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- OR -

2) Text MDSC to 45678 to Donate \$10 .

A one-time donation of \$10 will be added to your mobile phone bill. All charges are billed by and payable to your mobile service provider. Service is available on most Canadian carriers. Donations are collected for the benefit of Mood Disorders Society of Canada by the Mobile Giving Foundation and subject to the terms found at www.mobilegiving.ca. You can unsubscribe at any time by texting STOP to 45678.



Seeking Pan-Canadian Input

Mood Disorders Society of Canada is finalizing a Mental Health Care System in Canada Opinion Survey. This survey will be available in the next couple of weeks. The purpose of this survey is to gain a better understanding of mental health care concerns among:

- Canadians who are living with a mental illness,
- Family members or caregivers of an individual with a mental illness, or
- Individuals concerned about the Canadian mental health care system.

The survey results will help MDSC identify the priority issues of Canadians, the areas within the systems of care they are finding the most challenges and which improvements or changes to the mental health system need to be addressed with health care providers and government.

Your participation in this survey is important and we hope you will take 10 minutes to submit your opinion. This report will then be provided to the ministries of health in each province and territory, as well as the federal ministry of health, along with other key health care decision makers.

We will provide you, as a major stakeholder in health care, the survey results and analysis report on our website for your access.

MDSC & CMA Completing Work on Web-Based Anti-Stigma Program

It is widely recognized that Canadians with mental illnesses are stigmatized and suffer undesirable consequences such as increased social exclusion and isolation, limited life opportunities, and decreased access to treatment. International and national studies have shown that persons experiencing mental illness have experienced discrimination from general practitioners and from mental health professionals. Research confirms that persons and their families living with mental illness view the stigma of mental

illness in the health care community to be pervasive. By no means are family physicians alone in this situation, however, as the primary first point of contact by many persons seeking help for mental illness, it is crucial we support family physicians and specialists by providing a well structured and evidence-based learning tool that will assist them in providing services free of stigma and discrimination.

In a major initiative aimed at modifying the status quo, Mood Disorders Society of Canada has partnered with the Canadian Medical Association (CMA), Bell, the Mental Health Commission of Canada, North Bay Regional Health Centre, AstraZeneca Canada and Memorial University; with key input and support from the Canadian Psychiatric Association. The initiative will result in a one-hour continuing medical education (CME) web-based course on the stigma of mental illness and what individual physicians and specialists need to understand to combat stigma within the profession. The partners believe that once the national anti-stigma program has been successfully initiated, it will evolve to become a benchmark for other health care providers, researchers and governments.

The project curriculum is in final development by two very knowledgeable Subject Matter Experts (SME's), Dr. Rivian Weinerman and Dr. Thomas Ungar. Both SME's are psychiatrists with experience as physicians as well. We also have created an advisory committee to provide input to the project from the mental health community. We are planning to have the program completed by early fall. As we move forward, we will keep stakeholders and the public updated on our progress.

Upon completion, the program will be submitted for accreditation by the College of Family Physicians Canada and the Royal College of Physicians and Surgeons of Canada.

House of Commons Standing Committee on Finance Pre-Budget Submission
MDSC recently provided the Standing Committee on Finance input and recommendations as they relate to the staggering impact that mental illness has on the economic and social fabric of our nation. No one in Canada is immune to mental illness.

Notwithstanding the fact that Canada has fared relatively well during the recent global economic crisis when compared to other industrialized countries, the escalating economic, health and social burden of mental illness continues to go unabated in our great nation. Our issues described in a [brief](#) along with the following recommendations will hopefully serve as a catalyst leading to national leadership in dealing with these chronic health issues in Canada.

Recommendation One:

That the Government of Canada take immediate steps to address the emerging crisis that is evolving and prioritize mental health and elevate the responsibilities of mental health to the Deputy Minister level within Health Canada, Human Resources and Skills Development and other related portfolios of the Federal Government in order to coordinate services and resources for mental illness within Canada. It is further recommended that strategies, plans and priorities be developed and implemented in close consultation with provincial and territorial partners.

Recommendation Two:

That the Government of Canada establishes a \$20 million annual mental health care fund which would be made available to mental health NGO organizations for providing resources, programs, family services and supports which would lessen the burden and cost on primary health care services within Canada. These programs would be created by and shared with community mental health organizations nationally. Further, these programs and services would be made accessible through a central point of access communities to increase services, programs

and supports for all Canadians and their families, regardless of their location. Plans and priorities could come in the form of five-year cost-shared agreements with the Provinces and Territories.

Recommendation Three:

That the Government of Canada establishes a \$10 million dollar annual national workplace mental health program to support the hiring and retention of persons with mental health issues in the Canadian workforce. Further, that this program be administered through the HRSDC Opportunities Fund for Persons with Disabilities. Plans and priorities associated with this measure would be subject to agreement from the Provinces and Territories.

Mental Health in Universities

MDSC is excited to be working with COPE: A Student Mental Health Initiative at McMaster University in Hamilton. We will be engaged in several collaborative activities with COPE to increase supports and resources for students, raise mental health awareness and remove the stigma associated with the illness. Stay tuned for exciting and innovative work coming out of this.

Improving Re-Integration Supports

MDSC is very pleased to have been working with the Correctional Services of Canada (CSC) over the last six months on an innovative project developing a mental health training program and associated supports. The purpose of the project is to develop training curriculum and resources to assist front line staff, mental health professionals and community employment coordinators to identify and find strategies to address the many barriers that ex-offenders face when re-integrating back into society.

