

Sobeys

The Verdict Case by Mediabrands

imdoingit!



Client Background



What is the client's history and business track record?

The Sobey Foundation, Sobeys Inc. and Canada's Children's Hospital Foundations have come together to create A Family of Support: Child & Youth Mental Health Initiative. This innovative national partnership is investing millions in mental health early interventions for children and youth across Canada.

The Initiative was developed in consultation with Canada's 13 children's hospitals and their foundations. Each hospital proposed a local, evidence-based initiative for support through the Initiative – either a new program or pilot, or the expansion or enhancement of an existing program to support the mental health of children and youth.

A Family of Support: Child & Youth Mental Health Initiative prioritizes early interventions in child and youth mental health. It supports care and training initiatives led by the 13 children's hospitals in the Canada's Children's Hospital Foundations network.

- o Care: Create and adapt clinical spaces to nurture patients and families and to send the message that mental health matters.

Training: Build capacity for care by educating the next generation of mental health leaders and community providers.



Challenge

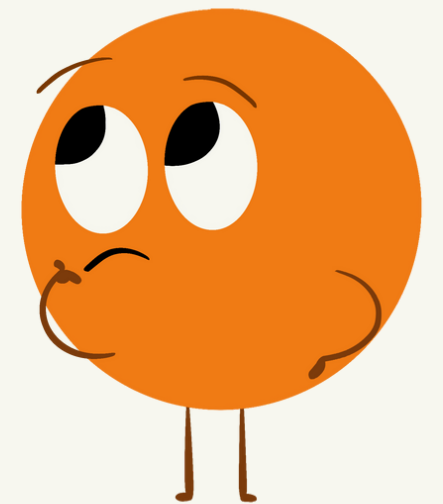
What is the problem to be solved?



- People do not consider mental health for the whole family or early intervention as a key priority and there needed resources for intervention of these health issues.

please see appendix for more details

- The 13 hospitals across Canada do not have enough care or training to deal with the increase in mental health concerns.
- This type of care and support is more urgent than ever, Covid-19 pandemic has increased stress, isolation, and reports of abuse while moving care out of reach for many



Objectives



Specific actions you need to take to reach the goal

Create a campaign around Child & Youth Mental Health Day (May 7, 2022) that motivates people to make mental health for the family a top priority.

Specifically Focus on the following:

1. Raising awareness of Sobeys Inc's commitment to Child & Youth Mental Health in a genuine and culturally relevant way.
2. Create association to Canada's Children's Hospital Foundation (CCHF) and the 13 hospital foundations within their network.

Please refer to hospitals in appendix

Campaign Details

An important note about your campaign



The Campaign must have one big idea that can be supported Nationally by Sobeys Inc and the association to Canada's Children's Hospital Foundation

The campaign must also drive association to the 13 hospitals support

Please see appendix

Target Audience

The target audience for this project is:



National Families:

Healthy High End (A18-49 with 3+ ppl in household, willing to spend more on quality foods household income >\$100K)

Busy Budget Families (A18-49 with 3+ ppl in household, Children under 18 in household Income <\$100K)

Budget

Here's how much is being provided by the client for this project

\$1,000,000



Timing

The timelines to execution...

Leading up to Child & Youth Mental Health Day (May 7th)

