

# Child & Youth Mental Health and Addictions Social Media Toolkit



Reach out for support  
[hamilton.ca/CYmentalhealth](https://hamilton.ca/CYmentalhealth)



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## Goal:

Share communications related to child and youth mental health and addictions during COVID-19 with families and youth through the website [www.hamilton.ca/CYmentalhealth](http://www.hamilton.ca/CYmentalhealth) and local social media platforms.

Mental health service providers and social service providers are encouraged to use the website and social media messages in an effort to share consistent information about mental health services during COVID-19 with families and youth in Hamilton.

## Target Audiences:

- Parents and caregivers of babies, children and youth
- Youth
- Child and youth mental health and addictions service providers
- Social service providers

## Call to Action:

- Visit the new webpage [www.hamilton.ca/CYmentalhealth](http://www.hamilton.ca/CYmentalhealth)
- Learn about child and youth mental health and addictions during COVID-19 including resources, supports, and accessing mental health services in Hamilton

## About this Toolkit:

This toolkit is designed as a ‘turn key’ resource for anyone in a role that allows them to communicate messaging on social media platforms. All wording for posts and graphics have been provided below. The kit is set up to allow you to choose from messaging that is tailored to:

- parents and caregivers of babies, toddlers, preschoolers and school age children
- youth

## How to Use the Post Content & Graphics:

**The content is intended to be used as created. Do not change the graphics or text (post content) associated with each post.**



All social media content is available in English and French. All content has two parts:




- 1) Graphics that are available in multiple sizes created for the following social media platforms:
  - Facebook



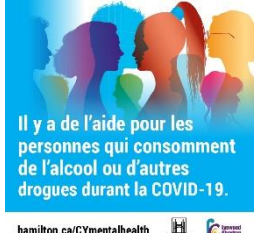
- Instagram (both post & story sizes provided)
- Twitter

Graphics are available at: <https://cityshare.hamilton.ca/s/FBC8mMWAeQ2rzWb>





2) Wording to be added as the 'post content' to go along with the graphics. The wording below is designed to fit for all the above social media platforms (within twitter character limit) and uses clear language principles.

| Social Media Posts for Parents and Caregivers |  |   |
|---|--|---|
| Post Topic                                    | Post Content   | Graphic   |
| 1 - E<br>Access to mental health services     | Many families may be looking for mental health support to help children and youth cope during COVID-19. Visit <a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a> to find the service in Hamilton that fits your needs.                                 |  <p>Reach out for support<br/><a href="http://hamilton.ca/CYmentalhealth">hamilton.ca/CYmentalhealth</a></p> <p>Link for graphic:<br/><a href="https://cityshare.hamilton.ca/s/zJwtGnNtyG6sky7">https://cityshare.hamilton.ca/s/zJwtGnNtyG6sky7</a></p> |
| 1 - F   | Beaucoup de familles cherchent des services de santé mentale pour aider leurs enfants et leurs ados à traverser la pandémie de COVID-19. Visitez le <a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a> pour trouver ceux qui répondront à vos besoins. |  <p>Obtenez de l'aide<br/><a href="http://hamilton.ca/CYmentalhealth">hamilton.ca/CYmentalhealth</a></p> <p><a href="https://cityshare.hamilton.ca/s/zbLgxZfstc6fSri">https://cityshare.hamilton.ca/s/zbLgxZfstc6fSri</a></p>                          |

