WHAT IS MENTAL HEALTH WEEK?
CMHA introduced Mental Health Week (MHW) in 1951 to raise awareness of mental illness in Canada. Held during the first full week in May, MHW is now a popular awareness week. Our provincial offices and branches, for instance, hold MHW events and activities in hundreds of community locations across Canada. MHW offers millions of Canadians practical ways to maintain and improve their mental health.

And every year, CMHA selects a specific group of Canadians to focus on during MHW. This year, we are paying special attention to the mental health of older Canadians because seniors are a vulnerable and under-treated group.

During MHW, CMHA also encourages all Canadians to reflect on their own attitudes towards people living with mental health issues. Reducing discrimination and stigma is paramount, so that people with mental health issues no longer feel shame due to mental illness and will no longer think twice about getting the support and help they need.

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. “Getting loud” means speaking up to stop the discrimination and the stigma that often go hand in hand with mental illness. It means taking action and using your voice to raise awareness and build support. For someone at work. For someone at home. 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. This year's toolkit includes:

Tools for Advocates
• 10 suggested ways to GET LOUD for Mental Health

Social Media and Web Components
• Sample Facebook and Twitter Posts
• Facebook and Twitter Covers and Shareable Images

Media Materials
• Key Messages

Fact Sheets and Handouts
• Seniors’ Fact Sheet
• General Fact Sheet
• MHW Posters
• MHW Postcard

We are all working hard to overcome stigma. But there is much more work to do. Our hope is that every one of us will GET LOUD. Let’s GET LOUD to maintain positive mental health. Let’s GET LOUD to get it back. Because the louder we all get, the bigger the difference we will make. And there’s a lot of difference to be made.

Questions?
If you have further questions about Mental Health Week, please email info@cmha.ca
Mental Health Week
CMHA introduced Mental Health Week (MHW) in 1951 to raise awareness of mental illness in Canada. Today, MHW offers practical ways to maintain and improve mental health and support recovery from mental illness and addictions.

During Mental Health Week, CMHA encourages all Canadians to reflect on their own attitudes toward people living with mental health issues. Reducing discrimination and stigma is paramount, so that people with mental health issues can be better supported in managing or recovering from their illness.

Mental Health Week events and activities are hosted in hundreds of CMHA community locations from St. John’s to Prince George. Activities such as seminars, open houses, film screenings, art shows and walks provide Canadians with information, resources and practical ways to stay mentally and physically healthy all year.

For a full listing of events visit mentalhealthweek.ca

General – Mental Health For All
Mental health is a state of well-being and is important for all Canadians. CMHA actively supports positive mental health in all aspects of daily life – at work, at school, at home and at play – both during MHW and throughout the year.

Mental health issues affect us all. Whether or not you have a mental health issue, you very likely know – and love – someone who does.
GET LOUD for Mental Health campaign
Building on last year’s successful GET LOUD for Mental Health campaign, CMHA is asking Canadians to get loud for mental health and we’re encouraging them to talk more openly and honestly about mental health.

“Getting loud” means speaking up to stop the discrimination and the stigma that often go hand in hand with mental illness. It means taking action and using your voice to raise awareness and build support. For someone at work. For someone at home. For yourself.

GET LOUD to maintain positive mental health. GET LOUD to get it back. Because the louder we all get, the bigger the difference we will make. And there’s a lot of difference to be made.

This year we’re also getting loud by wearing green in support of positive mental health. Why green?

- According to BC’s Kelty Mental Health Resource Centre, green ribbons were used in the 1800s to label people who were considered “insane”. Kelty has been using green ribbons to draw attention to the mental health issues of children and youth and now CMHA will join their campaign to give the colour green a completely new meaning.

We’re going to give the colour green a whole new meaning and turn the historical negative association on its head. Help remove the stigma of mental illness: wear green loud and proud!

Our Mental Health Week interactive website will again allow Canadians to show how they’re getting loud for mental health. Whether it’s reaching out to and supporting a friend, speaking with someone at work about your own mental health, writing to government or by wearing green, we’ll track how Canadians are helping to break down the stigma associated with mental illness.

We are paying special attention this year to the mental health of older Canadians because seniors are a vulnerable and under-treated group. Depression is the most common mental health problem for older adults and men over the age of 80 have the highest suicide rate in Canada.
GET LOUD FOR MENTAL HEALTH

How can you GET LOUD for mental health? Just by downloading this toolkit, you are on your way to getting loud for 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. And don’t forget to tell us how you’re getting loud. Visit our website during MHW – mentalhealthweek.ca – to tell us how YOU are GETTING LOUD for mental health. You could win 1 of 3 iPads.

WEAR GREEN TO GET LOUD
Green ribbons were used in the 1800s to label people “insane.” Let’s turn that on its head by wearing green during Mental Health Week. Show your support: wear green loud and proud!

