



August 19 - 21, 2024

Sponsorship **Package**



What is the Atlantic Summer Institute on Healthy and Safe Communities (ASI)?

[The Atlantic Summer Institute](#) (ASI) is a bilingual, not-for-profit organization established in 2003 with a mission to serve as a catalyst for social change, ultimately resulting in more inclusive and equitable Atlantic Canadian communities. Since 2014, ASI's area of priority has been upstream promotion of child and youth mental health. In 2022 ASI released a policy brief ***Investing Upstream – putting infant, child and youth mental health at the forefront*** and for the past 2 years has been mobilizing the uptake of the brief. For details on the brief see our website: <https://asi-iea.ca/en/asi-policy-brief/>

ASI collaborates with stakeholders from across Atlantic Canada to build connections and host conversations forward for healthier and safer futures for ourselves and our children. ASI is managed by a board of directors with representatives from the four Atlantic provinces. We encourage intergenerational and intersectoral collaboration, and are dedicated to creating inclusive, vibrant networks.

What is the ASI 2024 Policy Forum?

ASI hosts an annual learning Institute that brings together experts and practitioners in diverse sectors to learn, share and connect on the topic of child and youth mental health promotion. This year, ASI is hosting a 3-day Forum (**August 19-21**) that will include plenaries, workshops, roundtables, and an Atlantic Canada Community Showcase. ASI encourages participation from diverse sectors and individuals, including community leaders, educators, health practitioners, Indigenous leaders, researchers, parents/caregivers, youth, policy makers... **everyone interested in collaborating to improve infant, child and youth mental health!** The ASI 2024 Policy Forum will be held at Holland College in Charlottetown, PEI.

What is the ASI 2024 Youth Leadership Program?

ASI supports 25 youth (ages 18-25) to participate in the Youth Leadership Program. During the Youth Leadership Program, there is time for youth to participate in the full ASI program through presentations and roundtable discussions, as well as convene separately to learn from experts and develop long lasting connections with other youth. There is **no cost** associated with the Youth Leadership Program.

Where can I find more information about the ASI 2024 Forum and other ASI projects?

For more information visit our website: www.asi-iea.ca If you have any questions, please contact the ASI Coordinator, Patsy Beattie-Huggan at patsy@thequaich.pe.ca or at 902-894-3399.



ASI 2024 Theme

The Enduring Spirit of Collaboration – Celebrating 20 years with ASI!

ASI was built on a dream to develop a health promotion leadership institute/summer school in Atlantic Canada that would build the capacity of those working in community – unsolicited proposal

From the first brainstorming to an unsolicited proposal submitted to Health Canada Atlantic Region for seed money, collaboration has been part of our soul. The initial Advisory Committee was composed of individuals across Atlantic Canada who were committed to addressing determinants of health and root causes of crime as a means of promoting more inclusive, sustainable communities. Additional funds were provided by committee members to write a proposal to National Crime Prevention Strategy as to host the summer event. This seemed logical as at that time crime prevention through social development was aligned with health promotion. From this collaboration of health promotion, crime prevention, injury prevention and social development emerged our title – The Atlantic Summer Institute on Healthy and Safe Communities.

Our desire to bring all sectors into the discussion and create a shared agenda resulted in the first summer institute – ‘*Meeting of the Minds*’. The response was so enthusiastic that subsequent institutes were held to address the demographics of the region. For example: 2005 *Embracing Diversity – Building Community*; 2006 *Innovation and Collaboration – Building Resilient Communities*; 2007 *Strengthening Communities Across Generations*.

Building an organization with soul – one based on values and capturing the passion of social justice required a ‘Body and Soul Committee’ to explore a sustainable structure. A key concern was that if we incorporated, we would become too corporate and lose our soul. A ‘Body and Soul Committee’ took on the task. Thus, our mission was created with great care and ASI incorporated in 2008.

Mission: “To be a world-class institute in Atlantic Canada, that is a focal point for learning, training, inter-sectoral collaboration, a facilitator of research, promoter of healthy and sustainable policies, and a catalyst for social justice and equity in the areas of health promotion, social development, community safety and crime prevention as a means to building sustainable, inclusive communities.”

Since its inception ASI had a goal of developing a shared agenda to build intersectoral practice through expanding the diversity of the ASI Board of Directors and offering key events. And now 20 years of collaboration will be celebrated along with the enduring spirit of its creation.

ASI 2024 will reflect on the accomplishments and impact of ASI over the past 20 years and inspire a vision for continuing collaboration going forward.

Goals and Objectives – ASI 2024

Goal: To celebrate the past work of ASI in connecting civil society, policy makers and researchers, and create a vision for the next 20 years addressing issues that affect our mental health and well-being in Atlantic Canada.

Objectives:

1. To recognize, learn from and share our collective experience in collaboration over the past 20 years.
2. To learn from the transformative initiatives of communities in support of well-being, in particular the mental health of infants, children and youth.
3. To enhance understanding of socioeconomic and environmental conditions and challenges that face wellbeing and how ASI can be proactive in the coming decades.
4. To expand our understanding of the Truth and Reconciliation Commission of Canada: 94 Calls to Action and ASI's role in responding to the Calls to Action.
5. To develop knowledge and skills for inspiring collaborative leadership across sectors and communities including civil society, public and private sectors in support of a mentally healthy society.
6. To increase the uptake of the ASI policy brief "Upstream Investment: Placing infant, child, and youth mental health promotion at the forefront."
7. To model a supportive and inclusive environment for learning and wellbeing – and have lots of fun together again!

Program Design Principles

Youth Engagement: Youth will be engaged in providing input to the process of planning the ASI 2024 program and participating in the intergenerational event.

Universal Design for Learning: Whole society representation will be welcomed in the planning process and diverse audiences will participate in ASI 2024.

Engagement of community influencers: Those in a position to influence and implement action that supports mental health promotion for infants, children and youth at policy and community levels will mobilize at ASI 2024.

Equity: Subsidies will be offered to reduce barriers to participation.

Adult Education: Styles are interactive and engaging – everyone is a teacher and a learner.

Experiential Learning: Arts, culture, connectedness to community and nature will be incorporated.

Online Interaction: A robust online conference platform will simulate a face-to-face experience by encouraging networking, relationship building, knowledge sharing with translation support, and post conference connection.

Principles for ASI and ASI Call to Action

Youth Engagement • Diversity • Life-course Perspective
Inclusion • Equity • Adult Education • Experiential Learning
Two eyed seeing • Evidence-based Decision Making • Mental Health in All Policies
Whole-of-society approach • Respecting Rights of Children • Respecting Voices of Lived Experience
Sustainability of Policies and Programs • Respecting the Truth and Reconciliation Commission

Overarching frameworks and strategies

Circle of Health framework/tool • Universal Declaration of Human Rights • Ottawa Charter
Social determinants of health and Health in All policies • First Nations Mental Wellness Continuum
Framework Sustainable Development Goals • The Geneva Charter for Well-Being
UN Convention on the Rights of the Child • Social and Emotional Learning (CASEL)
Population Mental Health Framework

Sponsorship Levels & Benefits



ASI 2024

August 19-21 – Charlottetown, PEI

The Enduring Spirit of Collaboration – Celebrating 20 years with ASI!

ASI 2024 SPONSORSHIP LEVEL	Title	Gold	Silver	Bronze	Contributor
	\$12,000	\$7,000	\$4,000	\$2,000	\$500
Complimentary registrations for ASI 2024 in August	5	3	2	1	-
Welcome speech at opening ceremony	✓				
Recognition in press releases and e-announcements	✓				
Promotional video in Sponsors Centre on Whova	✓				
Recognition during opening and closing remarks at the event	✓	✓			
Logo and announcement of sponsorship in online ASI newsletter	✓	✓			
Corporate insert included in delegate's bag	2 inserts	1 insert	1 insert		
Promotional space and statement within program	Full page ad	½ page ad	¼ page ad	Business card ad	
Logo and link on ASI website	✓	✓	✓	✓	✓
Logo, link, description in Sponsors Centre on Whova (online platform)	✓	✓	✓	✓	✓
Logo on program	✓	✓	✓	✓	✓
Logo on sponsor board	✓	✓	✓	✓	✓
Promotion on social media	10+ mentions	7+ mentions	4+ mentions	2+ mentions	1+ mention

Sponsorship Opportunities

A. Title Sponsor: \$12,000+ (cash or combination of cash and in-kind)

Opportunities:

Sponsorship of the full event, or to one of the following:

- Youth registration and travel for 20 regional youth
- Keynote speakers travel, accommodation and fees

B. Gold Sponsor: \$7,000 (cash or combination of cash and in-kind)

Opportunities:

- Sponsorship of multimedia presentation of former speaker, board members, youth; creation of a vision video during ASI 2024 or contribution to subsidize community members and youth to attend

C. Silver Sponsor: \$4000 (cash or combination of cash and in-kind)

Opportunities:

- Sponsorship of a themed children's program offered at no cost to participants as a means to decrease barriers to attend. Certified Early Childhood Educators and Teachers design and deliver the program.
- Sponsorship of the annual multicultural meal – a communal meal offered at no cost to participants and minimal ticket cost for families, featuring food prepared by local vendors from the PEI Multicultural community.
- Document translation and printing

D. Bronze Sponsor: \$2000 (cash or combination of cash and in-kind)

Opportunities:

- Sponsorship of a luncheon for 140 people on August 19, 20 or 21st
- Sponsorship of reception following the keynote presentation – open to the public and media
- Sponsorship of youth welcome party and snacks
- Special branded gift for participants in each bag

E. Contributor: \$500 (cash or in-kind)

Opportunities:

- Sponsorship of nutrition breaks for 140 people on August 19, 20, or 21st
- Snacks – fruit, cheese, crackers
- Cow's ice cream break
- Coffee and networking
- Printing
- Signage

ASI Board Members 2024 –

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Testimonials

"Thank you so much for everyone involved in making this wonderful experience possible. It was a beautiful and safe space where I could learn and nurture my hope with love, respect, acceptance, and support. Thank you. I hope to see you all again." (Youth Survey Respondent - 2023)

"I loved these workshops or groups that I was a part of. They were extremely educational and fun! I only wish I could have participated in more than 2." (Survey Respondent 2023)

"Congratulations to all involved in planning and organizing the event, it was fantastic! Again, thank you so much for creating a forum for people to come together, share in passion, challenges, and collaboration." (Survey Respondent 2023)

"The simultaneous translation with Whova/Zoom, helped me follow along presentations made in French. Thank you!" (Survey Respondent 2022)

"I really enjoyed the opportunity to attend ASI, especially in person, to network, learn about community capacity building, leadership development, leadership, among other very valuable resources. I wouldn't doubt to recommend this program in the future!" (Survey Respondent 2022)

"Amazing program. Organized and strength-based leadership." (Survey Respondent 2022)

"I really enjoyed the hybrid model. There were inevitably some tech issues, however that is to be expected! I was ill at one point in the day and unable to attend a session in person, so I logged in online and was able to listen and still avail of the information." (Survey Respondent)