



The Immigrant and Refugee Mental Health Project:

Promo kit

This kit has been created to help partners and like-minded organizations promote the Immigrant and Refugee Mental Health Project.

How to use the promotional toolkit

On behalf of the Immigrant and Refugee Mental Health Project (IRMHP) team, we want to thank you for your continued support. We have put together a promotional toolkit to ensure we are meeting the needs and reaching service providers across Canada. As a small team based in Toronto, our success in this relies on our incredible partners and experts from across the country.

This promotional toolkit includes:

- Background information on all 5 components of the Immigrant and Refugee Mental Health Project
- Relevant links
- An email/newsletter template
- Example social media posts and images
- Printed materials

It is designed to “plug and play”, where you can:

1. Choose the channel that best works for your organization, whether it is sending an email, Tweet, or posting the IRMHP as a resource on your website, and
2. Copy and paste the corresponding information to share with your networks. Please feel free to change the language to meet your organization’s needs or contact us if you would like additional information.

We thank you in advance and encourage you to contact us at IRMHPProject@camh.ca if you have any questions or feedback. You can also access our French promotional toolkit [here](#).

Warmly,

The IRMH Project team
IRMHPProject@camh.ca



About the project

Link:

[Visit our project website >](#)



"This project really provides a great foundation for meeting the mental health needs of immigrants and refugees. It is comprehensive and goes through mental health and mental illness in our newcomer population in a very organized and systematic way."

Dr. Annalee Coakley

Physician Lead at Mosaic
Refugee Health Clinic (Alberta)

The Immigrant and Refugee Mental Health Project



The Immigrant and Refugee Mental Health Project (IRMHP) was developed by CAMH's Office of Health Equity, with funding from Immigration, Refugees and Citizenship Canada (IRCC) and in collaboration with experts in the field.

The IRMHP aims to strengthen the settlement, social and health sectors' capacity to effectively address the mental health needs of immigrants and refugees. The project gives participants five different avenues (webinars, toolkit of resources, online courses, e-newsletter and community of practice) to gain new knowledge, skills, and networks to apply to their work. Service providers have the opportunity to connect and exchange ideas and experiences with hundreds of service providers across Canada and obtain advice from experts in the field.

The Project builds on the award-winning Refugee Mental Health Project (RMHP), which provided essential knowledge, skills, and networks to over 7,000 settlement, social, and health service providers.



Online course

Link:

[Register for the course >](#)



“Before taking the Immigrant and Refugee Mental Health Project’s online course, I would listen to my clients, try to comfort them, but not necessarily know how to help them. Now that I’ve taken the course, I feel I am better prepared to do referrals or to find resources that can really help newly arrived immigrants and refugees.”

Sol Barrones

Life Skills Coordinator at
the Global Gathering Place
(Saskatchewan)

The Immigrant and Refugee Mental Health Course offers evidence-based information for service providers to provide care and support to both immigrants and refugees arriving to Canada. The online course provides an overview on the social determinants of health and its impact on mental health. It emphasizes the role of the migration trajectory when addressing the mental health of immigrant and refugees, while highlighting the specific needs of subpopulations. The course is designed to build capacity in providing equitable access to support and treatment, while highlighting the necessity of partnerships among sectors. Course participants are given access to promising practices and resources applicable to settlement and health service sectors in facilitating successful integration.

The course is designed to provide a uniquely interactive learning experience where service providers can consult with experts in the field, share ideas and experiences with hundreds of peers from all over Canada, and learn strategies to use on-the-job. Using online learning technology, the course offers a balance of background information, current research evidence, practical information and video demonstrations.

The six-week online course is offered in two streams: (1) settlement and social service provider stream (2) health service provider stream. In the 2019-20 fiscal year, we will run four English course offerings, starting: April 2019 (French also offered), July 2019, September 2019 (French also offered) and January 2020. Please note that registration opens approximate one month prior to the start date. To be notified when registration opens, service providers can add their name to our [email list](#).



Course for Settlement and Social Service Providers: [View the syllabus >](#)



Course for Health Service Providers: [View the syllabus >](#)



Project links

Link:

[Join the discussion >](#)

Community of Practice (discussion board)



The Community of Practice discussion board is password-protected, private forum for settlement, social and health service providers across Canada who work with immigrants and refugees. Members can **establish** connections, **discuss** service provisions, **exchange** resources and promising practices and **pose questions** to a panel of subject matter experts. This forum allows service providers to engage in professional development, enhance their referral network, and to stay up-to-date in the field.

