

#MyDefinition: What we learn when we listen to youth

Lee Thomas

Who I am

- Lee Thomas
- What I do
- How I started doing what I do



The #MyDefinition Story

- It started with a column
- Partnerships
- Trust

#MyDefinition: What is it?

- Anti-stigma poster campaign
- Features real people from the community
- Posters, website, social media

#MyDefinition: How does it work?

- Advertising
- Opt-in
- Meetings
- Training
- Photos
- Design
- Confirmation
- Launch



#MyDefinition: Why does it work? (1/5)

- Person-centred
- Peer-lead
- Trust, value & respect
- Normalize
- Validate
- Give Hope



#MyDefinition: Why does it work? (5/5)

- Outside the 'stigma box'
- Normalizing
- Introductory, palatable, non-threatening
- Not very radical (101)



Ma'ingan
/ma-ee-n-gahn/
noun

1. Passionate about social justice, The Dave Matthews Band, volunteerism, and winter bonfires
2. Avid lover of books, roller derby, music festivals, and random road trips
3. Determined to master minimalism, learn from her mistakes, and help reduce the stigma of mental illness
4. Lives with Complex PTSD, OCD, and is in recovery from self-harm and addiction

#MyDefinition
My mental health is a part of me, but it does not define me.
To join the conversation go to mydefinition.ca

  

What we learn when we listen to youth

- Educated, caring, frustrated
- Representation, validation, action
- So, so, so eager to be engaged – in the right way



Jeff
/jef/
noun

1. Loving husband and father
2. Columnist, TV host, mental health speaker, and activist
3. Music nerd
4. Suffers from anxiety, depression, and PTSD

Saint John, N.B.

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What's next?

- Investments in:
 - System navigation
 - Peer support programs
 - Early mental health education
- Seize the means of production



Thanks for having me, comrades!

- Lee Thomas
- LeeThomas.ca
- MyDefinition.ca
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