

Solutions for Rapid Implementation of MHA funding for Primary Care Teams

March 10, 2023



Thank you for everything your team is doing to deliver wider and faster access to mental health and wellness services for your patients and community.

Optimal and thorough utilization of one-time funding helps build a case for renewed and ongoing Mental Health and Addictions funding for primary care teams across Ontario.

High functioning models of care include education and outreach interventions at population and panel levels, as well as direct individual or group services to patients. Investments in providing culturally safe care for Indigenous peoples, Black, Francophone and other systemically marginalized people, as well as children, youth and seniors are greatly needed.

To support your work, pragmatic and effective solutions are detailed below to help you fill any gaps.

In partnership, the Indigenous Primary Health Care Council, Alliance for Healthier Communities, the Association of Family Health Teams of Ontario, and Nurse Practitioner-Led Clinic Association have compiled a list to support you in your decision-making under these tight constraints. Where possible, links to potential vendors who are aware of your timelines for service delivery, along with individual and group pricing, are included to enable rapid allocations.

Given time and human resource constraints, your teams have likely maximized internal service delivery, as well as referrals to third-party psychotherapy services. This list of actionable solutions and vendors in this document is intended to augment and expand on your innovative local partnerships and solutions.

No specific vendors are endorsed; you may choose other vendors who have specific services or products which better fit your patients' and team's needs.

We recognize vendor gift cards are useful in directly providing social supports to individuals; if you use them, please utilize the same diligence in monitoring, tracking and accountability as you would in the delivery of any other health or medical services.

Thank you for all that you do every day. We are here to support you.

Potential services and expenditures are organized in the list as:

1. Caring for communities (population and panel outreach and education).
2. Direct services for patients and clients.
3. Infrastructure and operational supports for service delivery.
4. Training opportunities to enhance staff skills and capacity to address needs.


Categories or vendors are listed alphabetically. Those that include interventions to support Indigenous wellness are highlighted with a medicine wheel 

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Caring for communities (populations and panels):

Outreach, education, health promotion and harm reduction efforts across your team's patient panel, or geographic community to help inform and empower unattached patients as well.

Your team can use any communications agency you choose or have a preexisting relationship with.

For ease and to provide additional options to support you in efficient decision-making and feasible invoicing and initiation of work before March 31, three agencies are listed below who have prepared packages and options that can fit with your available funds and timelines.

Listed options include a client-facing document translation service, as well as two agencies that can help you with content creation/adaptation, distribution through email to your existing patient panels or amplification to help reach and support your larger geographic community and unattached patients through social media channels.

The two communications agencies will act as a bridge to allow your Primary Care Team to partner with provincial and national recognized content source organizations to help ensure the validity and alignment of evidence based messaging.

The listing below includes topics with identified tools or resources to support patients and families developed by credible agencies like the Canadian Centre for Substance Use and Addiction, Ontario Caregiver Organization, Provincial Geriatric Leadership Ontario and others to maximize efficiency and quality of content creation. Some primary care teams may also have their own topics and previously produced content, which you may decide to use these funds to amplify.

- **4C Strategy has partnered with Health Out Loud** to offer plug-and-play, population-focused solutions to support Primary Care Teams to offer valuable outreach and education to your patient roster, family and caregivers, and reach unattached people in your community.

Topics include engagement and education around Canada's changed low-risk drinking guidelines, supports for caregivers, and resources for older adults living with frailty.

Read more about the package offerings include asset creation and amplification in Appendix A, and reach out to either admin@healthoutloud.org or info@clarityhub.ca to get started. Learn about their proven strategic communications and knowledge mobilization team, using lived experience with mental health to make content relatable and relevant.

Package options: \$6,000 or \$10,000 or \$22,500 +HST

- **Agnostic** is a strategic communications company with a focus on impact and can support Primary Care Teams with a needs assessment, creation of assets, and multi-channel amplification of your message to build awareness around core topics in mental health and addictions.

Topics include caregiver burnout, alcohol consumption and cannabis use, aging safely at home, and anxiety and depression in children.

To get started, email primarycare@thinkagnostic.com and provide contact information (name, phone number, email address) to arrange a call with the Agnostic team to discuss your needs, including research, channels, language and other considerations.

Read more about Agnostic's package offerings in Appendix A, and learn about their team [here](#).

Package Base \$8500; Optional additions + \$8,650 / \$7,800 / \$4,000 +HST

- **RIOMIX** (Remote Interpretation Ontario's Multilingual Information eXchange) offers **translation of client-facing documents**.

Translated files are housed in a publicly accessible repository of multilingual health resources, so your funds will have an impact beyond your community.

Click here to [request a quote](#), and [learn more](#) about RIOMIX. Translation prices depend on source and target language(s), length and complexity of source material.

Approximate estimates for text-only translation of 10 single-pages are:

English to common languages \$875

English to languages of lesser diffusion \$1,000

English to Indigenous languages \$2,500 to \$7,500 🌐

More details about the communications agencies and their price and service packages can be found in Appendix A.

Direct services or supports for patients and clients:

Supports for patients addressing social determinants of mental health (including nutrition, housing, transportation and communication), culturally appropriate social prescribing options, as well Indigenous wellness services, and self care supports.

● **Communications supports**

Enable clients to access health and social services with phone or internet telecom cards (Rogers, Telus, Bell, etc, card obtained in-store, may be topped up remotely), Lucky Mobile @ BestBuy, Walmart online offers cards for Bell, Virgin, Telus, Chatr, and amazon.ca may have Koodo, Lucky and other options.

Guidelines of Government of Canada (CRTC) regulated price plans for low-cost and occasional-use wireless service plans can be found here (\$15-35/mo, \$100/yr).