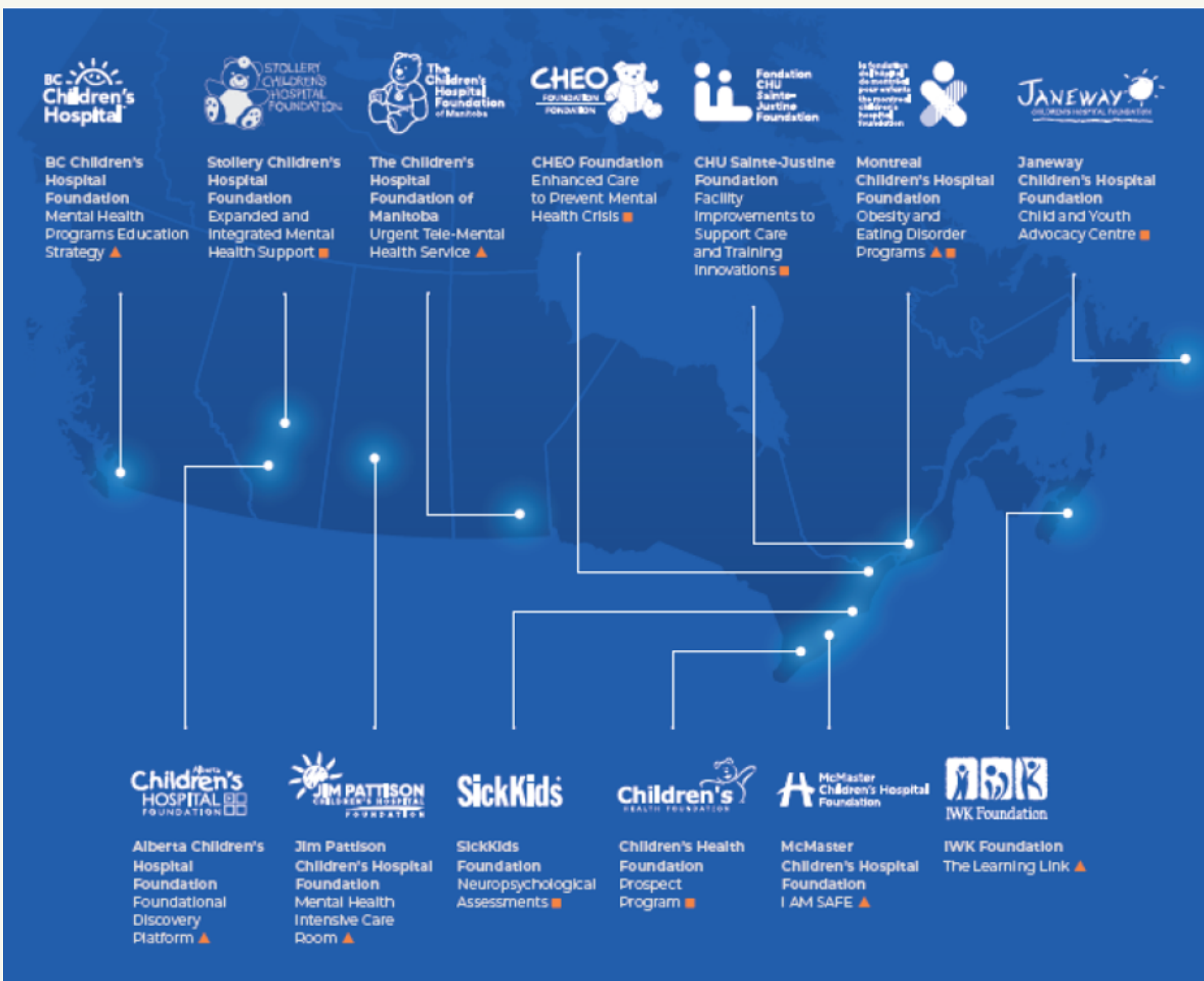
KPIs



Here's how we'll measure success

- Awareness of Sobeys Inc. and Banners association to Child & Youth Mental Health
- External Engagement (how can we engage people without asking for a donation?)

Appendix



i!

MENTAL HEALTH ISSUES ARE WIDESPREAD



One in four are vulnerable. Among kindergarten-aged children in Canada, 27.6% are identified as vulnerable on at least one measure of emotional, social and cognitive development – a ‘code red’ indicator according to the Mental Health Commission of Canada.¹



A million Canadian children and youth need our help. About 20% of Canadian youth have a mental disorder; early intervention is important to helping them achieve good outcomes.²



More children and youth are seeking emergency care. There has been a 61% increase in Emergency Department (ED) visits among children and youth for mental health conditions over the last decade.²



Kids tell us the pandemic has harmed their mental health. Researchers found that 70.2% of those aged 6 to 18 reported deterioration in at least one area, such as anxiety or attention span.³

SERVICES ARE STRUGGLING TO KEEP PACE



The system was trying to catch up even before the pandemic. In Canada, only 1 in 5 children who needs mental health services receives them.⁴



Wait times are too long, causing harm. Experts say a clinically acceptable time frame for diagnosis of mood and anxiety disorders is less than a year after symptom onset. Only 38% of Canadians receives a diagnosis in that window; the delay is longer for younger kids.⁵



Eating disorders have spiked during the pandemic. Inquiries to the National Eating Disorder Information Centre from those 25 and younger have increased by 87%.



Mental illness often coincides with other conditions, presenting challenges for caregivers. 4 in 10 children and youth with a chronic physical illness also have a mental illness.

YOUNG PEOPLE DESERVE BETTER OUTCOMES



More children and youth die by suicide than from the top 10 fatal diseases combined.

In Canada, suicide is the leading cause of death in children aged 10 to 14 and the second-leading cause of death among youth aged 15 to 24.⁶



For some conditions, existing treatments are insufficient.

Only 40 to 50% of pediatric patients with a diagnosed anxiety disorder respond to treatment, showing a need for more options.

Sources:

1. Offord Centre for Child Studies, McMaster University
2. Canadian Institute for Health Information
3. link.springer.com/article/10.1007/s00787-021-01744-3
4. Mental Health Commission of Canada 2013
5. Public Health Agency of Canada: ncbi.nlm.nih.gov/pmc/articles/PMC5650019/
6. Canadian Mental Health Association

Coming Up

Here are some key events and activities to keep top of mind.

- 1st Clue provided in Community
March 13th
- 2nd Clue provided in Community
March 20th
- 3rd Clue provided in Community
March 27th
- 4th Clue provided in Community
April 3rd
- The Verdict: Game Day
April 6th, 2023

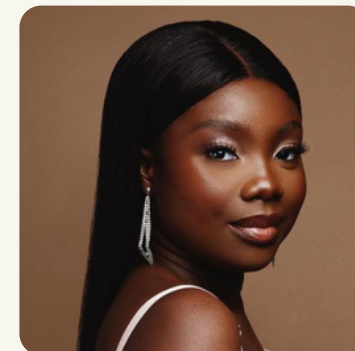
Got questions about D-Day?

Reach out to Ore or Timmy



Timmy

timmy@imdoingit.ca



Ore

ore@imdoingit.ca

Follow us!



LinkedIn
@imdoingit



Instagram
@imdoingit

imdoingit.ca