|   |   |   |
|---|---|---|
| <p>2 – E<br/>Noticing mental health concerns &amp; reaching out/seeking support</p> | <p>Have you noticed changes in your child’s thoughts and feelings? Are you worried about them? If you are not sure if your child or youth needs mental health services, talk to someone who can help:<br/><a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a></p>                                |  <p>Worried about your child's mental health during COVID-19?</p> <p>Reach out for support<br/><a href="http://hamilton.ca/CYmentalhealth">hamilton.ca/CYmentalhealth</a></p> <p>(same graphic as 1 – E above)<br/><a href="https://cityshare.hamilton.ca/s/zJwGnNtyG6sky7">https://cityshare.hamilton.ca/s/zJwGnNtyG6sky7</a></p>                 |
| <p>2 – F</p>  | <p>Vous avez remarqué des changements dans les pensées et les émotions de votre enfant? Vous vous inquiétez? Si vous croyez que votre enfant pourrait avoir besoin de services de santé mentale, parlez à quelqu’un qui peut aider :<br/><a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a></p> |  <p>Vous vous inquiétez de la santé mentale de votre enfant durant la COVID-19?</p> <p>Obtenez de l'aide<br/><a href="http://hamilton.ca/CYmentalhealth">hamilton.ca/CYmentalhealth</a></p> <p>(same graphic as 1 – F above)<br/><a href="https://cityshare.hamilton.ca/s/zbLgxZfstc6fSri">https://cityshare.hamilton.ca/s/zbLgxZfstc6fSri</a></p> |
| <p>3 – E<br/>How to support your family’s mental health - tips</p>                  | <p>Parenting is not easy during COVID-19. For mental health services and tips visit<br/><a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a></p>  |  <p>How to support your family's mental health</p> <p><a href="http://hamilton.ca/CYmentalhealth">hamilton.ca/CYmentalhealth</a></p> <p><a href="https://cityshare.hamilton.ca/s/MMmWxpTgt9xkzo">https://cityshare.hamilton.ca/s/MMmWxpTgt9xkzo</a></p>  |

|  |   |  |
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| <p>3 – F</p>                                   | <p>Être parent durant la pandémie de COVID-19, ce n'est pas facile. Pour obtenir des services de santé mentale ainsi que des conseils, visitez le <a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a>.</p>   |  <p><a href="https://cityshare.hamilton.ca/s/8FMKBiRLX26sTFF">https://cityshare.hamilton.ca/s/8FMKBiRLX26sTFF</a></p>   |
| <p>4 – E<br/>Help for alcohol and drug use</p> | <p>COVID-19 has increased stress and worry for many children, youth and families. For some people, this may lead to new or increased use of alcohol or drugs to cope. It could be a sign that support is needed. For resources and services visit <a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a></p>            |  <p><a href="https://cityshare.hamilton.ca/s/8MndAzEM9MWfbrX">https://cityshare.hamilton.ca/s/8MndAzEM9MWfbrX</a></p>   |
| <p>4 – F</p>                                   | <p>La COVID-19 suscite stress et inquiétudes chez beaucoup d'enfants, d'ados et de familles. Certains se tournent vers l'alcool ou les drogues ou consomment davantage. C'est peut-être un signe qu'ils ont besoin d'aide. Ressources et services offerts : <a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a>.</p> |  <p><a href="https://cityshare.hamilton.ca/s/HjQprxLLYxgSLRJ">https://cityshare.hamilton.ca/s/HjQprxLLYxgSLRJ</a></p> |

| Social Media Posts for Youth |              |         |
|------------------------------|--------------|---------|
| Post Topic                   | Post Content | Graphic |

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|--|--|--|
| <p>5 – E<br/>Access to mental health services</p>                                      | <p>Are you looking for mental health support to help you cope during COVID-19? Visit <a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a> to find services in Hamilton that fit your needs.</p>  |  <p><a href="https://cityshare.hamilton.ca/s/szBKAspdzNE2EjW">https://cityshare.hamilton.ca/s/szBKAspdzNE2EjW</a></p>   |
| <p>5 – F</p>   | <p>Vous cherchez des services de santé mentale pour vous aider à traverser la pandémie de COVID-19? Visitez le <a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a> pour trouver à Hamilton des services qui répondront à vos besoins.</p> |  <p><a href="https://cityshare.hamilton.ca/s/i9XXNQa5ELyZPW4">https://cityshare.hamilton.ca/s/i9XXNQa5ELyZPW4</a></p>   |
| <p>6 – E<br/>Recognizing mental health concerns &amp; reaching out/seeking support</p> | <p>Are you struggling with your thoughts and feelings these days? If you're looking for mental health services, talk to someone who can help: <a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a></p>                                     |  <p><a href="https://cityshare.hamilton.ca/s/DGtTEyLb63awmeR">https://cityshare.hamilton.ca/s/DGtTEyLb63awmeR</a></p> |
| <p>6 – F</p>   | <p>Vos pensées et vos émotions vous tourmentent dernièrement? Si vous cherchez des services de santé mentale, parlez à quelqu'un qui peut aider : <a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a></p>                                 |  <p><a href="https://cityshare.hamilton.ca/s/DGtTEyLb63awmeR">https://cityshare.hamilton.ca/s/DGtTEyLb63awmeR</a></p> |

