



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. 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.

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. Since then, our programs have focused on this topic with ASI 2017 resulting in a Call to Action for investment upstream in child and youth mental health promotion. The Call was built on evidence from research, review of government and pan-government reports, and the voice of civil society at ASI 2017. It calls for action on 5 key areas of Policy, Programs, Practice, Research & Knowledge Exchange, and Networks. Since 2018, ASI has been taking steps to mobilize this Call to Action.

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.



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ASI 2019

Supportive Environments for Child and Youth Mental Health - Our Shared Responsibility!

August 19-21, 2019 ~ University of Prince Edward Island

Mental health is an essential resource for life. Children and youth thrive in environments that support mental health, and their wellbeing, in turn, impacts the overall health and prosperity of our communities. Mounting global research shows the need for upstream investment in programs that support children and families, and address contributing factors, such as living conditions and experiences during early childhood, which are key factors for mental health. A whole-of-society approach is required – collaboration between government departments (such as health, education and justice), philanthropic organizations, civil society and the business world.

Following our successful ASI 2018 *Forum on developing a whole society approach to promoting child and youth mental health*, we are expanding on this theme by focusing on supportive environments – social and physical – that can influence mental health and well-being. Social environments include families, communities, schools and the virtual environment of social media, while physical environments include both built and natural. The importance of cultural connection will be considered throughout. The 2019 program will include updates on the Call to Action, Indigenous ways of knowing, and connections to the Sustainable Development Goals.

We invite you to become involved and support this collaborative work through our 2019 program, which will build on the momentum of ASI programming 2015-2018 that has advanced child and youth mental health promotion in Atlantic Canada.

The Atlantic Summer Institute (ASI) will be a bilingual event, held at the University of Prince Edward Island from **August 19-21, 2019**. A Youth Leadership Program and Children's Program will also be offered.

Objectives:

1. To enhance our collective understanding of the links between child and youth mental health and their social, cultural and physical environments.
2. To increase understanding of the reciprocal relationships between policies promoting mental health and those that impact community viability and sustainability.
3. To make the connection between global, national, provincial and territorial frameworks and local initiatives.
4. To recognize the advancement on the Call to Action – celebrate and showcase, update and plan for the future.
5. To develop knowledge and skills that can be applied to expand collaboration and networks for action after ASI 2019.
6. To model a supportive environment for learning and wellbeing – and have fun!

Design Principles:

Youth Engagement • Universal Design for Learning • Equity • Adult Education • Experiential Learning

ASI 2019 Youth Leadership Program

The Youth Leadership Program is a priority of the Atlantic Summer Institute on Healthy and Safe Communities (ASI). The program will build on lessons learned from previous ASI programs and will provide an opportunity for young people to attend and have a voice in shaping the future agenda for children and youth in Atlantic Canada.

ASI has learned from previous events how important it is to foster intergenerational learning. There will be time for youth to participate in the full ASI 2019 program through presentations and roundtable discussions, as well as convene separately to develop long lasting connections. The program will be planned with youth leaders who attended past ASI events and professionals who work in organizations serving youth.

ASI 2019 will support at least 25 five youth (five from each Atlantic province) to come together in Charlottetown for this event. Young people between the ages of 18 and 25 who are affiliated with a community group and have experience/interest in being an advocate or leader are encouraged to apply. The application process will begin in late spring.



Children's Program

We believe in inclusion and reducing barriers to participation, so we offer a free, hands-on, engaging program for children of registered participants. This program is carefully designed for children ages 4-14 and is staffed by early childhood educators and/or qualified teachers. Opportunities to participate in both official languages are available. We have delivered a Children's Program at 12 different Atlantic Summer Institute events, with rave reviews from the kids!

This year's theme, *Supportive Environments for Child and Youth Mental Health - Our Shared Responsibility!* will see the Children's Program parallel that of the adults. Children will participate in interactive activities based on social and emotional learning principles. The emphasis on positive mental health and its relationship to physical activity and the environment will be part of the fun as the children explore local Island culture, through art, music, games and nature walks!



Testimonials about ASI

"My experience at this year's ASI Forum was a rewarding and uplifting experience and was the best to date. The sharing of best practices and commitment to Child Youth Mental was insightful and powerful. I came away from the experience highly motivated and reassured we are all very passionate and focused on collaborating and working together to build strong healthy and safe communities for our children. I have never been more convinced that we need to continue to work together and learn from each and everybody who works with youth in our region. Our greatest investment in our future is with our children."

Doug Currie, VP Government Relations, Nelson Education; Former PEI Minister of Education & Minister of Health, ASI participant, 2018

"ASI has helped me better understand mental health and our communities' health and wellness and the relationship to social determinants and influencing factors. My time spent at ASI has helped me do better in my work, since the youth program helped me connect with older professionals, elders, and other young people working in the mental health field and trying to make our region a better place to live for everyone. ASI has consistently been the best program I have attended in the Atlantic region. The panelists, presenters, and participants are top notch! The programming has always been meaningful, educational, and I leave feeling inspired and empowered to do good in my community!"

