



Reach Out for Mental Health!

August 10, 2020

Dear Literacy Colleagues:

As you are aware, Covid-19 is having far-reaching social, economic and emotional impacts.

While Ontario's Literacy and Basic Skills agencies are accustomed to working with vulnerable individuals, the pandemic has increased the number of people who feel vulnerable and stressed at a time when access to services, that might usually be available to support mental health challenges, are reduced.

The adult literacy community has long been known as more than just a collection of organizations that teach people basic skills. Rather, we have a reputation for caring about the entire person – not just their learning curve. And mental health is a significant part of our lives and something we all to promote and nourish – for learners, for staff, for friends and family, and for our communities.

A small group of literacy networks, Community Literacy of Ontario (CLO), Literacy Link South Central (LLSC), Literacy Northwest (LNU) and QUILL Learning Network, have decided to share resources and raise awareness of mental health via a 21-day social media campaign called "**Reach Out for Mental Health**".

We hope we can count on your organization to participate in this campaign! Our goal is to shine a positive spotlight on mental health through key messages on Facebook and Twitter:

- Mental health is everyone's business
- There are resources available
- Reach out to community and online supports if you feel your mental health is flagging or if you're going through a rough patch
- Try some positive strategies to improve your mental health

Our campaign will launch on September 1st and end on September 21, 2020.

During this 21-day period, CLO, LLSC, LNW and QUILL will create daily social media posts under the hashtag **#ReachOut4MentalHealth**. Watch for our social media messages at these accounts:

- CLO: www.facebook.com/CommunityLiteracyOntario/ and <https://twitter.com/Love4Literacy>
- LLSC: www.facebook.com/LiteracyLinkSC and <https://twitter.com/LiteracyLinkSC>
- LNW: www.facebook.com/Learning-Networks-of-Ontario-North-Region-1070710236337547/
- QUILL: www.facebook.com/QUILLNetwork/ and <https://twitter.com/QUILLnetwork>

We hope you will share our posts and tweets AND create your own that are meaningful to the community you serve. Feel free to use or adapt any of our images or messaging that we share on social media.

If you create your own social media content (and we hope you will!), please use the hashtag **#ReachOut4MentalHealth to keep all the social media posts and Tweets connected.**

We hope you will share resources, encouraging messages, photos, and memes reflective of the theme. And please reach out in your community, for example, perhaps your local mental health association or United Way might like participate?

At the end of our “Reach Out” campaign, we will compile all of the resources shared under the hashtag #ReachOut4MentalHealth into an online list. (More details on that later).

Thank you for supporting this important social media campaign and for “reaching out” to support mental health.

Sincerely yours,

- Community Literacy of Ontario (*Joanne Kaattari – kaattari@bellnet.ca*)
- Literacy Link South Central (*Tamara Kaattari – jeremy@llsc.on.ca*)
- Literacy Network Northwest (*Annemarie Wesolowski – director@literacynorthwest.on.ca*)
- QUILL Learning Network (*Debera Flynn – execdir@quillnetwork.ca*)