● **Clothing and home needs**

Patients suffering with MHA conditions may struggle to afford suitable clothing and household supplies, and addressing these may improve their function and recovery. You may be able to subsidize these needs for them with cards at vendors like these, among others:

- Winners
- Canadian Tire
- SportChek

● **Exercise and rehabilitation**

- Improve patients' access to exercise or ongoing client-directed rehabilitation with subsidies or memberships at local gyms. (Eg. YMCA)
- Provide or subsidize access to equipment for exercise and rehabilitation with store card (eg. SportChek)

● **Food security**

- Some options to subsidize grocery costs and improve access to necessary and healthy foods include Grocery cards (eg. Metro/Food Basics, President's Choice, etc)

● **Indigenous wellness and culturally appropriate supports and activities** 🌈

Indigenous approaches to wellness and mental health encompass a holistic view, recognizing the interconnection of mental, emotional, physical and spiritual wellness that includes the roles of families and communities. A Two Eyed approach incorporates traditional and western healing methods.

- Land based activities (eg. hunting camps for food sovereignty, working together as a community and team)
- Cultural events and workshops (Indigenous Experiences)
- Indigenous natural medicines, herbs and ointments (Turtle Lodge Trading Post)
- Regalia making, bead work, dream-catcher and painting (Tribal Spirit Music)
- Moccasin and mitt making kits and teaching for 50 people, approximate \$9,200 (Teresa Flamand)
- Paint kits and in person or online classes (The Creative Company) Approximate \$2,500 for 50 kits + 2 hour facilitated session.
- Outreach to local Indigenous Friendship Centre, traditional teachings, stories and legends, Honorarium \$250-500/hr
- Elders as natural healers to meet with families and communities to talk through challenges.
- Healers performing ceremonies (eg. naming, shake tent, sundance, pipe, sweats, etc)
- Massage therapy
- Group wellness and talking circles
- Mobile units visiting communities
- Indian residential school supports
- Trauma informed engagement and care
- Grief and anger management therapies
- Language lessons to regain traditional Indigenous languages (First Peoples' Cultural Council, list of books and learning options for various languages by Translation Bureau, Government of Canada.

Email info@iphcc.ca for more information.

● **Medication affordability**

For patients without drug coverage, or for medications or supplies not covered by drug plans, you may elect to subsidize medication access with Pharmacy cards (eg. Shoppers Drug Mart, etc)

● **Pamphlets + patient handouts from CAMH Bookstore**

- 10 Ways to Reduce Risks to Your Health When Using Cannabis. This brochure is a plain-language adaptation of the lower-risk cannabis use guidelines. \$6.25 for a package of 25
- The Blunt Truth. This brochure is a plain-language adaptation of the lower-risk cannabis use guidelines. This brochure was co-created with youth at CAMH. \$6.25 for a package of 25
- Early Psychosis: An Information Guide. This is an example of one of our short booklets that have been developed for families, caregivers and patients. The information is written in plain language, but is more in depth than is possible to present through a brochure. \$9.95 each
- What to do when your driver's license is suspended. \$15.50 for a package of 25. This is an overview of how and why people have their driver's license suspended and how to work with the MTO to request re-instatement.
- When a family member is thinking about suicide. This brochure is part of a series of brochures that support families and caregivers when a person in their life is experiencing serious mental illness. \$15.50 for a package of 25

Click on the title links to order from CAMH Bookstore, with discounts for larger numbers of copies of pamphlets ordered (10% for 100-499 copies; 20% for 500-1000 copies).

Or click [here](#) to view the catalogue of pamphlets which you can print yourself.


● **Social activity prescribing**

As part of social support and to improve social engagement and functioning, consider providing paid passes or memberships to local cultural facilities in your community, including as appropriate those offering programming for Indigenous, Black, or Francophone peoples. Among others, consider options such as:

- Art Gallery of Ontario
- Royal Ontario Museum
- Museum of Civilization

● **Translation services for health appointments**

Support your patients with remote interpretation in various health and social care settings.

- **RIOMIX** (Remote Interpretation Ontario's Multilingual Information eXchange) are available 24/7. Click [here](#) to learn more. To arrange contracts for translation services, call 416-324-2731 or email languages@accessalliance.ca
- **Voyce** interpreters can often join a call within 20 seconds, offering interpretation of most languages, including many Indigenous languages.  Click [here](#) to learn more, emailinfo@voyceglobal.com or call +1 (855) 568-6509

● **Transportation to health care appointments (locally and in other cities)**

- Enable patients to travel to health visits or social support programs with Gas Cards ([Esso](#), [ChevronTexaco](#), [Shell](#), others sold in-store), Public transport ([Presto](#), other local system tickets/tokens), Taxi chits for rural systems without transit systems, or [Via rail](#) cards for travel to necessary care not available locally.

Infrastructure supports for delivery of client services:

Technology, environmental safety, location, equipment and materials required to enable better mental health service delivery for patients and clients.

● Air quality and safety in your programming spaces.

Reducing indoor airborne viral load improves safety for both clients and providers, making spaces and MHA health services more accessible for those with underlying health conditions. Consider options like:

- Contracting an HVAC expert to inspect and assess your system in order to make informed choices about purchases and improvements.
- Purchasing high quality portable HEPA air filters:
 - [Small Air Purifier Buying Guide](#) (Clean Air Crew)
 - [Air filter recommendation tool](#) (Clean Air Stars)

Email pearl.buhariwala@unityhealth.to for a free consultation with University of Toronto and Waterloo indoor air quality experts about reducing COVID-19 and other airborne illnesses.

Read about [Five Great Things you Can Do Now](#) and a [Clean air checklist for community spaces](#) (MAP Centre for Urban Health Solutions)

● Arts and music based therapy equipment and materials

- [Musical instruments](#),
- [Indigenous Hand Drums](#) and [Drum Kits](#) 🎨
- Sheet music (eg. [Long&McQuade](#), [TheMusicStand](#), [CanadianMusicCentre](#), etc)
- Art supplies (eg. [The Creative Company](#) 🎨, [Staples](#), [Curry's](#), [Michael's](#), etc.)

