



Addictions &  
Mental Health  
*ontario*

# 2022 ELECTION PRIORITIES

Social Media Toolkit for Members

[www.notimetowaitontario.ca](http://www.notimetowaitontario.ca)

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## OVERVIEW

Addictions and Mental Health Ontario (AMHO) is launching our 2022 Election Priorities. These priorities mirror our 2022 Ontario Budget priorities, informed by input from our members across the province. These priorities have already been shared with all parties by AMHO staff as part of platform engagement. Engaging in the lead up to the election presents an important opportunity for AMHO members to raise awareness and start conversations around our priorities.

## OBJECTIVES

- Increase awareness of AMHO's 2022 election priorities;
- Continue to position AMHO and AMHO members as being trusted advisors to all Ontario political parties as they make election commitments around mental health and addiction services;
- Encourage AMHO members to raise awareness and start a conversation around our election priorities, and demonstrate the role they play in their communities to end the stigma surrounding addiction and mental health in Ontario and provides services to clients;
- Showcase the importance of AMHO and its members as they provide services to clients on the front lines, especially during COVID-19; and
- The first week of the election coincides with mental health week, and provides an opportunity to build on this momentum and conversation.

## BACKGROUND

With the additional stress COVID-19 has placed on the mental, physical, social, and economic well-being of Ontarians, there is no time to wait.

We are calling on all political parties to commit to supporting the millions of Ontarians currently struggling with substance use and/ or their mental health as well as the front line workers who care for them. The time to act is now.

# HOW TO USE THIS TOOLKIT



1

Review this toolkit that is designed to help share messaging around AMHO's 2022 Election Priorities.

2

Review the key messages that provide additional context around AMHO's 2022 Election Priorities.

3

In the lead up to the 2022 election, share suggested copy for Twitter and Facebook posts on social media. Feel free to edit the drafts to fit what resonates most with you and your organization.

4

Use the hashtag [#NoTimeToWait](#) and [#MentalHealthWeek](#) as this will ensure comments are searchable.

5

Select graphics included in this toolkit to go along with your posts.

If you have any questions about how to use items in this toolkit, please reach out to [Jasmine Hermans at jasmine.hermans@amho.ca](mailto:jasmine.hermans@amho.ca).

# KEY MESSAGES



Since the COVID-19 pandemic began, evidence shows Ontarians are experiencing increased mental health and substance use challenges.

Every year, local mental health and addiction service providers support more than 300,000 Ontarians but many others continue to sit on waitlists or are prevented from seeking and accessing help because of stigma or other barriers.

Ontarians shouldn't have to wait to access high-quality, publicly funded mental health and substance use health care whenever and wherever they need it.

To improve access to care, AMHO is calling on all political parties to commit to:

- **Implementing a strategy to address growing wait times for mental health, addiction, and substance use health services.**

Including baseline funding increases to community-based mental health, addiction, and substance use health providers by 8% (\$120M annually).

- **Developing and implementing a Health Human Resources plan to address the staffing challenges in the sector.**

Including working towards wage equity to achieve wage parity with the hospital sector and removing compensation caps for workers on the front lines.

- **Responding urgently to the escalating overdose crisis and the drastic rise in overdose deaths.**

Including restriking the Ontario Emergency Opioid Task Force.

- **Using a social determinants of health approach in designing and implementing mental health and substance use supports and services.**

Including increasing the supply and access to supportive housing units and ensuring people with lived and living experience (PWLE) are actively engaged as partners in designing the system of care.

# IN THIS TOOLKIT



In this toolkit you will find the following materials:

- **Social media copy for Twitter and Facebook**
- **Graphics designed in AMHO branding to go along with your posts**

## SOCIAL MEDIA COPY

ENGLISH

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Every year, local mental health and addiction providers support more than 300,000 Ontarians, but many others continue to sit on wait lists or face stigma that prevents them from seeking help. #NoTimeToWait

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All Ontarians deserve access to high-quality publicly funded mental health and addiction care when and where they need it, and people with lived and living experience should be engaged in designing the system of care. #NoTimeToWait

.....

As part of our 2022 election priorities, we are calling on all political parties to commit to: (1/3)

- Implementing a meaningful strategy to address growing wait times for mental health and substance use services. (2/3)
  - Including baseline funding increases to community-based mental health, addiction, and substance use health providers by \$120M annually. #NoTimeToWait (3/3)
- .....

