

# Community Mental Health



Community  
Mental Health  
Action Plan

Community  
Engagement  
Toolkit



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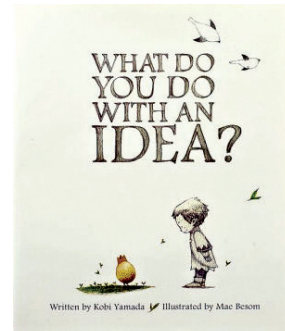
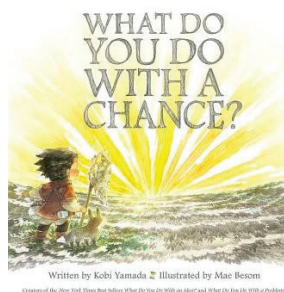
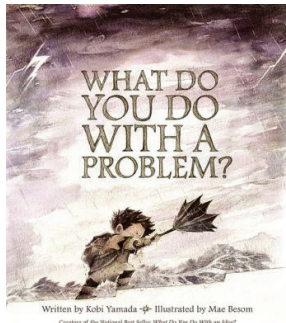
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# COMMUNITY ENGAGEMENT FRAMEWORK



To find a concise way of framing the elements needed to engage people in a process that reflects humanity and change, we need a universal way to talk about them. This led us to the work of Kobi Yamada and his compendium of messages framed in relatable stories. The message presented in each of his stories has become the guiding compass for the Community Engagement Framework. The overarching connection of all these books presents the opportunity for the story to become the common language for engaging in conversation with organizations and community around the changes needed for a better mental health system for all. We encourage you to find a copy to read on your own or with a group to enjoy the truth and wisdom that is present in each of the stories.



# How would YOU answer these questions for a better mental health community?

**Innovation**

**Relationships**

**What do YOU  
do with an idea?**

**What YOU do  
matters!**

**What do YOU do  
with a chance?**

**What do You do  
with a problem?**

**Opportunities**

**Awareness**

This Toolkit is designed to complement the elements of the Community Engagement Framework. It is the hope that communities will be able to use it to enhance their ability to engage a broad cross section of people and organizations.

Each section will correspond with the lead question and help guide conversations and activities to support a better understanding of community related to how to build capacity in supporting positive mental health. The tools are designed to enhance the work in community by offering ideas for activities and conversations that support building Relationship, Awareness, Opportunity and Innovation.

Each activity includes instructions for use and ideas of ways to link the activity results back to systems level influence. It is the hope of the project that communities will share their learning and stories with others so that all of us can work together and learn together.



How would YOU answer these questions for a better mental health community?

What YOU do matters!

### Building Relationship

The foundation of any type of sustainable change is based in the relationships and interactions of those at the core of the community. This section provides activities and conversation guides that help establish the foundational understanding of relationships.

**Just remember: Your Story Matters!**

# 100 Cups of Coffee

## ***What is this?***

The social activity of “going for coffee” is a way to understand the complexity of an issue, build relationships with key people and organizations to discover opportunities for collaboration, is the basis for this activity. For supporting information, access: [Motivational Interviewing Part 1-3](#) through Alberta Health Services.

## ***How do you use it?***

Be Curious! Individual Activity – Make a list of people and organizations that care about strengthening mental health practices within your community. Then go meet with them for an informal conversation relating to their views and ideas on mental health. Look for opportunities to share collaborative ideas.

## ***What potential does this have to influence the mental health system?***

This process has the potential to build trust and identify opportunities, which can result in deeper collaboration and alignment around the needs of mental wellness. The potential of shared resources may come in the form of:

- Invitations to present ideas and programs with other organizations
- Free meeting space for trainings or meetings
- Coordination of upcoming training or professional development opportunities

For more background information review: [Harvesting the Wisdom of Coalitions](#)

## ***The following are some open-ended questions that may support your "coffee conversation" about mental health.***

- What is your experience with mental health in your community?
- What would you spend your free time doing relating to mental health?
- Tell me about a time something you tried worked well.
- If you had a magic wand, what would you change in the mental health system?
- How close are we to valuing mental health in our community? Explain.
- If we don't know, how can we find out?
- What can you bring to this work, and what do you need?
- Who is not involved in this issue, but should be?

Remember it is a conversation not an interview! Focus your questions more on strengths rather than deficits. Keep it informal but take lots of notes or draw images to remind you of the key points of the conversation.



# Seven Sentence Story

## ***What is this?***

The Seven Sentence Story provides an organized way to capture the stories of individuals and organizations within a community relating to mental health.

