

Introduction

On December 6, the Honourable Ya'ara Saks, Minister of Mental Health and Addictions and Associate Minister of Health, announced the launch of two key initiatives that will help IYS hubs meet the needs of young people: the **IYS Collaboration Centre** and **IYS Data Platform**.

The purpose of this **Media Kit** is to provide key messages and other external communications recommendations that all partners involved with IYS can use when announcing the **IYS Collaboration Centre** and **IYS Data Platform**.

Resources

1. **[EN]** Health Canada's News Release:
<https://www.canada.ca/en/health-canada/news/2024/12/government-of-canada-invests-in-transformative-youth-mental-health-care-model.html>
2. **[FR]** Health Canada's News Release:
<https://www.canada.ca/fr/sante-canada/nouvelles/2024/12/le-gouvernement-du-canada-investit-dans-un-modele-transformateur-de-soins-de-sante-mentale-pour-les-jeunes.html>
3. **[EN]** Health Canada's LinkedIn Post:
https://www.linkedin.com/posts/health-canada_the-government-of-canada-is-investing-in-activity-7270852139915055105-CfIF?utm_source=share&utm_medium=member_desktop
4. **[FR]** Health Canada's LinkedIn Post:
https://www.linkedin.com/posts/health-canada_le-gouvernement-du-canada-investit-dans-le-activity-7270852125700558848-lkE?utm_source=share&utm_medium=member_desktop
5. **[EN]** Health Canada's Twitter/X Post:
<https://x.com/GovCanHealth/status/1865079119379107998>
6. **[FR]** Health Canada's Twitter/X Post:
<https://x.com/GouvCanSante/status/1865079599941484573>
7. communications@iys-sij.ca - You can reach out to the FIYSN Communications Advisors via this email address for any questions, concerns, or media inquiries.

Key Messages

What is the IYS Collaboration Centre & IYS Data Platform?

- The **IYS Collaboration Centre** will make it easier for provincial, territorial and Indigenous IYS networks to work together and coordinate efforts. Among its activities, the Centre will facilitate information sharing so that all IYS hubs can effectively apply best practices and innovative strategies to support diverse young people. There are approximately 105 IYS hubs across Canada and about 55 more in development.

- The **IYS Data Platform** will enable researchers, decision makers, service providers and others to access and share timely, accurate and comprehensive data sets with a focus on improving youth mental health and substance use health care across Canada.

What is significant about this announcement?

- The IYS Collaboration Centre will prioritize the needs of young people facing structural and other barriers to mental health and well-being, including young Indigenous people, Black Canadians, newcomers and 2SLGBTQ+ youth.
- The initiatives announced are part of coordinated federal actions to create lasting and meaningful improvements in the mental health of youth and their families.
- Health Canada is providing the Centre for Addiction and Mental Health (CAMH) with up to \$15 million over five years to lead the administration of the IYS Collaboration Centre.
- The Canadian Institutes of Health Research (CIHR) is providing more than \$17 million over four years to Dr. Jo Henderson, Executive Director of Youth Wellness Hubs Ontario (YWHO) and Senior Scientist at CAMH, as well as to representatives from IYS networks, to support the development of the IYS Data Platform.

Internal Communication

This is an exciting step for all partners involved with IYS. We recommend taking time to share this work with your internal backbone teams and centre/hub staff, in order to celebrate the great work you are part of!

Recommended methods of Internal Communication:

- E-Mail (or other team-wide communications platforms)
- Virtual or in-person meeting to discuss the announcement and pull together questions you might have for FIYSN
- If you are choosing to share this on your social media platforms, we recommend letting your team know where and when it will be posted so that they can engage with the posts and further the posts' reach.

External Communication

Social Media

We recommend posting on LinkedIn and Twitter/X to share the news with young people and families/caregivers, local youth-serving organizations, funders, and government partners.

We also recommended liking, reposting or commenting on the LinkedIn and Twitter/X posts from Health Canada.

Below are pre-written captions and suggested visuals from the guidance document to use on LinkedIn and Twitter/X. These posts can be adapted to fit your brand's tone and can be used on other social media platforms as well. Note that Instagram doesn't allow for linking in captions, so

links would have to be included in the profile or Link In Bio service used. TikTok is not currently recommended as there are no video assets available.

