



**Alliance**  
*for* Mental Well-Being

# Board Member Opportunity

**Thank you for your interest in joining  
our volunteer Board of Directors!**

We invite you to learn more about the Alliance  
and how you could contribute to our shared  
goal of improving mental well-being outcomes  
for all people living on PEI.

[View Full Role Description](#)

# Who We Are

## Our Purpose

To create the conditions for positive change that advance resiliency and improve the mental well-being for all people living on PEI.

## Our Vision

All people living on PEI have an equal opportunity to achieve and maintain the best possible mental well-being throughout their lifetime.

[Meet the Alliance Board](#)

[Learn About Our Values](#)

# What We Do

## Our Mandate

The Government of PEI has mandated the Alliance to provide leadership, coordination, and communications related to mental well-being on PEI by:

- Developing, catalysing, and disseminating with its partners, a dynamic and pragmatic 'whole of PEI' collaboration around a common vision of mental well-being;
- Building relationships, consulting, and co-operating with and among governments, not-for-profit, academic, business, professional and voluntary organizations in matters related to mental well-being;
- Contributing to the effective understanding and knowledge mobilization around a common knowledge base to inform mental well-being actions;
- Facilitating and contributing to the development and application of professional development and capacity building on mental well-being;
- Promoting and assisting in the development of realistic and effective policies and programs aimed at improving mental well-being; and
- Championing a comprehensive, ongoing communications approach to inform partners and all Islanders of collective efforts focused on mental well-being.

[Review our Annual Impact Report](#)

## Our Approach

We achieve our mandate through two complementary and interconnected pillars of work:

- Building a commonly understood knowledge base grounded in the science of resilience and human brain development; and
- Developing and nurturing partnerships to create conditions for collective impact.

Leaning into this has meant facilitating connections and being a catalyst for coordinating action, identifying and sharing evidence-based knowledge, and supporting existing and new efforts that offer help to those living in PEI.

The promotion of mental well-being is most effective when it is ‘upstream’, focused on prevention, and on the protective factors that we know support positive health outcomes.

Key approaches we use to achieve positive change and support our community partners are:

- Facilitating connections and acting as a catalyst for coordinating action;
- Developing and strengthening the factors that build individual, family, and community resilience;
- Generating and amplifying cross-sector and cross-PEI initiatives to align and integrate preventative approaches; and
- Assessing, learning, evaluating and sharing evidence-based knowledge, resilience-building best practices and impact.

“

As a Board member of the PEI Alliance for Mental Well-Being, I have witnessed firsthand the incredible strides our organization has made in bringing together diverse sectors and communities to address mental health and resiliency challenges. Last year’s Research Forum, where stakeholders from various fields shared insights and strategies to enhance mental well-being across the province, is a shining example of that success. This collective effort is instrumental in developing comprehensive strategies that are inclusive and effective in promoting mental well-being across Prince Edward Island.

— CHELSEY ROGERSON, BOARD MEMBER

”

## Ready to take the next step?

Please complete our Board Member Candidate Application and a member of the Governance and Nominating Committee will be in touch with you soon.

[Complete the Application](#)

## Questions?

Please email us at [info@afmwb.com](mailto:info@afmwb.com) and we will get back to you shortly!