



Canadian Mental  
Health Association

TALK TODAY



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*Mental health for all*

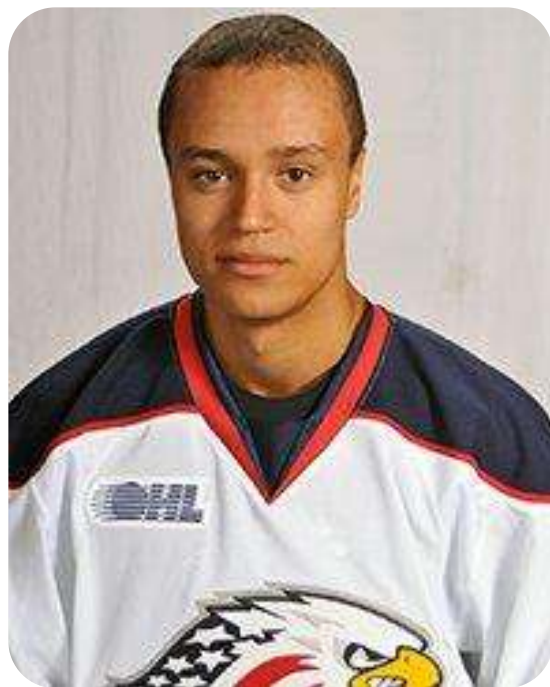
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*La santé mentale pour tous*



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## Terry Trafford



- Talk Today was named in honour of Terry (Terry Trafford; Talk Today)
- Elite athlete
- Played in the Ontario Hockey League, one of Canada's three premier hockey development leagues for young boys and men 16-20
- Died by suicide in early 2014



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## Talk Today:

- Collaboration between Canadian Mental Health Association (CMHA), Ontario and the Ontario Hockey League.
- Tries to create a safe environment for players/anyone linked to the team
- Fight stigma and discrimination; reach a tough demographic
- There are four key elements to the program



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## Element 1: CMHA Mental Health Coaches

- CMHA branch mental health expert connected to each team to act as a resource
- A relationship built on trust, respect and confidence. Athletes can turn to CMHA Mental Health Coach if they or a teammate needs support
- Mental Health Coaches can help navigate mental health and addictions system; point to crisis services if needed
- Provides suicide prevention workshop to the teams



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## Element 2: Suicide Prevention Workshops

- safeTALK (Suicide Alertness For Everyone); accredited; by Living Works
- Mandatory for players, recommended for coaches, billets, training staff, parents, teachers, etc.
- Focus on suicide and suicide prevention
- Create a suicide safer community



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## Element 2: Suicide Prevention Workshops

- Applied Suicide Intervention Skills Training (ASIST); accredited; by Living Works
- Recommend 1-2 adults (e.g. billets, training staff, teachers take in ASIST; also open to anyone associated with the team)
- Participants learn to intervene and help prevent the immediate risk of suicide and keep that person safe
- More than 2,600 safeTALK workshops provided to date; 2,000 players, 200 coaches, 300 billets/parents and 100 front-office



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## Element 3: Mental Health Champions:

- Clubs appoint a Mental Health Champion (e.g. trainer, teacher, front-office staff, billets)
- Encouraged to take the training with the players
- Champions can act as a resource to help athletes connect with their CMHA Mental Health Coach
- Champions are also a main contact point for CMHA Mental Health Coach



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## Element 4: Annual Talk Today Events

- Tables for CMHA Branches to promote mental health and addictions services
- Public address announcements to educate fans
- Video announcements for in-game and social media
- Talk Today placards for social media
- Pre-game ceremonies
- Fundraising possibilities in-venue



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## Element 4: Annual Talk Today Events



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## Element 4: Annual Talk Today Events:

- Since 2016, #TalkToday has reached more than 3.6 million individuals on social media; over eight million impressions on Twitter
- More than 250,000 fans have attended awareness games from BC to Ontario. This year, Quebec and the Maritimes
- 60 Canadian Hockey League Talk Today game days in February
- #TalkToday – share the news!



