



The Atlantic Summer Institute on Healthy & Safe Communities

Sponsorship Kit



What is the Atlantic Summer Institute on Healthy & Safe Communities?

The Atlantic Summer Institute (ASI) is a bilingual, not-for-profit organization established in 2003, and incorporated in Prince Edward Island in 2008 with a mission to serve as a catalyst for social change, ultimately resulting in more inclusive and sustainable Atlantic Canadian communities. ASI is managed by a board of directors with representatives from the four Atlantic provinces.

How are we a catalyst?

Annually, ASI hosts events which bring together innovators and those organizations which strive for social change through public policy and community action. These events include full-scale learning institutes, symposiums, and regional workshops. The focus of these events is based on priority areas identified by our participants. Past priority areas have included: diversity and inclusion; gender and community leadership; democracy and social justice; and literacy.



We believe that public policy and programs can benefit from the application of three sources of evidence: **research, best practices and lived experience**. ASI brings innovative practitioners of these sources together with those who affect public policy and programs in a dynamic and accessible learning environment. All ASI programming reflects the diverse perspectives of communities and individuals who are engaged in strengthening Atlantic communities.

ASI is committed to mentoring the next generation of Atlantic Canadian change leaders. Each full-scale, bilingual, learning event includes a Youth Leadership Program component that focuses on skill development in the areas of social justice and community engagement. We also work closely with youth in the development of our learning events.

In conjunction with many of our learning events, a parallel Children's Program is included, which reduces barriers to participation for adult ASI attendees. It also provides our youngest change leaders with opportunities to learn, be creative, and engage with each other in a fun program designed to reflect the theme of the adult program.



What is our current priority area?

In 2014 we heard from our networks that there was a great need to address the way public policy and programs support child and youth mental health. We are now in the final year of our 3-year commitment to programming that encourages the promotion of positive mental

health for children and youth and access to help when needed.

Drawing on the Circle of Health – a collaborative teaching tool that includes the Ottawa Charter on Health Promotion, the social determinants of health and the Aboriginal Medicine Wheel – we bring practitioners, innovators, public servants, academics and community leaders together to learn and support each other to create a more sustainable and inclusive Atlantic Canada.

Why is our work important?

The Atlantic Summer Institute is the only bilingual learning institute in Atlantic Canada that acts as an incubator for community groups, educators, health practitioners and researchers, government representatives, parents/caregivers, and youth to collaborate on regional issues. We encourage intergenerational mentorship within our programs, and are committed to creating a culture of exchange and support between established and emerging community leaders.

Visit www.asi-iea.ca for more information.



www.asi-iea.ca



www.facebook.com/ASIHSC



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2nd SYMPOSIUM ON
PROMOTING
CHILD & YOUTH
MENTAL HEALTH:
MOVING EVIDENCE TO ACTION

2^e SYMPOSIUM SUR LA
PROMOTION DE LA SANTÉ
MENTALE DE L'ENFANT
ET DE LA JEUNESSE :
DU CONSTAT AUX ACTES

AUGUST 21-23 2017 | DU 21 AU 23 AOÛT 2017
CHARLOTTETOWN, PEI, Î.-P.-É.



Raising healthy children is a responsibility of all Canadians. Supporting and promoting child and youth mental health is central to enabling them to become life-long, positive contributors to their communities.

The Atlantic Summer Institute (ASI) is offering its 2nd ***Symposium on Promoting Child and Youth Mental Health: Moving Evidence to Action*** on August 21-23, 2017 in Charlottetown, PEI. The bilingual Symposium will build on the momentum from the past 2 years of programming which focused on emerging evidence and best practices that promote positive child and youth mental health in schools and communities.