● Exercise and rehabilitation programming

Expand your exercise and rehabilitation program capacity by

- Renting local spaces for in-person programming (eg. Multipurpose spaces at local Community Centres), estimated \$10,000+ annual
- Enable transportation to programming for Peer leaders or Staff with Gas Cards ([Esso](#), [ChevronTexaco](#), [Shell](#), others sold in-store), Public transport ([Presto](#), other local system tickets/tokens), Taxi chits for rural systems without transit systems.
- Purchase equipment for exercise and rehabilitation activities (eg. [SportChek](#), [FitnessDepot](#), etc)
- Fitness training of volunteers and Peer leaders (eg. [YMCA](#))

- **Supplies and consumables for MHA administration and service delivery**
 - Staples or other vendor for printer toner and stationary for administration and delivery of MHA programming.
 - Masks for clients or staff, for safer in-person MHA care

- **Technology infrastructure and services**
 - Contract for improved website design, website hosting fees to improve the quality and accessibility of your team's online health education and outreach platform.
 - Subscriptions for enhanced online appointment booking services.
 - Licenses or subscriptions for online video-conferencing platforms like Zoom, MS-Teams, etc to support virtual administrative planning (consider PHIPA requirements before using these for delivery of patient services).
 - Laptops for new MHA staff or off-site programming.
 - Wireless data access to support staff providing mobile programming, using telecom cards (Rogers, Telus, Bell, etc, card obtained in-store, may be topped up remotely), Lucky Mobile @ BestBuy, Walmart online offers cards for Bell, Virgin, Telus, Chatr, and amazon.ca may have Koodo, Lucky and other options.

Training for primary care team providers:


Self-paced, as well as live online training or workshops to strengthen your team's knowledge, skills and capacity to provide care for children, adults and seniors culturally safe and appropriate, trauma informed, using evidence based and effective treatment modalities. Additional training manuals are included at the end of the list.

This list of education partners can help you contract for training of individuals or groups of various sizes, with invoicing and first session before March 31 to help you align with funding requirements. Many courses are accredited for continuing professional development credits.

More details on some courses can be found in Appendix B.

CAMH (Centre for Addiction and Mental Health)

Courses designed for primary care providers offered online and asynchronously, with first orientation sessions offered on March 22 or 23 for funding eligibility.

- Basic Pharmacology in Mental Health and Substance Use \$425
- Buprenorphine Treatment for Opioid Use Disorder \$425
- Concurrent Disorders in Primary Care \$425
- Fundamentals of Addiction \$425
- Fundamentals of Mental Health \$425
- Managing Alcohol Problems
- Opioid Use Disorder Treatment \$475
- TEACH Core Course: An Interprofessional Comprehensive Course on Treating Tobacco Use Disorder \$475
- TEACH: E-Cigarettes and Vaping: Approaches to Address Use with Adults and Youth \$400
- TEACH: Tobacco Interventions for Clients with Mental Illness and/or Substance Use Disorders \$400
- TEACH: Tobacco Interventions for First Nations, Inuit, and Metis Populations \$400 
- TEACH: Integrated Chronic Disease Management and Prevention \$400

Contact asha.maharaj@camh.ca, and see appendix B for more course details and links to first session options.

Centre for Anti-Oppressive Communication

- Anti-Oppressive Practice Clinical Supervision (Group 90min) \$3,250
- Anti-Oppressive Practice Clinical Supervision (Individual 50min) \$250
- Meeting facilitation \$2,850-3,250
- Anti-Oppressive Leadership Coaching (Group 60min) \$1,850
- Anti-Oppressive Leadership Coaching (Individual 50min) \$280

Click [here](#) to learn more, and read more in Appendix B.

● **Centre for Mindfulness Studies**

Online group learning on application of mindfulness in healthcare, social services, education, and the community, including MBCT and MBSR, as well as integration with CBT. Workshops move been didactic and experiential learning to support health workers in recognizing and managing their own experiences of providing care.

- Mindfulness Core Concepts (9 hrs)
groups: 10 learners \$5,500; 11-15 learners \$8,000; 16-20 learners \$9,500
- CBT Meets Mindfulness (6 hrs)
groups: 10 learners \$4,500; 11-15 learners \$7,000; 16-20 learners \$9,000

First orientation session the week of March 27.

Email pdgroups@mindfulnessstudies.com to register, & read more in Appendix B.

● **Community Resilience Initiative (🇺🇸 US based)**

- Trauma Informed Care Certification (Webinar March 16+17) \$175 USD
- Trauma-informed and Trauma-supportive care (Self-paced online) \$130 USD
- Click [here](#) to learn more

● **George hull Centre for Children and Families
Institute of Childhood Trauma and Attachment**

Trauma informed primary care: exploring the neurobiology of trauma, types of trauma, effects of trauma on wider health outcomes, and strategies to work with traumatized individuals in clinical settings. Participants will have an opportunity to practice learned skills with peers in small groups. (Online, 1.5h/week x 6weeks)

\$400 per learner; 10% discount for groups of 10-20 learners; 15% discount for larger groups.

Email lgracia@georgehull.on.ca for registration and more information.

● **HOPE : Healthy Outcomes from Positive Experiences (🇺🇸 US based)**

Community resilience, and learning about adverse as well as protective childhood events.

- HOPE Summit (March 29+30) \$200 USD click here to register
- Spreading Hope Learning Course (self-paced online) \$25-100 USD

● **IPHCC : Indigenous Primary Health Care Council**

Indigenous Cultural Safety Training (online self directed portal) 🇨🇦

The Anishinaabe Mino’Ayaawin is an approach that integrates cultural awareness, sensitivity, competency, humility, and safety to support equitable care for First Nations, Inuit and Métis people.

Individual or group of 1-149 learners \$175 per learner;

Groups of 150-499 learners \$130 per learner;

Groups of 500+ learners \$110 per learner.

Email ics@iphcc.ca or click [here](#) to learn more.

● **MHCC : Mental Health Commission of Canada**

Mental Health First Aid available in Virtual and Hybrid versions (range 10-20hrs, group size 8-25 learners), tailored courses for:

- Standard / general populations
- Veteran Community
- Supporting Youth
- Supporting Older Adults
- First Nations 🇨🇦
- Inuit 🇮🇶
- Northern Peoples
- Seniors

Approximate \$8,000 for group size upto 15 learners.

Click [here](#) to learn more.

● **MSC North : Mindful Self Compassion North**

This evidence-based, online interprofessional mental wellness course is tailored for Ontario frontline clinicians to help their patients, and themselves, be more self-compassionate, with associated decreases in stress, depression and anxiety. (7 sessions)

Individual \$500 +HST, or group: 10 learners \$4,900; 20 learners \$8,700 +HST

Email admin@mscnorth.com to register, and read more in Appendix B.