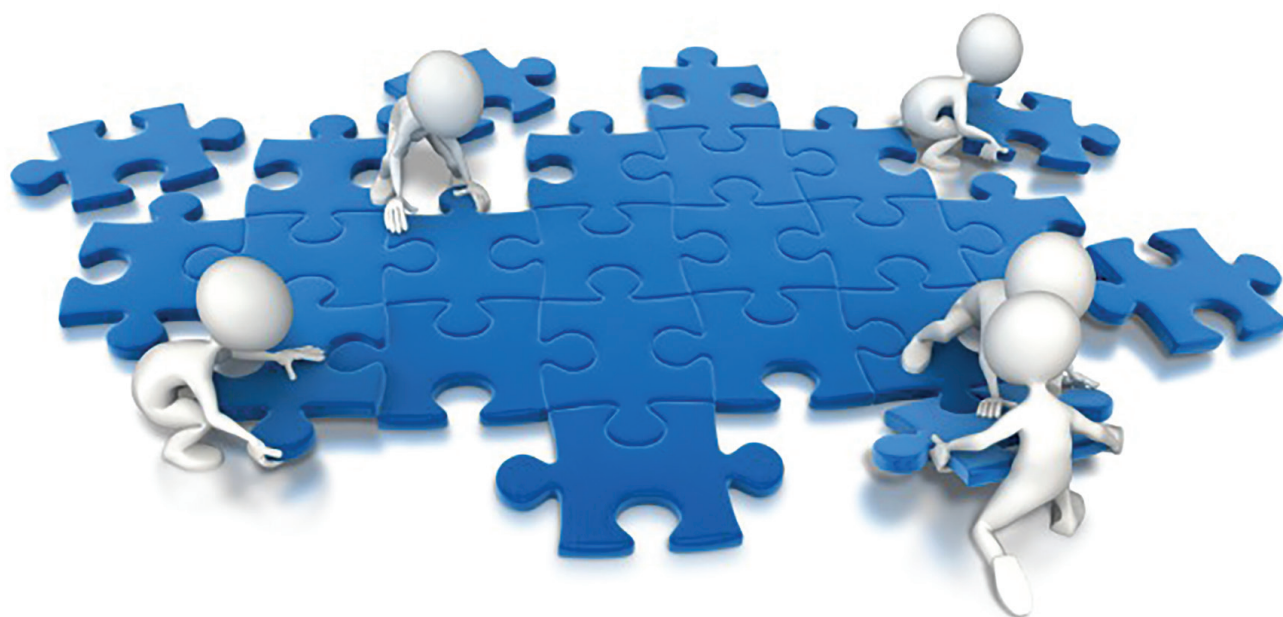
## ***How to use it?***

People in a community have many stories of struggles and strengths with mental health. This tool can be used in a large or small setting to engage people when talking about and capturing what mental health influences are currently in place for individuals and organizations. It is meant to be a voluntary process that can support building confidence by sharing stories and in turn start to destigmatize the reality of mental health. The next two pages offer an example and a template for collecting personal and community-based stories.

## ***What potential does this have to influence the mental health system?***

By collecting and reflecting on the stories that people share it may help identify patterns and opportunities unique to their community. This could inform systems that provide programming and funding to affectively support mental wellness.

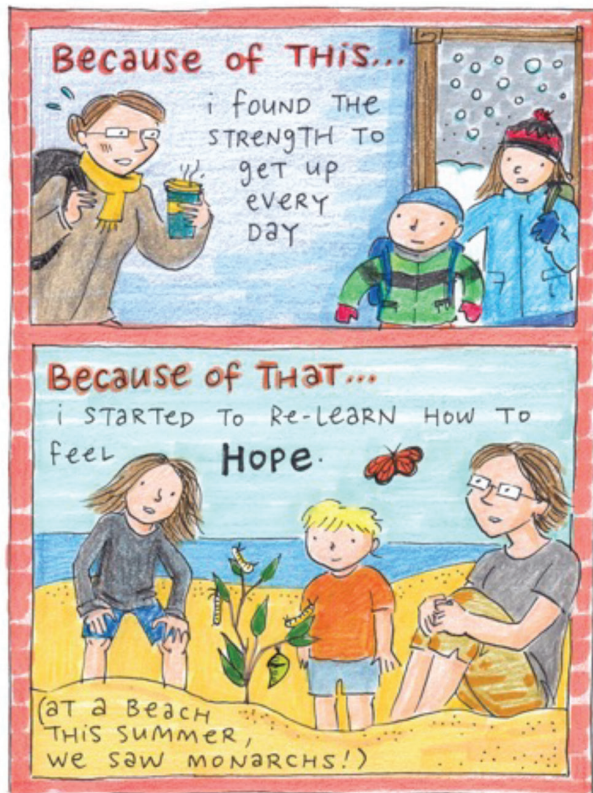
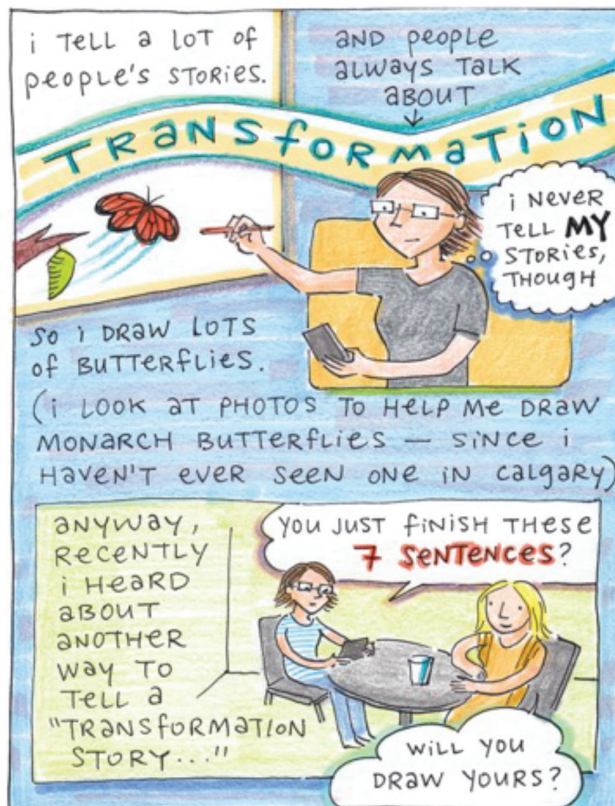
For more information refer to: [Valuing Mental Health: Next Steps June 2017](#)





# Thank you, Sam Hester, for sharing your Seven Sentence Story

[www.the23rdstory.com](http://www.the23rdstory.com)



# Seven Sentence Story

## YOUR Seven Sentence Story

The experiences and shared values of those around you are what drive people to take initiative and make change. By telling your story today, you become part of this shared experience and help promote connection and understanding while becoming a champion of change.

We invite you to share your story! Take a few moments and share your experience of growth and resiliency through our seven-sentence story challenge. Sharing our stories empowers others to do the same and helps reduce the stigma around mental health. It is the beginning of an emotional connection around a topic that impacts us all.