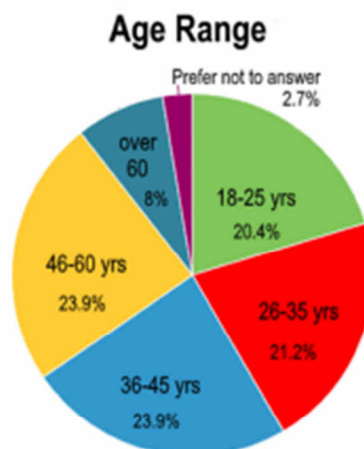
Key features of this event include:

- a profile of child and youth mental health in Atlantic Canada
- networking opportunities
- a showcase of innovative practices in Atlantic Canada
- presentations on the latest evidence
- discussion of the policies needed to promote child and youth mental health
- a Youth Leadership Program and a Children's Program
- a call to action

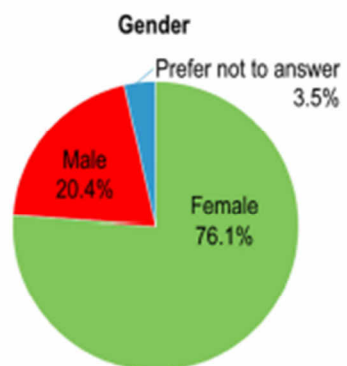
Strengthening policies and programs that affect and support positive mental health for children and youth is vital to creating a sustainable and inclusive Atlantic Canada. We invite those whose work directly or indirectly affects child and youth mental health to attend, such as families, teachers, policy advisors, program delivery staff and community leaders. They will have the opportunity for professional development, networking across sectors in the four Atlantic Provinces, and contributing to how we move forward on a regional level to have a collective impact on positive child and youth mental health.

The goal of this Symposium is to build momentum from the past 2 years of programming consolidating emerging evidence and best practice to collaboratively share and construct strategies that promote positive mental health in schools and communities.

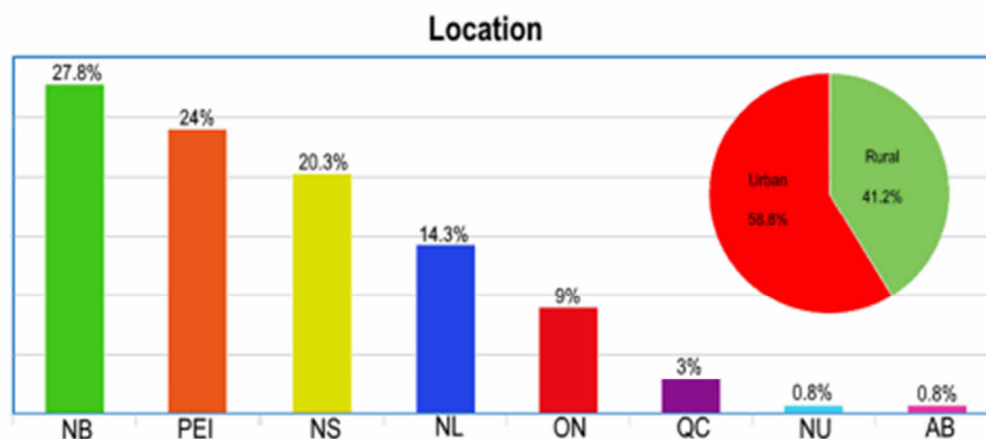
Evaluation results from the 2016 Atlantic Summer Institute on Healthy and Safe Communities



