

Communications Toolkit:

A Social Contract for a Mentally Healthy Canada

Sample social media posts for partners:

Please use the hashtag #MH2030 to join the conversation on social media.

Sample posts for Facebook / Instagram / LinkedIn:



- COVID-19 is a mental health emergency that requires an urgent response. We need an agreement between all parts of the public sector, civil society, and the business sector to build a mentally healthy Canada, a social contract that focuses on our mental well-being and addresses mental illness, including substance use disorders. This new contract should be formalized through implementation of a national 10-year Mental Health Renewal Plan. Read about our commitment here and share with your MP's office to support: #MH2030
<http://ow.ly/C96K50DJ4f0>
- What will mental health in Canada look like in ten years? A wellness system that is funded to levels adequate to meet our social contract goals, for everyone, wherever they live in Canada. Let's make it happen. Share our new social contract today to inform more people and help us find a new way forward. #MH2030
<http://ow.ly/C96K50DJ4f0>
- A LOT can happen in 10 years. Why can't the next ten include eliminating chronic homelessness and poverty, and creating a comprehensive public health approach to substance use policy as part of our new normal? Say yes to building a mentally healthy Canada. Read and share our social contract today: #MH2030
<http://ow.ly/C96K50DJ4f0>
- 70% of mental health problems have their onset during childhood or adolescence. We want a country where all levels of government prioritize children's physical, mental, and emotional safety and well-being and build resilience. When we support our children to become resilient, our country becomes mentally healthy. Send this to five people to show your support for our social contract for better mental health in Canada today. #MH2030
<http://ow.ly/C96K50DJ4f0>

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- What will Canada be like in 2030? Help us make sure that it's mentally healthy. When government, civil society, business, and individuals work together, we are far stronger. Read about our call for a social contract for a mentally healthy Canada here. Please share with your network to support. #MH2030
<http://ow.ly/C96K50DJ4f0>
- What can change in a decade? Lots. Bitcoin, Instagram, Uber, Tesla, tablets, self-driving cars, and hoverboards all didn't exist ten years ago. What will the Canada of 2030 look like? It's in our hands. As we rebuild for the future, let's build a mentally healthy Canada. #MH2030
<http://ow.ly/C96K50DJ4f0>
- What do you think is a leading cause of disability worldwide and is a major contributor to the overall global burden of disease? Guess again. It's depression. Canada needs a new contract within society that focuses on our mental well-being and addresses mental illness, including substance use disorders. Want to know more about #MH2030? Learn about what being part of the social contract means and share with your networks, local leaders and MP's.
<http://ow.ly/C96K50DJ4f0>

Sample posts for Twitter: (Character count under 280)



- #COVID19 is a mental health emergency. We need an agreement between all parts of society to build a mentally healthy Canada, a social contract that focuses on our mental well-being and addresses mental illness, including substance use disorders. #MH2030
<http://ow.ly/C96K50DJ4f0>
- What will mental health in Canada look like in 10 years? A wellness system that is funded to levels adequate to meet our social contract goals, for everyone, wherever they live in Canada. Let's make it happen. As we rebuild, let's build a mentally healthy Canada. #MH2030
<http://ow.ly/C96K50DJ4f0>

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- A LOT can happen in 10 years. Why can't the next ten include eliminating chronic homelessness & poverty & creating a comprehensive public health approach to substance use policy? Say yes to building a mentally healthy Canada. #MH2030
<http://ow.ly/C96K50DJ4f0>
- We're excited to be part of a social contract for a mentally healthy Canada. What can you do to help build a mentally healthy Canada? Support #MH2030. The difference is you. Share this with five people today.
<http://ow.ly/C96K50DJ4f0>
- What will Canada be like in 2030? Help us make sure that it's mentally healthy. When government, civil society, business, and individuals work together, we are far stronger than when we are apart. Read the social contract and share it with your networks: #MH2030
<http://ow.ly/C96K50DJ4f0>
- What can change in a decade? Lots. Bitcoin, tablets, self-driving cars & virtual reality all didn't exist 10 yrs ago. What will the Canada of 2030 look like? It's in our hands. As we rebuild for the future, let's build a mentally healthy Canada. #MH2030
<http://ow.ly/C96K50DJ4f0>