1. In my life, I am a ... (what roles do you play? Parent, caregiver, spouse ...)
2. I work / live with ... (identify your connection to mental health – personal or professional)
3. I frequently experience ... (how does this work impact you? Physically, emotionally, spiritually, mentally ...)
4. Because of this ... (what impact does this have on your behaviour?)
5. Because of that ... (how has this impacted your life / attitudes?)
6. It would make a difference in my life if I had ...
7. My biggest wish is ... (what would make the system / services / providers, better?)

## OUR Seven Sentence Story

OUR story is important! The key to storytelling is understanding that the experiences and shared values of those around you are what drives people to take action and make change. By telling a collective story it can help promote connection and understanding while becoming a highlighting opportunity for change.

We invite you to build your community story! Take a few moments and share experiences of growth and resiliency through our seven sentence story challenge. The hope is that by sharing our stories we see the vast array of experience and knowledge we have in supporting growth and change in Alberta!

1. In our community / organization ... (a brief description of community)
2. We frequently ... (identify the undesired/ negative behaviour)
3. Until this happened...(the ultimate situation demonstrating how the undesired/negative behaviour wasn't working)
4. Because of this...(the "aha" moment that pointed out the change that needed to be made)
5. Because of that ... (a change made from the new understanding; this may have been met with more of the same old thinking)
6. Until finally... (the ultimate effort that made the change work)
7. And now we do things this way ... (the new behaviour that is creating a new outcome)

*If you would like to share your community story for the purposes of building a collective mental health story, please send your story to [info@imagineinstitute.ca](mailto:info@imagineinstitute.ca). By sharing your story there is implied consent that it can be shared with others. Thank you*

# Who's Missing

## ***What is this?***

When a group is intentional about including the broad community in efforts to understand and influence changes in mental health practices, it presents the opportunity to ask, "Who's missing?" This is a set of conversation starters to support your group's ability to represent the whole community, increasing the influence around community mental health.

## ***How do you use it?***

The questions can be used in a large or small group. These questions can be a formal set of questions for conversation or as an informal guide to support intentional conversation around who else needs to have a voice in understanding local influences on mental wellness. Be sure to have a way to record the answers to the questions for reflection later.

## ***What potential does this have to influence the mental health system?***

The great thing this conversation offers is the opportunity to follow-up and meet new people in your community with the intention of building something positive. It is human nature to be valued and connected, so after the conversation has taken place we can go and explore new connections and new relationships.

For supporting information: [Honouring Our Strengths: Thunderbird Partnership](#)

- What diversity characteristics do you bring to the group?
- How would you describe diversity in your community?
- Does our group represent the diversity of the community? Who is missing?
- How do we make sure that our group represents the diversity of our community? (age, ethnicity, language, gender, organizations, businesses, government officials, etc. )
- Are community members and agencies both represented in our group?
- What are some of the barriers that people from different backgrounds may face if they are interested in joining our group?
- What steps do we take to make sure that our group is open to including new members?
- What assumptions have we made about the people that are not included or represented in our conversation?
- Remember it is a conversation not an interview! Focus your questions more on strengths rather than deficits. Keep it informal but take lots of notes or draw images to remind you of the key points of the conversation.



# Exploring Community History

## ***What is this?***

All communities have a history of people working together, trying new things and adding historical context. History can have an impact on how an organization is accepted by community and how easy or hard it is to work together. This is a set of questions that will help explore the experience within the community to find unique potential for moving forward.

## ***How do you use it?***

The questions can be used in a large or small group, either as a formal set of questions for conversation or as an informal guide to support intentional conversation around other initiatives that have been done in the community. Be sure to have a way to record the answers to the questions for reflection later.

## ***What potential does this have to influence the mental health system?***

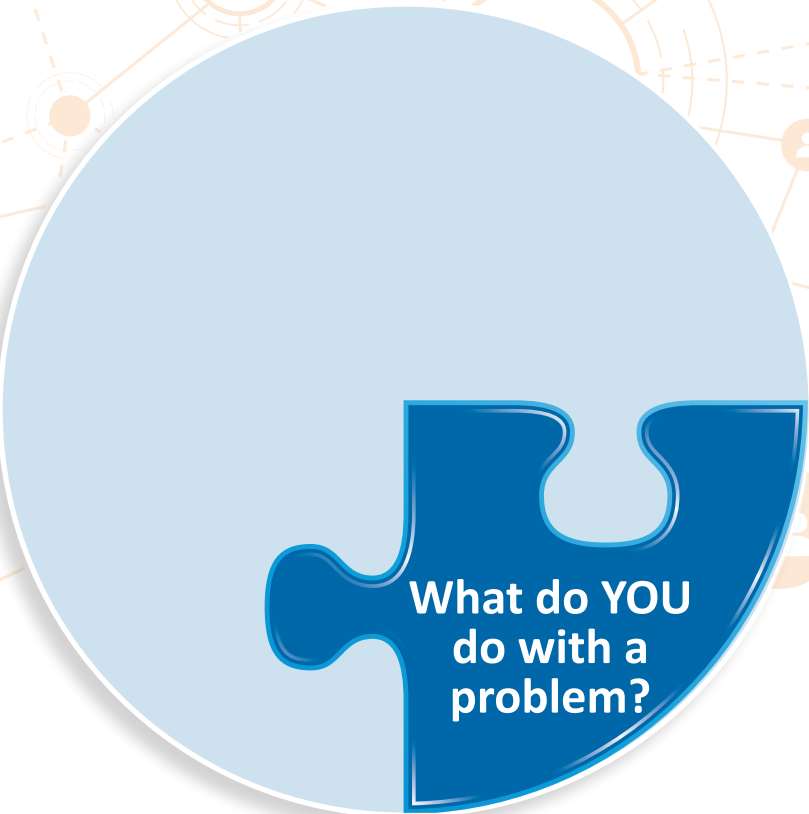
Talking about history is important because we can learn from previous initiatives and build on their success. By understanding the history we can leverage learning and expertise in the community to accelerate future change.

