

# 2024 Ontario Budget

## Member Toolkit

### IN THIS TOOLKIT, YOU WILL FIND:

1. Social media posts
2. Customizable news release/blog post
3. Additional messages for social media posts

## 1. SOCIAL MEDIA POSTS

We encourage CMHO members to share more information about the critical need for provincial government support for the child and youth mental health sector in the upcoming budget. Use one of the following templated posts or use the messages below in section 3 to develop your own post.

**Members can tag CMHO in their social media posts using these handles:**

- Twitter: [@kidsmentalhlth](https://twitter.com/kidsmentalhlth)
- Instagram: [@childrensmentalhealthont](https://www.instagram.com/childrensmentalhealthont)
- Facebook: [@kidsmentalhealth](https://www.facebook.com/kidsmentalhealth)
- LinkedIn: [@children's-mental-health-ontario](https://www.linkedin.com/company/children's-mental-health-ontario)

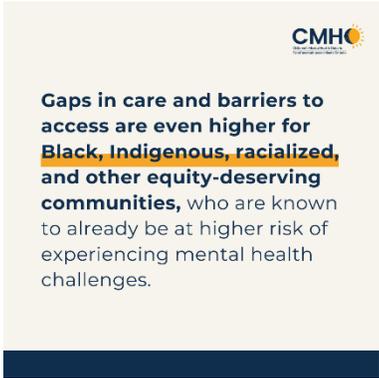
**Members can use any of these hashtags in their posts as well:**

- #KidsCantWait
- #KidsMentalHealth
- #ChildMentalHealth
- #ChildrensMentalHealth

## Graphics:

Members can use any of the following graphics as-is or use the Canva link to edit with your own brand colours and logo. To save, click on the download link to open the graphic, then right-click on the image and click “save image as.”

- **Canva link for editing brand colours/logo:**  
[https://www.canva.com/design/DAF\\_aOtyKwU/2VOc1GvpklKgmPiPDq\\_fYw/edit](https://www.canva.com/design/DAF_aOtyKwU/2VOc1GvpklKgmPiPDq_fYw/edit)
- **Note: After opening the Canva link, make sure to first “create a copy” of the design before editing.**

 <p><b>Did You Know?</b></p> <p>Mental health issues are the <b>top cause of hospitalization</b> for children and youth ages 5 to 17.</p> <p>CMHO</p>	 <p>CMHO</p> <p>Kids should be able to receive timely, quality care in their own communities, but <b>high demand</b> and <b>staff shortages</b> have led to <b>long waitlists</b> and kids missing out on the care they need.</p>
<p><b>Download link:</b> <a href="https://cmho.org/wp-content/uploads/2024-Ontario-Budget-Graphic-1.png">https://cmho.org/wp-content/uploads/2024-Ontario-Budget-Graphic-1.png</a></p>	<p><b>Download link:</b> <a href="https://cmho.org/wp-content/uploads/2024-Ontario-Budget-Graphic-2.png">https://cmho.org/wp-content/uploads/2024-Ontario-Budget-Graphic-2.png</a></p>
 <p>CMHO</p> <p>The crisis in child and youth mental health in Ontario has reached a <b>breaking point.</b></p> <p>Increased provincial funding is urgently needed.</p>	 <p>CMHO</p> <p><b>Gaps in care and barriers to access are even higher for Black, Indigenous, racialized, and other equity-deserving communities,</b> who are known to already be at higher risk of experiencing mental health challenges.</p>
<p><b>Download link:</b> <a href="https://cmho.org/wp-content/uploads/2024-Ontario-Budget-Graphic-3.png">https://cmho.org/wp-content/uploads/2024-Ontario-Budget-Graphic-3.png</a></p>	<p><b>Download link:</b> <a href="https://cmho.org/wp-content/uploads/2024-Ontario-Budget-Graphic-4.png">https://cmho.org/wp-content/uploads/2024-Ontario-Budget-Graphic-4.png</a></p>

**Caption for Facebook/Instagram:**

The child and youth mental health sector is asking the government of Ontario for a funding increase in Budget 2024 of \$140 million over four years to ensure children and youth have timely and equitable access to high-quality mental health services and to train and hire 1000 more mental health and addictions professionals. Learn more at [bit.ly/ONBudget2024](https://bit.ly/ONBudget2024).  
#KidsCantWait

**Caption for Twitter:**

Ontario's kids need timely, high-quality mental health care more than ever, but funding gaps have led to long waitlists and a staffing crisis. The child & youth mental health sector is asking for a \$140 million funding commitment in Ontario's 2024 budget. [bit.ly/ONBudget2024](https://bit.ly/ONBudget2024)

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## 2. CUSTOMIZABLE NEWS RELEASE/BLOG POST

Members can use this news release template and replace the highlighted text with your organization's information. The quote in paragraph 4 can be modified by member agencies as needed. Members are encouraged to review the [pre-budget landing page](#) and focus on the area of greatest need for their agency.

