

#GETLOUD

66TH ANNUAL CMHA MENTAL HEALTH WEEK
PUBLIC TOOLKIT FOR BC



Canadian Mental
Health Association
Mental health for all

Association canadienne
pour la santé mentale
La santé mentale pour tous

INTRODUCTION

CMHA Mental Health Week was started in 1951 by the Canadian Mental Health Association to raise awareness for mental health in Canada. Held during the first full week in May, CMHA Mental Health Week is now a popular awareness week which offers millions of Canadians practical ways to maintain and improve their mental health while reflecting on their attitudes towards mental health. CMHA Mental Health Week events and activities are held in hundreds of community locations across Canada.

At CMHA, we're proud to be the organization that started this tradition, and we're proud that Canadians have embraced it.

GET LOUD for MENTAL HEALTH

We are asking Canadians again this year to join us to GET LOUD for Mental Health. To GET LOUD means speaking out against the discrimination and stigma directed at people with mental illnesses. It means taking action and using your voice to raise awareness and build support for those around you and for yourself.

This toolkit will help you GET LOUD for Mental Health. Use what you need. Share it with your employees, clients, partners, and community.

We are all working hard to overcome stigma and improve mental health for all. But there is much more work to do. Our hope is that every one of us will GET LOUD. Because the louder we all get, the bigger the difference we will make.

2017 BC PROVINCIAL ELECTION

The 41st British Columbia general election is scheduled for May 9th, 2017, and we are urging all British Columbians to call on our provincial electoral candidates to:

- Invest in community-based programs services and supports designed to prevent and intervene quickly with the early signs of mental health and addiction problems
- Build a standardized, compassionate and evidence-based system of care for people living with addiction problems
- Strengthen resources to help people experience recovery closer to home in community
- Improve crisis care to reduce the number of suicides and opioid-overdose deaths in BC
- Lead change in mental health and addiction care for all British Columbians

Learn more about our b4stage4 campaign to make mental health and addiction care a priority in BC and how you can get involved at www.b4stage4.ca

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SIX WAYS TO GET LOUD

How can you GET LOUD for mental health? Just by downloading this toolkit, you are on your way to getting loud for CMHA Mental Health Week. We are hoping you'll GET LOUD – as loud as you can – and we're hoping you'll tell us how!

Here are some ideas to start you off. Visit our website during CMHA Mental Health Week – mentalhealthweek.ca – to find out more ways to GET LOUD for mental health.

1. GET LOUD BY SPEAKING UP

We often suffer silently. One of the ways to Get Loud is to speak up. **Talk openly to someone you feel safe with:** a loved one or a friend. If they're informed and supportive, they won't judge or shame you about your mental health concerns. They may even have their own concerns, and you'd be opening a dialogue. Either way, talking about it can end the silence.

You can be that friend who opens up the conversation. You can start by simply asking "How are you, really?" Offer to listen without judgment, and to do what you can to help.

If you're feeling unwell, don't wait to contact your family doctor. Tell them if you need support. Tell them if you need services. [Contact your local CMHA for programs and services](#) in your area. If you're in crisis, don't wait. Go to your hospital emergency department or call 911.

2. GET LOUD FOR MORE MENTAL HEALTH SUPPORTS AND SERVICES

The 41st British Columbia general election is scheduled for May 9th, 2017, and we are urging all British Columbians to call on our provincial electoral candidates to:

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We treat mental health and addiction problems differently from physical health problems. While we screen, intervene early and act quickly for physical illnesses, people are often left

waiting when their mental well-being is concerned. We can get to a place where mental health and addictions care is on more of an equal footing with physical health care.

GET LOUD with your candidates! We've built a series of tools that make it easy for you to share the b4stage4 message with your local candidates by email, phone or through twitter. Check out the tools at www.b4stage4.ca.