For supporting information: [Understanding Historical Trauma and Health Status of Aboriginal People](#) through Alberta Health Services.

- How do the ways we worked together in the past impact how we work together today (either positively or negatively)?
- How have we acknowledged the community's and organization's history of working with one another?
- How can we benefit from our community's history of working together?
- How can we build new or better relationships that haven't existed in the past?
- How have we learned from the challenges of previous initiatives?
- How have we learned from the successes of previous initiatives?

***Hint: The Seven Sentence Story may be a way to build on the experience for the community.***

**How would YOU answer these questions for a better mental health community?**



**What do YOU  
do with a  
problem?**

### **Increasing Awareness**

Exploring challenges and problems both reveals and creates tensions. Once understood, these tensions can then be engaged – not simply managed – in the interest of amplifying a better mental health system.

*(Westley, Zimmerman & Patton. 2007)*

# Mental Health Training Framework

## What is this?

Mental Health Training Framework is a guide that helps communities and professionals identify training and resources to support the development of knowledge, behavioural and activating competencies. The [Mental Health Training Framework](http://www.mentalhealthactionplan.ca) can be found at [www.mentalhealthactionplan.ca](http://www.mentalhealthactionplan.ca)

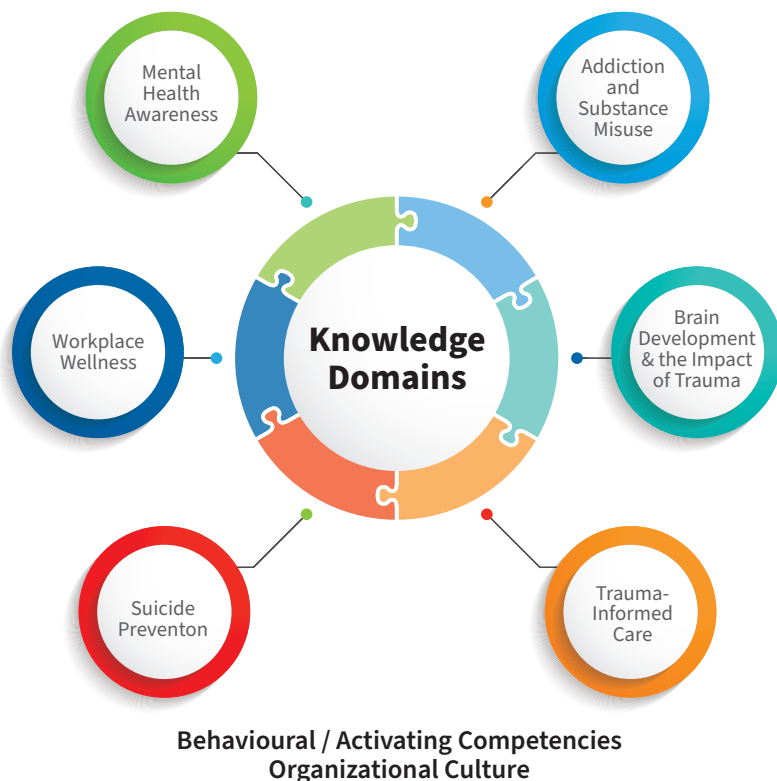
## How do you use it?

The framework is intended to guide organizations, communities, system level decision makers and non-traditional allies in the development of their own training protocols/frameworks to address the specific learning needs of their staff and stakeholders relating to mental health. Managers and supervisors can select training from the matrix that addresses the competency levels required for various positions in their organization.

## What potential does this have to influence the mental health system?

The acquisition of evidence-based information and training helps to build a common language and understanding of the core elements supporting mental health and wellness. If communities collaborate and come together around training, it supports a foundation to build a more united future in practice and relationships.

For success stories: [Shared Wisdom for Supporting Mental Health in the Community](http://www.mentalhealthactionplan.ca) at [www.mentalhealthactionplan.ca](http://www.mentalhealthactionplan.ca)



How could this Framework be used to engage communities?

Who in your community would be interested in exploring different professional development opportunities together?

Why is it important to weave knowledge and skills together as a community?

Which Knowledge Domain are you most curious to learn more about?

How can learning together support opportunities to change the mental health system?

# Understanding Mental Health & Reducing Stigma

## What is this?

This is the opportunity to talk about the statistic that 5 out of 5 people are affected by mental health. This can be personal, as a caregiver or as a service provider. This video demonstrates the stigma around talking about and understanding mental health as a community. [A Social Experiment on Mental Health Stigma Beyond the Label](#) is a YouTube video that may be a good place to start discussion.

## How do you use it?

These videos provide a context to support a discussion around mental health stigma by exploring follow-up questions. This can be used in a coffee conversation or with a small group of invested community members. When possible show the videos and then use the questions to guide the conversation as it relates to your community.

## What potential does this have to influence the mental health system?

Vulnerability is the birthplace of innovation, creativity and change. (Brown, 2012). As we look to reduce stigma, we must first make a place for the problem to have a voice. By making room for understanding *problems* it can create uncomfortable conversations. This level of conversation can open the door to understanding the real changes that need to happen. This gives space for systems to adjust policy and funding to support the needs of those living with mental health challenges.

For related information watch the TedTalk video by [Brene Brown- Listening to Shame](#)

### View video in pairs or in a small group:

[How to Talk About Mental Health - Adults](#)

[Ottawapublichealth.ca](#) – Public Health Topics

- Mental Health – have THAT talk – Adults

- After viewing the video discuss how this may be relevant in your community.
- Does your community either perpetuate stigma or reduce stigma?
- What are some examples of how your community reduces mental health stigma?
- How can we make it easier to talk about mental health in our families, organizations and communities?

### View video in pairs or in a small group:

[Depression Isn't Obvious](#)

YouTube: Mental Health Awareness 2018 - Depression Isn't Obvious

- After viewing the video discuss how this may be relevant in your community.
- Did anything surprise you about the video?
- What kinds of assumptions underlie your thoughts during the video?
- What biases does your community hold around mental illness?

(Supporting Video [Healthy Minds Anti-Stigma](#))

- What can you do in your home, work or life to help reduce stigma around mental health?



# Suicide Prevention

## What is this?

Suicide is the 9th leading cause of death in Canada. An average of 10 people a day die by suicide (Public Health Canada, 2019). This activity is a set of Myth-Busters related to suicide that can be used to help a community understand its role in prevention and support of individuals struggling with mental health sustainability.

## How do you use it?

These myth busters can be used to support any presentation or conversation to help promote understanding of individuals contemplating suicide. As you present the facts it is important to invite discussion related to how the facts affect your community. Recommend: QPR Gatekeeper Training for communities.

## What potential does this have to influence the mental health system?

Prevention is the umbrella in working toward reducing deaths by suicide. The more a community increases awareness and eliminates stigma, the more likely the chance that people will have the supports they need in a timely manner. By creating a more person-centered approach in our families, work and community, we are better able to identify patterns and respond with effective connection and intervention. The Centre for Suicide Prevention has a variety of resources and research to support a more informed approach to suicide prevention <https://www.suicideinfo.ca/resources/>

## Suicide Prevention Myth-Busters

### ***Fact & Myth Videos can be shared with group after they answer the statement***

<https://www.suicideinfo.ca/resource/suicide-myths-facts/>

- **Talking about suicide can cause suicide. (MYTH)**  
Talking about suicide does not cause people to think about killing themselves. (FACT)
- **People who are suicidal want to die. (MYTH)**  
People who are suicidal do not want to die; they want the pain of living to end. (FACT)
- **Teens die by suicide most often. (MYTH)**  
Middle-aged men ages 40-60 die more than any other group (FACT)
- **Suicide rates are highest around Christmas. (MYTH)**  
The rate of suicide is generally consistent throughout the year and slightly peaks in early spring. (FACT)
- **Suicide occurs without any warning (MYTH)**  
Learning to identify the warning signs of someone who is suicidal can prevent harm (FACT)
- **Not talking about suicide means we are not liable. (MYTH)**  
Not discussing suicide does not protect against liability, nor will it prevent a suicide. (FACT)
- **Suicide prevention should be left to the professionals (MYTH)**  
Anyone can learn how to intervene with someone at risk of suicide. (FACT)

How would YOU answer these questions for a better mental health community?

What do YOU do  
with a chance?

### Exploring Opportunities

"All truth passes through three stages: First, it is ridiculed; Second, it is violently opposed; Third, it is accepted as self-evident."

*Arthur Schopenhauer German Philosopher*

# Conversation Ice Breakers

## What is this?

These are a set of icebreakers that can support building a mindset to revisit existing ideas in a new way. It is a fun way to start a conversation around change.

## How do you use it?

Engage people in the following exercises to develop reflective thinking. Give the answer in a way that supports that they already know the information, that it was just the way it was arranged in their thinking. This provides the opportunity to talk about the way we think about things that are comfortable to us and realize that we "already know". If we store information in a certain way, we are less likely to challenge it and find new opportunities. These activities give us a chance to rethink what we already know.

## What potential does this have to influence the mental health system?

By addressing the mind-set we open communities and organizations to the potential of realigning existing resources and ideas to support a more collaborative approach to mental health. Being open to exploring opportunities within our own set of knowledge and resources we can create quick measurable wins towards a more aligned person-centered approach with mental wellness. For related information view the TedTalk video: [The Edge of Compassion](#) by Francoise Mathieu.

*Emotions are what make us human; make us real. The word 'emotion' stands for energy in motion. Be truthful about your emotions, and use your mind and emotions in your favour, not against yourself.*

Colour in all the emotions you've experienced. What supports did you have around you when you experienced these emotions?

<b>ANGER</b>	<b>HOPE</b>	<b>JOY</b>	<b>HEARTBREAK</b>
<b>STRESS</b>	<b>HURT</b>	<b>FRIENDSHIP</b>	<b>EMPATHY</b>
<i>LOVE</i>	<i>ANXIETY</i>	JEALOUSY	DEPRESSION
EMBARRASSMENT	SADNESS	<b>DISGUST</b>	<b>CONFIDENCE</b>
<b>ENVY</b>	<i>SHAME</i>	ADDICTION	<b>FRUSTRATION</b>
<i>PEACE</i>	<b>PRIDE</b>	TRAUMA	<i>HAPPINESS</i>
<b>COURAGE</b>	ACCOMPLISHMENT	<b>FEAR</b>	BELONGING

## Conversation Icebreakers Finding Commonality

If you came across this list of five items, it would be meaningless. You would ignore it and move on. However, if you were told these five items have something in common with parts of a human face and you are challenged to think of what these parts are, you will- that is, if you have the intention to do so. Intention will turn your mind to a higher level, increasing the likelihood of finding answers.

Answer: Cannons have mouths; Footballs have noses; Gears have teeth; Potatoes have eyes; Shoes have tongues

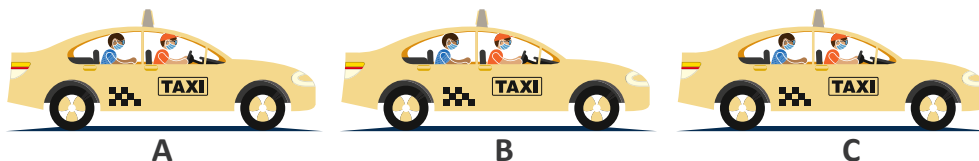
- CANNONS
- FOOTBALLS
- GEARS
- POTATOES
- SHOES

Now let's try it with these five words and explore what they have in common with strengthening mental health in community.