● **PGLO : Provincial Geriatric Leadership Ontario**

Provincial Senior's Mental Health Learning Collaborative provides a comprehensive and integrated approach to holistic health and social care focused on seniors' mental health in primary care.

Addresses priorities in senior's mental health, foundational concepts in senior's mental health (Tier 1), and core seniors' mental health concepts for interprofessional teams (Tier 2).

Annual membership for the Learning Collaborative: \$330 individual or group: 5 learners \$1,639; 10 learners \$3,269; 20 learners \$5,477

Orientation sessions on March 24 or March 27 Register [here](#)
Email info@rpgo.ca with questions, and read more in Appendix B.

● **Sick Kids Centre for Community Health Learning Institute**

- [Trauma-Informed CBT Training](#) (March 27 & 28) \$500
 - [Exposure-based approaches for child anxiety disorders](#) (March 30) \$250
 - [ADHD in children and adolescents](#) (March 31) \$275
 - [Excellence in Mental Health Leadership](#) (March 23, 28, 30, April 4) \$750
- 20% group discount for 4+ learners.
Registration links can be found [here](#).

● **Teresa Marsh**

Indigenous Healing and Seeking Safety (IHSS) Training (5day workshop) 🌈
For health professional working in addictions, to learn about trauma informed therapy, clearing intergenerational trauma, addiction, IHSS model, group psychotherapy and sharing circles.
Click [here](#) to learn more.



Training manual and reference books @ CAMH Bookstore

- Psychiatry in Primary Care: A Concise Canadian Pocket Guide (2nd edition). Edited by David Goldbloom and Jon Davine. This book is designed to be a quick reference text for primary care clinicians and features leading experts from across Canada. \$49.95
- Responding to Older Adults with Mental Health and Addiction Problems: A Guide for Supervisors, Clinical and Support Staff. Edited by Jonathan Bertram, Tarek K. Rajji and Marilyn White-Campbell. \$49.95
- Disease Interrupted: A Clinical Guide to Tobacco Reduction and Cessation. Edited by Charl Els, Diane Kunyk and Peter Selby. \$99.95
- Opioid Agonist Therapy: A Synthesis of Canadian Guidelines for Treating Opioid Use Disorder. This publication came about through the CPSO and that organization's desire to create a single set of pan-Canadian OUD guidelines. \$18.95
- Opioid Agonist Therapy: A Prescriber's Guide to Treatment. Edited by Peter Selby, Launette Rieb, Vincent Lam, Maria Zhang and Jonathan Bertram. \$69.95
- Opioid Agonist Maintenance Treatment: A Pharmacist's Guide to Methadone and Buprenorphine for Opioid Use Disorders. Pearl Isaac, Eva Janecek, Anne Kalvik and Maria Zhang. \$69.95
- Becoming Trauma Informed, Edited by Nancy Poole and Lorraine Greaves. \$39.95

Click on the title links to order from CAMH Bookstore

10% discount for bulk order of 6-20 copies of a book

15% discount for bulk order of 21-49 copies of a book

Appendix A:

Details about communication agencies and services

MENTAL HEALTH OUTREACH PLUG & PLAY CONTENT

*Demands on primary healthcare teams are at an all time high.
Let us be your partner for population education mandates.*

We'll currate credible content and prepare it for your e-newsletters, social media channels, and website.

4C Strategy and **Health Out Loud** have partnered to offer patient and caregiver-focused information, including links to resources and supports. Topics include:

- Supports for Caregivers
- Low-Risk Drinking Guidelines
- Resources for Older Adults living with frailty

Content partners include the Ontario Caregiver Organizations, Canadian Centre on Substance Abuse, and Geriatric Health Systems Research Group.



OPTION 1

\$6000 + HST

Toolkit includes the following for 1 topic:

- 1 informational page for your website
- 3 e-newsletters

A PDF mock-up and HTML will be provided, so you have everything you need to go live!

This also includes project management and strategy, such as a:

- 30 minute initial assessment
- Up to 3 project status meetings
- Up to 1 hour of troubleshooting and technical assistance during implementation

OPTION 2

\$10,000 + HST

Toolkit includes the following for 1 topic:

- 1 informational page for your website
- 4-5 e-newsletters
- 8-10 social media posts for Twitter and Facebook

A PDF mock-up and HTML will be provided, so you have everything you need to go live!

This also includes project management and strategy, such as a:

- 60 minute initial assessment
- Up to 5 status meetings
- Up to 2-3 hours of troubleshooting and technical assistance during implementation
- 1 round of edits to tailor writing
- 1 round of design edits

PREMIUM PACKAGE

\$22,500 + HST

We are also happy to work more closely with you, as content partners.

This can include:

- Tailoring content to specific patient populations
- Content on multiple topics
- Custom pages and content for your website
- Custom e-newsletter content
- Design and production services to integrate your branding and style
- Social media content & visuals
 - Twitter, LinkedIn, Instagram and Facebook
- Social media strategy & paid placement
 - To reach patient, caregivers, and unattached populations

This also includes

- Project management and strategy
- In-depth assessment
- Up to 7 project status meetings
- 1 strategy meeting, i.e. social media targeting
- Up to 5 service hours to support implementation

Why 4C Strategy and Health Out Loud?

- a proven strategic communications and knowledge mobilization team
- we use our lived experience with mental health to make content relatable
- we take into account your team's capabilities and work with your set-up

Let us be your outreach partner; we want to share mental health resources and motivate patient, as well as caregiver autonomy.

Primary care is a trusted source - by sharing credible, population-focused mental health information and resources you can reach beyond the walls of Primary Care.

Our content is especially valuable for your patient roster and family caregivers. For unattached populations, this can make all the difference too!

Email admin@healthoutloud.org or info@clarityhub.ca for more information.

Costing for content for additional platforms, customization, or content development on additional topics is available upon request.