|   |  |   |
|---|--|---|
|   |  | <a href="https://cityshare.hamilton.ca/s/ixgrfiM6dJ93Mxi">https://cityshare.hamilton.ca/s/ixgrfiM6dJ93Mxi</a>   |
| <p>7 – E<br/>How to support your mental health</p>                      | <p>Do you have questions or worries because of COVID-19? For more resources to support you and your family’s mental health, visit <a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a></p>   | <p><a href="http://www.hamilton.ca/CYmentalhealth">hamilton.ca/CYmentalhealth</a></p> <a href="https://cityshare.hamilton.ca/s/TXCeM9megAy8XPQ">https://cityshare.hamilton.ca/s/TXCeM9megAy8XPQ</a> |
| <p>7 – F</p>  | <p>Vous avez des questions ou des inquiétudes liées à la COVID-19? Découvrez d’autres ressources pour favoriser votre santé mentale et celle de votre famille à <a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a></p>   | <p><a href="http://www.hamilton.ca/CYmentalhealth">hamilton.ca/CYmentalhealth</a></p> <a href="https://cityshare.hamilton.ca/s/brNXqgwDnCdMoim">https://cityshare.hamilton.ca/s/brNXqgwDnCdMoim</a> |
| <p>4 – E<br/>Substance Use (same as above – for parents/caregivers)</p> | <p>COVID-19 has increased stress and worry for many children, youth and families. For some people, this may lead to new or increased use of alcohol or drugs to cope. It could be a sign that support is needed. For resources and services visit <a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a></p> | <p><a href="http://www.hamilton.ca/CYmentalhealth">hamilton.ca/CYmentalhealth</a></p> <a href="https://cityshare.hamilton.ca/s/8MndAzEM9MWfbrX">https://cityshare.hamilton.ca/s/8MndAzEM9MWfbrX</a> |
| <p>4 – F<br/>(same as above – for parents/caregivers)</p>               | <p>La COVID-19 suscite stress et inquiétudes chez beaucoup d’enfants, d’ados et de familles. Certains se tournent vers l’alcool ou les drogues ou consomment davantage. C’est peut-être un signe qu’ils ont besoin d’aide. Ressources et services</p>  | <p><a href="http://www.hamilton.ca/CYmentalhealth">hamilton.ca/CYmentalhealth</a></p>   |



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|  | offers :<br><a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a> | <a href="https://cityshare.hamilton.ca/s/HjQprxLLYxgSLRJ">https://cityshare.hamilton.ca/s/HjQprxLLYxgSLRJ</a> |
|--|--|---|

## Responses to anticipated comments on Social Media:

The public can interact with social media in a variety of ways, one of which is to post comments or questions on the social media posts. To assist with consistency of messaging across organizations, we encourage you to refer to the responses below when responding to the public’s comments and questions while adding your specific expertise.