3. GET LOUD FOR A HEALTHIER WORKPLACE

You can promote mental health where you work. One place to start is to book a CMHA workshop that provides education and addresses mental health in the workplace. Contact [CMHA's Workforce Mental Health Collaborative](#) for more information on workforce psychological health and safety training, resources or support.

4. GET LOUD BY HOSTING AN EVENT

Organize and host an event to raise awareness and funds to support CMHA's mission. Submit your event at mentalhealthweek.ca. Together, let's improve and maintain the mental health of all Canadians, while helping to support those of us with mental illness.

5. GET LOUD ON SOCIAL MEDIA

Use social media to promote CMHA Mental Health Week. Ask your friends to share your posts and get the message out that we are Getting Loud for mental health. Join our THUNDERCLAP at mentalhealthweek.ca to contribute your social media reach to the cause.

Maybe you're creative... GET LOUD in song. GET LOUD with art. Write a song, create a work of art, build a sculpture or craft a poem to share with your networks and inspire conversations.

However you choose to GET LOUD, use the CMHA Social Activation (the word balloon) included in this toolkit: write in how you're using CMHA Mental Health Week to GET LOUD, and share a selfie with it on your social media accounts!

6. GIVE TO GET LOUD

[Make a donation](#) of any size to CMHA. We will use these funds to GET LOUD on your behalf, for better mental health for all Canadians. You can donate at mentalhealthweek.ca or through your local CMHA branch.

INFO AND FACT SHEETS

To GET LOUD means speaking up for those around you – and for yourself. It means speaking out against the discrimination and stigma directed at people with mental illnesses. It means using your voice to raise awareness and build support.

66TH ANNUAL CMHA MENTAL HEALTH WEEK MAY 1-7, 2017

#GETLOUD

GET LOUD to promote mental health.
The louder we get, the bigger the change we will make.

We all want to be healthy. No one can be truly healthy without paying attention to their mental health. It involves how we feel, think, act and interact with the world around us. Mental health is about coping with the stresses of life and contributing to our community. Ask for help or seek advice from someone with expertise—give your mental health the care it needs and deserves.

Visit MentalHealthWeek.ca to
GET LOUD
for mental health

Your path to mental well-being

Being mentally healthy isn't about avoiding problems or trying to achieve a "perfect" or "normal" life. It's about living well and having the tools to cope with difficult situations and life's many challenges.

Each person's path to mental well-being is unique. We all have our own goals, our own challenges, our own talents and our own supports.

Staying mentally healthy is like staying physically fit—it requires effort and support.

But the rewards are worth it! Everyone faces stresses and demands in their life, but we all need and deserve breaks from them. Daily physical exercise, for instance, not only makes you stronger and more fit, but it can also improve your mood and your sense of well-being.

Sponsors:



Canadian Mental
Health Association
Mental health for all

Sample image. Please click to access original file.

Taking charge of your mental well-being

- If you have a mental health concern, speak with your doctor and ask for a referral to a specialist if needed
- If you need support in your work life, speak to a career counsellor or human resources expert
- To repair relationships with loved ones and friends, enlist help from someone with a specific expertise in relationship issues
- For financial challenges, contact a financial planner or debt advisor
- If you are looking for help navigating the mental health system, you might want to speak to someone who has had their own experience, or to a qualified system navigator or case manager
- Additionally, other people with lived experience of mental health problems may be able to provide invaluable support and advice. Just remember that everyone's path to recovery is unique, and what was right for one person may or may not be right for you

POSITIVE MENTAL HEALTH TIPS

- Talk to your doctor if you are experiencing problems with your mental health
- Contact your local OMHA branch at cmha.ca
- Check with your employer, or your benefit provider: your Employee Assistance Plans (EAP) or benefits may provide counselling services
- Reach out to people you trust: personal connections are some of the most powerful healing tools
- Live well: a healthy lifestyle can boost your mood

RESOURCES

Here are other sources of information and inspiration that can help:

- Websites of reputable mental health organizations such as OMHA (cmha.ca), the Mental Health Commission of Canada (mentalhealthcommission.ca) and the Canadian Alliance on Mental Illness and Mental Health (camimh.ca)
- Books and apps about specific mental health problems and coping strategies
- Audio and video resources
- Courses and workshops offered through community centres, schools and universities such as Bounce Back, Mental Health First Aid, Living Life to the Full, and ASIST
- Seek out people you admire for their ability to find balance

How CMHA can help

Every year, CMHA's remarkable cross-Canada team of more than 10,000 staff and volunteers provides more than half a million Canadians with vital services and support. Contact your local CMHA, or other community mental health organization, to learn more about support and resources in your area. For more information on mental health programs and services in your community or to donate to CMHA, visit our websites: cmha.ca and mentalhealthweek.ca.



**Canadian Mental
Health Association**
Mental health for all

Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health organization in Canada. Through a presence in hundreds of neighbourhoods across every province, CMHA provides advocacy and resources that help to prevent mental health problems and illnesses, support recovery and resilience, and enable all Canadians to flourish and thrive.

Sample image. Please click to access original file.

b4stage4 **Get Informed**

When you or someone close to you starts to experience the early warning signs of mental illness, knowing what the risk factors and symptoms are will help to catch them early. Often times, family and friends are the first to support a person through these early stages. Like other health conditions, we need to address the symptoms early, identify the underlying illness, and plan an appropriate course of action on a path towards overall health.

RISK FACTORS

Genes

17-28%

of risk for mental illnesses can be accounted for by variations in common genes.

Much stronger links were found in twin and family studies. Estimates for total heritability, or how much a disease is tied to genetics, are¹:

Schizophrenia 81%
Bipolar disorder 75%
ADHD 75%
Depression 37%



Biology

In one study, head injury between the ages of 11-15 was the strongest predictor for development of schizophrenia, depression, and bipolar disorder.²



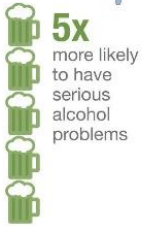
Brain changes like building a "tolerance" or reward response to stress, or abnormalities in the prefrontal and frontal cortex, and irregularities in the function of the neurotransmitter glutamate are also risk factors for mental illness and substance use.⁴



Environment

People who are exposed to adverse childhood events including abuse, neglect, divorce, witnessing domestic violence and whose parents live with substance use problems, mental illnesses or are in jail are:³

2.6x
more likely to have depression



17x
more likely to have learning or behavioural problems

3x
more likely to have serious job problems

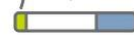
Substance Use

Substance use can increase chances of developing a mental illness

and having a mental illness can increase risk of using substances

People with any mental illness are:

2.3x
as likely to develop nicotine dependence



3x
more likely to develop alcohol dependence



30x
more likely to develop dependence on other substances⁵

Sample image. Please click to access original file.

EARLY WARNING SIGNS AND SYMPTOMS

Having a combination of symptoms (not just one symptom) indicates that someone might be showing signs of a mental health condition. Be aware of these symptoms when they last longer than a few weeks:



Loss of interest in activities that are normally enjoyable, withdrawal from others, or disconnection



Changes in eating such as loss of appetite or overeating



Not being able to complete school or work tasks



Feeling overly worried



Feeling sad, empty, hopeless, or worthless



Changes in energy level and sleep patterns. Often someone will sleep during the day and be up at night



More irritable and angry than usual



Problems with concentration, memory, or ability to think clearly



Feeling like your brain is playing tricks on you. Hearing knocking or scratching sounds, or name being called



Unusual or distressing thoughts you can't seem to stop

Signs and symptoms that require immediate attention:

- Thoughts or plans of killing or hurting one's self or another person
- Hearing voices or seeing things that no one else can hear or see
- Unexplainable changes in thinking, speech, or writing
- Being overly suspicious or fearful
- Serious drop in school or work performance
- Sudden personality changes that are bizarre or out of character

See a doctor right away, call 911, or go to your local Emergency Room.

If you notice early warning signs, call the BC Mental Health support line at *310-6789.

*Do not add 604, 778 or 250 before the number

www.b4stage4.ca



facebook.com/CMHABCDivision



@CMHABC
#B4Stage4

b4stage4



Canadian Mental Health Association
British Columbia
Mental health for all

Sources

¹ Cross-Disorder Group of the Psychiatric Genomics Consortium. Genetic relationship between five psychiatric disorders estimated from genome-wide SNPs. *Nature Genetics*, August 11, 2013. <http://www.nimh.nih.gov/news/science-news/2013/new-data-reveal-extent-of-genetic-overlap-between-major-mental-disorders.shtml>.

² Orlovskaya, S., Pedersen, M. S., Benros, M. E., Mortensen, P. B., Agerbo, E., & Nordentoft, M. (2014). Head injury as risk factor for psychiatric disorders: a nationwide register-based follow-up study of 113,906 persons with head injury.

³ Burke, N. J., Hellman, J. L., Scott, B. G., Weems, C. F., & Carrion, V. G. (2011). The impact of adverse childhood experiences on an urban pediatric population. *Child abuse & neglect*, 35(6), 408-413. http://acesstudy.org/files/Review_of_ACE_Study_with_references_summary_table_2_.pdf

⁴ Brady, K. T., & Sinha, R. (2014). Co-occurring mental and substance use disorders: the neurobiological effects of chronic stress.

⁵ Swendsen, J., Conway, K. P., Degenhardt, L., Glantz, M., Jin, R., Merikangas, K. R., & Kessler, R. C. (2010). Mental disorders as risk factors for substance use, abuse and dependence: results from the 10-year follow-up of the National Comorbidity Survey. *Addiction*, 105(6), 1117-1128.

⁶ This infographic, and the b4stage4 philosophy and concept, is adapted from the work of Mental Health America, which has granted permission for their use. To learn more about Mental Health America, please go to www.mentalhealthamerica.net

Sample image. Please click to access original file.

SOCIAL MEDIA AND WEB COMPONENTS

SAMPLE FACEBOOK POSTS

Below is a selection of sample posts you can use to Get Loud about mental health during CMHA Mental Health Week.

Let's all #GETLOUD for the 66th annual CMHA Mental Health Week this May 1-7! Visit www.mentalhealthweek.ca for tips on how you can #GETLOUD

What are you doing to support CMHA Mental Health Week? We are [state what your organization is doing] to #GETLOUD Visit www.mentalhealthweek.ca for more ways to #GETLOUD

Let's #GETLOUD for mental health awareness. Think of 5 people in your life. It's likely that at least 1 has a mental health condition. Join me and speak up against discrimination and stigma. Visit www.mentalhealthweek.ca.

May 1-7 is CMHA Mental Health Week! Stand with CMHA in calling for a system of care that addresses mental health, addiction and physical health equally. Sign the #b4stage4 declaration: www.b4stage4.ca

May 1-7 is CMHA Mental Health Week! Do you want to see more investment in mental health and addiction care in BC? If the answer is "yes" then join the movement. Sign the declaration. www.b4stage4.ca

I believe action in these five areas will lead to better mental health in British Columbia, join me at www.b4stage4.ca:

1. Focus on prevention and early intervention
2. Build access to addiction health care
3. Strengthen recovery closer to home, in community
4. Improve crisis care
5. Lead change in mental health and addiction

SAMPLE TWEETS

@CMHA_NTL Mental Health Week is May 1-7! Join us and #GETLOUD Visit mentalhealthweek.ca for more details

Canadian Mental Health Association's 66th annual #MentalHealth Week starts May 1st. #GETLOUD for #MHWeek17

@CMHA_NTL's #MentalHealth Week starts May 1st. Let's #GETLOUD for positive mental health. Help us get the word out. #GETLOUD and RT

It's #MentalHealth Week. Let's #GETLOUD for #CMHA. Visit mentalhealthweek.ca to #GETLOUD

It's #MentalHealth Week. Let's #GETLOUD to raise awareness and end the stigma around #MentalIllness www.mentalhealthweek.ca

Join us as we #GETLOUD for #MentalHealth Week. We are proud supporters of #MHWeek17

We're raising awareness for #MHWeek17. Let's all #GETLOUD for @CMHA_NTL #MHWeek17. Raise awareness for #MentalHealth

It's #MentalHealth Week. We can achieve better #mentalhealth care in BC. Sign the #b4stage4 declaration, join the movement b4stage4.ca

DAILY MINDFULNESS ACTIVITIES AT WORK

The following are five Mindfulness Activities to send to your staff members. Release one of these activities for each day of the week. We have written sample emails for you to copy and paste.

To send on MONDAY, MAY 1

Happy Monday, and thank you for joining us for this year's CMHA Mental Health Week! Each day this week, we will be sending you an activity to try and make your day better and – hopefully – improve your mental health and well-being. Help settle in after the weekend by taking a social media break for the day. Checking your notifications on Facebook or Twitter can be exhausting and stressful, so spend your Monday social media free! Thanks, and take care!

To send on TUESDAY, MAY 2

The adage goes that you are what you eat, and this is especially true when it comes to being mentally healthy. Your diet can play a huge role in your overall mental health, not only what your diet consists of but also how much you eat in one day. Today, we ask that you take note of what you eat. Keep a log of your breakfast, lunch, and dinner, and anything you eat in-between those three meals.

To send on WEDNESDAY, MAY 3

Happy Hump Day! Do you feel stressed out from the week's activities? Do you need a moment to breathe so you can feel refreshed? If that's the case then while on your break today, take a moment to step away from your desk and go for a fifteen-minute walk. See how much of a difference fresh air and stretched legs make!

To send on THURSDAY, MAY 4

Being mentally healthy means different things for different people. For some, it can mean reframing your thoughts in a much-healthier way. Today, we advise you to try meditating! When you head home tonight, find a quiet part of your house or apartment, turn your phone off, and try meditating for five minutes straight.

To send on FRIDAY, MAY 5

TGIF! Thank you very much for being a part of this week's activities for CMHA Mental Health Week. We have one last activity for everyone who's been participating. Sometimes, it's difficult to put our feelings into words, but in order to better understand ourselves – and to be understood by others – we have to find ways to express our feelings. Today, try to write out an emotion or feeling you have about something that bothers or worries you. You don't have to show it to anyone, but if you feel comfortable sharing your words then by all means let us know. Thank you for joining us for CMHA Mental Health Week and have a great weekend.

SHARABLE IMAGES AND PRINT-OUTS

Sample images. Please click to access original files.

SOCIAL MEDIA GRAPHICS



SOCIAL ACTIVATION (SELFIE CARD)



WEB BANNER



EMAIL TAG



CMHA MENTAL HEALTH WEEK POSTERS



IT'S MENTAL HEALTH WEEK **#GETLOUD**

Approximately seven million Canadians—20 per cent of us—live with compromised mental health, mental illness or addiction. Too often it's kept hidden because of the associated stigma and discrimination. That needs to stop. Talking is the first step.

During Mental Health Week
we want Canada to **GET LOUD.**

#GETLOUD DONATE WRITE YOUR MP



To find out more ways to #GetLoud
visit mentalhealthweek.ca or connect
with your local CMHA branch

CMHA's 68th Annual
Mental Health Week | May 1-7, 2017

Sponsors:



Canadian Mental
Health Association
Mental health for all

Sample image. Please click to access original file.

CMHA MENTAL HEALTH WEEK POSTCARD



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Remedy'sRx.

CGI

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**Canadian Mental
Health Association**
Mental health for all

**Association canadienne
pour la santé mentale**
La santé mentale pour tous

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