Additional written material editing is available at a rate of \$75/hour. Additional design editing is available at a rate of \$100/hour

Primary Care Teams – Mental Health & Addictions:

Panel and Population Level Health Promotion and Outreach



As a strategic communications agency, Agnostic is a team of industry experts with years of experience in communications. We have an unmatched drive for uncovering better insights, stronger creative and delivering business strategy with impact. We dare ourselves and our clients to seek out better thinking. It's the only way to reach uncharted territory for your organization to achieve more.

PROJECT SUMMARY

Provide communications support to enable Family Health Teams, Community Health Centres, Nurse Practitioner-Led Clinics and Indigenous Primary Health Centre Organizations in their role as providers of primary care services and experts in health across Ontario. Agnostic will support teams through the identification of needs and the creation of health promotion assets to build awareness of core topics in mental health and addictions. Materials will be based on best practices and recommendations from credible research and advocacy organizations.

Agnostic will act as a partner to link third party experts with primary care organizations to maximize efficiency in content creation and information sharing. Materials may be co-branded with local primary care logo and research organization (E.g. [Ontario Caregiver Organization](#)).

Topics include; caregiver burnout, alcohol consumption and cannabis use, aging safely at home, & anxiety and depression in children.

Depending on need, project may use client/patient panel email lists. Materials will be in market on digital channels for four weeks, with a targeted digital amplification plan, focused within the geography of your team.

FIRST STEPS

Email Primarycare@thinkagnostic.com and provide contact information (name, phone number, email address) to arrange a call with the Agnostic team to discuss your needs, including research, channels, language and other considerations.

Package	Assets	Amplification	Budget
Starter option before March 31st (Must opt in for Starter before add ons)	<ul style="list-style-type: none">- Exploratory needs assessment research with Primary Care Team- Report on core audience and mental health messaging needs including strategy		\$8,500
Add on:	<ul style="list-style-type: none">- Static posts for digital channels (<i>Instagram, Facebook, Twitter, or LinkedIn</i>)- Four (4) posts on one topic- Regionalized with logos- One (1) round of review	<ul style="list-style-type: none">- Geographic targeting based on postal code and paid boosting for 4 weeks- Metrics report within two weeks of wrap	+\$8,650 (includes fees and initial paid budget)
Add on:	<ul style="list-style-type: none">- Short animated post- One (1) post per topic- Regionalized with logos- One (1) round of review	<ul style="list-style-type: none">- Geographic targeting and paid boosting- Metrics report within two weeks of wrap	+\$7,800 (includes fees and initial paid budget)
Add on:	<ul style="list-style-type: none">- One (1) longer form written content (350 - 450 words) for local blog post, newsletter or social channel- Could include interviews with local experts- Two (2) rounds of reviews	-	+\$4,000

Appendix B:

Additional details about educational vendors and courses

Primary Care

CAMH Mental Health and Addiction Training Opportunities

CAMH is committed to continuous improvement and high-quality education based on evidence, evaluation and research. We have a diverse offering of courses and events that are designed using best practices in adult learning and education. Our approach to education includes a strong commitment to principles of health equity and inclusion (HEI) and interprofessional education.

Our courses are accredited for family physicians and psychiatrists by the Office of Continuing Education and Professional Development in the Faculty of Medicine at the University of Toronto.

For maximum accessibility, our courses are offered online, asynchronously, so they can be taken anywhere and according to individual schedules.

Our teams across CAMH trained 34,379 CPD professional in the last fiscal year.

We are pleased to work with primary care organizations in Ontario to provide these selected courses to staff to meet funding timelines and objectives. Courses range in prices from \$400 to \$475

- Basic Pharmacology in Mental Health and Substance Use
- Buprenorphine Treatment for Opioid Use Disorder
- Concurrent Disorders in Primary Care
- Fundamentals of Addiction
- Fundamentals of Mental Health
- Managing Alcohol Problem
- Opioid Use Disorder Treatment
- TEACH Core Course: An Interprofessional Comprehensive Course on Treating Tobacco Use Disorder
- TEACH: E-Cigarettes and Vaping: Approaches to Address Use with Adults and Youth
- TEACH: Tobacco Interventions for Clients with Mental Illness and/or Substance Use Disorders
- TEACH: Tobacco Interventions for First Nations, Inuit, and Metis Populations
- TEACH: Integrated Chronic Disease Management and

Additional Information on the courses can be found in Appendix A:

CAMH will work with primary care teams to create a template contract that would allow each team to choose the courses and number of spots they want to reserve.

The contracts should be filled in and returned to CAMH by March 20th to ensure enough time to create invoices dated before March 31, 2023.

Each primary care team should appoint a key contact person or coordinator from their team who will communicate with staff around registration process and monitor registrations to contract amounts and answer questions from their teams that may arise around the agreement.

CAMH will provide the primary care team a website link that their staff can use to register to the selected courses. The webpage that will show the available courses, dates, expectations for completion and registration links for the courses.

CAMH will host education sessions in the last two weeks of March to provide information on course content, contract and registration processes and answer questions from administration and staff.

Any questions can be directed to Asha Maharaj (asha.maharaj@camh.ca).

Appendix A: Course Details

Basic Pharmacology in Mental Health and Substance Use (\$425)

This six-week course focuses on the basic pharmacology of mental health problems and substance use disorders. It is for frontline workers, care providers, case managers and clinicians working in mental health and substance use programs. Topic areas covered include pharmacokinetics, pharmacodynamics, how neurotransmitters work, and the effects of psychiatric medications and substance use on the brain. Requirements of the course:

Fundamentals of Addiction (\$425)

This course covers key concepts and frameworks in the field of addictions and addiction services. It is intended to familiarize course participants to these concepts at an introductory level. The goal is to balance an emphasis on substance-related and behavioural addictions and to discuss the commonalities between the two. As such, different types of drugs and other substances, their effects, and the different approaches to treatment are presented briefly throughout the course. While this course presents an overview to the topic of addiction, specifically substance use and gambling issues, it also makes reference to mental health issues and to concurrent disorders.

Fundamentals of Mental Health (\$425)

One in five Canadians experiences a mental health problem in a given year. This five-module, self-directed online course explores basic concepts of mental health and mental illness. We look at the prevalence of mental health problems in Canada, the risk and protective factors that influence mental health, and the links between mental health and the social determinants of health. We explore the importance of creating a safe space for clients and developing a positive therapeutic relationship. We also describe the various treatments for mental health challenges-including psychoeducation, lifestyle changes, medications and psychotherapy-and explore additional strategies to support clients and their families.

