



**IYS Policy Recommendations for System Transformation  
Policy Recommendations Release Tool Kit  
December 15, 2021**

On December 15, 2021, Frayme will be releasing policy recommendations that were developed following the Integrated Youth Services (IYS) Knowledge Series. As one of the IYS Knowledge Series participants, this media kit has been created to help you share the policy recommendations and align with Frayme's messaging so that we can collectively reach the biggest audience together.

**Questions about the media kit? Please contact:**

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**About Frayme**

Frayme leads a national and international knowledge mobilization network of over 400 partner organizations that connects mental health, health and social services working with youth and young adults to accelerate the integration and implementation of youth care in Canada and around the world.

**About the IYS Policy Recommendations**

The IYS Policy Recommendations were developed by Frayme following the IYS Knowledge Series, a national event that took place from October 26-28, 2021. The recommendations included in this document come directly from the panel discussions and breakout conversations that took place at this event, and are designed to guide Canada onto a path where the mental health and substance use system adequately meets the needs of our youth, caregivers and communities. You can see more information on the IYS Knowledge Series and the recommendations on the official IYS website [here](#).

**The Launch on December 15**

Frayme will be announcing the release of the IYS policy recommendations document on all of its channels on December 15, 2021. As part of the announcement Frayme will be:

- Updating the [IYS webpage](#) to include the policy document
- Announcing the document release on Twitter and LinkedIn
- Announcing the document release on EENet Connect

- Sending an eblast announcement to the Frayme network

### Twitter Content

For any posts related to the release of the IYS Policy Recommendations, please use the hashtags **#CDNpoli #CDNHealth**. We are asking all participants of the IYS Knowledge Series to use these hashtags so that the release can gain traction on Twitter and we can all collaborate to maximize the reach of the policy recommendations. When tweeting during the launch, we ask that you tag Frayme (@Frayme\_Cadre) so that we can interact with your content. We also recommend tagging other individuals in the Canadian political sphere to drive their attention to the recommendations. Below you will find tweets that you can use to promote the release of the policy recommendations document, as well as a list of key players we suggest tagging in your initial tweet, or in a thread below:

Content Type	Copy
Announcement	It was a pleasure to be part of this year's IYS Knowledge Series by @Frayme_Cadre. After 3 days of facilitated discussions on creating a system that better serves our youth, we developed 7 policy recommendations for the sector. Read them at <a href="https://bit.ly/3pAfEE8">https://bit.ly/3pAfEE8</a> #CDNHealth #CDNpoli
General Support Statement	I believe in building a better #MentalHealth system for youth across Canada, do you? Show your support by sharing @Frayme_Cadre's #IYS2021 policy recommendations at <a href="https://bit.ly/3pAfEE8">https://bit.ly/3pAfEE8</a> #CDNHealth #CDNpoli
1-7 Policy Support Statements	I support @Frayme_Cadre's #IYS2021 policy recommendations, and here's how you can too. Share the 7 policy recommendations that can help our #MentalHealth system better serve our youth at <a href="https://bit.ly/3pAfEE8">https://bit.ly/3pAfEE8</a> #CDNHealth #CDNpoli
Send a Letter to: <ul style="list-style-type: none"> <li>• Premier</li> <li>• MP</li> <li>• Minister of Health</li> <li>• Minister of Addictions and Mental Health</li> </ul>	<p><u>Take Action 1</u> Do you believe in building a better #MentalHealth system for youth across Canada? Show your support for the #IYS2021 policy recommendations by sending a message to your <b>[Premier / local MP]</b> at <a href="https://bit.ly/3pAfEE8">https://bit.ly/3pAfEE8</a> #CDNHealth #CDNpoli @Frayme_Cadre</p> <p><u>Take Action 2</u> Do you believe in building a better #MentalHealth system for youth across Canada? Show your support for the #IYS2021 policy recommendations by sending a message to the <b>[Minister of Health / Minister of Addictions and Mental Health]</b> at <a href="https://bit.ly/3pAfEE8">https://bit.ly/3pAfEE8</a> #CDNHealth #CDNpoli @Frayme_Cadre</p>

