



Summary of Activities August 2017

Faces of Mental Illness

- **Faces is celebrating its 15th anniversary!**
- We are continuing to receive incredible media attention for our Faces of Mental Illness including HuffPost and the Brantford Expositor (links below). Chris' video has received more than 50,000 views alone, and the Brantford Expositor article had a reach of nearly 30,000.
 - HuffPost: http://www.huffingtonpost.ca/2017/08/04/kharroll-ann-souffrant-bipolar-disorder_a_23065024/?ncid=tweetInkcahpmg00000002;
<https://www.facebook.com/HuffPostCanada/videos/1596337827053057/>
 - Brantford Expositor: <http://www.brantfordexpositor.ca/2017/08/08/hes-a-face-of-mental-illness>
 - Oshawa Express: <http://oshawaexpress.ca/surviving-the-storm/>
- We also continue to receive interest in each of the individual Faces of Mental Illness with requests for additional interviews and speaking engagements.
- We have coordinated and booked a number of these engagements for the Faces in September and October.
- The PSA video was produced, edited, and is being submitted to Bell networks for distribution.
- The PSA should appear on Bell networks in mid-September and run until the end of MIAW.
- The PSA will be available on YouTube and the CAMIMH website in the coming weeks.
- Individual profile videos are also being put together based on the footage taken during filming last month in Toronto.
- We have also begun sharing recent news about past Faces of Mental Illness, on our social media channels, and due to the success of those posts, have begun tracking the current activity of all past Faces.

Mental Illness Awareness Week

- **MIAW is celebrating its 25th anniversary this year!**
- The designs for the materials, which were previously circulated, have been finalized and sent to the printer for production and distribution. We are expecting shipments of materials to begin in early September.
- The deadline for orders for posters, postcards and stickers has passed.
- This year, our material orders totaled 5,500 posters, 14,550 postcards, and 50,000 stickers.
- If you or someone you know is still interested in materials, they can contact emily@impactcanada.com to order the materials at a cost of:
 - Poster = \$0.75
 - Postcard = \$0.50
 - Stickers = \$2.50 per roll of 50
- The materials are also available to download via digital files from the website here: <http://www.camimh.ca/mental-illness-awareness-week/miaw-materials/>

- The social media plan that was previously distributed leads up to and takes us through MIAW in October, and still has current content (if you did not receive one please email emily@impactcanada.com)
- We are continuing to organize the Hill Advocacy Day for October 3rd
 - In regards to the reformatted Parliament Hill Day, CAMIMH will not be holding a breakfast
 - CAMIMH will instead be hosting a MP and Senator evening reception with our Sponsors on Parliament Hill following the meeting with Parliamentarians.
 - The advocacy day will be referred to as: *Mental Health on the Hill*
 - A communication was sent by Kim Black requesting a maximum of two participants per organization for the Parliament Hill day. Please complete that Doodle poll so we can gather details about the attendees for the Parliament Hill Day.
 - <http://doodle.com/poll/ni8xye8yima5tkb2>.
 - For those who have never attended a CAMIMH Hill Day before, we will provide information on the pulse on Parliament Hill, procedures for meetings and have a discussion about messaging from CAMIMH's perspective. The Faces of Mental Illness will join the lobby meetings.
 - The media outreach surrounding the Hill Day will be more largely focused on the lobbying efforts and the federal asks than on the Faces and their stories.
 - The Hill Day messaging for Parliamentarians will focus on the Pre-Budget submission.
 - The MIAW schedule is as follows:
 - October 2nd, 2017: Hill Day briefing dinner - 5:00-6:30 pm – location to be confirmed
 - October 3rd, 2017: Hill Day & Evening Reception - 8:30 to approximately 7:00 pm
 - October 4th, 2017: CAMIMH meeting – 9:00 – 4:00 pm – CPA Large Boardroom
 - October 4th: Still **TBC**, Liberal Mental Health Caucus event.

PAC:

- The pre-budget submission to the Standing Committee on Finance has been submitted and focuses on questions of productivity.

