The following are the accompanied emerging needs of the NROCRC, ROYMHC, and the associated ROYMH Collective, through the analysis of the two organizations’ annual reports, websites, reviews, and their social media presence:

1. Lack of funding
   - Underserved
   - Poor social media management
   - Limited resources in proportion to the vast area they serve
   - Gap in accessibility for those who live in the rural areas vs. those who live in the urban areas

2. ROYMHC has only two mental health counsellors

3. NROCRC has a community-based organization that aims to support youth’s mental health and well-being in the rural Ottawa area. The exact areas covered by NROCRC may vary depending on their programs and services, but generally, they serve the following communities:
   - Barrhaven
   - Diable
   - Nepean
   - Manotick
   - Rockland
   - Riverbend
   - North-Gower
   - Alliston

4. The ROYMHC serves the locations of the center where the most services are based and far from most areas. It is true that some operations may happen from other partner centers, however, most youth do not have access to the Niroise location due to transportation and other related issues.

10 EMERGING NEEDS

The following are the 10 emerging needs of the NROCRC, ROYMHC, and the ROYMH Collective identified through the analysis of their annual reports, websites, reviews, and their social media presence:

1. The NROCRC needs funding. The effects of lack of funding lead to reduced staff and space, which can limit the capacity to provide services and support to the community. The community may not be able to hire enough staff to meet the demand for services or offer the services needed for the community. This can lead to longer wait times for services, resulting in backlogs, reduced quality of care, and limited ability to provide critical services and support. This is the most important issue for those urgently seeking mental health resources. The NROCRC is currently facing a lack of services, as they are not sufficiently staffed to cater to their large service area.

2. There are accessibility barriers to the NROCRC, which can limit their ability to serve the community effectively. This can impact the mental health of individuals, as it limits their ability to physically access the services and supports they need housed in the urban part of their service area, which creates a gap in accessibility.

3. The ROYMHC needs more staff with adequate training to work with the youth and parents of youth. This can foster a better understanding of youth mental health issues, such as signs of mental health concerns. This can help promote early intervention, reduce stigma around mental health, and increase access to support for youth in the community. The ROYMHC is dependent on volunteers, however, they are most often untrained in this aspect. Currently, the centre has only two mental health counselors affecting their ability to fulfill their community needs in their current capacity.

4. Place-based services are needed, as they recognize the role of an individual’s environment in shaping their mental health and wellbeing. Offering services that are tailored to the specific needs and context of a location can result in more effective services addressing the unique challenges faced by individuals living in that community. Investing in these services is essential to build a supportive and connected community that can better assist mental health. Since the NROCRC operates in such a large area, they are unable to meet the diverse needs of each community.

5. The ROYMHC needs to better utilize social media platforms. By providing accessible mental health resources through social media, it can increase the likelihood that youth will seek help when they need it, reduce stigma, and support accessible mental health. The ROYMHC currently has little to no engagement on social media, and lacks consistency in their communication.