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 friends and colleagues. 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

Fact Sheets and Handouts
• Seniors’ Fact Sheet
• General Fact Sheet
• Posters
• 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
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.
I support CMHA and I’m going to #GETLOUD for mental health awareness. Think of 5 people in your life (including you). At least 1 has a mental health problem. Join me and #GETLOUD during CMHA’s Mental Health Week.

What does GET LOUD 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 I’m supporting CMHA by showing how I will #GETLOUD. Visit mentalhealthweek.ca and help us make some noise.

It’s Mental Health Week and I’m getting loud by [Insert here how you’re getting loud (see above for some suggested ways)]

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

I am getting loud for someone at home. I am getting loud for someone at work. I am getting loud for myself. Let’s #GETLOUD during mental health week. Visit mentalhealthweek.ca to #GETLOUD

I want to be healthy and happy and no one can be truly healthy without positive mental health. During CMHA’s Mental Health Week I am getting loud by raising my voice. How are you going to #GETLOUD during #MHW2016

It’s Mental Health Week. I’m getting loud to raise awareness for mental health. Let’s end the discrimination and the stigma that often go hand in hand with mental illness. Share this and help me #GETLOUD
SAMPLE TWEETS

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

Staying mentally healthy is like staying physically fit. Let’s #GETLOUD for #MentalHealth Week. #MHW2016

Support @CMHA_NTL and #GETLOUD. Check out mentalhealthweek.ca to raise awareness and #GETLOUD

Think of 5 ppl in your life @ least 1 is struggling with a #MentalHealth problem. Lets #GETLOUD

It’s #MentalHealth Week! Let’s all #GETLOUD and tell @CMHA_NTL how. Visit mentalhealthweek.ca to #GETLOUD

Let’s #GETLOUD for #MentalHealth It’s @CMHA_NTL #MentalHealth Week. I will #GETLOUD and speak up to stop discrimination and stigma that go hand in hand with #mentalillness Retweet to #GETLOUD

Let’s #GETLOUD to maintain positive mental health. Let’s #GETLOUD to get it back. It’s #MHW2016 let’s support #MentalHealth
Simply click on the image to download.

Facebook Cover

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

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

Mental Health Week is a time for CMHA to raise awareness about the mental health issues of Canadians. Every year, we choose a group 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.

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

Presenting Sponsor: Major Sponsors:
DIALOG
Canadian Mental Health Association
Mental health for all
GET LOUD
to maintain positive mental health.
GET LOUD
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Association canadienne pour la santé mentale
La santé mentale pour tous
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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.
Simply click on the image to download.

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.

CMHA’s 65th Annual Mental Health Week | May 2-8, 2016
Simply click on the image to download.

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