Jump to the section that best suits the comment:

- [Mental Health Concerns](#)
- [Complaints - waitlists, service, difficulty accessing](#)
- [Navigating Social Services](#)
- [COVID-specific](#)

| Mental Health Concerns  |   |
|---|---|
| Comment type:   | Suggested response:   |
| If someone [ <b>assumingly an adult</b> ] posts saying they are struggling with their mental health | Sounds like you are having a hard time. We encourage you to use the supports on <a href="http://www.hamilton.ca/covidmentalhealth">www.hamilton.ca/covidmentalhealth</a> . If you are having a crisis and need to speak to someone right away, call COAST at 905-972-8338 or KIDS HELP PHONE at 1-800-668-6868 or through Text 686868 [may need to judge whether to just provide one phone number depending what the comment is/if you can tell if it is an adult of youth] |
| If a <b>crisis</b> -type message is posted by an <b>adult about themselves</b>                      | If this is a mental health emergency, call 9-1-1, the Crisis Outreach and Support Team (COAST) at 905-972-8338 or online at <a href="http://www.coasthamilton.ca">www.coasthamilton.ca</a> ; go to your nearest hospital Emergency Department.<br>St. Joseph’s Healthcare Hamilton has Emergency Psychiatry Services at 50 Charlton Avenue East, Hamilton.  |
| If someone posts saying <b>their child</b> is struggling with their mental health                   | Sounds like your child is having a hard time. We encourage you to use the supports on   |

|  |  |
|--|--|
|  | <p><a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a>. Look under the heading <b>Mental Health Services</b> to find some local supports. If your child is having a crisis and needs to speak to someone right away, call KIDS HELP PHONE at 1-800-668-6868 or call COAST at 905-972-8338.</p> <p>If you are looking for support on parenting a child 0-6 years of age, call Health Connections to talk to a Public Health Nurse at 905-546-3550.</p>   |
| <p>If a <b>youth posts</b> saying they are struggling with their mental health</p> | <p>Sounds like you are having a hard time. We encourage you to use the supports on <a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a>.</p> <p>Look under the heading <b>Mental Health Services</b> to find some local supports. If you are having a crisis and need to speak to someone right away, call KIDS HELP PHONE at 1-800-668-6868 or Text them at 686868. You can also call COAST at 905-972-8338.</p>  |
| <p>If a <b>crisis-type message</b> is posted about a child or by a youth</p>       | <p>If you [your child] are having trouble coping or are in crisis, help is available. You can contact:</p> <ul style="list-style-type: none"> <li>•Kids Help Phone: 24/7 crisis support and resources for youth</li> <li>•Call 1-800-668-6868</li> <li>•Text 686868</li> <li>•COAST (The Crisis Outreach and Support Team): Crisis support line (youth, families and others can call for assistance which may be offered by phone or mobile support team)</li> <li>•Call 905-972-8338 or Toll-free 1-800-972-8338</li> <li>•Go to: McMaster Children’s Hospital – Emergency Department – 1200 Main St. W., Hamilton, ON</li> </ul> <p><b>If you are at risk of harming yourself or someone else right now, call 9-1-1 for immediate help.</b><br/> <b>OR (for communication to families)</b><br/> <b>If your child or youth is at risk of harming themselves or someone else right now, call 9-1-1 for immediate help.</b></p> |

| Complaints - waitlists, service, difficulty accessing  |  |
|--|--|
| Comment type:  | Suggested response:  |
| Parent/caregiver or youth has called Contact Hamilton and is <b>waiting for a response</b>   | <p>It must be hard to wait for a response. Leave a voicemail and someone will call you back from a blocked number. The staff will complete an intake appointment with you over the phone and discuss options for services.</p> <p>While you are waiting for a call back you can visit <a href="http://www.yourpacehamilton.ca/">www.yourpacehamilton.ca/</a> for mental health information and supports, including recorded videos and online information sessions.</p>  |
| Parent/caregiver or youth is complaining about being on a <b>waitlist</b> for a long time  | <p>It must be really hard to wait for service. While you are waiting for service you can visit <a href="http://www.yourpacehamilton.ca/">www.yourpacehamilton.ca/</a> for mental health information and supports, including recorded videos and online information sessions.</p> <p><i>[also add/tailor to person's comment -encourage person to contact Contact Hamilton or the specific agency to check in for an update on where they are on the waitlist – for an update and to give an update on their situation]</i></p> |
| Parent/caregiver or youth did not get helpful service from a <b>mental health service provider</b>   | <p>We are sorry to hear you did not get the assistance you were hoping for. We encourage you to contact [the specific service's name] at [provide appropriate phone number/online form] to address your concern.</p>   |
| Parent/caregiver or youth tried to get support from <b>family doctor</b> for the child/youth but the doctor was not helpful or dismissed their concern | <p>We are sorry to hear you did not get the assistance you were hoping for. The website <a href="http://www.hamilton.ca/CYmentalhealth">www.hamilton.ca/CYmentalhealth</a> lists mental health services in Hamilton that you can contact yourself. Click on the title "Getting Help – Mental health services during COVID-19 in Hamilton"</p> <p>If you are looking for support on parenting a child 0-6 years of age, call Health Connections to talk to a Public Health Nurse at 905-546-3550.</p>                           |