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## Talk Today goes beyond hockey:

- We're working at that intersection of mental health and sport with young people who are at critical point in their lives
- College, university, high school, minor sports, Olympic sport



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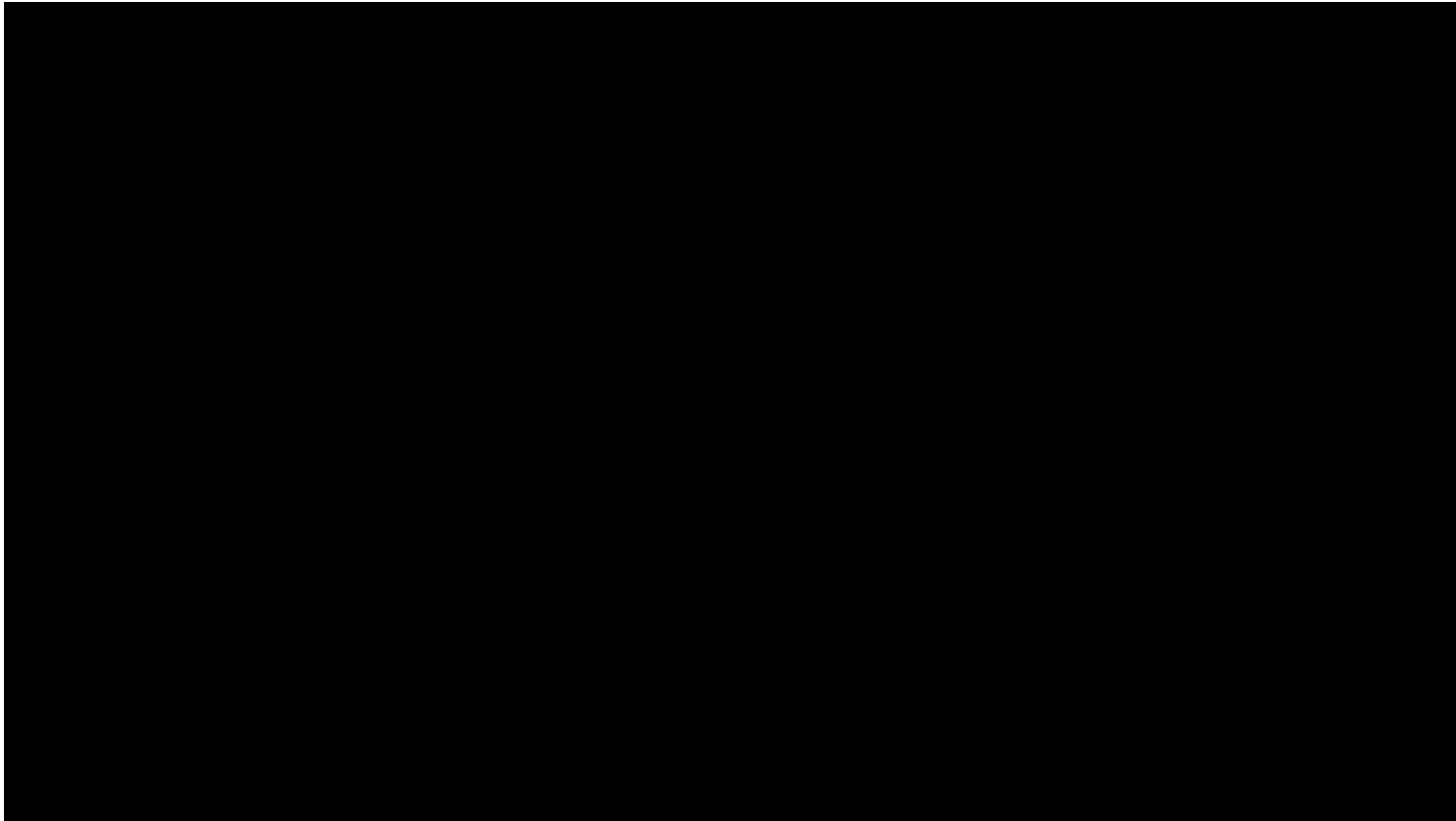
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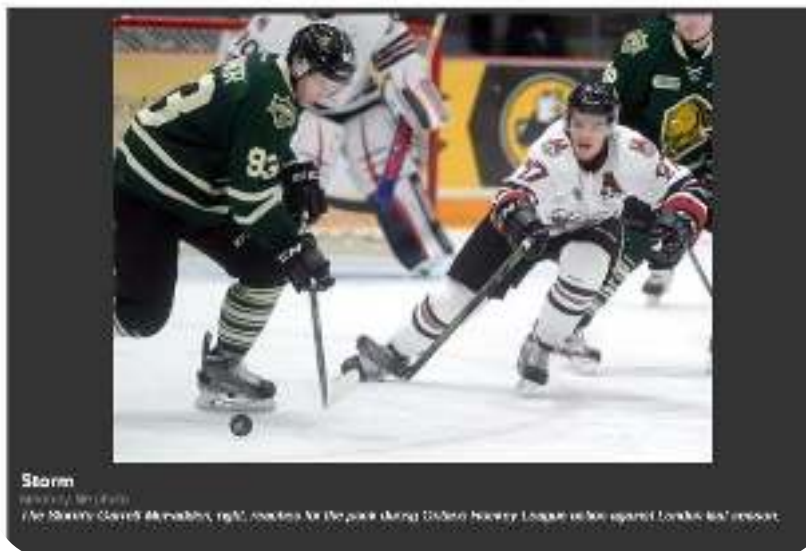
## Talk Today spinoffs:

- Athletes help with in-class presentations to grades 5-8 about positive mental health and mental wellness (+1,500 students)
- Athletes going that extra mile



45.00 (2011) (2011) (2011)

Guelph Storm player making moves in support of positive mental health



Storm

February 10, 2011

For Storm's Corey Mackintosh, right, hockey isn't the only thing (2011) Hockey League is his sport's favorite



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## Challenges:

- Look to grow the program with other sports (especially minor sports) but capacity amongst the CMHA branches is an issue
- Funding: the trainings do come with a nominal cost (CMHAs don't make money off the trainings); sometimes this is an issue with teams
- Looking to fundraise or for a major sponsor and further profile. We're hopeful because of videos like this....



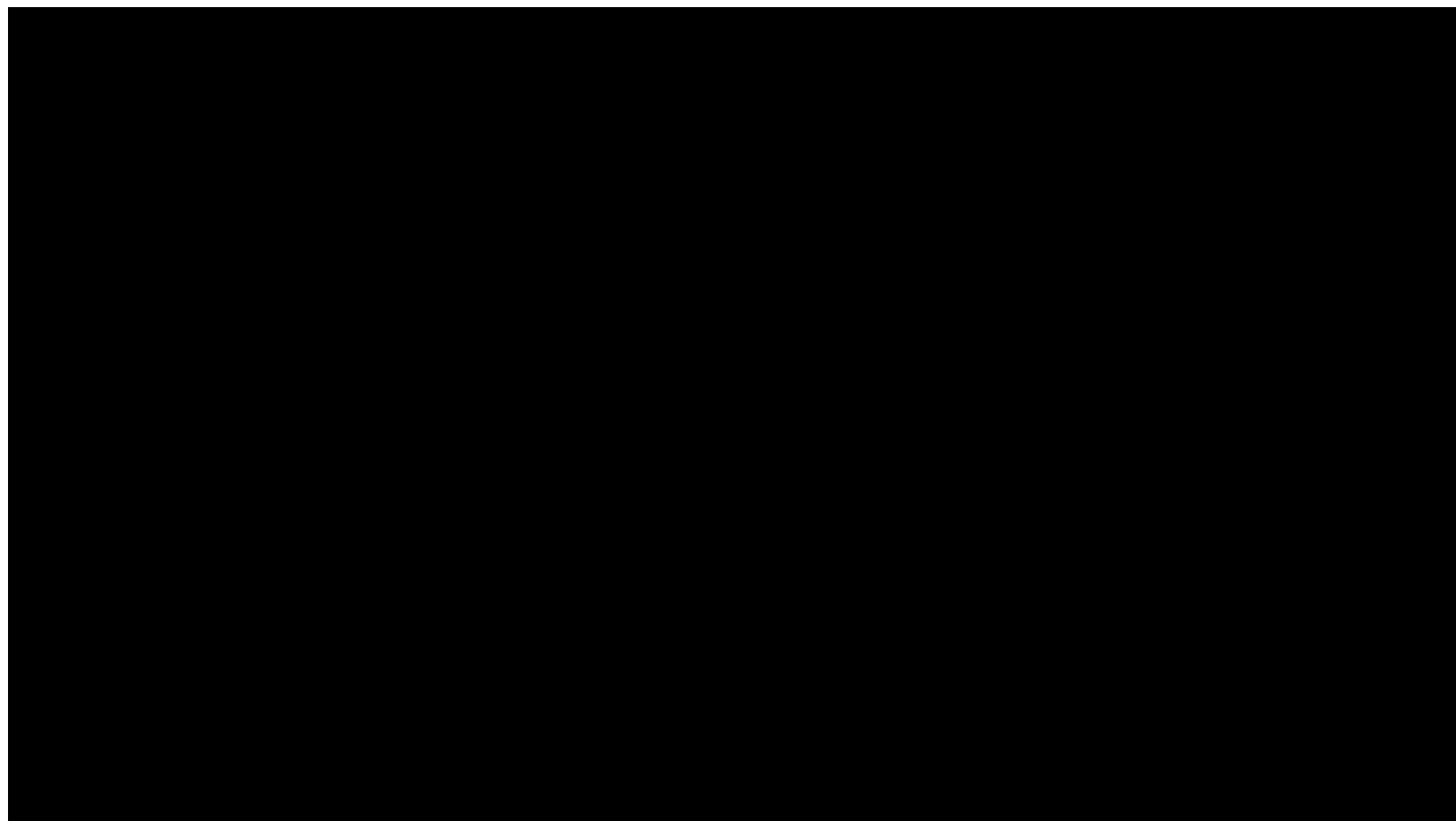
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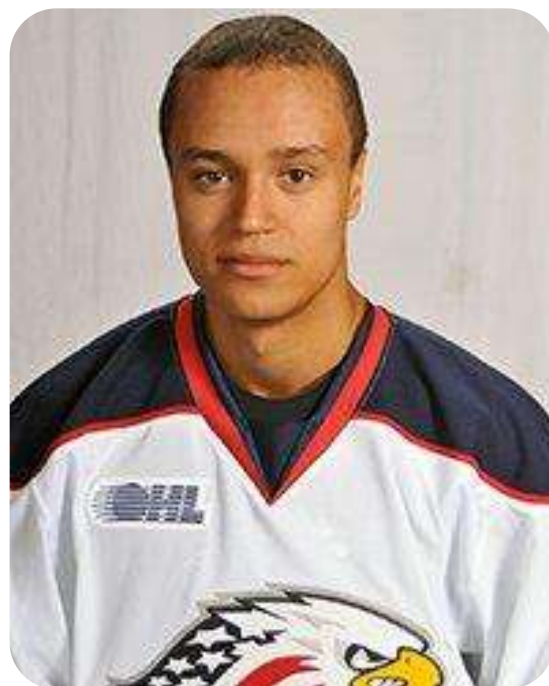
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Questions?

