



— OBCM —  
Ontario's Big City Mayors

## How You Can Help SolvetheCrisis.ca A Request to Ontario Municipalities From Ontario's Big City Mayors

### What is the SolvetheCrisis.ca Campaign?

Ontario's Big City Mayors (OBCM) launched the [SolvetheCrisis.ca](https://www.solveethecrisis.ca) campaign in August 2024 to address the homelessness, mental health and addictions crisis happening across Ontario.

After years of advocacy we are at a turning point, the time to act is now. This crisis is growing in municipalities and regions of every size across Ontario, and we need help more than ever!

Ontario municipalities of all sizes have stepped up, putting in place programs and housing options along with community partners and other stakeholders, advocating for funding that might be provided from other levels of government but is never consistent and never enough. We cannot tackle this alone, the federal and provincial governments' must come to the table.

We launched the [SolvetheCrisis.ca](https://www.solveethecrisis.ca) Campaign with a press conference at Queen's Park including a video that can be shared and found here: [OBCM You Tube Channel](#), a social media campaign that is still underway, and a website [www.solveethecrisis.ca](https://www.solveethecrisis.ca) where your residents/networks/councils & staff can watch our video, join our call to action by filling out a letter to the Premier, various Ministers, local MPPs and MPs.

### **How Can You Help?**

There are so many ways!

- Follow us on our socials & like and reshare our posts:
  - X (formerly Twitter) [@SolvetheCrisis\\_](#) and [@ONBigCityMayors](#),
  - LinkedIn [Ontario's Big City Mayors \(OBCM\)](#) and
  - Facebook [Ontario's Big City Mayors](#)
  
- Pass the draft motion attached, a more personalized version of the attached motion, or create one of your own!
  
- Share this call to action with your Council, Board of Directors, Membership, Networks and the public
  
- Share your motion and support of the SolveTheCrisis.ca campaign on social media and tag our accounts:
  - X (formerly Twitter) [@SolvetheCrisis\\_](#) and [@ONBigCityMayors](#),
  - LinkedIn [Ontario's Big City Mayors \(OBCM\)](#) and



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- Facebook [Ontario's Big City Mayors](#)
- Use the hashtags #solvethecrisis and tag Solve the Crisis and OBCM's socials if you can to help us track and report on engagement
- Ask residents, staff, councillors, supporters, members and even your Mayor / Warden / Chair / Head of Council to visit [www.solvethecrisis.ca](http://www.solvethecrisis.ca) fill out the letter to send the message to their local representatives stating that they want action now.
  - Encourage them to share it with their networks as well.
- Read through our attached backgrounders and key messages and include them in any advocacy efforts you may undertaking on this issue
- Draft an op-ed or article specific to your municipality or region to push out to your local media (see OBCM Chair Meed Ward's Op-Ed here - [Toronto Star - August 17th](#))
- Contact us at [solvethecrisis@obcm.ca](mailto:solvethecrisis@obcm.ca) for more information