



There is no recovery without proper housing.

It's time to erase the difference between physical
and mental health and addictions care.

**ERASE THE
DIFFERENCE**



Canadian Mental
Health Association
Ontario

Campaign Toolkit

Introduction

People with lived experience of mental health and addictions conditions are disproportionately affected by homelessness. While many factors can lead to homelessness, mental health plays a significant role as an estimated 25 to 50 per cent of homeless people live with a mental health condition.

It is clear that supportive housing plays a key role in an individual's recovery from a mental health or addictions issue. That's why CMHA Ontario is choosing to highlight this critical issue in the weeks before the Ontario election.

By implementing elements in this toolkit, you can help raise awareness about the importance of supportive housing and CMHA Ontario's petition to *Erase the Difference*.

Together, we can let provincial election candidates know that it's time to #erasethedifference between physical and mental health and addictions care.

Tools included in this package

- Website story
- Editorial calendar
- Social media posts
- Social media graphics

Questions?

If you have further questions about this package, please contact communications@ontario.cmha.ca

Web story

Ontarians deserve a place to call home

Individuals with serious mental health and addictions conditions frequently identify housing as one of the most important factors in achieving and maintaining their health. However, for many, maintaining safe and affordable housing can be difficult.

That's why CMHA Ontario calls on political parties to commit to urgently-needed investments in supportive housing for Ontarians in need.

CMHA Ontario recognizes that having a place to call home improves outcomes from even severe mental health and addictions problems. Supportive housing can decrease problematic drug and alcohol use and has the potential to improve physical health.

CMHA Ontario is asking people to visit erasethedifference.ca, and sign a petition that calls on political parties to fund mental health and addictions care like physical health care.

Join thousands of Ontarians in letting provincial candidates know that it's time to #vote4housing and #erasethedifference.

Social post content editorial calendar

Date	Post for Facebook and Twitter	Shareable image (click on the image to download)
Monday, May 28	Housing plays a critical role in recovery of #mentalhealth & #addictions issues. It's time to #erasethedifference: <link to web story> <insert shareable image>	 <p>There is no recovery without proper housing.</p> <p>ERASE THE DIFFERENCE #EraseTheDifference Sign the petition at erasethedifference.ca</p>
Tuesday, May 29	For many people with serious mental health and addictions conditions, maintaining safe and affordable housing can be difficult. Help us let candidates know: it's time to #erasethedifference: <link to web story> <insert shareable image>	 <p>Housing is one of the most important factors in achieving and maintaining mental health.</p> <p>ERASE THE DIFFERENCE #EraseTheDifference Sign the petition at erasethedifference.ca</p>
Wednesday, May 30	Supportive housing improves outcomes from even severe #mentalhealth & addictions issues. Join us in the call to #erasethedifference and invest in supportive housing: erasethedifference.ca <insert shareable image> >	 <p>Supportive housing can decrease problematic substance use.</p> <p>ERASE THE DIFFERENCE #EraseTheDifference Sign the petition at erasethedifference.ca</p>

**Thursday,
May 31**

Investments in supportive housing contributes to overall well-being. Let your candidates know it's time to #erasethedifference: [<link to web story>](#) [<insert shareable image>](#)



**Friday,
June 1**

Everyone deserves a place to call home. It's time to #erasethedifference: erasethedifference.ca [<insert shareable image>](#)