Derrick Biso, ASI Youth Leadership Program Planning Committee member 2018-19; Youth Leadership Program participant 2015-17

"Atlantic Summer Institute is an excellent example of an innovative way to look at challenging public policy issues. The 2018 ASI Forum took a horizontal, multi-sectoral approach to explore local, provincial and regional collaborations and approaches which not only illuminates best practices but also opportunities for future partnerships and initiatives."

Theresa Redmond, Director General, Regional Operations, Public Health Agency of Canada; ASI participant, 2018

"I thoroughly enjoyed the ASI, which was a powerful and moving event dealing with real problems and real solutions that was at the same time energising and fun. I particularly enjoyed the presence throughout of the youth participants, which kept it grounded yet positive. The organisers have a knack for keeping people very engaged, which is of course the best way to learn."

Trevor Hancock, ASI 2018 Keynote speaker; Retired Professor and Senior Scholar, School of Public Health and Social Policy, University of Victoria; Senior Editor, Canadian Journal of Public Health

"As a participant in ASI for a number of years, I return each year as ASI provides a chance to share our indigenous way of life with others, network to address our challenges, learn together and celebrate our shared humanity!"

Judy Clark, Elder in Residence, UPEI

"ASI is an opportunity for policy makers, community organizations, academics and practitioners to come together and explore new evidence and best practice. I am struck by the inter-sectoral and interdisciplinary collaborations that have resulted over the years, and look forward to what will come from future Institutes."

David Butler-Jones, Senior Medical Officer/Atlantic Region Medical Officer, First Nations & Inuit Health Branch - Health Canada, ASI 2018

"The Atlantic Summer Institute's work is imperative in this region. It is opening up the space for intersectoral collaboration to share best practices in the Atlantic Region, as well as enabling connections to happen in order to propel our shared mission to create healthy communities. This is my second time attending the ASI symposium on Mental Health and every time I feel re-energized and reconnected in my own community."

Arianne Melara, Project Manager, New Brunswick Multicultural Council; ASI Youth Leadership Program 2017-18

"I thought the ASI Forum was an amazing experience for people who are working with youth and mental health to come together and collaborate. I made so many connections with people from all different fields of work and got different perspectives on things I do here at the Boys and Girls Club. I hope to attend again to get more knowledge and putting forward my ideas towards the Call to Action."

Stacy Montgomery, Boys and Girls Club PEI, ASI participant, 2018

"I had a wonderful experience in the youth leadership program. It was able to really help me in my job and my work within my community. The experience I had at ASI is one that I will never forget - meeting new people and really being able to expand my horizons and grow as a person. I would recommend this to anyone wanting a new experience that includes both learning and fun. It is really an experience of a lifetime!"

Paige Cox, ASI Youth Leadership Program participant, 2017



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 promotional materials, press releases and e-announcements
 - Logo on prominent signage in the event's plenary room
 - Logo and website link on the ASI website, social media and registration website
 - Logo on program, full page promotional space and statement within program
- Welcome speech to open the event (5 min)
- Complimentary exhibit booth
- 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 and social media, with logo and 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, ½ page promotion space within program
- Complimentary exhibit booth
- 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 and social media, with logo and 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 and sponsor board, ¼ page promotion space within program
- Exhibit booth at 50% off regular rate
- Includes 2 complimentary registrations

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

Benefits include:

- Promotion as a bronze sponsor on the ASI website and social media, with logo and 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 and 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



Organizing Partners

Each year's program is a collaborative effort undertaken by the ASI Board of Directors and Program Committee, a multidisciplinary group from across Atlantic Canada.

ASI Board of Directors:

Malcolm Shookner – President & Program Committee Chair
Independent Consultant, Nova Scotia

Rina Arsenault
Muriel McQueen Fergusson Centre for Family Violence Research, New Brunswick

Derrick Biso
Community Developer and Workshop Facilitator; former ASI Youth Leadership Program Participant, PEI/ON

Robert Cahill
The Homestead Program, Newfoundland and Labrador

Jillian Kilfoil
Women's Network PEI

Cathy Leslie
Nova Scotia Health Authority

Erika Michaud
Fédération des femmes acadiennes de la Nouvelle-Écosse; former ASI Youth Leadership Program Participant

Patsy Beattie-Huggan (ex-officio)
Principal Consultant, The Quaich Inc.; ASI Coordinator, Prince Edward Island

ASI 2019 Planning Committee:

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Joanne Elliott
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Linda Liebenberg
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Malcolm Shookner, Committee Chair
ASI Board

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