GET LOUD BY SPEAKING UP!
We often suffer quietly, even 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 and the shame imposed by others. And the shame that we sometimes impose on ourselves. Get Loud about your own mental health.

GET LOUD AND BE THAT FRIEND
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 offer to do what you can to help.

GET LOUD TO GET HELP
So, you GOT LOUD and broke the silence. You’ve talked. They’ve listened. But maybe you don’t know what to do next. Now’s the time to Get Loud with your family doctor. Tell them you need support. Tell them you need services. Mental health services are often available in the community. Contact your local CMHA for programs and services in your area. And if you’re in crisis, please don’t wait. Go to your hospital emergency department or call 9-1-1.

GET LOUD FOR MORE MENTAL HEALTH SUPPORTS AND SERVICES
Don’t stop at seeking help. Demand it. Get Loud with your elected representatives. Tell them we need increased mental health funding for more – and better – mental health programs and services. Governments at every level need to hear that mental health is a top health priority for all Canadians. Tell them we need a Mental Health Transition and Innovation Fund for Canada.

We’ve created a letter for you. Simply download our letter and send or email it to either your local federal MP or your Provincial Minister of Health.
GET LOUD FOR MENTAL HEALTH

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.

HOSTING AN EVENT
Organize and host an event to raise awareness and funds to support CMHA’s mission. It’s an important mission. Together let’s improve and maintain the mental health of all Canadians, while helping to support those of us with mental illness.

GET CREATIVE FOR MENTAL HEALTH
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. Don’t forget to share it on your social media. And don’t forget to share it with us! Visit our website during MHW – mentalhealthweek.ca – and tell us how YOU are GETTING LOUD for mental health.

GET SOCIAL FOR MENTAL HEALTH
Use social media to promote Mental Health Week. Ask your friends to share your posts and get the message out that we are Getting Loud to maintain positive mental health. And we are Getting Loud to get it back.

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.

And don’t forget: tell us how you’re getting loud. Visit our website during MHW – mentalhealthweek.ca – tell us how YOU are GETTING LOUD for mental health. You could win 1 of 3 iPads.
GET LOUD
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raise awareness about the mental health issues
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to focus on—to highlight the particular
concerns of that group.

This year, let’s GET LOUD about the mental
health of seniors—the fastest-growing age
group in Canada.

#GETLOUD
CMHA’S 65TH ANNUAL MENTAL HEALTH WEEK MAY 2-8, 2016

Mental health problems after 65.

Currently, one in four Canadian seniors has a
mental health issue. And there is growing evidence
that the incidence of mental illness is increasing
in older adults.

Older people can also have problems related to
substance use, particularly tobacco and alcohol.
Overuse and misuse of prescription medications
can pose problems as well.

Men over the age of 80 are the group with the
highest suicide rate in Canada.

Mental health problems in seniors include:
- depression
- anxiety
- dementia
- experiences of psychosis
- other kinds of distress

Presenting Sponsor: [Image]
Major Sponsors: [Image]

Canadian Mental
Health Association
Mental health for all

Association canadienne
pour la santé mentale
La santé mentale pour tous
GET LOUD 

to maintain positive mental health. 
GET LOUD 

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Presenting Sponsor:

Major Sponsors:

Canadian Mental Health Association
Mental health for all
FACTSHEET

Simply click on the image to download.

CMHA’S 65TH ANNUAL MENTAL HEALTH WEEK MAY 2-8, 2016

#GETLOUD

GET LOUD to maintain positive mental health.
GET LOUD to get it back.

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

Your path to mental well-being

Positive mental health isn’t about avoiding problems or trying to achieve a “perfect” life. It’s about living well and having the tools to cope with difficult situations even during life’s 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. But positive mental health is within everyone’s reach.

Staying mentally healthy is like staying physically fit—it requires effort.
But the rewards are worth it! Everyone has to face stresses and demands, but we all need and deserve breaks. Daily physical exercise, for instance, not only makes you stronger and more fit, but it also improves your mood and your sense of well-being.

Presenting Sponsor:  
Major Sponsors: 

Canadian Mental Health Association  
Association canadienne pour la santé mentale  
Mental health for all  
La santé mentale pour tous
IT’S MENTAL HEALTH WEEK
#GETLOUD

Approximately seven million Canadians—20 per cent of us—live with poor mental health, mental illness or addiction. Too often it’s kept hidden because of the associated stigma and discrimination. This has to stop.

During Mental Health Week we want Canada to GET LOUD.

