

Branding Brief – Opening Minds

Opening Minds – A Brand in Evolution

Opening Minds (affiliated with The Mental Health Commission of Canada (MHCC)) is evolving. With big changes in the mental health and healthcare landscape, we recognize it's time to better communicate a more relevant brand promise.

An Overview of Our Business and Brand

Brand Promise

Opening Minds is the global overarching brand, encompassing various sub-brands of educational and training programs.

Opening Minds is the conceptual foundation and the impetus of our research, resources, and training programs that drive cultural change, and the evolution of attitudes and knowledge around mental health. Through stigma reduction and mental health awareness, Opening Minds training programs aim to change people's behaviours and attitudes toward people living with mental illness, helping to ensure people are treated fairly and as full citizens with opportunities to contribute to society like anyone else.

Opening Minds sub-brands:

Mental Health First Aid

Mental Health First Aid is the help provided to a person developing a mental health problem, experiencing the worsening of an existing mental health problem or in a mental health crisis. Just like physical first aid is provided until medical treatment can be obtained, MHFA is given until appropriate support is found or until the crisis is resolved.

We have delivered our Mental Health First Aid course to almost 600,000 participants in over 5000 communities and in more than 14,000 organizations across the country.

MHFA provides direct training and train the trainer courses. MHFA also offers customized courses available for a wide array of people and professionals including youth, veterans, older adults, police, First Nations, Inuit, and Northern Peoples.

The Working Mind

The Working Mind (TWM) is an evidence-based program, founded on best practices, research and methodologies. It is designed to promote mental health and reduce the stigma around mental illness in the workplace. TWM is part of the largest systematic effort in Canadian history focused on reducing stigma related to mental illness.

By reducing stigma and discrimination, TWM helps organizations create a culture that fosters greater awareness and support for mental health in the workplace. Courses are available for employees, managers, and train the trainer options. TWM offers customized courses for a wide

array of people and professionals including first responders (police, ambulance, fire fighters etc.), legal professionals, post-secondary students, healthcare workers, the sports sector (athletes and coaches), oral healthcare providers, construction workers and within schools for youth between 14 to 18.

The working mind is delivered across the country in to close to 250,000 people in almost 1000 organizations such as, WestJet, ATB Financial and Husky Energy.

The Inquiring Mind

The Inquiring Mind Post-Secondary (TIM PS) Virtual is an evidence-based program designed to address and promote mental health and reduce the stigma of mental illness in an educational / student setting. TIM PS was adapted from the existing evidence-based program The Working Mind. It has been delivered to more than 6,000 students/participants and has 190 active trainers. 68 post-secondary institutions have either taken train the trainer courses and are now facilitating within their institution or have had attended an Agency/MHCC hosted session.

Understanding Stigma

The MHCC adapted the Understanding Stigma course based on an in-person workshop created by mental health and addiction professionals under the leadership of the Central Local Health Integration Network. This free self-directed course consists of three modules that focus on raising awareness, the impacts of stigma, and challenging stigma and discrimination.

We worked with the Centre for Addiction and Mental Health (CAMH) to create an online version of the program. It is not only being used by healthcare providers in Canada, but it has been accessed by professionals in about 40 countries around the world. It is also one of the main components of a new virtual training program for primary care physicians and allied healthcare workers in the Caribbean, Central and South America created by the Commission for the Pan American Health Organization (PAHO).

Opening Minds Vision and Guiding Principles

MHCC Purpose Statement: “Inspiring Hope: Our Lives Depend on it”

OM Vision: A world where everyone supports and strives for good mental health, enabling people to live fulfilling lives.

OM Purpose: To be the leader of evidence-based programs that promote mental wellbeing, resilience and eliminate stigma around the world.

Guiding Principles drive what we do and how we do it. They provide guideposts that help us make decisions and steer us to fulfill our vision and mission.

- **Evidence Based** – all programs are developed and delivered based on scientific research that is recovery-oriented
- **Collaborative** – everything we do is in partnership with experts in the field of mental health and People with Lived Experience
- **Customer Focused** – our flexibility and willingness to adapt to meet client needs increases program relevance with learners and makes us the preferred mental health partner

- **Change Leaders** – we will always be at the forefront of mental health innovation and lead positive societal change
- **People Centric** – we are committed to a diverse and inclusive culture that leverages everyone’s experiences and knowledge
- **Passion & Integrity** – our team is committed to positive mental wellbeing for everyone and will always lead by example

Target Audiences

- Canadian and international organizations
- Private sector – corporate and private employers, and employees
- Post-secondary institutions
- Professional associations
- Federal and provincial / territorial governments of Canada

Overall Brand Positioning

- Global leader in mental health and wellness training - evidence-based training programs with concrete outcomes / deliverables
- Mental health consulting services
- International partnerships & sales
- National partnerships (e.g., insurance providers)

Objectives of the Branding Project

The new Opening Minds brand will harmonize with the MHCC brand, working with and not against the brand principles, look and feel, tone, and voice.

- Focus on people
- Photography as the foundation of graphic design
- Impactful and simple
- Warm, caring
- Authentic and inspiring
- Positive and optimistic
- Inclusive and embracing diversity in every way
- Align with MHCC brand palette

Project Deliverables & Timescale

- Brand strategybrand identity, and brand elements
- brand logo and tagline (if required)

Project Budget

The budget for the project is \$40,000.

How the Project will Be Awarded

- Quality of Work
- Previous Experience
- Alignment to the design brief
- Suitability of the agency
- Expected deliverables
 - A written response to the brief
 - Examples of relevant work
 - Proof of experience with accessibility
 - Commitment to Equity Diversity and Inclusion to be demonstrated
 - Testimonials (optional)

Contact Information

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