



**Do your part, don't stay apart.**



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It's now in our hands to come together and protect our youth's mental health.

[ymhc.ngo](http://ymhc.ngo)

**YMHC**  
Youth Mental Health Canada



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## **Insight**

The pandemic taught us the importance of maintaining physical distance from one another. In the process, we forgot about the importance of our youth's mental health.

## **The idea**

### **6 feet closer**

Taking inspiration from physical distancing government signage enacted everywhere, we instead have chosen to reverse the messaging we're all so used to seeing, even altering the line they use to our advantage.

The double page spread works to our favour, theoretically putting the power to bring people closer together in the hands of the reader themselves.

We'll extend this campaign by hacking the current messaging everywhere (such as retail posters, floor decals and public radio announcements) and tweak it to be about coming together instead of staying apart when it involves our youth's mental health.