

Professional Development Training Overview

BECOMING A PUBLIC-FACING ADVOCATE

● SESSION DESCRIPTION

This intro to **public-facing, lived experience advocacy** combines **narrative examples, practical guidance, & structured skill-building**. Participants learn about **speaking, consulting, clinician-education, social media engagement, collaborations** with partner organizations, & how to **decide whether to share** their experiences publicly.



● LEARNING OBJECTIVES

- **Identify** early pathways
- **Understand** foundations
- **Gain clarity** on next steps
- **Develop language** for sharing
- **Honor** personal boundaries

"It made lived experience advocacy look like a **path forward** and **not just a side gig**."

— **Youth Council participant**

Center of Excellence in Youth Mental Health
Douglas Research Centre | McGill University

● KEY TOPICS

- **Lived experience** as Expertise
- **Storytelling** Skills
- **Public-Facing** Roles
- **Safe, Intentional** Social Media Engagement
- **Personal Brand** Basics
- **Collaborating** with Health-Sector Organizations
- **Navigating** Imposter Syndrome
- **Building Credibility** Over Time
- **Real Examples** & Lessons Learned
- **Compensation** / Labor Clarity
- **Emotional** & Reputational Risk

● INTENDED IMPACT

- **Clearer understanding** of the landscape
- **Practical skills** for early advocacy opportunities
- **Insight** into how personal experience can shape systems
- **Increased confidence** navigating public-facing opportunities
- **Reduced risk** of burnout / exploitation



● LEARN MORE



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