



BANFF MENTAL HEALTH & ADDICTION WEEK

Being An Ambassador

What is the purpose of the week?

The week seeks: to increase awareness about the mental health and addiction issues affecting Bow Valley residents, to increase awareness of the mental health and addiction services available to residents, to create a systems level response to the mental health and addiction challenges in our community through a collaborative and coordinated approach, and to break down the social barrier of mental health stigma through community initiatives and conversations.

What does an ambassador do?

Ambassadors share their own lived mental health experience to inform the community about the diversity of mental health and addiction illnesses, to help reduce the stigma, and to inspire recovery and hope.

Share Your Story - Ambassadors may be asked to share their stories and experience in a variety of ways, including written or video form, website and social media channels, public speaking, media interviews, or through podcasts.

Be an Advocate - Ambassadors may be asked to share their personal healthcare journey and experiences to support improvements to the local healthcare services.

Promote Mental Health and Addiction Awareness – Ambassadors may be asked to attend and support programs and activities to assist programmers, attendees and help increase awareness of the mental health and addiction.

Provide Feedback and Information - Ambassadors are asked to help us obtain feedback and be a stronger influencer on important issues affecting the wellbeing of our community and its residents.

To apply, please fill in the information on the following pages and e-mail bmhaw24@gmail.com

Name:

Email:

Phone:

Important: please fill in where you are comfortable, we are happy to have a one-on-one conversation if that works better for you.

Being An Ambassador

- 1) Why are you interested in becoming a mental health and addiction ambassador? Please use as much or as little space as you wish. You can also attach a separate page.
- 2) We are committed to our ambassadors representing the diversity of our Banff and Lake Louise Communities. Your answers below are optional to share and will not impact your application but rather to respect our diversity.
- 3)

Gender Identity	<input checked="" type="checkbox"/> Sexual Orientation	<input checked="" type="checkbox"/> Race/Ethnicity (Select all that apply)	<input checked="" type="checkbox"/>
Woman	LGBTQIA+	Indigenous	
Man	Straight/Heterosexual	Black or African descent	
Non-binary	Prefer not to say	East Asian	
Transgender	Prefer to self-describe: _____	South Asian	
Prefer to self-describe: _____		Southeast Asian	
Prefer not to say		Middle Eastern or North African	
		Latinx or Hispanic	
Disability Status		White	
I identify as a person with a disability.		Mixed race/multiracial	
I do not identify as a person with a disability.		Prefer not to say	
Prefer not to say		Prefer to self-describe: _____	

- 4) Are there any other aspects of your identity that you'd like to share with us?

5) In your story, please describe what mental illness or addiction topics you experienced?

Being An Ambassador

6) I am interested in the following (choose all that apply):

- Sharing my story online (written or video)
- Sharing my story on social media
- Sharing my through public speaking opportunities
- Helping promote mental health at events, programs and activities
- Select All

7) Do you agree to allow Bow Valley Health and Addiction Week to use your photograph in the areas identified above for the sole purposes stated above?

Signature

Date