Key message: We are excited to share the launch of the IYS Collaboration Centre and IYS Data Platform, two key initiatives that will help IYS hubs meet the needs of young people.

Twitter/X

Big news for youth mental health in Canada! The IYS Collaboration Centre and IYS Data Platform have been announced, with the goal of improving care for young people. Learn how they'll support IYS networks across the country: [\[link\]](#)



LinkedIn

We're excited to announce two groundbreaking initiatives that will transform youth mental health care in Canada:

- 1 **The IYS Collaboration Centre** – An initiative for provincial, territorial, and Indigenous IYS networks to share best practices, coordinate efforts, and support the 105+ existing and 55 developing IYS hubs across Canada.
- 2 **The IYS Data Platform** – A vital tool for researchers, decision-makers, and service providers to access timely, accurate data to improve youth mental health and substance use care.

These initiatives will empower IYS hubs to provide the best possible support for young people, ensuring their diverse needs are met. Learn more about how this will create positive, lasting change: [\[link\]](#)



Key message: The IYS Collaboration Centre will prioritize the needs of young people facing structural and other barriers to mental health and well-being.

Twitter/X

Together, we're stronger. The IYS Collaboration Centre will prioritize supporting young people facing intersecting barriers to care, including Indigenous, Black, newcomer, and 2SLGBTQ+ youth. Together, we can break down barriers. 💡 [\[link\]](#)



LinkedIn

The IYS Collaboration Centre and IYS Data Platform represent Canada's commitment to improving mental health care for young people facing structural and systemic barriers, including Indigenous, Black, newcomer, and 2SLGBTQ+ young people.

These initiatives are part of a coordinated federal effort to create meaningful improvements in the mental health and well-being of youth and their families. Let's work together to build a stronger, more inclusive future. 💡 [\[link\]](#)



Key message: The initiatives announced today are part of coordinated federal actions to create lasting and meaningful improvements in the mental health of youth and their families.

Twitter/X

\$15M from Health Canada & \$17M from CIHR are funding key initiatives to transform youth mental health care. See how these efforts are creating meaningful change: [\[link\]](#) #MentalHealthFunding #IYSCanada



LinkedIn

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[\[link\]](#)



Additional notes for those posting on social media:

- If questions come up from followers/audiences, direct them to iys-sij.ca for more information.
 - If there are pressing questions needing additional support, direct them to the FIYSN Communications Advisors at communications@iys-sij.ca
- For IYS members: ensure that analytics are set up on social media profiles to track reach, engagement and conversions. The FIYSN Communications team will do a follow up to track message performance.
 - As the purpose of these posts is to inform, high engagement is not anticipated.

When writing:

- Make use of recommended photos/visuals
- Be mindful of terminology used (see chart below)
- Consider using direct wording from the IYS-SIJ website and/or the release from Health Canada
- Maintain a factual tone, addressing the 5 w's
- Include contact information at the end - communications@iys-sij.ca
- Optional: mention (and link) to Health Canada's media release

Guidelines for preferred terminology:

As members of a sector that is closely interlinked with health care systems, which has a long history of and ongoing systemic and institutional racism, we recognize our responsibility to create a culturally safer environment of care and services, to actively work to decolonize these systems and to support the rights and self-determination of First Nations Peoples, Métis and Inuit, as outlined in the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) and the Truth and Reconciliation Commission calls to action.

If you have questions regarding using preferred terminology, please contact us at communications@iys-sij.ca.

Instead of	Use
<p>pan-Canadian national</p> <p>We recommend using “Pan-Canadian” only when referring to the Guidance Document’s full title (“Pan-Canadian Guidance for Integrated Youth Services”).</p>	<p>Across Canada Across the country</p>
<p>Stakeholders</p> <p>For public posts, we recommend not using “stakeholders” due to the context/history of the word being linked to land theft and colonialism.</p>	<p>key partners key players interested parties</p>
<p>Youth</p> <p>“Youth” can still be used, but we recommend interchangeably using it with the preferred terminology.</p>	<p>young people young people in Canada young people across the country</p>