|  |   |
|--|---|
| <p>Adult tried to get support from family doctor for <b>themselves</b> but the doctor was not helpful or dismissed their concern</p> | <p>We are sorry to hear you did not get the assistance you were hoping for. The website <a href="http://www.hamilton.ca/covidmentalhealth">www.hamilton.ca/covidmentalhealth</a> lists mental health supports that you can contact.</p> |
|--|---|

**Navigating Social Services**

| Comment type:   | Suggested response:   |
|---|---|
| <p>If someone posting about many <b>struggles</b> in their life – lost their job, can't afford food, etc...</p> | <p>We are sorry to hear you...<i>tailor to the original comment</i>...It must be a very hard time.<br/>           If you need help with food, click on the “Food &amp; Supplies” heading on our webpage<br/> <a href="https://www.hamilton.ca/coronavirus/resources-those-experiencing-homelessness-in-hamilton">https://www.hamilton.ca/coronavirus/resources-those-experiencing-homelessness-in-hamilton</a> to find food banks and meal programs that are operating.<br/><br/>           If you need financial support, here is a list of what is available<br/> <a href="https://www.hamilton.ca/coronavirus/financial-support-individuals">https://www.hamilton.ca/coronavirus/financial-support-individuals</a><br/><br/>           If you are looking for support on parenting a child 0-6 years of age, call Health Connections to talk to a Public Health Nurse at 905-546-3550.</p> |

|   |  |
|---|--|
| <p>Post about <b>not having a family doctor</b></p> | <p>If you need help finding a family doctor or nurse practitioner, please visit<br/> <a href="https://www.ontario.ca/page/find-family-doctor-or-nurse-practitioner#section-1">https://www.ontario.ca/page/find-family-doctor-or-nurse-practitioner#section-1</a><br/><br/>           If you are looking for support on parenting a child 0-6 years of age, call Health Connections to talk to a Public Health Nurse at 905-546-3550.</p> |
|---|--|

**COVID-specific**

| Comment type:   | Suggested response:   |
|---|---|
| <p>If someone is complaining, feeling stressed because people are not physically distancing, meeting in larger groups, etc.</p> | <p>It can be very stressful when you see people not following provincial guidelines. You can call the City if you are in a situation where you see people are not following provincial orders at 905-546-2489. More information about local restrictions is available at:</p> |

|  |   |
|--|---|
|  | <a href="https://www.hamilton.ca/coronavirus/covid-19-restrictions">https://www.hamilton.ca/coronavirus/covid-19-restrictions</a> |
|--|---|

**French translation of website:**

The webpage [www.hamilton.ca/cymentalhealth](http://www.hamilton.ca/cymentalhealth) has been translated into French. The French version is a PDF and includes the same links as the English version, as well as French-specific COVID-19 mental health links. The PDF is saved on [www.hamilton.ca/cymentalhealth](http://www.hamilton.ca/cymentalhealth) and can be downloaded here: <https://cityshare.hamilton.ca/s/esC7q49YWfzrRwX>

**Questions about the Toolkit:**

If you have questions about the toolkit, social media posts or website please contact Vanessa Rachiotis ([Vanessa.Rachiotis@hamilton.ca](mailto:Vanessa.Rachiotis@hamilton.ca)) or Elizabeth Snider ([Elizabeth.Snider@hamilton.ca](mailto:Elizabeth.Snider@hamilton.ca))