Buprenorphine Treatment for Opioid Use Disorder (\$425)

This course aims to present a framework for providing maintenance treatment for opioid use disorder with buprenorphine, including its use in a primary care setting. The course walks the learner through the key elements of selecting, preparing, initiating and maintaining a patient with opioid use disorder on buprenorphine treatment. A blend of narrative text, video role-plays, short answer and multiple choice questions frame the course. Excerpts and recommendations are embedded from the CAMH publication, *Buprenorphine/Naloxone for Opioid Dependence: Clinical Practice Guideline*.

Concurrent Disorders in Primary Care (\$425)

This course is a part of the Opioid Dependence Treatment Certificate Program. This online course introduces the fundamental concepts of concurrent disorders, with a focus on best practices and research in the field. It is designed to provide physicians, pharmacists, nurses and counsellors/case managers with the necessary information, skills and tools required to identify, screen and support clients with co-occurring substance use and mental illness. The course consists of six self-directed online modules, which are open for six weeks.

Opioid Use Dependence Treatment (\$475)

This course will prepare learners to effectively and safely manage the treatment of clients receiving methadone or buprenorphine for opioid use disorder. The course will also promote interprofessional collaboration among the health care team involved in the delivery of opioid dependence treatment

TEACH Core Course: An Interprofessional Comprehensive Course on Treating Tobacco Use Disorder (\$475)

This faculty-led, 5-week course will help learners to screen, assess, and treat people with tobacco dependence using evidence-based pharmacotherapies and psychosocial interventions. Tools and techniques for enhancing motivation and facilitating cessation groups are also covered. In Module 3 of the course, participants will have the opportunity to work through a case study with fellow learners as a group assignment.

TEACH: E-Cigarettes and Vaping: Approaches to Address Use with Adults and Youth (\$400)

This faculty-led, 5-week course is designed to provide learners with the opportunity to increase their knowledge about e-cigarette use to help guide clinical decision-making. Learners will be able to screen and assess for e-cigarette use and use disorder, and design treatment plans using a client-centered and biopsychosocial approach. Learners will also acquire the skills, knowledge, and abilities to provide tailored interventions. Unique considerations for working with youth, dual users, and those interested in e-cigarettes as a tobacco cessation aid will also be explored.

TEACH: Tobacco Interventions for Clients with Mental Illness and/or Substance Use Disorders (\$400)

This faculty-led, 5-week specialized course is designed to provide learners with the knowledge, skills, and abilities to provide a client-centered, biopsychosocial approach to screen, engage, and treat clients with a mental illness and/or substance use disorder for tobacco use. Learners will be able to apply these skills and approach to tobacco users to detect common mental illnesses and other substance use disorders, and refer as appropriate.

TEACH: Tobacco Interventions for First Nations, Inuit, and Metis Populations (\$400)

This faculty-led, 5-week course will allow the learner to develop the knowledge, skills, and abilities to provide a holistic, patient-centered, biopsychosocial approach to screen, engage, and treat commercial tobacco use among First Nations, Inuit, and Metis populations. The learner will be able to apply these skills, develop a client-driven, holistic treatment plan within a social determinants of health framework, and refer as necessary.

TEACH: Integrated Chronic Disease Management and Prevention (\$400)

This faculty-led, 5-week course examines major modifiable risk factors (alcohol, stress, sleep, nutrition, physical activity) for chronic disease management, and the contribution of these risk factors to major non-communicable chronic diseases. This course also highlights best practices to address these modifiable risk factors during tobacco dependence treatment.

ANTI-OPPRESSIVE COMMUNICATION TRAINING AND SUPERVISION

TENNIEL BROWN, B.A., M.S.W., R.S.W.



For 17 years Tenniel Brown (facilitator, speaker, clinical supervisor, leadership coach and therapist) has been working collaboratively with diverse clients to apply holistic tools to transform the impact of mental health and substance use concerns on their lives. Tenniel is a passionate anti-oppression and inclusion speaker; dedicated to improving the experiences of marginalized people in all institutional settings. She is founder and co-owner of the Centre for Anti-Oppressive Communication which specializes in providing anti-oppressive/trauma informed speaking, facilitating, mediation, clinical supervision, and organizational consultation as well as customized workshops, trainings, and team retreats. Contact Tenniel for a complimentary consultation at centreforaopcommunication@gmail.com

Below is a list of services;

- Anti-Oppressive Communication Training and Certification
- Anti-Oppressive Leadership Coaching (Individual and Group)
- Anti-Oppressive Clinical Supervision (Individual and Group)
- Inclusive Meeting Facilitation
- Strategic Planning for Equity and Inclusion Committees and Boards

Additional Services

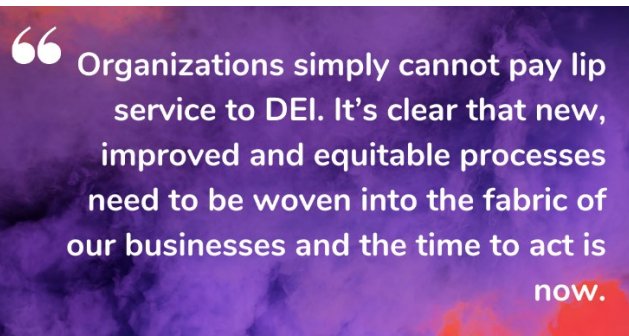
- Consultation on anti-oppressive and inclusive processes for departments, meetings, and events
- Mediation and Conflict Resolution
- Keynote Speaking and Panel Moderation
- Anti-Racism Training
- Inclusive Leadership Training

*Contact us for pricing

RATES (plus provincial sales tax)

- Group Clinical Supervision | 90MIN | \$3250
- Individual Clinical Supervision | 50MIN | \$250
- Meeting Facilitation | 90MIN | \$3250
- Meeting Facilitation | 60MIN | \$2850
- Individual Leadership Coaching | 50MIN | \$280
- Group Leadership Coaching | 60MIN | \$1850

Feel free to share this information with anyone in your networks who is seeking engaging and innovative support in applying anti-oppression.