Work and meaningful daily activity is important to successful community integration for ex-offenders with mental health problems post-release. The project will assist CSC build upon the knowledge base of front line staff and will also include a toolkit to support successful re-integration. The program development benefitted greatly through a very dedicated expert advisory panel consisting of members from various departments within CSC.

Fundraising and Awareness Events

Recently, MDSC was proud to be associated with two very successful mental health awareness events.

Ride Above Depression Fundraising and Awareness Cycle Trip

A Great Success!

MDSC was very pleased to sponsor this cycle challenge to raise awareness about the effects of depression and the benefit of exercise to support mental health. Corey Boulton, whose father, Jeff Boulton, recently lost his battle with depression, along with two friends Jeff Lloyd and Will Johnston wanted to make a difference and help prevent other families from experiencing the pain of depression.

In memory of his father, Corey and his friends rode their bicycles from Vancouver to Winnipeg to raise funds and spread awareness about depression and mental illness. Corey and his friends rode the approximately 2,300 km on a fully self-supported tour over a six-week span and completed their journey in early summer.

Our heartfelt thanks and congratulations to Corey, Jeff and Will who raised over \$12, 500 on their journey and inspired so many people throughout their trip. See their journey on [Facebook](#).

Free Your Spirit Piano Concert

Recently, Mood Disorders Society of Canada presented a special evening of inspiration with piano virtuosos Shari Brownstein and Michael Costello, in Ottawa. Their individual talents, duet performances, and inspirational playing were truly motivating and special. The purpose of the concert was to raise awareness about mental health issues and help combat the stigma of mental illness. Everyone in attendance had a wonderful time and the event provided another wonderful opportunity to promote open discussion on mental illness and reduce stigma. Well done Shari and Michael! Watch their concert [here](#).

Mood Disorders Society of Canada Partners with Aeroplan

MDSC is pleased to announce it is partnering with the Aeroplan Charitable Pooling Program in our annual campaign during the month of September.

This will allow Canadians to donate Aeroplan Miles to assist persons who are touched by mental health issues. MDSC will use these donated miles to assist persons who are living with mental illness to attend events and meetings.

Contributing to the Aeroplan Charitable Pooling Program provides an opportunity to make a positive contribution to the lives of others. Even a small donation of Aeroplan Miles can make a world of difference.

Donating is trouble free; simply fill out the [Donor Form](#) and submit it to Mood Disorders Society of Canada and the Aeroplan Miles will be donated to this cause. It is that easy!

Let's all work together to make a real difference for as many persons as we can.

Workplace Mental Health

Workplace mental health is a priority concern of MDSC and we believe it needs to be addressed by all stakeholders, employees, employers, the corporate sector, organized labour/ insurance/ health care and governments.

Mental illness is associated with more lost workdays than any other chronic condition, costing the Canadian economy \$51 billion annually in lost productivity. In the first study of its kind, researchers from the Centre for Addiction and Mental Health (CAMH) have calculated the actual cost of mental health leave and found that on average it is double the cost of a leave for a physical illness.

Recently, MDSC was invited to work with workplace mental health thought leaders on the Conference Board of Canada report, [Building Mentally Healthy Workplaces: Perspectives of Canadian Workers and Front-Line Managers](#), which provides a national perspective on Canadians' work environment and the degree to which it supports mental well-being. The study identifies four areas for organizational action: education and communication, workplace culture, leadership, and managerial skills and capacity. MDSC believes this report is invaluable and points out the very real discrepancies between what resources and supports are needed and what is currently being provided for both staff and management.

Currently, MDSC is working with several key partners in a new pan-Canadian workplace program. We are very excited at the potential for this program to address workplace concerns and provide training, resources and supports to tackle the growing health crisis in Canadian work environments.

Mental Illness Awareness Week

MDSC, would like to take this opportunity to remind you that Mental Illness Awareness Week (MIAW) is October 2 - 8, 2011.

The goal is to end the stigma associated with mental illness, and ensure better understanding and access to diagnosis and treatment.

The MIAW campaign includes:

[Faces of Mental Illness](#)

[Champions of Mental Health Awards](#)

Campaign elements include: a grassroots public education initiative; a nationally-distributed poster and bookmark series; the Annual Champions of Mental Health Awards luncheon in Ottawa and an education initiative with federal Members of Parliament, both in their home ridings and on Parliament Hill.

MIAW is coordinated by the [Canadian Alliance on Mental Illness and Mental Health](#) (CAMIMH). Established in 1998, CAMIMH is an alliance of national organizations whose activities span the broad continuum of mental health. They represent: consumers and their families, health care and social service providers, professional associations, and community and research organizations. Together, they constitute a vibrant network of national, provincial and community-based organizations dedicated to serving the mental health needs of the people of Canada from coast to coast to coast. CAMIMH's mission is to promote and facilitate the development, adoption, and implementation of a national action plan on mental illness and mental health.

Provincial Changes

MDSC, would like to welcome the new Executive Director for the Mood Disorders Association of Ontario, Colleen Cowman, who joined the organization in July. We are confident that Colleen will oversee the continued provision of resources and supports for the many Ontarians and their families who are affected by mental illness. The MDAO has a long history of offering outstanding programming that is among the best found anywhere. We also send our most sincere best wishes and heartfelt appreciation to Karen Liberman, who has lead the organization through incredible accomplishments and achievements over the years.

We also would like to send a special hello and thank you to Rennie Hoffman at the Mood Disorders Association of B.C. who, after being the driving force for years, has also decided to step away to enjoy some time with his family and perhaps even try some fishing again in September. MDABC is currently interviewing for a replacement however we wanted to send a special note to Rennie that we wish him the very best and "may the best bites be fish and not mosquitoes our friend".

Please make sure to talk with your family about mental health

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