Link:

[Register for upcoming webinars >](#)

Webinars



The IRMHP hosts monthly webinars featuring presenters from across Canada. Webinars are on a range of topics based on the needs and interests service providers have identified as being important. Webinars offer practical and actionable strategies or resources that can be used to promote, support and treat the mental health of immigrants and refugees.

These one-hour webinars include a 30-minute presentation by professionals in the settlement, social or health services sectors followed by a 30-minute “Q&A” session. Participants are encouraged to ask questions, pose scenarios and to generally discuss their practice with these experts in the field.



Link:

[Subscribe to the e-newsletter >](#)

e-Newsletter



The IRMHP sends monthly e-newsletters to over 6,200 service providers. The e-newsletter highlights promising practices from organizations across Canada and profiles service providers who are doing exceptional work. It also includes project updates, including upcoming course offerings and webinars. Subscribers are also able to stay up-to-date on new events, reports and resources regarding immigrant and refugee mental health.

Link:

[Visit the toolkit >](#)

Toolkit of resources



The Toolkit is a repository of resources to support settlement, social service and health service providers in appropriately responding to the mental health needs of recent immigrants and refugees. It aligns with the Immigrant and Refugee Mental Health Online Course's modules to provide service providers with capacity-building resources that are relevant for their daily practice. While the Toolkit complements the course content, the resources are relevant for all service providers working with immigrants and refugees.



Email campaign

Please note that the email and newsletter templates are designed to promote the IRMHP's online course.

Email template

Subject line: Registration is open for the Immigrant and Refugee Mental Health online course

Hello,

Registration for CAMH's Immigrant and Refugee Mental Health online course is now open!

The free course is built by experts from across Canada and responds to the needs of frontline service providers. It will provide you with the knowledge, skills and networks needed to provide quality care and support to the immigrant and refugee clients you serve.

You can reserve your spot and learn more by visiting the Immigrant and Refugee Mental Health Project website: <https://irmhp-psmir.camhx.ca/courses>.

Please feel free to contact the IRMHP team if you have any questions by writing to IRMHPProject@camh.ca



Newsletter template

Register for CAMH's Immigrant and Refugee Mental Health online course, starting [insert upcoming start date: July 8; September 30; or January 12].

The course is a free, self-directed training that responds to the needs of front-line service providers in the settlement, social service, and health care sectors. It is funded by Immigration, Refugees and Citizenship Canada and offers evidence-based information for frontline service providers to provide care and support to immigrants and refugees arriving to Canada. The course provides an overview on the social determinants of health and its impact on mental health. It emphasizes the role of the migration trajectory when addressing the mental health of immigrant and refugee sub-populations. The course is designed to build your capacity in providing equitable access to support and treatment, while highlighting the necessity of partnerships among sectors. As a course participant, you are given access to promising practices and resources applicable to settlement and health service sectors in facilitating successful integration. The course's interactive learning environment lets you engage with experts in the field and thousands of service providers from across Canada.

Learn more by visiting the Immigrant and Refugee Mental Health Project website:
<https://irmhp-psmir.camhx.ca/courses>.

To reserve your seat, here's what you need to know:

Who: The course is offered to settlement, social and health care providers working with immigrants and refugees in Canada (excluding Québec)

When: [insert upcoming start date: July 8, 2019; September 30, 2019; or January 12, 2020]

Where: Online

Duration: 6 weeks

Time commitment: 20-25 hours

Cost: Free

Please note that there is limited space! We suggest registering as soon as possible



Social media

Visuals

The social media visuals (images and videos) can be used to promote all five components of the project. They are designed to accompany your post to a social media platform. The images are optimized for LinkedIn and Twitter but can be shared on any channel by clicking the download link and saving your preferred image.

Images



Response: immigration

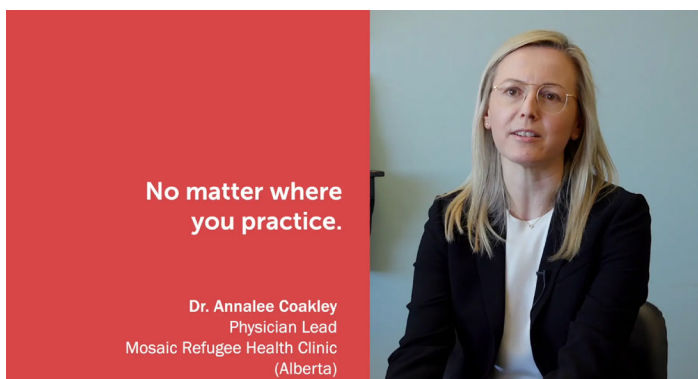
[Download for LinkedIn >](#)
[Download for Twitter>](#)