Other:

- The Government made a number of changes to the Cabinet during the last week of August. Please note the following:
 - Minister of Health, Ginette Petitpas Taylor
 - Minister of Indigenous Services, Jane Philpott
 - Minister of Crown-Indigenous Relations and Northern Affairs, Carolyn Bennett
 - Minister of Sport and Persons with Disabilities, Kent Hehr
 - Minister of Veterans Affairs, Seamus O'Regan
 - Minister of Public Services and Procurement, Carla Qualtrough
- The Conservative Shadow Cabinet (note they are no longer referred to as “critics”) has been shuffled as follows:

**OFFICIAL OPPOSITION SHADOW MINISTRY
AS OF AUGUST 30, 2017**

HOUSE LEADERSHIP TEAM	RESPONSIBILITY
Scheer, Andrew (Regina — Qu'Appelle)	Leader of the Official Opposition
Raitt, Hon. Lisa (Milton)	Deputy Leader
Rayes, Alain (Richmond — Arthabaska)	Quebec Political Lieutenant
Bergen, Hon. Candice (Portage — Lisgar)	House Leader of the Official Opposition
Strahl, Mark (Chilliwack — Hope)	Chief Opposition Whip
Warkentin, Chris (Grande Prairie — Mackenzie)	Deputy Opposition House Leader and Question Period Coordinator
Brassard, John (Barrie — Innisfil)	Deputy Opposition Whip
Finley, Hon. Diane (Haldimand-Norfolk)	Caucus-Party Liaison
SHADOW CABINET MINISTER	PORTFOLIO
Aboultaif, Ziad (Edmonton Manning)	International Development
Albas, Dan (Central Okanagan — Similkameen — Nicola)	Small Business
Allison, Dean (Niagara West)	International Trade
Barlow, John (Foothills)	Agriculture and Agri-Food (Associate)
Bernier, Hon. Maxime (Beauce)	Innovation, Science and Economic Development
Berthold, Luc (Mégantic — L'Érable)	Agriculture and Agri-Food
Bezan, James (Selkirk — Interlake — Eastman)	National Defence
Blaney, Hon. Steven (Bellechasse — Les Etchemins — Lévis)	Veterans Affairs
Block, Kelly (Carlton Trail — Eagle Creek)	Transport
Chong, Hon. Michael (Wellington — Halton Hills)	Infrastructure, Communities and Urban Affairs
Clement, Hon. Tony (Parry Sound — Muskoka)	Public Services and Procurement
Deltell, Gérard (Louis-Saint-Laurent)	Treasury Board
Doherty, Todd (Cariboo — Prince George)	Fisheries, Oceans and the Canadian Coast Guard, and the Asia-Pacific Gateway
Fast, Hon. Ed (Abbotsford)	Environment and Climate Change
Gladu, Marilyn (Sarnia Lambton)	Health
Harder, Rachael (Lethbridge)	Status of Women
Jeneroux, Matt (Edmonton Riverbend)	Science
Kelly, Pat (Calgary Rocky Ridge)	National Revenue
Kent, Hon. Peter (Thornhill)	Ethics
McLeod, Cathy (Kamloops — Thompson — Cariboo)	Crown-Indigenous and Northern Affairs, Indigenous Services and the Canadian Northern Economic Development Agency

Moore, Hon. Rob	Atlantic Issues and the Atlantic Canada Opportunities Agency
Nicholson, Hon. Rob (Niagara Falls)	Justice
Nuttall, Alexander (Barrie — Springwater — Oro-Medonte)	Youth, Sport and Persons with Disabilities
O'Toole, Hon. Erin (Durham)	Foreign Affairs
Paul-Hus, Pierre (Charlesbourg — Haute-Saint-Charles)	Public Safety and Emergency Preparedness
Poillievre, Hon. Pierre (Carleton)	Finance and National Capital Commission
Rayes, Alain (Richmond — Arthabaska)	Intergovernmental Affairs
Reid, Scott (Lanark — Frontenac — Kingston)	Democratic Institutions
Rempel, Hon. Michelle (Calgary Nose Hill)	Immigration, Refugees and Citizenship
Saroya, Bob (Markham — Unionville)	Immigration, Refugees and Citizenship (Associate)
Stubbs, Shannon (Lakeland)	Natural Resources
Van Loan, Hon. Peter (York-Simcoe)	Canadian Heritage and National Historic Sites
Vecchio, Karen (Elgin — Middlesex — London)	Families, Children and Social Development
Watts, Dianne (South Surrey — White Rock)	Employment, Workforce Development and Labour
Wong, Hon. Alice (Richmond Centre)	Seniors

- We expect the Liberals to appoint new Parliamentary Secretaries in the coming weeks before the House returns on September 18th.
- We also expect the Liberals to assign Members to different committees.
- CAMIMH continues to receive a large number of information requests through the contact form on the website. These requests are being managed by Impact and the Secretariat.
- CAMIMH newsletter updates are increasingly popular and allow us to reach a large audience.
- Please encourage individuals and organizations to sign up for the E-newsletter here: <http://www.camimh.ca/public-affairs/newsletter-signup/>