

Help Us Build WhereToStart.ca!

What is WhereToStart.ca?

WhereToStart.ca is the new name for the single access point to Peel Region's community-based child and youth mental health (CYMH) system. Operated by Peel Children's Centre in its role as Lead Agency for CYMH services in Peel Region, **WhereToStart.ca** makes access to mental health services simpler and easier for children, youth, families and service providers.



WhereToStart.ca currently operates as a phone number (905-451-4655) that children, youth and families can call to get help.

How Does WhereToStart.ca Work?

When children, youth and families call **WhereToStart.ca**, they are connected to the most appropriate program from a range of services provided by six CYMH agencies in Peel: Associated Youth Services of Peel, Nexus Youth Services, Peel Children's Centre, Rapport Youth and Family Services, and the Child and Adolescent Mental Health clinics at Trillium Health Partners and William Osler Health System. This group of agencies makes up Peel's Core Service Providers of child and youth mental health services.

Building WhereToStart.ca

Together with youth and families, Peel's Core Service Providers have been working to create a look and feel for the main access point to service, or "front door", that is vibrant, memorable and youth-friendly; actively destigmatizes mental health; and communicates empathy, understanding and zero judgement.

Step #1 in this process involved conducting research with youth and caregivers to inform what the "front door" to service should be called and what it should look and feel like. Through focus groups and surveys, youth and caregivers emphasized the need for a brand that is simple, straightforward and memorable, while communicating empathy, understanding and acceptance.

After concluding the research phase, it was time for Step #2, at which point Fingerprint developed names, taglines and logos to test with staff, youth and caregivers. Following a fulsome survey process, **WhereToStart.ca: Access to Mental Health Services for Children and Youth** was selected as the new name and tagline, along with the logo found on the first page of this backgrounder.

We Need Your Help!

Now we are asking for your help again! It's time to build **WhereToStart.ca's** website!

Please complete our survey so we can hear what you think about the proposed creative direction for **WhereToStart.ca**.

Feedback from youth and caregivers is extremely important to us, as we want to build a website that makes sense to the people who need to find it.

Please respond to the survey by **Wednesday, August 1st at 5 p.m.** The survey is 11 questions long and will take 5-10 minutes to complete. If you prefer, you can complete the survey online at <https://www.surveymonkey.com/r/WhereToStart>

If you have any questions about this process, please contact PeelMOMH@peelcc.org and one of the project coordinators will get back to you soon.

We would like to hear from as many youth and caregivers as possible. **Your voices are important.** On behalf of the **WhereToStart.ca** team, thank you for your help!



Peel Region's Core Service Providers