Response: greater

[Download for LinkedIn >](#)
[Download for Twitter>](#)

Videos



[Share our participants' stories >](#)



[Share the course video >](#)



Social media

General



Facebook & LinkedIn

Good mental health is key for the successful settlement and integration of newly arrived immigrants and refugees. Yet, evidence shows that the mental health of both immigrants and refugees tends to worsen with time in Canada. The Immigrant and Refugee Mental Health Project is responding by building the knowledge, skills and networks of service providers across Canada to effectively address the mental health needs of newcomers. Start building your capacity today #irmhp bit.ly/t_irmhproject

Designed for settlement, social and health service providers and built by experts, the Immigrant and Refugee Mental Health Project offers essential information to provide excellent care and support to immigrants and refugees. Visit the website to access online training, tools and resources #irmhp bit.ly/t_irmhproject



Twitter

The Immigrant and Refugee Mental Health Project by @CAMHnews offers online training, tools and resources that are free, evidence-based and strengthen your capacity to effectively address the #mentalhealth needs of immigrants and refugees #irmhp bit.ly/t_irmhproject

Want to provide better care and support to your #immigrant and #refugee clients? Visit @CAMHnews Immigrant and Refugee #MentalHealth Project to access online training, tools and resources. It's built by experts, it's evidence-based and it's free #irmhp bit.ly/t_irmhproject



Online course



Facebook & LinkedIn

Registration is now open for the Immigrant and Refugee Mental Health Project online course. Designed for settlement, social and health service providers and built by experts, the free course offers essential information to provide excellent care and support to immigrants and refugees #irmhp bit.ly/t_irmhpcourse

Don't miss out on the opportunity to build your capacity to effectively respond to the mental health needs of immigrants and refugees. Registration for CAMH's Immigrant and Refugee Mental Health Project online course is now open #irmhp bit.ly/t_irmhpcourse



Twitter

Register for the @CAMHnews Immigrant and Refugee Mental Health Project online course. Designed for settlement, social and health service providers and built by experts, the free course offers essential info to provide excellent care and support #irmhp bit.ly/t_irmhpcourse

Want to provide better care and support to your #immigrant and #refugee clients? Register for the @CAMHnews Immigrant and Refugee #MentalHealth Project online course. It's built by experts, it's evidence-based and it's free #irmhp bit.ly/t_irmhpcourse



Community of Practice



Facebook, LinkedIn & Twitter

Join a virtual community of service providers across Canada who support immigrant and refugee mental health. The Immigrant and Refugee Mental Health Project CoP helps you engage in discussion with peers and pose questions to experts in the field #irmhp bit.ly/t_irmhpcop

Want to stay up-to-date on new events and resources in the sector, meet service providers across Canada, and be connected with experts in the field? Join the Immigrant and Refugee Mental Health Project Community of Practice today #irmhp bit.ly/t_irmhpcop

Webinars



Facebook, LinkedIn & Twitter

The Immigrant and Refugee Mental Health Project hosts monthly webinars with experts that cover topics you've identified as being important for supporting and treating the mental health of immigrants and refugees. Take a look at upcoming webinars #irmhp bit.ly/t_irmhpwebinar

This month, [Speaker name, [found here](#)] discusses [webinar title, [found here](#)] during the Immigrant and Refugee Mental Health Project webinar. Register today #irmhp bit.ly/t_irmhpwebinar



e-Newsletter



Facebook, LinkedIn & Twitter

Subscribe to the Immigrant and Refugee Mental Health Project e-newsletters to stay up-to-date on new events, reports and resources in the field and be the first to receive project updates and offers #irmhp bit.ly/t_irmhpnewsletter

Join over 6,000 service providers in subscribing to the Immigrant and Refugee Mental Health Project e-newsletter. It's essential info for your work with immigrants and refugees sent straight to your inbox #irmhp bit.ly/t_irmhpnewsletter

Toolkit of resources



Facebook, LinkedIn & Twitter

Have you taken the Immigrant and Refugee Mental Health course? Visit the Toolkit to revisit all the course's capacity-building resources that are relevant for their daily practice #irmhp bit.ly/t_irmhptoolkit

