

## **It Could Be Me video**

### **Narration**

#### **Draft 1**

**1.18.19**

**approx 4 min.**

This is the story of a beautiful, vibrant, inclusive, friendly, charitable and caring community. OUR community: Maple Ridge and Pitt Meadows.

Mountains, rivers, lakes, culture, recreation, business and education.

And this is the story of the young people in our community. They are ambitious, energetic, hopeful, artistic...full of dreams.

Like all communities, we want to focus on all the good things we have to offer...all the things that unite us.

So maybe it's a little too easy to overlook the challenges.

[blank screen] Take a look. Really...look closely. Do you see it? Are you looking? Do you see it now? No, you don't see it, do you? This...is what mental health looks like. This is what the mental health of our young people looks like. This is what substance use looks like. It's not something you can take a picture of.

And whether we can see it or not, it's here. *[It could be me.]*

In fact, mental health disorders are the leading health issue for children and youth. 1 in 5 children and youth will be affected by mental illness – that's 4,000 young people living in Maple Ridge and Pitt Meadows that might need the support offered through the Youth Wellness Centre.

In the not-too-distant past, our beautiful community was lacking adequate resources to support and care for youth with mental health and substance use issues--to look after our young people's *total* well-being. Health practitioners were frustrated with long wait lists and having to refer those who needed help OUT of the community. *[It could be me.]*

But the story gets better...

Once upon a time, our passionate and dedicated community leaders stepped up and said, "No. This is not acceptable." And after years of effort, the Youth Wellness Centre was born-- a revolutionary integrated model of services. And it's working. Right now, the Youth Wellness Centre is serving **[waiting to fix numbers]**.

The fact is that youth mental health is a challenge in our community. And it's not just our own children we're talking about. It might be our neighbour's kids. *[It could be me.]* It could be a work colleague's teenagers. *[It could be me.]* It might be someone with straight As *[It could be me.]* and it might be someone who doesn't have a stable home.

Think about all the young people in YOUR world. What would happen to them if there wasn't someone to turn to to help address their mental health or substance use challenges? *[It could be me.]*

Rest assured, though, this is a happy story because now there's a new chapter. The Centre is growing and expanding! And this is where YOU join the story. You're not just IN the community, you're PART of it. And we hope that you'll give generously to help young people in Maple Ridge and Pitt Meadows continue to receive the support and care that they need.

It's a great story, isn't it? Yes, we live in a beautiful, vibrant, inclusive, friendly, charitable and caring community. And will only get better and stronger when we care for our youth the way they should be cared for.

Please [please, please, please---by youth] give what you can. Our community -- and our youth -- thank you [thank you thank you---by youth].