; safe for that individual (see more under "Empowering Through Lived &amp; Living Experience"),</li> <li>○ And more!</li> </ul>	<p>In addition:</p> <ul style="list-style-type: none"> <li>○ Having access to interview questions beforehand,</li> <li>○ Option to have pre-recorded interview,</li> <li>○ Review of interview before publishing,</li> <li>○ Option to have interview in a safe location deemed by the young person or family member/ caregiver</li> <li>○ Letting our team know when the interview is used elsewhere so we can notify the original participant,</li> <li>○ And more!</li> </ul>
<p align="center"><b>SUPPORT &amp; ALLYSHIP</b></p>	
<p>To ensure the safety and wellbeing of the young person &amp; family member/ caregiver involved, our team operates on a <b>buddy system</b> – where the participant will be connected to a member of our team. This FCO buddy is the primary contact for the event organizers and may not always be the Youth Peer Engagement Coordinator(s) and/or Family Engagement Liaison.</p> <p>The FCO buddy will be the point of contact for the young person and family member/ caregiver <b>before, during &amp; after</b> the event/ interview. <b>Before the event</b>, the FCO buddy is responsible for communicating all considerations in this table.</p> <p>A staff member is eligible to be the FCO buddy if (1) they have experience working directly with young people and family members/ caregivers on a 1:1 setting, and (2) have completed Mental Health First Aid</p>	<p>An important conversation to have with the young person or family member/ caregiver at this time is what their <b>boundaries</b> are when it comes to sharing their story – as well as what they would like their FCO buddy to do when/if this boundary is crossed by the reporter/ interviewer.</p> <p><b>FCO's Tips for Camera Interviews:</b> Avoid wearing green &amp; anything striped/ patterned (or the same color as the background).</p> <div>  <p><b>Helpful Tip</b> – when communicating with young people, ask what communication method works best for them (email, phone, text) &amp; offer your phone number for any immediate or urgent matters.</p> </div>

<p>and/or prior experience working in the mental health field.</p> <p>If the above two requirements are not met, the FCO buddy will default to the Youth Peer Engagement Coordinator and/or Family Engagement and Service Provider Liaison.</p> <p>If the Youth Peer Engagement Coordinator(s) and/or Family Engagement and Service Provider Liaison is not the FCO buddy, their attendance at the event is not mandatory unless requested by the young person and family member/ caregiver.</p>	
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### Consideration for All Events

#### EMPOWERING THROUGH LIVED & LIVING EXPERIENCE

Two important aspects to keep in mind when sharing lived and living experience:

##### THE STORY & EXPERIENCE(S)

Sharing lived/ living experience does not necessarily have to translate to an individual sharing the entirety of their story and journey. In relation to Foundry, asking an individual to share their lived/living can look like & encompass what their **experience of accessing Foundry services/ resources** has been like and how it has supported them on their journey to recovery.

It's important we let the young people & family members/ caregivers we are working with know that this is an option. Supporting story telling from this perspective can apply to individuals who may not be ready to share their story or who may not want to share their entire story but still wish to contribute in a meaningful way.

##### SAFE STORYTELLING

This allows an individual to share their story and journey in an authentic manner that is safe and non-triggering for them as well as the intended audience. The story still holds their experiences with integrity and respect.

#### REVIEW OF RISKS & BENEFITS

Before the young person & family member/ caregiver provides their consent and/or assent, please ensure they are aware of and understand the risks and benefits associated with sharing lived/ living experience in a public-facing opportunity.

##### BENEFITS

- **Builds individual capacity** – gain new & strengthen existing skills & competencies, including public speaking, communication, self-confidence, leadership, resume-building, networking experience and more!

- **Positive impact on other individuals** – can be encouraging to them to seek support and/or access a Foundry centre & resources
- **Support one's journey to recovery** – individual-dependent
- **Supports & strengthens Foundry's provincial network**

## RISKS

- **Media & social media-related implications:** once it's out there, it's out there (even if the original post is retracted)
- **Stigma-related:** unfortunately, the stigma surrounding mental health can result in unpleasant comments from members of the community
- **Job-implications:** it is not uncommon for employers to Google job candidates online during the hiring process. Depending on the field, is this information you are ready to disclose to future employer(s) if it comes up? This can also extend to applications for professional schools, and other volunteering opportunities.
- **Triggering** – depending on the individual, sharing lived/living can be triggering and/or bring up unexpected, unwanted emotions

## CONSENT & ASSENT

**For individuals 19yo and older** – consent needs to be obtained prior to the event. Please distribute the **Foundry communications photography & videography consent form**.