Professional Trainings for Healthcare Providers

Option 1 - Mindfulness Core Concepts*

Learn about the applications of mindfulness and mindfulness-based programs (MBPs) in contemporary society. Timing: 9 hours of in class training

This training is for professionals to learn about the use of mindfulness in healthcare, social services, education, and the community. It emphasizes the two core MBPs – Mindfulness-Based Cognitive Therapy (MBCT) and Mindfulness-Based Stress Reduction (MBSR). This workshop moves between didactic and experiential practices to cover the historical, theoretical, and scientific underpinnings of mindfulness.

Group Pricing:

- | | |
|--|---------|
| 1. Groups of up to 10 participants | \$5,500 |
| 2. Groups of between 11 to 15 participants | \$8,000 |
| 3. Groups of between 16 to 20 participants | \$9,500 |

Option 2 - CBT Meets Mindfulness*

A practical introduction to the current landscape of cognitive therapies. Timing: 6 hours of in class training

Cognitive Behavioural Therapy (CBT) is the most widely used and empirically supported psychotherapy for many mental illnesses, including depression and anxiety, and has also been shown to prevent relapse. However, CBT is not monolithic or frozen in time and continues to grow and evolve, with mindfulness increasingly becoming a core component of the more recent “third wave” cognitive therapies.

Groups of up to 10 participants	\$4,500
Groups of between 11 to 15 participants	\$7,000
Groups of between 16 to 20 participants	\$9,000

If you would like to book, please do so before March 20, 2023 by emailing your preferred training(s) and option(s) to pdgroups@mindfulnessstudies.com. An invoice will be issued and payment will be due upon receipt and before March 30th. The orientation first session for each Professional Development Program will be 30 mins during the week of March 27th.

- ***Programs will be delivered virtually and are eligible for Continuing Education Credits (CEC) Check [here](#).***

Self-Compassion Education for Improved Patient Mental Health Outcomes

Our Course Offering:

This evidence-based, seven session, interprofessional, mental wellness course is custom tailored for Ontario frontline clinicians to help their patients, and themselves, be more self-compassionate, with associated decreases in stress, depression and anxiety. Participants will practise fourteen, in the moment, brief exercises proven to reduce stress, and use tools to guide their patients towards better self-care and wellness. Clinicians will employ validated scales to track both their personal and patients' improved health outcomes.

The Details:

The pandemic has been very difficult for patients, healthcare providers, and administrators alike, with significant increases in rates of burnout, depression, and anxiety (CMA, 2021)

This evidence based Mindful Self-Compassion (MSC) course is predicated on 20 years of extensive research demonstrating mindfulness and self-compassion practices reduce perfectionism, depression, and anxiety (Ferrari, Yap, Scott, Einstein, & Ciarrochi, 2018; Frostadottir & Dorjee, 2019).

In 2020, The Centre for Mindful Self-Compassion adapted their 8-week, 24-hour MSC course into a condensed 6-hour format, the Self Compassion for Health Care Communities (SCHC). Designed for busy interprofessional healthcare audiences participation in the course is associated with significant increases in self-compassion and wellbeing, alongside decreases in secondary traumatic stress and burnout (Neff et al., 2020).

Your instructors, Dr. Bryan MacLeod and Monique Mercier of [MSC North](#), have replicated Neff's findings in Canada, teaching SCHC over 20 times since 2020, to more than 200 clinicians across Ontario; demonstrating significant improvements in self-compassion and decreases in depression, stress and anxiety in both undergraduate, and faculty participants.

<https://www.youtube.com/watch?v=O9M-TeRn-Jk>

MSC North instructors are customizing this curriculum for you and your patients: by Ontario clinicians for Ontarians.

Participation in our seven, 75-minute, highly interactive and engaging, educational sessions, will provide frontline healthcare workers with a first hand understanding of 14 quick, in-the-moment, MSC tools to share with patients to reduce stress and anxiety. Participants will be equipped with multi-media clinical education tools to convey brief MSC principles and practices, leading their patients to access established, free online resources to further their mental health and wellness.

Course times will sensitive to your clinical realities, available mornings, work-days and evenings.

Curriculum

Session 1: What is Self-Compassion?

Topic: How to approach the course

Exercise: How Do I Treat a Friend?

Topic: What is Self-Compassion?

Topic: Misgivings and Research about Self-Compassion

Patient Application + Resources):

- *How to introduce the concept of MSC to patients*
- *Refer to How Do I Treat a Friend Practice (link to videos)*

Session 2: Practicing Self-Compassion

Topic: The Physiology of Self-Compassion

Informal Practice: Supportive Touch

Informal Practice: Self-Compassion Break

Topic: Backdraft

Topic: Mindfulness

Informal Practice: Moments of Mindfulness

Patient Application & Resources

- *Practicing sharing the STOP practice and*
- *Soles of the Feet [Guided Audio](#) (Neff)*
- *Supportive touch [PDF](#)*
- *Self-Compassion Break [PDF](#) (Germer) and [Guided Audio](#) (Neff)*

Session 3: Discovering your Compassionate Voice

Topic: Self-Criticism and Safety

Exercise: Motivating Ourselves with Compassion

Patient Application & Resources:

- *Reflection on how our patients may be motivating themselves with criticism vs. compassion +*
- *Compassionate Letter to Myself Instructions PDF ([here](#))*

Session 4: Self-Compassion and Resilience

Topic: Strategies for working with difficult emotions

Informal Practice: Soften-Soothe-Allow

Patient Application & Resources

- Infographic on labelling emotions and finding them in the body
- Labelling Emotions [Guided Audio](#) (Germer) [Guided Audio](#) (Neff)
- Finding Emotions in the Body [Guided Audio](#) (Germer)
- Soften Soothe Allow [Guided Audio](#)

Session 5: Self-Compassion and Burnout

Topic: Caregiving Fatigue (20 min.)

Informal Practice: Compassion with Equanimity (25 min.)

Patient Application & Resources:

- *Practicing/sharing the Equanimity phrases with client*
- PDF of Equanimity phrases or Infographic;
- Compassion with Equanimity Practice (Compassion for Caregivers) [Guided Video](#) (Neff)

Session 6: Making it Count

Topic: Core Values

Exercise: Setting an Intention

Exercise: What Would I Like to Remember?