**See template:**

## **[Organization]** Encourages Increased Investment in Child and Youth Mental Health in 2024 Provincial Budget

*Urgent investment is needed to ensure [community's] children and youth have timely and equitable access to mental health services*

**Insert city, ON, insert date:** Ahead of the presentation of the provincial budget on March 26, 2024, [member name] is encouraging increased support for Ontario's children and youth through direct investment in community-based mental health services.

In recent years, the sector has experienced unprecedented challenges in the form of rising prevalence of mental health concerns among children and youth, increased demand for services, long wait times and service gaps, and a health human resources shortage resulting in high vacancy and turnover rates amongst staff.

These factors are contributing to children and youth being treated for mental health conditions in hospitals rather than in their communities. Recent data from the Canadian Institute for Health Information (CIHI) showed that 1 in 4 hospitalizations (27%) for children and youth were for mental health conditions. Mental health issues made up 4 of the top 10 reasons children and youth ages 5 to 17 were hospitalized.

"Community-based mental health services have reached a crisis point in recent years," says [name], [title] at [member name]. "Increased demand and severity of mental health needs, coupled with staffing shortages, have led to long waitlists and high rates of staff burnout. Greater investment in the sector is urgently needed to ensure children and youth can access the care they need, where they need it. The simple fact is [community's] kids and families can't wait."

The community child and youth mental health sector is seeking increased partnership with the provincial government in the form of an investment of \$140 million over four years. This funding would help to scale up the child and youth mental health workforce and the services and programs that will have the greatest impact on kids and their families.

More information on the impact of enhanced investment in community child and youth mental health is available on [Children's Mental Health Ontario's website](#). A list of local and Ontario mental health resources for parents and kids is available at [cmho.org](#) and [Insert member centre website].

[insert member boilerplate]

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For more information, please contact [insert name]

### 3. ADDITIONAL MESSAGES FOR SOCIAL MEDIA POSTS

- **Budget 2024 Funding Ask:** The child and youth mental health sector is asking the government of Ontario for a funding increase in Budget 2024 of \$140 million over four years to ensure children and youth have timely and equitable access to high-quality mental health services and to train and hire 1000 more mental health and addictions professionals.
- **Mental Health Hospitalizations:** In 2022, Ontario data from the Canadian Institute for Health Information (CIHI) showed that of the top 10 reasons children and youth ages 5-18 were hospitalized, mental health issues took the first, third, fourth, and tenth spots. Hospitals play a critical role in stabilization, but they are not the place for long-term treatment for child and youth mental health.
- **Long Waitlists:** At the last count, over 28,000 Ontario children and youth were waiting an average of nine months, and in some cases, as long as 2.5 years, to access care. A further 200,000 children and youth with significant mental health needs received no treatment at all. In some parts of the province, like Northern, rural, and remote communities, services for kids with intensive needs simply do not exist.
- **Lack of Support for Equity-Deserving Groups:** Gaps in care and barriers to access are even higher for Black, Indigenous, racialized, and other equity-deserving communities, who are known to already be at higher risk of experiencing mental health challenges.
- **Human Health Resource Crisis:** Like hospitals, homecare, and the long-term care sector, there is a human health resource crisis impacting frontline mental health and addiction workers and the communities they serve. New Ontario community mental health and addictions wage and human resource data shows that in some cases, staff in the community mental health and addictions sector earn just .50 cents for every dollar staff in other health sectors earn doing the same job.
- **Continued Partnership with the Ontario Government:** The Ontario government has shown its commitment to child and youth mental health this past year, but our kids and families can't wait. More funding is urgently needed.
- Learn more at <https://cmho.org/pre-budget-submission-2024/> or <https://bit.ly/ONBudget2024>