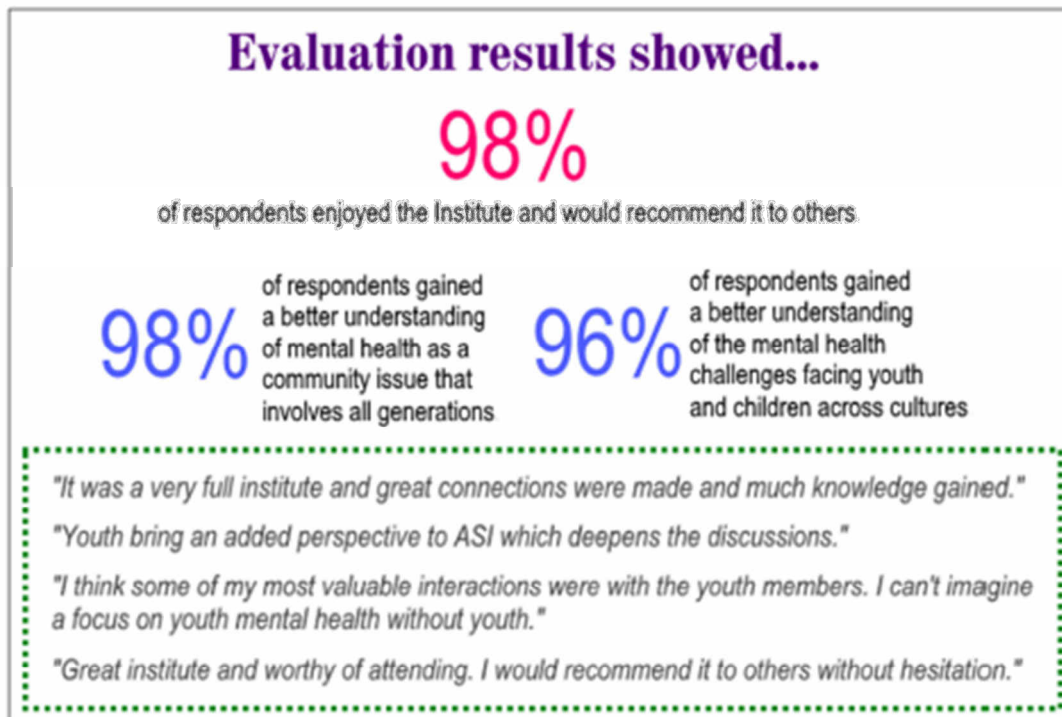
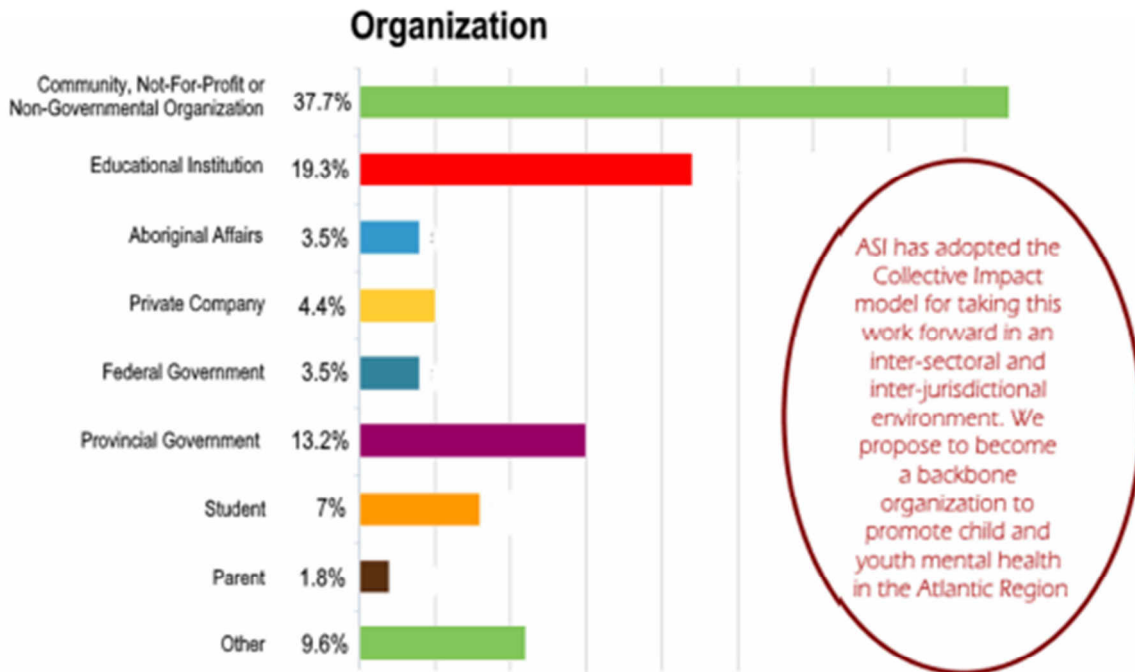
134 Adult & Youth Participants
(+ 28 kids in the Children's Program)



5% requested French materials



The Atlantic Summer Institute on Healthy and Safe Communities is the only organization that brings together community members from many different sectors in Atlantic Canada to build leadership skills and collaborate on regional issues.