Patient Application & Resources:

- *Setting an intention with clients*

Session 7: Knowledge Transfer to Patients & Multimedia Tools

- Provision of key MSC Principle infographic teaching tools.

- Breakout room practice sessions - clinicians practicing offering these tools to their peers in mock scenarios.

Continuing Professional Development Accreditation & licensure opportunities:

As well as being CPD accredited (MainPro CERT+ and Royal College), our recent MD Courses have been used by hospital leadership to engage the [CPSO QI Partnership](#) program for 5 year license renewal.

We would be pleased to work with MDs and participants from other colleges to explore CPD and licensure opportunities. Please contact bryan@mscnorth.com to discuss possible collaborations.

Course Cost:

\$500/person/course +HST

Group Rates:

- 10 people at \$4900 + HST
- 20 people at \$8700 + HST
- Additional participants at individual rates.
- All prices subject to HST
- Groups can be booked together or group members can select individually, either from multiple courses set at times convenient to our busy clinics

Class size is best at 50 or less, w two instructors. Larger classes for larger groups can be booked by contacting admin@mscnorth.com as they require additional co-facilitator support.

Provincial Seniors’ Mental Health Learning Collaborative

Provincial Geriatrics Leadership Ontario (PGLO), and its network partners, are pleased to support the development of a new learning collaborative focused on senior’s mental health in primary care.

Drawing on comprehensive and integrated approaches to health and social care, the **Provincial Seniors’ Mental Health Learning Collaborative** will support the ability of health and social care providers to **recognize** conditions unique to the older adult and **respond** by integrating geriatric clinical evidence and the primary care context, along with senior friendly principles and individual goals and roles. The **Provincial Seniors’ Mental Health Learning Collaborative** supports a holistic approach to the care of older adults and their care partners through learning activities and community building that integrates the complex physical, cognitive, social and mental health concerns frequently experienced among older adults. The **Provincial Seniors’ Mental Health Learning Collaborative** is a program of PGLO’s Provincial Common Orientation.

The **Provincial Seniors’ Mental Health Learning Collaborative** is appropriate for a variety of clinician audiences. The Collaborative will commence with a co-design session with interested participants to confirm the topical outlines and format for a progressive, or tiered approach to learning and collaboration. It is envisioned that participants new to seniors’ mental health will build initial knowledge through foundational concepts appropriate for interprofessional teams (**Tier A**). Participants will then expand on foundational knowledge and develop additional skill by engaging in enhanced learning activities (**Tier B**).

Learning activities may include*:

- Didactic presentation and facilitated discussion of key themes in Seniors Mental Health
- Generative case-based discussion
- Open forum for discussion and questions
- Guided self-study, including linkages to relevant content and resources delivered by partners (e.g. GeriMedRisk)
- Linkage to the Seniors’ Mental Health community for ongoing mentorship and collaboration

Topical Outline

Duration	Session Objectives
March 2023 March 24, 2023 – 8:00	Learning Collaborative Co-Design <ul style="list-style-type: none"> • Identify priorities in Seniors’ Mental Health at a local, regional and provincial levels

am to 9:00 am OR March 27, 2023 – 12:00 to 1:00 pm	<ul style="list-style-type: none"> • Begin to set personal knowledge goals relevant to the care and support of older adults living with complex health and social care conditions • Identify learning outcomes, learning tasks and self-study opportunities to inform the development of the Provincial Seniors' Mental Health Learning Collaborative
420 minutes (7 sessions)	Tier A: Foundational Concepts in Seniors' Mental Health: Proposed topics to be explored* <ul style="list-style-type: none"> • Culture and aging • Poverty, racism and social exclusion in aging • Dementia and delirium • Management of responsive behaviours • Mood, depression and anxiety disorders • Special challenges in supporting the older adult who lives alone: social isolation and loneliness • Health care providers and stress • Caregiver supports
420 minutes (7 sessions)	Tier B: Core Seniors Mental Health Concepts for Interprofessional Teams: Proposed topics* <ul style="list-style-type: none"> • Practical approach to major neurocognitive disorders in primary care • Major mental illness and aging • Drug interactions and deprescribing • Bone health, falls and psychotropics • Substance related and addictive disorders • Trauma and stress related disorders • Grief
240 minutes (4 times per year)	Open Discussion Forum – participant driven topics and case discussions with primary care and geriatric specialists (geriatric psychiatry, geriatricians)

Program Cost

Annual membership in the **Provincial Seniors' Mental Health Learning Collaborative** is \$330 (includes HST).

Group pricing is also available to Family Health Teams, Community Health Centres and Ontario Health Teams

Groups of 5: \$1,639.00/group per year

Groups of 10: \$3,269.00/group per year

Groups of 20: \$5,477.00/group per year

Membership includes:

- One year access to the Regional Geriatric Program Central's Geriatric Foundations eLearning – asynchronous learning
- Access to all synchronous facilitated sessions (Tier A & Tier B) (minimum one session per month) and open discussion forums
- Access to a shared collaborative platform

Registration

To register for the Provincial Seniors Mental Health Learning Collaborative, please visit our registration link: <https://forms.office.com/r/infzgr9Ubi>

About the Facilitation Team

The facilitation team includes primary care physicians, geriatric specialists (geriatric psychiatrists, geriatricians etc.) and expert members of the interprofessional team.

PGLO is continuing to build the facilitation team and is inviting expressions of interest among members of the Seniors' Mental Health and Specialized Geriatric Services community to join the facilitator team for the Provincial Seniors' Mental Health Learning Collaborative. If you are a regulated health professional with strong presentation skills, and at least three years of experience working in a Seniors Mental Health capacity, we invite you to consider sharing your knowledge and experience.

For more information, please contact the team at [Provincial Geriatrics Leadership Ontario](#):

Contact: info@rgpo.ca

Project Team

Provincial Geriatrics Leadership Ontario (corresponding team member)

GeriMedRisk

North Simcoe Muskoka Specialized Geriatric Services

Regional Geriatric Program Central