



**It's time**

**to make our voice heard.**

# ERASE THE DIFFERENCE

## Mental Health Week Toolkit

CMHA Mental Health Week

**#GetLoud**

May 7-13, 2018

## Introduction

With Mental Health Week (May 7-13) fast approaching we're all eager to show support for mental health and addictions care. But with a provincial election one month away, this year's Mental Health Week takes on new significance.

That's why for Mental Health Week 2018, CMHA Ontario is promoting [Erase the Difference](#). It's our advocacy campaign which encourages Ontarians to sign an online petition with a message to candidates in the June 7th provincial election: fund mental health and addictions care the same as physical health care.

Please sign the petition and join more than 10,000 other Ontarians who've already done so.

**Help us spread the word about the campaign and petition hosted by Canadian Mental Health Association branches in Ontario.**

### Tools included in this package



- Social media posts
- Social media graphics
- Poster
- Placard for selfies

### Questions?


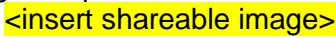

If you have further questions about this package, please contact [communications@ontario.cmha.ca](mailto:communications@ontario.cmha.ca).

## Sample Social Posts

### Facebook

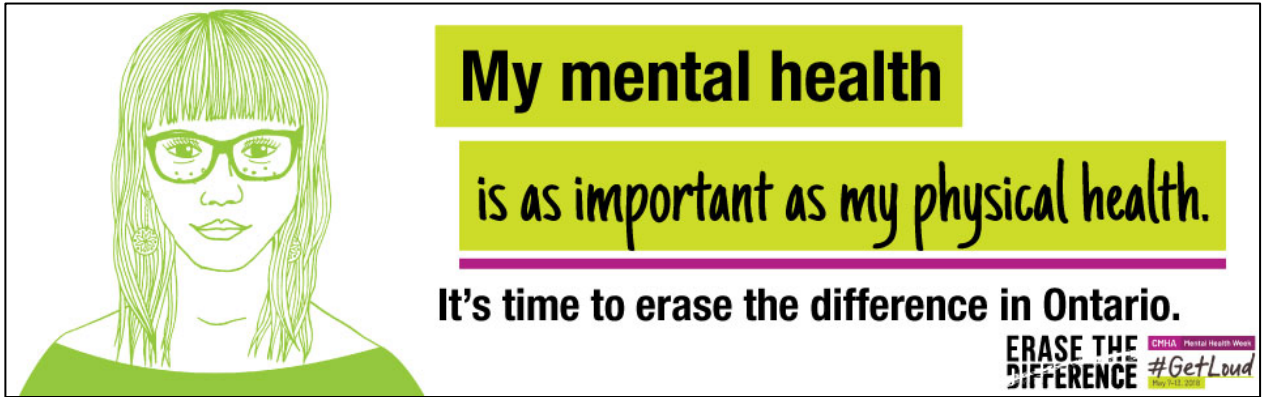
- I'm celebrating Mental Health Week this year by letting all of Ontario's candidates know that mental health and addictions is a crucial issue for me. Join me by signing the petition at [erasethedifference.ca](http://erasethedifference.ca). 
- It's Mental Health Week. Do you want to see a mental health system in Ontario that is stronger and more responsive to those seeking help? Then make your voice heard. Sign the petition at [erasethedifference.ca](http://erasethedifference.ca). 

### Twitter

- I cast my vote for mental health in Ontario for #MentalHealthWeek. Join me and sign the petition to ensure mental health and addictions care is on the ballot. #GETLOUD #Erasethedifference 
- It's #MentalHealthWeek, Ontario! With the provincial election one month away, now is a crucial time to add your voice and urge all candidates to #erasethedifference. Sign at [erasethedifference.ca](http://erasethedifference.ca) #GETLOUD
- Do you want to see a #mentalhealth system in Ontario that is stronger and more responsive to those seeking help? Then make your voice heard. Sign the petition at [erasethedifference.ca](http://erasethedifference.ca) #GETLOUD #Erasethedifference 
- Help ensure that Ontario's candidates know – mental health and addictions should be a key healthcare priority. Sign the petition at [erasethedifference.ca](http://erasethedifference.ca) #GETLOUD #Erasethedifference 

## Social Media graphics (click on the image to download)

### Web banner



### Shareable image for Twitter & Facebook



### Instagram image 1



### Shareable image for Twitter & Facebook



### Instagram image 2



Poster (click on the image to download):



Placards for selfies on social media (click on the image to download):

PLACARD 1



PLACARD 2

