Logo, icon, company name

Description automatically generatedUmind and the Benefits for

our Member Community

**WHAT IS Umind?**

Umind is Canada’s premiere online resource for child and youth mental health professionals, fostering a national community of practice that transcends provincial boundaries within the network of children’s mental health treatment providers. Now more than ever, the importance of sharing knowledge and resources is paramount. If you are not already a member, we invite you to join the over 2400 members from across Canada & the US at <www.umind.ca>, as well as through social media on facebook, twitter, and Instagram.

**WHAT ARE THE BENEFITS OF Umind?**

Benefits for Mental Health Workers:

* Feeling valued as knowledgeable, resource and effective essential workers
* Enhance ability to perform their job better – practical tools and focus provides easily applicable teachings of successful innovations of others doing similar work
* Access to a resource library of over 1400 items from mental health agencies across Canada & the world
* Provision of a community of practice to support professionals in their daily work on relevant topics
* Allows new mental health professionals to shift academic learning into practical application

Benefits for Not-For-Profit organizations:

* Free Professional Development for staff
* Easily accessible training to all workers no matter what their shift &/or geographic location (webinars will be presented live & will be recorded for viewing at any time)
* Access to successful innovations that can be easily modified to fit their agency needs (using less resources during the development phase) in order to provide improved services
* Opportunity to share innovations, providing a sense of pride & potential for collaborative relationships
* Additional time with resources in hand, to dedicate direct services to children, youth, & families

Benefits for (Mental) Health Services in general:

* Children, youth, & families will be able to participate in effective & timely mental health services
* Staff working with children & youth are supported, well-prepared & better able to perform tasks
* Practical, hands on resources that meet the unique needs of children, youth and familes

Benefits for academic institutions

* Maintain current & captivating curriculum and teaching materials
* Promote faculty & the academic instituation through webinar presentations
* Enhance faculty’s reputation as a leader in children’s mental health research & practice
* Help increase post-graduate employment stats
* Provides students with access to ‘real world’, practical tools, programs, & interventions

**Our Community:**

1. **The top 10 most common positions held by Umind members:**
2. Social worker
3. Child & Youth Worker/Counsellor
4. Student
5. Child Life Specialist
6. Counsellor
7. Nurse (Public Health, RN, RPN)
8. Manager
9. Professor/College Instructor
10. Executive Director/CEO
11. Program Manager
12. **Users:**

* 72% of Umind members live in ON, 8% live in SK, 5% in BC, 4% in AB, & 4% in NL

1. **Membership Recruitment and Community “Build”:**

While our Shifting Priorities: Pandemic Pivots in Children and Youth Mental Health Services webinar series will mainly serve to support Children and Youth Mental Health Professionals, it will also be key in recruiting new members. Through directly linking registrants back to the Umind site after registering for webinars, increased social media promotion, webinar presenter selection (based on geography & topic) & post webinar emails, we will see significant membership increases through to March 2021.

Our focus for 2021 will be to continue virtual outreach to associations, post-secondary institutions, specifically those outside of Ontario.

**HOW DOES Umind DIRECTLY BENEFIT**

**CHILDREN & YOUTH MENTAL HEALTH PROFESSIONALS?**

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| --- | --- | --- |
| Challenges to Mental Health Services Professionals | Umind Benefits | Outcome |
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| Too much time spent researching for tools & resources (less time for implementing interventions) | Umind connects professionals with existing tools & resources in an on-line resource repository | Professionals have more time available to provide direct service to clients & their families |
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|  |  |  |
| Professionals are unable to efficiently share knowledge, expertise, & experiences with others outside of their organization | Sharing of resources is available through the on-line library as well as through webinar opportunities | Professionals, & their organizations, are able to learn from others doing similar work, & build connections & partnerships in order to provide more effective services |
|  |  |  |
| Costly speaking fees can inhibit organizations from hosting guest speakers knowledgeable about current issues in the field | Live webinars are provided & then archived & can be accessed by Umind members free of charge | Professionals, & their organizations, are able to access timely & relevant professional training opportunities at times most suitable to them. |
|  |  |  |
| Gap in academic learning & practical application for those entering the profession | Provides access to webinars & practical resources developed by children & youth mental health organizations across Canada & the US | Better prepared students & recent graduates are more likely to have post-graduate success |