Wear green to show your support #GETLOUD on social media
Talk to a loved one or friend
Wear a green ribbon

To find out more ways to #GETLOUD visit mentalhealthweek.ca or connect with your local CMHA branch.
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CMHA's 65th Annual Mental Health Week | May 2-8, 2016
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CMHA’s 69th Annual Mental Health Week | May 2-8, 2016
Simply click on the image to download.
WEEK OF APRIL 25

The Canadian Mental Health Association’s 65th Annual Mental Health Week starts May 2nd. Help us support #MentalHealth Week and raise awareness for positive mental health. Tips on how you can #GETLOUD can be found on CMHA's website www.mentalhealthweek.ca.

Let’s all #GETLOUD for the Canadian Mental Health Association’s Mental Health Week! May 2 – 8, take action and use your voice to raise awareness and build support. For someone at work. For someone at home. For yourself. Join us in supporting this very important week.

What does it mean to #GETLOUD? #GETLOUD means speaking up to stop the discrimination and the stigma that often go hand in hand with mental illness. It’s the Canadian Mental Health Association 65th Annual Mental Health Week. Join us May 2-8 as we raise our voice to raise awareness and build support. Mental Health Week starts May 2nd! #GETLOUD for #MHW2016

MENTAL HEALTH WEEK MAY 2-8

(COMPANY NAME) is excited to support the Canadian Mental Health Association during its 65th Annual Mental Health Week! Visit mentalhealthweek.ca to #GETLOUD.

It’s Mental Health Week! Let’s #GETLOUD to maintain positive mental health. Let’s #GETLOUD to get it back. Together we can all make a difference. And there’s a lot of difference to be made. #MHW2016

What does #GETLOUD for mental health mean? Getting loud means speaking up to stop the discrimination and the stigma that often go hand in hand with mental illness. It’s Mental Health Week and [YOUR COMPANY NAME] is supporting CMHA’s efforts to #GETLOUD. Visit mentalhealthweek.ca and help CMHA make some noise.

We’re getting loud for mental health. It’s CMHA’s 65th Annual Mental Health Week. Visit mentalhealthweek.ca and let’s show Canada how we can all #GETLOUD

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

WEEK OF APRIL 25

@CMHA_NTL Mental Health Week arrives May 2nd. Join us and #GETLOUD. Visit mentalhealthweek.ca for more details

Canadian Mental Health Association’s 65th annual #MentalHealth Week starts May 2nd. #GETLOUD for #MHW2016

@CMHA_NTL’s #MentalHealth Week starts May 2nd. Let’s #GETLOUD for positive mental health. Help us get the word out. #GETLOUD and RT

Join us as we #GETLOUD for #MentalHealth Week. We are proud supporters of #MHW2016

MENTAL HEALTH WEEK MAY 2-8

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

It’s #MentalHealth Week. Let’s #GETLOUD to raise awareness & end the stigma about #Mentalillness

We’re raising awareness for #MHW2016. Let’s all #GETLOUD for @CMHA_NTL #MentalHealth Week. Raise awareness for #MentalHealth

Visit mentalhealthweek.ca to #GETLOUD. @CMHA_NTL is asking all Canadians to raise awareness and #GETLOUD for #MentalHealth. #MHW2016

#GETLOUD to maintain positive mental health. #GETLOUD to get it back. The louder we get for #MHW2016 the bigger the difference we will make.

We are raising awareness of #MentalHealth in the workplace during @CMHA_NTL #MHW2016
Simply click on the image to download.

Facebook Cover

Twitter Cover
SHAREABLE IMAGES

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#GETLOUD
mentalhealthweek.ca

#GETLOUD
CMHA’S MENTAL HEALTH WEEK
MAY 2–8, 2016
SHAREABLE IMAGES

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IT’S MENTAL HEALTH WEEK
#GETLOUD

CMHA’S MENTAL HEALTH WEEK
#GETLOUD
MAY 2–8, 2016

▸ speak up!
talk openly about mental health

▸ #GETLOUD
on social media

▸ wear green
to show your support

▸ talk
to a loved one or friend
SHAREABLE IMAGES

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#GETLOUD

In support of approximately 7 million Canadians who live with compromised mental health, mental illness or addiction.

During Mental Health Week, we want Canada to

#GETLOUD

MAY 2–8, 2016
CMHA’s 65th Annual Mental Health Week is here
WE WANT CANADA TO
#GETLOUD
FOR MENTAL HEALTH
Get Loud for CMHA's 65th Annual Mental Health Week

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As proud supporters of Mental Health Week we want everyone to #GETLOUD during this very important week. With events and activities being hosted at hundreds of CMHA community locations coast to coast, join us as we GET LOUD.

Visit mentalhealthweek.ca to view tips on how you can GET LOUD. Wear green, talk, listen. Mental health issues affect us all. Whether or not you have a mental health issue, you very likely know – and love – someone who does. So lets GET LOUD for mental health and talk openly and honestly about mental health.

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CMHA's 65th Annual Mental Health Week | May 2-8 2016

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