### HUMAN • EXPERIENCE • STORIES • SPACE • PRIDE

Communities hold the answers to their own challenges, how did the connections using these words support opportunities in your community?

### Rethinking What We Already Know Which taxi is out of order?



Answer: to solve the problem, move taxi C to the front of the line of letters to spell cab

#### Instructions:

Have the group take some time to offer suggestions about which taxi is out of order, then share the hint to change something they already know about these taxis. Likely the group will be stalled in providing answers. Then, when they realize they need to reorder the letters to spell cab it will seem so obvious. It is normal for us to no longer challenge things that we already know or feel we have mastered. So the challenge as we relook at mental health in our communities is to rethink what we already know. Present the following questions to get the group started in rethinking what they already know.

- 1 What could your organization do to be a more compassionate workspace – without more money
- 3 What could you do to stop office gossip in your organization?
- 2 What could be included in new staff orientation to set the tone for a compassionate work culture?

# Exploring Our Fears

## What is this?

"Fears are Paper Tigers" by Amelia Earhart- "The fears are paper tigers." Her attitude and aptitude for taking on seemingly insurmountable challenges is still an inspiration for all adventurers today. To go back to the lesser known second half of her famous "paper tigers" quote: "You can do anything you decide to do. You can act to change and control your life; and the procedure, the process is its own reward."

## How do you use it?

In pairs or small groups have each person write their fears related to change within the outline of the tiger. As a group, discuss personal insights and the background related to these fears. As the fears are explored, colour over the words until they cannot be seen, representing that fears are no longer as strong. This is a representation of how sometimes exploring and understanding our fears removes their power to limit our potential for change.

## What potential does this have to influence the mental health system?

Confronting fear means confronting our imperfections. This takes courage because, of course, it is unpleasant. But acknowledging our limits with good nature and a sense of humour allows us to get on with things, to be creative and innovative. Environments that discourage the reporting of problems, mistakes, and failures block this forward movement. (Edmondson, 2012)

## Fears are Paper Tigers

What fears hold you back from trying or doing something different? Write your three biggest fears about change in the space provided. As you identify your fears related to change it can diffuse the elements of that fear allowing room for freedom and risk taking to create change toward better community mental hope.

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# Exploring Unusual Opportunities

## What is this?

This is an opportunity to explore examples of how other communities have created change towards better mental health practices. By learning from stories or others it can generate ideas of ways that your community may explore new connections, practices and relationships.

## How do you use it?

In pairs or a small group take the time to read some examples of how a small change made a big difference in a community's health and well-being. Then brainstorm like a book club, explore the elements of the community example in a way that inspires ideas for your own community circumstances. Remember you don't need permission to start a conversation!

From [Enforcement to Coffee and Compassion](http://www.mentalhealthactionplan.ca)- [www.mentalhealthactionplan.ca](http://www.mentalhealthactionplan.ca)  
[Continuous Learning Aventa Story](http://www.mentalhealthactionplan.ca)- [www.mentalhealthactionplan.ca](http://www.mentalhealthactionplan.ca)

## What potential does this have to influence the mental health system?

"Inside each of us, and among all of us, are the necessary elements to make our systems better." (Institute of Healthcare Improvement). If we continue to learn from others and use evidence-informed practices, we have the capacity to build a shared wisdom around the common elements that create successful systems change.

For more stories refer to the [Shared Wisdom for Supporting Mental Health in Community](#) from

### Discussion Questions to consider:

- What did you like best about this community story?
- What did you like least about this community story?
- What in your community did this story remind you of?
- If you got the chance to ask this group one question, what would it be?
- What do you think the community's purpose was in writing this story? ■ What ideas were they trying to get across?
- How original and unique was this community story?
- If you could hear this same story from another person's point of view, which would you prefer?
- What else have you read on this topic; would you recommend these stories to others?

### More creative exploration:

- If you were making a movie of this community story, who would you cast?
- What songs does this community story make you think of? Create a book group playlist together!
- What artist would you choose to illustrate this community story? ■ What kinds of illustrations would you include?

**Remember to take notes and capture ideas so they can be shared within the community.**

## How would YOU answer these questions for a better mental health community?



What do  
YOU do with  
an idea?

### Catalyzing Innovation

"What do ideas become? Big things, brave things, smart things, silly things. Things like stories, artwork, journeys, inventions, communities, products and cures. **Everything** you see around you was once an idea. So, what will become of your idea? Now that is up to you."

*Kobi Yamada*



# Exploring Social Innovation

## What is this?

This is a conversation guide that can help explore what social innovation means in your community, to your organization and to you and your family. Social innovation works at understanding the root cause of problems and building a sustainable change to that problem. The video from the Centre for Social Innovation helps explain: [What the heck is social innovation?](#)

## How do you use it?

This guide can help communities and organizations come together with a common understanding of how to identify innovation opportunities. It is the intention to find the solutions within their existing resources and systems by exploring the root causes of some of the mental health challenges in your community.

## What potential does this have to influence the mental health system?

Trying new things is important in a community and organizational context for several different reasons. First, organizations work in continuously changing environments, meaning that they must respond to new things all the time. Often solutions that have worked in the past may not work in a new context. Second, organizations are often dealing with complex problems, meaning that producing creative, experimental solutions are often critical for their vision to continue. Lastly, innovative new ideas can create a new passion, energy and excitement among both community and organization. The TedTalk video by Indy Johar gives examples of how to engage: [Social Innovation in the Real World- from silos to systems.](#)

### Icebreaker: read or view the story

#### What Do You Do with an Idea? By Kobi Yamada

- What would youths say about our mental health system? Have you asked them?
- How can we look at the problem of mental health from the system, and the individual?
- How do we invest in community happiness?
- How does the current mental health system support us to take healthy risk as individuals in a community?
- How can we talk about mental health as an investment rather than a cost?
- What are the future costs and liabilities if we don't address mental health in communities?
- What would system financing look like if we valued interdependency?
- What opportunities are there for collaborative leadership in our community?
- Does our group look for inspiration from what works well in other communities or organizations and strives to adapt these ideas or practices to our own community?