Sponsorship Benefits

A. Title Sponsor: \$10,000+

Benefits include:

- Promotion as a title sponsor
 - During opening and closing remarks at the event
 - Logo and identification on all promotional materials, press releases & e-announcements
 - Logo on prominent signage in the event's plenary room
 - Logo & website link on the ASI website, social media & registration website
 - Logo on program, full page promotional space & statement within program
- Welcome speech to open the 2017 Symposium (5 min)
- Complimentary exhibit booth at Atlantic Community Showcase
- Corporate insert included in the delegate's bag (to be supplied by the sponsor)
- Includes 10 complimentary registrations

B. Gold Sponsor: \$5,000 - \$9,999

Benefits include:

- Promotion as a gold sponsor on the ASI website & social media, with logo & link to sponsor's website
- Prominent signage and promotion during the sponsored portion(s) of the event (workshop, meal, nutrition break, etc.)
- Logo on program & sponsor board, 1/2 page promotion space within program
- Complimentary exhibit booth at Atlantic Community Showcase
- Corporate insert included in the delegate's bag (to be supplied by the sponsor)
- Includes 5 complimentary registrations

C. Silver Sponsor: \$1,500 - \$4,999

Benefits include:

- Promotion as a silver sponsor on the ASI website & social media, with logo & link to sponsor's website
- Prominent signage and promotion during the sponsored portion(s) of the event (workshop, meal, nutrition break, etc.)

- Logo on program & sponsor board, ¼ page promotion space within program
- Exhibit booth at 50% off regular rate for Atlantic Community Showcase
- Includes 2 complimentary registrations

D. Bronze Sponsor: \$500 - \$1,499

Benefits include:

- Promotion as a bronze sponsor on the ASI website & social media, with logo & link to sponsor's website
- Logo on program and sponsor board
- Prominent signage during a nutrition break

Cash donation preferred, but in-kind material/services also accepted

E. Contributor: \$125 - \$499

Benefits include:

- Name listed in program and on sponsor board
- Name listed as a contributor on the ASI website & social media
- Recognition of contribution at the time of use

Cash donation preferred, but in-kind material/services also accepted

Guidelines for inserts in delegate bags: All inserts are subject to the approval of the Atlantic Summer Institute on Healthy and Safe Communities. A sample or description of the item to be placed in the bags must be supplied, and all inserts must be supplied by the sponsor at their expense. **Send inserts to:** Atlantic Summer Institute, 25 Bolger Drive, Charlottetown, PE, C1A 7T2



ASI Board of Directors:

Donovan Taplin – Youth Representative
Municipal Councillor, Town of Wabana, Newfoundland and Labrador

- Brandi Bell (ACCESS MH, Young Lives Research – UPEI)
- Jennifer Bernier (BRAVE | Centre for Building Resilience through Anti-Violence Education – NS)
- Barbara Broom (First Nations and Inuit Health Branch, Health Canada)
- Christopher Canning (Knowledge Exchange Centre, Mental Health Commission of Canada)
- Ellen Coady (NL Dept. of Education and Early Childhood Development)
- Lara di Tomasso (Knowledge Exchange Centre, Mental Health Commission of Canada)
- Joanne Elliott (Community Health Foundation, Medavie Blue Cross)
- Brian Kelly (First Nations Education Initiative, Inc. – NB)
- Jillian Kilfoil (Women's Network PEI)
- Karen Langevin (Public Health Agency of Canada, Atlantic Region)
- Pamela Magee (Canadian Public Health Association Nova Scotia/SEAK Project)
- Shauna-Lee Regular (Mi'kmaq Confederacy of PEI)
- Donovan Taplin (Youth Representative, Prime Minister's Youth Council and ASI Board Member)
- Christian Whalen (NB Child and Youth Advocate Office)
- Kathy Whynot (NB Dept. of Education and Early Childhood Development)
- Patsy Beattie-Huggan (The Quaich Inc., ASI 2017 Coordinator)
- Malcolm Shookner (Committee Chair, President ASI Board of Directors)

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