Key Player	Twitter Handle
Health Canada	@GovCanHealth
Carolyn Bennett, Minister of Mental Health and Addictions and Associate Minister of Health	@Carolyn_Bennett
Jean-Yves Duclos, Minister of Health	@jyduclos
Marcilen, Minister for Women and Gender Equality and Youth	@Marcilen
Justin Trudeau	@JustinTrudeau
Theresa Tam, Chief Public Health Officer of Canada	@CPHO_Canada
Ontario Ministry of Health	@ONThealth
Chrystia Freeland, Deputy Prime Minister	@cafreeland

**LinkedIn/Facebook/Instagram Content**

For any LinkedIn posts related to the release of the IYS Policy Recommendations, we ask that you tag Frayme (@Frayme) so that we can re-share your content. Please note that we do not have Facebook or Instagram, but we suggest leveraging this platform during the launch to increase reach. Below, we have attached templates for you to use to tell your network about the release of the IYS Policy Recommendations:

Content Type	Copy
Announcement	<p>It was a pleasure to attend this year’s IYS Knowledge Series and participate in a national conversation on Canada’s Youth Mental Health and Substance Use system with 200+ stakeholders in the sector.</p> <p>After three days of facilitated discussions on creating a system that better serves our youth, we developed seven policy recommendations for transformation. Read the recommendations at <a href="https://bit.ly/31KGCRk">https://bit.ly/31KGCRk</a></p> <p>Hosted by @Frayme #CDNpoli #CDNHealth</p>
General Support Statement	I believe in building a better #MentalHealth system for youth across Canada, do you?

	<p>Find out how we can work together to transform our system with seven policy recommendations developed at @Frayme's IYS Knowledge Series.</p> <p>Show your support by sharing the recommendations at <a href="https://bit.ly/31KGCRk">https://bit.ly/31KGCRk</a> #CDNpoli #CDNHealth</p>
<p>1-7 Policy Support Statements</p>	<p>I support @Frayme's #IYS2021 policy recommendations, and here's how you can too.</p> <p>Share the seven policy recommendations for system transformation with your network and help strengthen Integrated Youth Services across Canada at <a href="https://bit.ly/31KGCRk">https://bit.ly/31KGCRk</a></p> <p>#MentalHealth #CDNHealth #CDNpoli</p>
<p>Send a Letter to:</p> <ul style="list-style-type: none"> <li>● Premier</li> <li>● MP</li> <li>● Minister of Health</li> <li>● Minister of Addictions and Mental Health</li> </ul>	<p><u>Take Action 1</u></p> <p>Last October, I joined @Frayme's IYS Knowledge Series to participate in a national conversation on Canada's Youth Mental Health and Substance Use system. After three days of collaborating and sharing our insights, we developed seven policy recommendations to facilitate an effective path forward in our sector.</p> <p>If you believe in building a better #MentalHealth system for youth across Canada, show your support for the #IYS2021 policy recommendations by sending a message to your <b>[Premier / local MP]</b> at <a href="https://bit.ly/31KGCRk">https://bit.ly/31KGCRk</a></p> <p><u>Take Action 2</u></p> <p>Last October, I joined @Frayme's IYS Knowledge Series to participate in a national conversation on Canada's Youth Mental Health and Substance Use system. After three days of collaborating and sharing our insights, we developed seven policy recommendations to facilitate an effective path forward in our sector.</p> <p>If you believe in building a better #MentalHealth system for youth across Canada, show your support for the #IYS2021 policy recommendations by sending a message to the <b>[Minister of Health / Minister of Addictions and Mental Health]</b> at <a href="https://bit.ly/31KGCRk">https://bit.ly/31KGCRk</a></p>

### Newsletter Excerpt

You may use the following copy in your organization's newsletter. Please ensure to include hyperlinks to our website.

#### *System Recommendations for Integrated Youth Services in Canada*

*Frayme is calling on stakeholders in the youth mental health and substance use sector to help transform services for youth in Canada. In October, Frayme led a 3 day Integrated Youth Services (IYS) Knowledge Series which gathered over 200 participants from across Canada to collaborate in the creation of policy recommendations for a path forward to a new system. The official IYS policy recommendations document is now available, along with instructions on how you can help mobilize these recommendations by calling on the government to take action for Canadian youth.*

### Social Media Graphics

[Download the graphics by accessing this Airtable](#)

### Additional Resources

For those seeking additional resources for the release of the IYS Policy Recommendations, please refer to [this handy Social Media 101 guide](#) put together by Frayme.