*Definitions to consider: **Adaptive** - Revisions are encouraged based on learning, and changes in the environment and people involved. **Innovative** - demonstration of leadership, perseverance, and courage to push against conventional barriers to achieving progress.*

# Identifying Community Assets

## What is this?

This is a very simple start to community asset mapping. When looking to supporting social innovation in community it is essential to know what resources exist within your community. There are standard resources and then there are the elements that are unique to you and your community. You are the community's greatest asset!

## How do you use it?

As a facilitator, you can use this format to gather assets from a wide variety of community members. By keeping it simple, there is the possibility to quickly see patterns and trends within the connections identified by community members. The responsibility of the facilitator is to gather the resources and map them out in a way that they can be given back to the community to continue to build a bank of what community considers an asset. A good place to find and share your community assets is with 211- For more information connect with a Community Resource Specialist [www.ab.211.ca](http://www.ab.211.ca)

## What potential does this have to influence the mental health system?

Start where you are... use what you have...do what you can (Arthur Ashe). The more people know about their community the more levers they will have when trying to implement new ideas or practices. For tools to support community asset mapping go to [Asset Based Community Development Toolkit](#).

**What are your community assets?**  
**Write as many possibilities as you can think of!**  
**Compare with others!**

People	Tools & Programs	Ideas

# Building a Social Movement

## What is this?

This is a framework with supporting conversation questions to support communities and organization that want to motivate change related to a better mental health system. For more information on this topic read Tamarack Institute's white paper on [Catalyzing Community Innovation](#).

## How do you use it?

This is different than other activities since building a social movement activates people with a passion for changing the mental health system. Participants are self-selected and motivated to participate in the conversation and processes. It may start in an organization, but it will live in the hearts and passion of people that believe and are willing to connect as their entire self. This complete connection builds their commitment to making their community a better place, which honours and activates supports related to stronger mental health. [The Power of Optimism- Man on the Street](#) by Soul Pancake may be a good start!

## What potential does this have to influence the mental health system?

Communities know the answers to their own challenges and problems, but they also know the inspiring things about their community. By focusing on the strengths and uniqueness of a community people, by human nature we want to connect and share their time and relationships towards a better community/world. For inspiration on [How to Start a Movement](#) check out Derek Sivers' TedTalk.

## TEAM + DIFFERENT NETWORKS + LOW-COST PARTICIPATION = The potential for the beginning of a social movement

### Build a robust team

- How do you grow with the energy/action of the movement?
- How do you honour the people that are invested in the movement?
- How do you catalyze action when you are not leading the movement?
- How do you get a wide variety of skills and talents to address the needs of the social movement?

### Access to diverse networks

- What can you do to share your idea with unsuspecting groups?
- What message captures the universal context of your movement?
- How do you get people to share the movement with their people and networks?

### Low-cost participation

- How do people engage in your movement?
- How do you keep participation in your social movement engaging, fun and easy?
- How can you create a space for people to show up however they would like to?

For more ideas watch the TedTalk from Tamara Richardson:  
[How to Start a Social Movement](#)

# Leadership in Community

## What is this?

Leadership is the art of mobilizing others to want to struggle for shared aspiration (Kouzes & Posner, 2017). This activity is one of self-improvement and excellence in relationship-based leadership.

## How do you use it?

As a facilitator, you can use this format to gather assets from a wide variety of community members. This activity will take a personal commitment and self-reflection by reading and researching elements that make up relationship-based leadership. In short, we encourage you to take the Leadership Challenge as described by James Kouzes and Barry Posner in their work around leadership. Barry Posner's TedTalk: [I Make a Difference, But I Can't Do It Alone](#) will give you an idea of the context of their work.

## What potential does this have to influence the mental health system?

When working to change one of the most internal human perspectives, we need individuals who will champion, wherever they are, in whatever role they take on. If there is enough people who understand that we need a more human-centered approach, to better meet the needs of our community's mental health, the better chance we have for positive impact. Sometimes this work is challenging and takes from our professional and personal capacities, so sometimes we need a pep talk... [Kid President- Pep Talk](#). What are you going to do to make the world awesome?

*Read the book - The Leadership Challenge by James Kouzes & Barry Posner*

### 1. YOU MAKE A DIFFERENCE 2. YOU CAN'T DO IT ALONE

Explore each of the following elements of leadership based on your own ability to make a difference to a shared aspiration around strong mental health practices and culture.

- **Model the Way** – set the example by aligning actions with shared values
  - What are some examples of your actions that align with your values?
  - How do you know when someone is credible? Do people feel that way about you?
- **Inspire a Shared Vision** – enlist others in a common vision by appealing to a shared vision
  - How do you describe your vision of kindness and compassion-based practice?
  - How do you talk about that vision?
- **Challenge the Process** – take risks by generating small wins and learning from experience
  - What stops us from challenging the process?
  - How can you create and celebrate small wins within challenging existing problems?
- **Enable Others to Act** – foster collaboration by building trust and facilitating relationships
  - Describe several actions you can take to strengthen others in your organization?
  - Describe actions that hinder trust and collaboration in your organization. How can you build trust?
- **Encourage the Heart** – recognize contributions by showing appreciation for individual excellence
  - How do you receive and give personal recognition? What is the power in genuine recognition?
  - How does being personally involved help build a spirit of community?

