



Sole Focus Project Ambassador Contract

The Sole Focus Project™ was initiated in February 2017 by the Canadian Mental Health Association, Windsor-Essex County Branch (CMHA-WECB) to bring greater awareness about mental health to our community, as well as to raise much needed funds to support mental health awareness, education and training.

The CMHA-WECB recognized that partnerships were a valuable and integral part of this three-year campaign and on boarded strategic partners from both the private and public sectors. Additionally, in order to showcase that mental health affects us all, we sought out campaign ambassadors to share their lived experience or simply to help spread the message of awareness and acceptance through their own networks. The response has been overwhelmingly positive and we continue to add new campaign ambassadors all the time.

As such, we thought it would be helpful for new ambassadors to have a brief document to outline what the expectations of the ambassador role are from CMHA-WECB's perspective, these include:

- Have professional photograph taken by Nathalie McFadden and provide a brief quote regarding why mental health/this campaign is important to you. CMHA-WECB will coordinate the photo and it is done at no cost to the ambassador. CMHA-WECB retains sole rights to utilize the image in campaign materials.
- The photo will be posted on the campaign website (solefocusproject.ca) and shared on our social media channels, including Facebook, Instagram, Twitter and YouTube.
- The ambassador is expected to share this post with your social network(s).
- Various tools will be provided that should be utilized whenever possible including a Sole Focus Project email signature, social media images, your ambassador photo post, etc.
- You are to include the hashtag #showyoursole when referencing the campaign and tag CMHA using the handle @CMHAWECB.
- Like our social media pages (Facebook, Twitter, Instagram) and share relevant posts.
- Initiate your own original mental health-related content once per month.
- Promote and attend Sole Focus Project events when possible.
- Refrain from posting comments, images, etc. that would be in direct opposition to mental health and the values and mission of CMHA.
- Encourage your co-workers and employer to engage in mental health education and trainings.
- Coordinate a Sole Focus Project activity of your own during the month of May (Mental Health Week) or September (Suicide Prevention Awareness Month).

Signature

Date