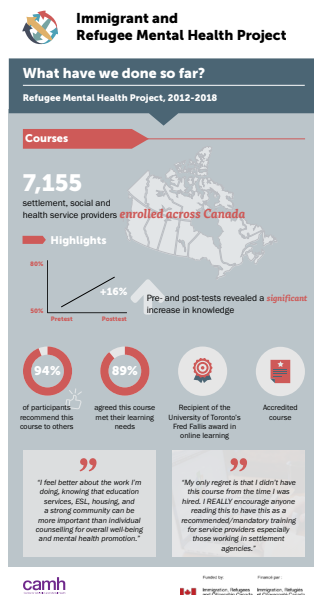
The Immigrant and Refugee Mental Health Project Toolkit is a repository of resources that support settlement, social service and health service providers in responding to the mental health needs of newcomers. Start building your capacity: bit.ly/t_irmhptoolkit #irmhp



Printed Materials

Request materials:

To request printed materials, please email Beth White at irmhproject@camh.ca



[Download infographic here >](#)

About the project

The Immigrant and Refugee Mental Health project (IRMHP) is an evidence-based, capacity building initiative designed to enhance the knowledge, skills and networks of service providers to appropriately respond to the unique mental health needs of immigrants and refugees. The project is comprised of content that is driven by the expertise of **subject matter experts** and project components are informed by a **national advisory committee** that has played a key role in identifying the needs of the settlement, social and health service sectors.

IRMHP online course

The online course is a self-directed, six-week training.

Offering two streams:

- Settlement and social service providers**
- Health service providers**

Course topics include:

- Immigration trends & social determinants
- Mental disorders in sub-populations
- Evidence-based treatments & supports
- Service delivery & interpretation
- Mental health promotion & partnerships
- Self-care & cultural competence

- References**
1. Statistics Canada. (2017). Immigration and ethnocultural diversity: Key results from the 2016 census. Retrieved from <http://www.statcan.gc.ca/hely/quadrant/173226/66273226-eng.htm>
 2. Statistics Canada. (2017). Immigration and diversity: Population proportions for Canada and its regions, 2013 to 2036. Retrieved from <https://www.statcan.gc.ca/pub/95-06-x/2015001/00001-eng.htm>
 3. Immigration, Refugees and Citizenship Canada. (2018). 2018 Annual Report to Parliament on Immigration. Retrieved from <https://www.canada.ca/en/immigration-refugees-citizenship/corporate/publications-manuals/annual-report-parliament-immigration-2018/report.html>
 4. Government of Canada. (2015). Facts and figures 2015: Immigration overview - Permanent residents - Annual ROC Update. Retrieved from https://open.canada.ca/data/en/dataset/58554850-af7e-4a57-b480-9097_ba2-14239728-47895001_0221238559-706705410_1251238559
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 6. Statistics Canada. (2017). Education in Canada: Key results from the 2016 census. Retrieved from <http://www.statcan.gc.ca/hely/quadrant/173130/66273130-eng.htm#99-06-x>
 7. Statistics Canada. (2017). Data tables, 2016 Census. Statistics Canada Catalogue no. 98-600-X20160265. Retrieved from <http://www.statcan.gc.ca/hely/quadrant/173130/66273130-eng.htm#99-06-x>
 8. Statistics Canada. (2017). Data tables, 2016 Census. Statistics Canada Catalogue no. 98-600-X20160265.

Immigrant and Refugee Mental Health Project

www.bit.ly/irmhproject irmhproject@camh.ca

Funded by: Immigration, Refugees and Citizenship Canada

[Download backgrounder trifold here >](#)



Printed materials

Request materials:

To request printed materials, please email Beth White at irmhproject@camh.ca



You've only heard half the story.

Continue to strengthen your capacity to effectively address the mental health needs of immigrants and refugees.

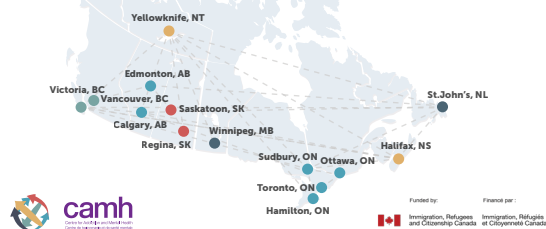


Funded by: Immigration, Refugees and Citizenship Canada
Financed par: Immigration, Réfugiés et Citoyenneté Canada

[Download **Project postcard** here >](#)

Join the Immigrant and Refugee Mental Health Project **Community of Practice**

Settlement, social and health service providers from **across Canada**



Funded by: Immigration, Refugees and Citizenship Canada
Financed par: Immigration, Réfugiés et Citoyenneté Canada

[Download **CoP postcard** here >](#)



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Financed par: Immigration, Réfugiés et Citoyenneté Canada

[Download **Course postcard** here >](#)

