

1. What is the Global Coalition on Youth Mental Health?

The Global Coalition on Youth Mental Health is a network of leading international voices on youth mental health. The Coalition aims to amplify the many voices on youth mental health worldwide, and connect the work of these organizations, communities, and individuals to galvanize awareness, collaboration, and action.

2. Why was the Coalition founded?

The Coalition was founded as a response to an emerging need for global action on youth mental health. Youth engagement is a “key pillar” to drive action on mental health generally. According to the World Health Organization, one-in-five adolescents globally will experience a mental health problem each year. The effects are often devastating, as these conditions impact youth at a critical point in their lives. There are many organizations providing resources, services and advocating for youth mental health. Despite these efforts, there is not a unified voice for these campaigns online.

3. What is the role of the Steering Committee?

The Coalition was founded on the belief that collaboration is a key strategy to advance a major public health agenda. Leading organizations in the youth mental health arena have joined forces to collaborate on the objectives and goals of the Coalition and meet regularly to discuss its overarching vision. The Coalition’s Steering Committee includes Jack.org, the University of Toronto, iFred, batyr and the Johnson & Johnson Family of Companies.

4. What are Coalition members asked to do?

- **Share Campaigns** Members are encouraged to share their organization’s campaigns, messages, and social media posts with the Coalition. The Coalition will then share these messages with a global network of mental health influencers, to amplify best practices and shine a light on advocates around the world.
- **Amplify #195forMentalHealth** Members are also asked to commit to sharing the messages of the Coalition partners on social media throughout the year, posting with the hashtag #195forMentalHealth to create a unified, global message of urgency and support.
- **Logos & Website** Members are asked ‘sign on’ by sharing their logos with the Coalition, and agreeing to be featured on the ymentalhealth.org website and press materials.

5. What kind of organizations are being asked to join the Coalition?

The Coalition encourages the participation from both the charitable, public and private sectors. To this end, the Coalition is in active conversation with representatives from mental health organizations, youth groups, universities, patient advocacy groups, and government entities.

6. What are the primary activities of the Coalition?

The Coalition is focused on amplifying and sharing the messages of its members through social media marketing. To help provide support in social media outreach, the Coalition sends a regular Social Calendar of its members, so that these messages can be shared with the followers

of the other member groups. In the future, the Steering Committee may decide to host virtual gatherings, meetups or even convenings. At the current time, the focus is on creating a regular drumbeat of messages for youth mental health.

7. Why and how is the Coalition using social media?

The Coalition is using social media to amplify the messages of Coalition members, primarily through Twitter, Instagram, and Facebook. Social media has been identified as the primary vehicle to activate youth and de-stigmatize messages around mental illness. We are not creating new campaigns for youth but rather are facilitating the sharing of existing campaigns with our partners on their networks.

8. What is the meaning behind the hashtag #195forMentalHealth?

Today, there are 195 countries in our world – imagine if every one of them prioritized youth mental health? That is the message of the #195forMentalHealth hashtag. The Coalition invites partner organizations and anyone engaged in mental health advocacy to use #195forMentalHealth and #YMentalHealth when posting messages about their work.

9. What is the geographic reach of the Coalition?

The Coalition seeks engagement from every country in the world. To-date, members of the Coalition represent international advocacy organizations and are actively working on the ground with youth in Australia, Canada, Ireland, Kenya, India, Columbia, Singapore, South Africa, the United States, and the United Kingdom.

10. How is the Coalition being funded?

The Global Coalition on Youth Mental Health is made possible through sponsorship by the Johnson & Johnson Family of Companies, which is committed to neuroscience research and has long been dedicated to supporting those with mental illness.

11. Who makes decisions about the Coalition's activities? The Coalition is a collaborative effort. Activities of the Coalition are directed by members of the Steering Committee.

12. What is the role of High Lantern Group?

Johnson & Johnson Family of Companies has retained High Lantern Group, a public affairs and strategy consulting firm, to assist with the communication of content and to support the coordination of the Coalition.

13. What is the long-term vision of the Coalition?

This is a multi-year effort. The hope for the coalition is that the connections and momentum established through the #195forMentalHealth hashtag will build a global network that will collaborate for the remainder of 2017 and into 2018.

14. Is the private sector encouraged to participate in the Coalition?

Yes, the Coalition welcomes opportunities for partnership within the private sector.

15. Are there membership fees?

The network is free to join and there are no obligations of members beyond what the individual organizations want to commit.

16. How can an organization join the Coalition?

We invite individuals and organization to join us by visiting www.ymentalhealth.org

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