**For individuals younger than 19yo** – consent is required by a parent/ guardian and assent is required from the young person themselves. Please distribute the **Foundry photography & videography consent form**.

**\*Please note:** the young person or family member/ caregiver is able to withdraw their consent & assent to participate at any time (no explanation is required).

## HONORARIA

FCO values the time and commitment of young people and family members/ caregivers in supporting the work we do together. An honorarium of \$50/hr is provided for the media interview/ speaking engagement (minimum is one hr) with additional honorarium provided for preparation and travel time. Other compensation can include, but not limited to, travel expenses, food per diem, etc. For more details around honoraria, please refer to **FCO's Honoraria Guidelines**.

## Procedure

The following process has been developed with input from young people and caregivers. Three key steps are identified, each of which require varying levels of support and are listed below.

### BEFORE THE EVENT

Considerations for All Events	Media-Specific Considerations
<b>PREP TIME</b>	
<p><b>Gold Standard - Minimum 3 Week's Notice:</b> We strongly encourage our partners (i.e. provincial ministries, funders) to provide FCO with a <b>minimum of 3 weeks' notice</b> from the event date. This also applies to any events and opportunities sought out by FCO – such as proactive media releases. Three weeks is the most ideal window of time allowing us to engage our network of young people and family members/ caregivers for interest &amp; capacity, for preparation and for us to provide meaningful support.</p> <p><b>Less than 3 Weeks' Notice:</b> However, we recognize that 3 week's notice may not always be the case. Should inquiries arise with less than 3 weeks' notice, the Youth Peer Engagement Coordinator(s) and Family Engagement and Service Provider Liaison will be consulted around next steps. This includes leaning on their expertise and relationships established with the young people and family member/ caregivers and may involve tapping specific individuals on the shoulder for the opportunity at hand. While FCO strives to present fair and equitable opportunities to our youth and family engagement network, we recognize that there will be times when it may not be feasible, given the provincial nature of our work.</p> <p><b>Absolute Minimum:</b> FCO will consider inquiries up to 5 days' notice. When inquiries provide less than 5 days' notice, FCO will refrain from pursuing these opportunities and will not reach out to our network of young people and family members/ caregivers. This decision is made to honour our commitment to meaningful and safe engagement with our young people and family members/ caregivers.</p>	
<b>REQUEST DETAILS</b>	
<p>FCO will gather the following information before reaching out to our network:</p> <ul style="list-style-type: none"> <li>○ Event details: date, time, location</li> <li>○ Purpose of the event</li> <li>○ Why a young person/ family member's perspective &amp; attendance is needed? <i>(to help mitigate tokenism)</i></li> <li>○ Will photography or videography be present?</li> </ul>	<p>In addition:</p> <ul style="list-style-type: none"> <li>○ Mode of media the interview will be in (print, audio, video, etc.)</li> <li>○ Will a B-roll be needed?</li> </ul>

## DAY OF THE EVENT

Considerations for All Events	Media-Specific Considerations
<b>SUPPORT &amp; ALLYSHIP</b>	
<p>The FCO buddy (or identified other) will accompany the young person or family member caregiver to the event. This is to ensure that a support person and familiar face is present.</p> <p>If the young person or family member/ caregiver has communicated they are not comfortable with having their picture taken or being recorded, it is the responsibility of the FCO buddy to ensure this is communicated to the event hosts (where applicable).</p> <p><b>Quick Debrief:</b> before departing for the day, check-in with the individual to see how they are doing and if there is anything they would like to chat about. Public speaking &amp; sharing lived/living experience can be anxiety-inducing and bring up unexpected emotions.</p>	<p>As the FCO buddy (or identified other), please remind the reporter/ interviewer of any previously decided upon requests before starting the interview (eg: only using first name, no pictures, having access to the article before publication).</p> <p><b>Step in</b> when/if required. This will be based on your earlier conversations about what the young person or family member/ caregiver's boundaries are.</p>

## AFTER THE EVENT

Considerations for All Events	Media-Specific Considerations
<b>SUPPORT &amp; ALLYSHIP</b>	
<p>The FCO buddy to follow-up with the young person or family member/ caregiver not more than one week after the event. Check in to see how they are doing &amp; follow up with an update about their honoraria.</p> <p>If applicable, share any photos/ videos that have come from the event, etc.</p>	<p>Where applicable, ensure you loop back to the young person or family member/ caregiver. Provide them with updates as you receive them &amp; access to the draft(s) prior to publication for their input.</p> <p>If possible, allow the young person or family member/ caregiver to provide the final green light before the interview is published (most applicable to print media and other high public exposure pieces).</p>