

**CENTRE FOR INNOVATION IN PEER SUPPORT**

**Peer Support  
Promotion Guide  
Version 2**

**Support/**  
**House**



Centre for  
Innovation in  
**Peer Support**

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# How to Use This Resource

## To Cite this Document

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## Legal

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## Acknowledgements

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# Recommended Content

## Highlighting Guiding Standards of Peer Support

It is highly recommended that the Guiding Standards of Peer Support are highlighted as the framework peer support work occurs within. Not every standard may be relevant to your project or audience, however those that are relevant should be shared and addressed in a way that someone who has never heard of them can understand.

## Defining and Describing Peer Support

Many people are unaware of exactly what peer support is, or they may have heard peer support defined differently from the way your organization defines it. Defining and describing peer support from your context informs others who may engage in your service.

### Centre for Innovation in Peer Support's Definitions

#### What is Peer Support?

Peer support is intended to be rooted in hope through an empowering and empathetic relationship between people who have a similar life experience or circumstance in common.

#### Who is a Peer Support Worker?

Someone who has a similar life experience or circumstances to yours. They have engaged in special training and skill development to enhance their ability to support you in living the life you want.

## Program Specifics

- What does your organization, or program offer in regard to peer support?
- What can people expect regarding service delivery (topics, scope, etc)?
- How do people access your services?
- Are there admission criteria for participation?

## Evidence

Evidence can support people in seeing the value of your service. The evidence you include should be relevant to the audience you are targeting. If you are promoting to other professionals, academic evidence may support them in their valuing of peer support as an offering. If you are marketing your program to potential service recipients then quotes from others who have engaged in peer support services may be more impactful.

# Key Considerations

## Using Plain Language

Others may not have the same background understanding of peer support values, system language, acronyms, and other terms commonly used in peer support circles. Even language such as “recovery” may not resonate with everyone, whereas a word like “wellness” may have more people identify with your offering.

## Consider Frequently Asked Questions

If there are questions your team is frequently asked regarding peer support or your programming that means it is a gap in the information people are receiving prior to engaging with your services. Consider if any frequently asked questions could be addressed within your promotional materials.

## **ADDITIONAL RESOURCES TO EXPLORE**

### **Centre for Innovation in Peer Support's**

### **Provincial Systems Virtual Learning Centre & Resource Hub for Peer Supporters & Organizations**

Support House's Centre for Innovation in Peer Support's full programming is offered through our Virtual Learning Centre & Resource Hub which supports the most current, best practices in Peer Support.

Through our Virtual Learning Centre, we offer trainings, consultation, our Peer Professional Development Webinar Series, and provincial communities of practice. Our Resource Hub is home to our educational toolkits, documents and videos. These offerings support the practice and implementation of Peer Support within Ontario.

#### **Products on our Resource Hub:**

- ***Guiding Standards of Peer Support*** (from Mental Health Commission of Canada, Peer Support Canada & Centre for Innovation in Peer Support)
- ***The Value of Peer Support*** – CMHA Waterloo Wellington (external resource)

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