



Ontario Shores

Centre for Mental Health Sciences

FOR IMMEDIATE RELEASE

A New Era of Discovery, Recovery and Hope for Whitby Mental Health Centre

(WHITBY, ON) June 10, 2009 - Whitby Mental Health Centre unveiled today its new name -- *Ontario Shores Centre for Mental Health Sciences* (Ontario Shores), created to better reflect the hospital's expanded mandate, role and future directions.

Before an audience of community stakeholders, partners, patients, staff and volunteers, The Board of Directors unveiled the name and brand identity, along with a new mission statement at its annual general meeting.

"Today's announcement is part of our journey since becoming a public specialty hospital in 2006," said Brian Hart, Chair of the Board. "In the last three years, our community-based Board of Directors, leadership team and staff have focused on building and implementing a vision, values and direction for the organization."

Having an identity that reflects the leadership, expertise and scope of the organization is important in our evolution, Hart said.

"Our mandate in the healthcare system is to be a specialized resource for treating patients with complex mental illness, doing innovative research, training and supporting professionals who work in mental health," Hart said. "As we enter the next era of our organization, it was timely for us to align our brand and identity with our vision and create a new mission statement that better reflects our purpose."

"*Ontario Shores* reflects the geographic scope of our services and the spectacular location of our main campus overlooking Lake Ontario," explains Glenna Raymond, President and CEO. "On a symbolic level, *shores* implies a safe place at the intersection of land and water. It expresses our role in treating patients with serious mental illness and helping individuals on the journey of recovery."

Centre for Mental Health Sciences represents the organization's role as a specialized mental health care provider, using an evidence-based and best practices approach to care. A focus is placed on scientific research and education to improve patient care. As part of its role as a teaching centre with an academic role, Ontario Shores has developed affiliations with universities and colleges to educate physicians as well as allied healthcare professionals in areas such as nursing, psychology, social work, occupational therapy and nutritional sciences.

The new circular logo subtly reflects the letter O and S within an image of a shoreline to demonstrate a path symbolic to recovery. The bright colours of the logo convey energy,

healing, optimism and hope. The use of earth tones reflects the natural environment and the warmth and compassion the organization has always been known for.

“Our tag line -- *Discovery. Recovery. Hope.* encapsulates our vision of Recovering Best Health, Nurturing Hope and Inspiring Discovery,” said Raymond. “The term ‘discovery’ expresses the important role self-discovery plays in our patients’ journey of recovery, our commitment to research and ongoing learning for our health professionals. Discovery, and the opportunity for recovery, is the basis of hope for patients, families and our communities.”

The mission and brand are part of the Board’s strategic plan for the organization and reflect the proud history of the hospital as well as the need for improved prevention, diagnosis and treatment of mental illness through innovative programs and partnerships. The new brand conveys a message of hope and healing for patients and their families.

The development of the new name and mission statement included consultation with over 500 staff, patients, physicians and volunteers as well as external partners in the community.

New Mission Statement for Ontario Shores:

We provide leadership and exemplary mental health care through specialized treatment, research, education and advocacy.

About Ontario Shores Centre for Mental Health Sciences:

Ontario Shores Centre for Mental Health Sciences (Ontario Shores) is a leader in mental health care, providing a spectrum of specialized assessment and treatment services for people living with complex mental illness. Patients benefit from a recovery-oriented environment of care, built on compassion, inspiration and hope. Ontario Shores engages in research, education and advocacy initiatives to advance the mental health care system.

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