



Canadian Mental
Health Association
Ontario

BounceBack from CMHA Ontario: LGBTQ+ groups Digital package for social media

PURPOSE:

This package provides digital resources to help BounceBack community partners promote the program to the LGBTQ+ (lesbian, gay, bisexual, transgender, queer) community. The BounceBack program is meant to be accessible to all groups, including marginalized populations. We want to ensure that members of the LGBTQ+ community feel welcomed and safe using the program. We will do this by using a variation of the rainbow flag to demonstrate the inclusivity of the program and its applicability to the LGBTQ+ community. We will also promote the extensive training that BounceBack coaches receive – not only in the delivery of the BounceBack program – but also LGBTQ+ equity and trauma-informed care. The BounceBack program is also reviewed to ensure our processes and materials are culturally sensitive and inclusive.

DIGITAL MATERIALS IN THIS PACKAGE:

- Web story
- Website banners
- Social media posts
- Social media graphics



WEB STORY:

Feeling low? Stressed? Anxious?

BounceBack can help. For those struggling with low mood, worry, stress, or mild to moderate depression or anxiety, you can look to the Canadian Mental Health Association's (CMHA's) free skill-building program **BounceBack®: Reclaim your health**. Through one-on-one telephone coaching and online videos offered in multiple languages, adults and youth 15+ learn skills to help manage worry and anxiety, combat unhelpful thinking and become more active and assertive – all from the comfort of their home.

To access the program, you will need a referral from a primary care provider (family doctor, nurse practitioner), psychiatrist, or client self-referral, so long as you're connected with a primary care provider. Once a referral is submitted, you will be contacted by a BounceBack coach within five business days to conduct an information session about the program and ensure it's the right fit.

While you wait for your telephone coaching sessions to begin, you can access our free online videos. These videos will provide you with practical tips on managing mood, sleeping better, problem-solving, and more. The videos are available in English, French, Arabic, Farsi, Mandarin, Cantonese, and Punjabi. To access the videos, visit bouncebackvideo.ca and enter this access code: bbtodayon.

When you're ready for your telephone coaching sessions to begin, your BounceBack coach will support you as you work through a series of skill-building workbooks. You and your coach can choose from 20 workbook topics, 12 topics from shorter or condensed booklets, and nine topics from booklets geared to youth 15-18. Your coach is also there to provide you with motivation, monitor your progress and safety, and answer any questions. Coaches are extensively trained in the delivery of the program and are overseen by clinical psychologists. They also receive training in LGBTQ+ equity and trauma-informed care. The BounceBack program is also reviewed to ensure our processes and materials are culturally sensitive and inclusive. As coaches are not counsellors or therapists, your primary care provider will maintain responsibility for your overall care while you're in the program.

To get started or to access our online referral form, visit: bouncebackontario.ca.



SAMPLE SOCIAL MEDIA POSTS:

Facebook:

- If you're experiencing low mood, anxiety, worry or stress, a free provincial program is available to help. #BounceBackON is a self-help telephone coaching program. Coaches with training in LGBTQ+ equity and trauma-informed care provide #mentalhealth support to adults and youth 15+. Visit bouncebackontario.ca for more info. [<insert link to web story>](#)
[<insert Social Media Graphic>](#)
- Need support? Ask your family doctor or nurse practitioner for a referral to #BounceBackON or self-refer and tackle your #depression or #anxiety from the comfort of your home. The program is available in multiple languages! Learn more or complete your online referral at bouncebackontario.ca [<insert Social Media Graphic>](#) #mentalhealth

Twitter:

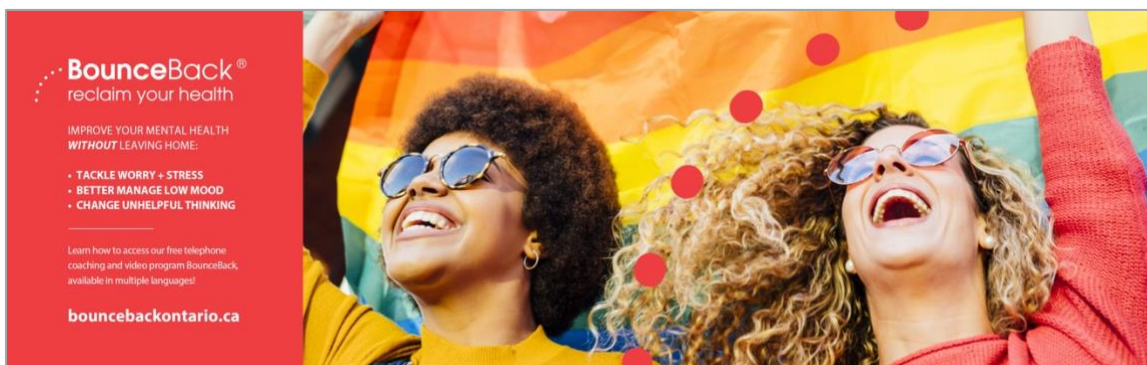
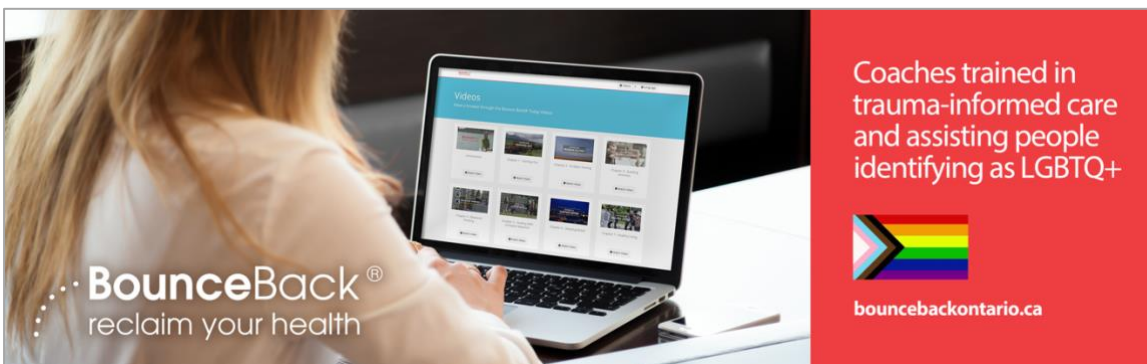
- Learn more about understanding worry and #stress, managing low mood and overcoming sleep problems with #BounceBackON videos and telephone coaching delivered by coaches who are trained in LGBTQ+ equity and trauma-informed care! [<link to web story>](#) [<Social Media Graphic>](#) #mentalhealth
- Free #BounceBackON program offers workbooks, coaching and online videos to help cope with #depression and #anxiety. Available in multiple languages by coaches who are trained in LGBTQ+ equity and trauma-informed care! Learn more: [<insert link to web story>](#) [<insert Social Media Graphic>](#) #mentalhealth
- Feeling low? Stressed? Anxious? #BounceBackON can help, with free online videos, coaching and workbooks! Visit bouncebackontario.ca for more information. [<insert Social Media Graphic>](#) #mentalhealth #mentalillness
- Learn skills to better manage low mood and worry from the comfort of home. #BounceBackON can help. Visit bouncebackontario.ca and get started today! [<insert Social Media Graphic>](#) #mentalhealth
- Looking for support to tackle depression and anxiety? Try #BounceBackON offered by @CMHAOntario! It's free, easy to access and no travelling is required. Learn more at bouncebackontario.ca [<insert Social Media Graphic>](#)
- Feeling low? Ask your family doctor or nurse practitioner for a referral to #BounceBackON or self-refer and tackle your depression or anxiety. Learn more at bouncebackontario.ca [<insert Social Media Graphic>](#)

Instagram:

- If you're experiencing low mood, anxiety, worry or stress, a free provincial program is available to help. #BounceBackON is a self-help telephone coaching program. Coaches with training in LGBTQ+ equity and trauma-informed care provide mental health support to adults and youth 15+. Visit our website to learn more. [<insert Social Media Graphic>](#)
- Need support? Ask your family doctor or nurse practitioner for a referral to #BounceBackON or self-refer and tackle your #depression or #anxiety from the comfort of your home. The program is available in multiple languages! Visit our website to learn more. [<insert Social Media Graphic>](#) #mentalhealth
- Improve your #mentalhealth without leaving home: tackle worry and stress; better manage low mood; change unhelpful thinking. Learn how to access our free telephone coaching and video program #BounceBackON, available in multiple languages! Visit our website to learn more. [<insert Social Media Graphic>](#)

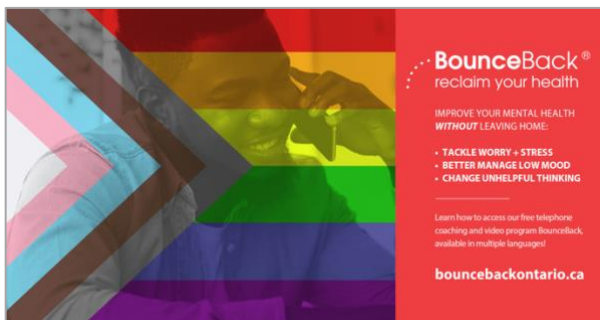
GRAPHICS:

Web banners (click on the image to download)



Social Media graphic (click on the image to download)

Shareable image for Twitter / Facebook / LinkedIn



Sharable image for Instagram





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