## Activity Online Resources & References

General Information on this project and no cost on-line resources

Community Mental Health Action Plan – [www.mentalhealthactionplan.ca](http://www.mentalhealthactionplan.ca)

Training and coaching related to this resource

Imagine Institute for Learning - [www.imagineinstitute.ca](http://www.imagineinstitute.ca)

### What you do matters!

#### *100 Cups of Coffee*

Motivational Interviewing Part 1-3 – Alberta Health Services

<https://www.youtube.com/watch?v=zZtnX46sfAQ&t=0s&list=PL4H2py77UNuWE9t0KDzVoWFbXn-jmffznp&index=2>

Harvesting the Wisdom of Coalitions – Early Child Development Mapping Project

[http://www.ecmap.ca/images/ECMap\\_Reports/HTWC\\_UnderstandingCollaborationAndInnovation.pdf](http://www.ecmap.ca/images/ECMap_Reports/HTWC_UnderstandingCollaborationAndInnovation.pdf)

#### *Seven Sentence Story*

Valuing Mental Health: Next Steps – Alberta Government

<https://open.alberta.ca/dataset/25812976-049c-43c9-9494-77526c6f6ddd/resource/684600a3-a0ea-440c-a053-38a4cef83de9/download/Alberta-Mental-Health-Review-Next-Steps-2017.pdf>

#### *Who's Missing?*

Honouring Our Strengths: Thunderbird Partnership <https://thunderbirdpf.org/honouring-our-strengths-full-version/>

#### *Exploring Community History*

Understanding Historical Trauma and Health Status of Aboriginal People – Alberta Health Services

[https://www.youtube.com/watch?v=2cp7lFfw1x8&index=6&list=PL4H2py77UNuUjMnzfRYYn\\_NkofNrger-A&t=0s](https://www.youtube.com/watch?v=2cp7lFfw1x8&index=6&list=PL4H2py77UNuUjMnzfRYYn_NkofNrger-A&t=0s)

### What do you do with a problem?

#### *Mental Health Training Framework*

Mental Health Training Framework [www.mentalhealthactionplan.ca](http://www.mentalhealthactionplan.ca)

Shared Wisdom for Supporting Mental Health in the Community [www.mentalhealthactionplan.ca](http://www.mentalhealthactionplan.ca)

#### *Understanding Mental Health and Reducing Stigma*

A Social Experiment on Mental Health Stigma Beyond the Label [https://www.youtube.com/watch?v=VQoiz4wfV\\_c&feature=youtu.be](https://www.youtube.com/watch?v=VQoiz4wfV_c&feature=youtu.be)

Listening to Shame – Brené Brown <https://www.youtube.com/watch?v=L0ifUM1DYKgHow> to Talk About Mental Health (Adults) – Ottawa Public Health <https://www.ottawapublichealth.ca/en/public-health-services/htt-everyone.aspx>

Depression Isn't Obvious <https://www.youtube.com/watch?v=TLAeT8BXG1w>

Healthy Minds Anti-Stigma <https://www.youtube.com/watch?v=IpgKDKAhwBQ>

## Activity Online Resources & References cont'd

### *Suicide Prevention*

Centre for Suicide Prevention <https://www.suicideinfo.ca/resources/>  
Suicide Prevention Fact & Myth <https://www.suicideinfo.ca/resource/suicide-myths-facts/>  
Suicide Attempt Survivors Bust Myths About Suicide <https://www.youtube.com/watch?v=ppSAIO9pmPA>

### **What do you do with a chance?**

#### *Conversation Ice Breakers*

The Edge of Compassion – TedTalk <https://www.tendacademy.ca/the-edge-of-compassion-tedtalk/>

#### *Exploring Unusual Opportunities*

Shared Wisdom- From Enforcement to Coffee and Compassion  
Shared Wisdom – Continuous Learning Aventa Story  
Shared Wisdom – The Power of Love at the BRICK Learning Centre [www.mentalhealthactionplan.ca](http://www.mentalhealthactionplan.ca)

### **What do you do with an idea?**

#### *Exploring Social Innovation*

What the heck is social innovation? <https://www.youtube.com/watch?v=Flw9g6rzTJo>  
Social Innovation in the Real World – From Silos to Systems – TedTalk [https://www.youtube.com/watch?v=oHnwq2F6204&feature=emb\\_rel\\_pause](https://www.youtube.com/watch?v=oHnwq2F6204&feature=emb_rel_pause)

#### *Identifying Community Assets*

Community Resource Specialist with 211 [www.ab.211.ca](http://www.ab.211.ca)  
Asset Based Community Development Toolkit [www.bcruralcentre.org](http://www.bcruralcentre.org)

#### *Building A Social Movement*

Catalyzing Community Innovation – Tamarack Institute [www.tamarackcommunity.ca](http://www.tamarackcommunity.ca)  
The Power of Optimism – Man on the Street <https://www.youtube.com/watch?v=pbjH9d4h6GQ>  
How to Start a Movement – TedTalk <https://www.youtube.com/watch?v=V74AxCqOTvg>  
How to Start a Social Movement- TedTalk <https://www.youtube.com/watch?v=BVYbxOAY4kQ>

#### *Leadership in Community*

I Make a Difference, But I Can't Do It Alone – TedTalk <https://www.youtube.com/watch?v=3cpLFFZsbWY>  
Kid President – Pep Talk <https://www.youtube.com/watch?v=l-gQLqv9f4o>

## References

Edmondson, A. (2012). Teaming. How organizations learn, innovate, and compete in the knowledge economy. San Francisco: Jossey-Bass; pg. 125.

Kouzes, J., Posner, B. (2017). The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations

Westley, Zimmerman & Patton. (2007). Getting to maybe: How the world is changed. Toronto: Vintage Canada.



For more more information on the

### **Community Mental Health Action Plan**

[www.mentalhealthactionplan.ca](http://www.mentalhealthactionplan.ca)

[info@mentalhealthactionplan.ca](mailto:info@mentalhealthactionplan.ca)



For more more information on

### **Imagine Institute for Learning**

[www.imagineinstitute.ca](http://www.imagineinstitute.ca)

[info@imagineinstitute.ca](mailto:info@imagineinstitute.ca)