



• **F O U N D R Y** •  
WHERE WELLNESS TAKES SHAPE

## **Brand Story**

December 2016



FIND. FORGE. FOUND.

**Find** hope,  
help, support.  
**Find** yourself.



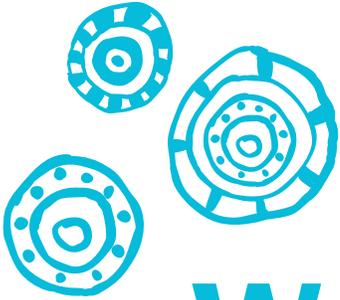
FIND. FORGE. FOUND.

**Forge** new  
**connections and**  
**new abilities.**  
**Forge your path**  
**to wellness.**



FIND. FORGE. FOUND.

**A foundation  
for health and  
well-being.  
A foundation  
for who you  
want to be.**



# Welcome to Foundry

**Where wellness takes shape**

We are forging a new, province-wide culture of care through the development of a network of centres and e-health services – co-created with our health and social service partners, young people and families in communities across BC. Foundry brings health and social services together in a single place to make it easier for young people to find the care, connection and support they need. We are committed to changing lives, communities and our systems, because young people are our future.

## OUR STORY

For young people who are navigating life's large and small challenges — from colds to relationships, from anxiety to job hunting — Foundry makes a difference by doing things differently.

We believe in providing care and services developed with and for young people. We are working together to give young people a voice in their care, and to provide obstacle-free access to the resources, services and care they want and need.

At Foundry, we are uniting communities, people, services, ideas, research and abilities to create a new, province-wide culture of care and wellness—one that is judgment-free, easy to use, collaborative, person-centred and effective.

Foundry empowers young people to find help and find themselves, forge new paths for wellness, and build a foundation for a healthy future. Together, we change lives, our communities, and our systems, because young people are our future.

## WHAT WE DO DIFFERENTLY

### FOR YOUTH, WITH YOUTH

- Created with and for young people and their families

### ACCESS

- United health and social services, resources and programs
- Safe, welcoming, approachable
- Online and local walk-in centres

### CARE

- Plans shaped around each young person's needs and desires for wellness
- Youth-focused, person-centred
- Health and social services, resources and programs
- Evidence-based best practices

### EXPERTS

- Friendly experts for any health need
- Skilled care providers and peer support workers

### COLLABORATION

- Empowering collaboration and knowledge exchange between health and social service care providers
- Research, real-time evaluation and ongoing quality improvement integrated into all services

## KEY STORIES

### YOUNG PEOPLE

#### **Where young people shape healthy lives**

When life feels unsteady, young people can rely on Foundry to be their foundation for connection and care, support and growth. We empower young people to lead healthy lives, forge new abilities and shape their own vision for who they want to be.

Created with and for young people, everyone is welcome and safe at Foundry. Whether online or offline, we make it easy for young people to find the tools, resources and skills they need to form a plan for wellness. It's a place to gather and grow, where they can work with friendly and experienced health and service providers and find useful information to work towards their goals for mental, emotional, physical and social well-being.

### FAMILIES & CAREGIVERS

#### **A foundation for families and caregivers to find hope, help and support**

Foundry was created with a holistic approach to wellness, which includes the families and caregivers who each have a role to play in a young person's wellness. At Foundry, family members and caregivers will find a source of strength, support, and connection. We welcome and engage families and caregivers, providing them with services and resources that are developed specifically for their unique information and support needs.

## KEY STORIES

### SERVICE PROVIDERS

#### **A caring team of experts to help young people find their way to wellness**

As a source for connection and collaboration, Foundry forges partnerships with health care and social service providers who share the belief that we can deliver better care together. This team of experts, including peer support workers, work together with each young person to form a plan that is shaped around their unique needs and desires for wellness. By providing a foundation for health and service providers to come together, we empower collaboration, knowledge exchange and evidence-based practices that improve care.

### SYSTEM

#### **Transforming how young people and their families find care and connection**

For many young people and their families, finding and accessing health and social support services can be a confusing, fragmented experience. But at Foundry, things are different. By uniting mental health and substance use, health and social support services under one roof, we are bridging the gaps and making it easier for young people to access the care and connection they need to forge a path to wellness. Foundry is transforming how young people and their families find the resources and support they need, both online and in their communities.



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