As part of our 2022 election priorities, we are calling on all political parties to commit to: (1/3)

- Actioning a Health Human Resources plan to address the staffing challenges in the sector. (2/3)
- Including working towards wage equity to achieve wage parity with the hospital sector and removing compensation caps for workers on the front lines. #NoTimeToWait (3/3)

As part of our 2022 election priorities, we are calling on all political parties to commit to: (1/3)

- Urgently responding to the escalating overdose crisis and the drastic rise in overdose deaths with meaningful inclusion of those affected. (2/3)
  - Including restricting the Ontario Emergency Opioid Task Force. #NoTimeToWait (3/3)
- .....

As part of our 2022 election priorities, we are calling on all political parties to commit to: (1/3)

- Using a social determinants of health approach in designing and implementing mental health and addiction support and services. (2/3)
  - Including increasing the supply and access to supportive housing units and ensuring people with lived and living experience (PWLE) are actively engaged as partners in designing the system of care. #NoTimeToWait (3/3)
- .....

Ontario's monthly overdose deaths rose 79% in 2020. We are losing the fight against the overdose crisis. Call for urgent action at [notimetowaitontario.ca](https://notimetowaitontario.ca) #NoTimeToWait

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It's crucial that we continue to raise awareness about the need for improved access to mental health and addiction services. Take action at [notimetowaitontario.ca](https://notimetowaitontario.ca) #NoTimeToWait

# IN THIS TOOLKIT

In this toolkit you will find the following materials:

- Social media copy for Twitter and Facebook
- Graphics designed in AMHO branding to go along with your posts

## SOCIAL MEDIA COPY

ENGLISH

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Let's continue to raise awareness until mental health and substance use are treated like physical health. #NoTimeToWait

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COVID-19 has affected every aspect of our lives, including our mental health. Action needs to be taken to reduce wait times and increase mental health and substance use supports. #NoTimeToWait

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With increased wait times, Ontario's mental health and addiction system was in a crisis, even before the pandemic. COVID-19 has made it even worse. Ontarians deserve support. #NoTimeToWait

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Front line workers are struggling with their mental health and substance use challenges. We need to make sure we are supporting those who have supported us through this pandemic. We see you and we are here for you. #NoTimeToWait

## SOCIAL MEDIA COPY

FRENCH

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Chaque année, les fournisseurs locaux de services de santé mentale et dépendance soutiennent plus de 300,000 Ontariens, mais beaucoup d'autres continuent sur des listes d'attente ou faites face à la stigmatisation qui les empêche de demander pour l'aide.

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Les décès mensuels par surdose en Ontario ont augmenté de 79 % en 2020. Nous perdons la bataille contre la crise des surdoses.

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Les travailleurs de première ligne combattent des problèmes de santé mentale et de toxicomanie. Nous devons assurer que nous soutenons ceux qui nous ont soutenus pendant la pandémie. Nous vous voyons et nous sommes là pour vous.

# Address the overdose crisis



All Ontarians deserve access to **mental health** and **substance use care**



## We are calling on all political parties to commit to...

Developing and implementing a Health Human Resources plan to address the staffing challenges in the sector.



## We are calling on all political parties to commit to...

Implementing a strategy to address growing wait times for mental health, addiction, and substance use health services.



Wait times are too long and still growing



## We are calling on all political parties to commit to...

Responding urgently to the escalating overdose crisis and the drastic rise in overdose deaths.



Ontario's monthly overdose deaths have risen **79%** in 2020.



## We are calling on all political parties to commit to...

Using a social determinants of health approach in designing and implementing mental health and substance use supports and services.



**74%** of Ontarians are experiencing increased **mental health and addiction challenges**.



Tous les Ontariens méritent d'avoir accès aux services **de santé mentale et de toxicomanie**.



**42%** of Ontario adults have increased **substance use or gambling**.



## We are calling on all parties to commit to

Investing an additional **\$120M annually** in **community mental health and addiction**.



## We are calling on all parties to commit to

Investing in a **strong mental health and addiction workforce** by repealing bill 124, and working towards wage equity.



**100 days** is the average **wait time** for adult residential treatment for substance use.



# IMAGE ASSETS