Contact:

Joe Kim

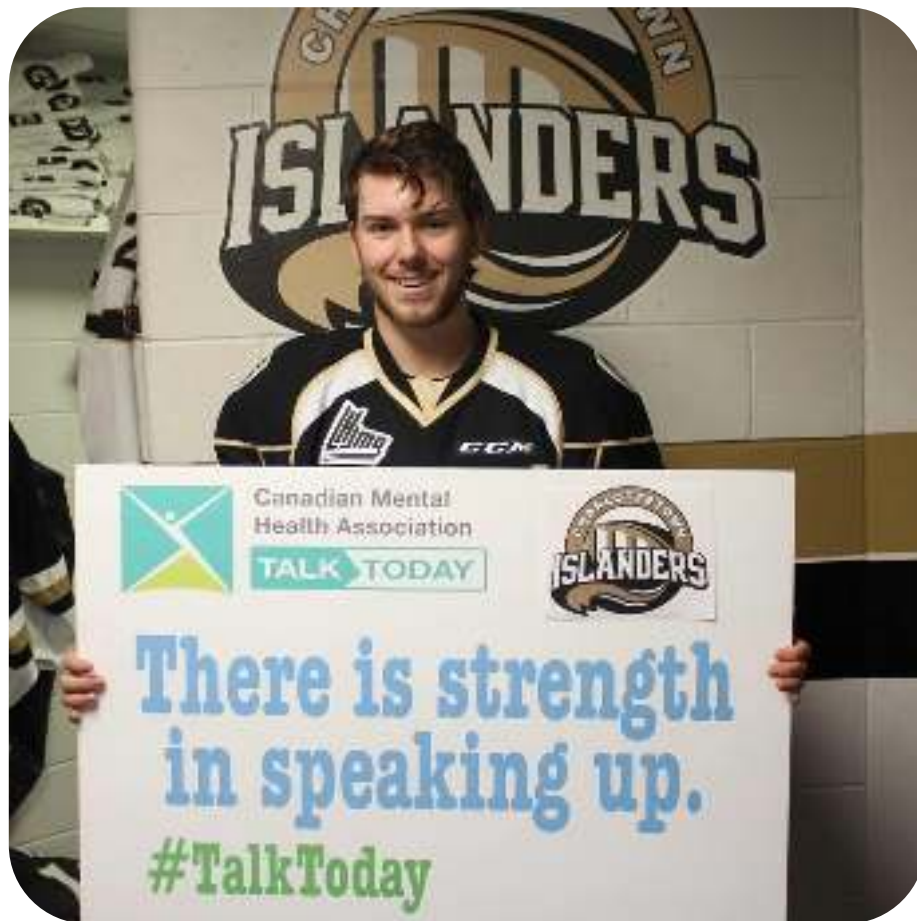
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