



#MyDefinition Campaigns

My Mental Health is a Part of Me, but it Does Not Define Me

#MyDefinition is an awareness campaign created by people with mental health issues for people with mental health issues. #MyDefinition operates on the principles of “respect, reflect, connect” – respect mentally ill people, reflect the realities of the Faces in the campaign, and connect the campaign to the campus.

These principles are reflected in every aspect of our campaign, from the selection of the Faces, to the language used on the posters, to the process through which we tailor each campaign. #MyDefinition creates a multifaceted and realistic representation of mental health issues and the people who experience them.

About #MyDefinition

- ▶ Launched in August 2014 in Fredericton, New Brunswick
- ▶ Has featured over 50 different Faces
- ▶ Recognized by the Board of Governors of the University of New Brunswick, Partners for Youth, and the CMHA of New Brunswick
- ▶ 100% of #MyDefinition Campaign Faces rated their experience as a “positive” or “very positive” experience
- ▶ 71.4% said their involvement led a peer to begin a conversation with them about mental health

How Does It Work?

- ▶ **Step 1: Campaign Recruitment** - Sign ups, shortlisting, and vetting of staff and students
- ▶ **Step 2: Training** - Potential Faces of the campaign are trained on self-care, healthy boundaries, empathetic listening, ultimately being a resource for peers should they need to talk to someone.
- ▶ **Step 3: Campaign Preparation** - Photos of the individuals are taken, mental health defined, their stories are written
- ▶ **Step 4: Campaign Launch** - Full scale launch via posters and social media posts

Campaign Examples:

