



#GetLoud

about what **MENTAL HEALTH** really is.

## CMHA Mental Health Week Fact Sheet

### About Mental Health Week

- CMHA Mental Health Week takes place the first full week in May every year.
- This year, CMHA Mental Health Week is being observed May 6-12, 2019.
- The first annual Mental Health Week was in 1951; this is its 68<sup>th</sup> year.
- The week has focused on reducing the stigma of mental illness and promoting good mental health for all Canadians.

### About the 2019 campaign

- The 2019 campaign core message is “Get loud about what mental health really is.”
- Many Canadians confuse the terms mental health and mental illness and use them interchangeably—this confusion contributes to the stigma of mental illness; it divides people into those who experience mental illness and those who don’t.
- When people understand that mental health is something we ALL have, they realize that mental health is everyone’s issue—we all benefit from celebrating, promoting and acknowledging the role that good mental health plays in living a full and meaningful life.

### What mental health really is

- Diverse evidence from across Canada and around the world indicates that there are six common features of good mental health: a sense of self, a sense of purpose, of belonging, contribution, enjoyment and resilience.
- To help explain these six features to the general public and to put mental health into everyday language, CMHA created illustrations that reflect the real faces of Canada.
- These illustrations express in real terms what mental health looks like to them:
  - I don’t worry too much about what people think of me.*
  - I feel like I’m reaching my potential.*
  - I feel like I belong.*
  - I make the world a better place.*
  - I enjoy my life.*
  - Knock me down and I’ll get back up again.*

### How we’re doing on reducing stigma

We’re not there yet, but when you ask Canadians, we’re on our way to eliminating the stigma that is associated with mental illness.

A recent survey<sup>i</sup> found that:

- 57% of Canadians believe that the stigma associated with mental illness has been reduced compared to five years ago.
- 81% are more aware of mental health issues compared to five years ago.
- 70% believe attitudes about mental health issues have changed for the better compared to five years ago.

### **Mental Health Week in your community**

- In addition to the online social media campaign to support CMHA Mental Health week, local CMHA offices in 330 locations host hundreds of events and activities across Canada.
- These events range from seminars and open houses to film screenings and art shows, each organized and publicized by local CMHAs. To find your closest CMHA location, please visit <https://cmha.ca/find-your-cmha>
- Partner organizations, municipalities, workplaces, schools, celebrities and politicians get involved, hosting their own events and getting loud on social media using CMHA's communications tools and messages.
- To download the Communications Toolkit or the School Toolkit, or to learn more about your own mental health and how to get involved in Mental Health Week, please visit [www.mentalhealthweek.ca](http://www.mentalhealthweek.ca)

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<sup>i</sup> Bell Canada (2015). Bell Let's Talk: The first 5 years (2010-2015). Retrieved from <http://letstalk.bell.ca/letstalkprogressreport>