



Mood Disorders Society of Canada was launched in 2001 to provide people with mood disorders, their families and caregivers a strong, cohesive voice at the national level on issues relating to mental health and mental illness. With particular regard to depression, bipolar disorder and other associated mood disorders, MDSC aims to improve access to treatment, inform research and shape program development and government policy to improve the quality of life for people affected by mood disorders.



### Defeat Depression Pan-Canadian Awareness and Fundraising Event a Huge Success!

The Defeat Depression campaign held across Canada on May 27, 2012 was a resounding success; thousands of people came out to participate in the campaign - the only multi-organizational mental health fundraising, anti-stigma and awareness event in Canada.



This campaign is projected to reach significant levels of community involvement and fundraising over a 5-year period. Year one was expected to be a "test run" with about 8 communities involved. As grass roots mental health organizations across Canada learned of the collaborative community oriented nature of the campaign and asked to be involved, our "test run" grew to 22 events from coast to coast.

First year Defeat Depression events were held in:

British Columbia: Agassiz, Burnaby, Penticton and Prince George

Alberta: Calgary

Saskatchewan: Weyburn

Ontario: Bracebridge, Collingwood, Gravenhurst, Huntsville, Parry Sound, Mississauga, North Bay and Ottawa

New Brunswick: Campbellton

Nova Scotia: Annapolis County, Halifax and Truro

Newfoundland and Labrador: Corner Brook, Gander, Grand Falls-Windsor, St John's and Stephenville

Each community held walks, runs and and/or rides. Our evaluation of the events in all locations was



excellent. All original locations will be represented in next year's Defeat Depression Campaign to be held on May 26, 2013 AND, the enthusiasm has spread!! We expect at least 45 locations next year!! Defeat Depression brings people and organizations together. Community events were sponsored in many locations by groups of local mental health organizations such as consumer/survivor, peer support organizations, CMHAs, mental health service organizations, hospitals, and alliances and other community stakeholders coming together to work on the events.

Below is a list of the community groups that took part in the 2012 campaign. Mood Disorders Society of Canada would like to thank the following organizations for their terrific Defeat Depression activities:

- Strides for Support
- Brian Csati Family and the Community of Penticton
- Community of Prince George
- Kermode Counselling Services
- Heather Gordon, CMHA Weyburn
- Muskoka-Parry Sound Community Mental - Health Service (collaborated with 3 sites)
- North Simcoe Muskoka Local Health Integration Network
- Community of Collingwood
- Affirmative Dynamic Industries
- Canadian Alliance on Mental Illness and Mental Health
- Vitalité Health Network
- Restigouche Hospital Centre
- St. Joseph Community Health Centre
- Jacquet River Health Centre
- Campbellton Regional Hospital
- Canadian Mental Health Association Annapolis County
- The Empowerment Connection
- Canadian Mental Health Association Nova Scotia Division
- Canadian Mental Health Association Truro Branch
- Colchester East Hants Health Authority
- Department of Mental Health and Addictions Services
- Consumers Health Awareness Network
- Newfoundland and Labrador (CHANNAL) (collaborated with 4 sites)
- Community Mental Health Initiative Inc. (CMHI)
- Canadian Mental Health Association
- Newfoundland and Labrador Division Grand Falls-Windsor
- Exploits Community Centre
- Mind Your Mind
- Central Health
- Canadian Mental Health Association
- Newfoundland and Labrador Division Stephenville

Due to demand, additional Defeat Depression Events will be held in the Fall!

**Hamilton, ON:** This year, COPE, the Student Mental Health Initiative at McMaster University is holding a walk in Hamilton on September 30. To learn more about this event, or to register or support the event visit: [www.defeatdepression.ca/hamilton](http://www.defeatdepression.ca/hamilton)

**Halifax, NS:** The Empowerment Connection & Canadian Mental Health Association Nova

Scotia Division are holding events in Halifax on September 30. Their events will include a walk along the Halifax Waterfront, through town, and back to Cornwallis Park, followed by a barbeque and concert. To learn more about these events, or to register for or support these events visit: [www.defeatdepression.ca/halifax](http://www.defeatdepression.ca/halifax)

Many thanks are extended to our 2012 national sponsors, Bell, Impact Public Affairs, Depressionhurts.ca, Esperanza Magazine, and Mind Your Mind. Without their unwavering support Defeat Depression would not have been the success that it was.



Please visit the Defeat Depression [website](http://www.defeatdepression.ca) today to learn how you can get involved with this campaign, enlist or volunteer at an event in your community, or if you are a mental health organization, join the team and host an event in your community. We are also looking for additional sponsors for the campaign!

Can't participate? You can still make a difference today! Please visit [www.defeatdepression.ca](http://www.defeatdepression.ca) and click on the [Donate Now button](#).

### **Defeat Depression Day in 2013 is May 26.**

Several local events will be on other dates in May that best suit the local community needs.

### **Stop the Stigma: Mental Health Webcast Series**

The Ontario Hospital Association in partnership with Mood Disorders Society of Canada is proud to present a public educational broadcast as part of a Mental Health webcast series being held September 12, 2012 at 12:00 E.S.T. Mental illness can affect anybody, regardless of age, gender, culture, ethnicity, or social class. But no matter who they are, people who have been diagnosed with a mental illness are all likely to experience stigma. Public attitudes and beliefs, often based on fear and misunderstanding, stereotype individuals with mental illness, exposing them to prejudice and discrimination. Stigma affects many, often with worse consequences than the illness itself. In 2001, the World Health Organization declared stigma to be the "single most important barrier to overcome in the community".



During this webcast we will examine statistics as they relate to mental health issues with a focus on the incidence, prevalence and burden of mental illness. The broadcast will also focus on the development of anti- stigma training for family physicians, why the development of

this program was thought necessary, and why doctors agreed so readily to work with MDSC.

Registration is open and participation is free. To find out more and to register, visit the OHA [website](#).

### Canadians Living with Depression will See Direct Benefits from New Network

In the 2012 federal budget, the government of Canada invested \$5 million to seed the development of a national network of patient-focused depression research and intervention centres over the next five years. The Network is called the Canadian Depression Research and Intervention Network (CDRIN).

Mood Disorders Society of Canada (MDSC) in collaboration with the Mental Health Commission of Canada, and the Royal Ottawa Mental Health Centre are to develop CDRIN. The work of this network will lead to better patient care and an increased understanding of depression, suicide and PTSD.

CDRIN will bring together more than 80 researchers and clinicians who specialize in depression. The highly-interactive patient engaged network will focus on promoting research determining the biological and psychosocial determinants of suicide, PTSD and other depression-related illnesses so that at-risk populations can be identified rapidly and accurately. It will also make more diagnostic tools available, which will lead to more effective treatments. Clinical trials of innovative pharmacological or cognitive interventions will ensure the results of the research can be translated into clinical practice.

### MDSC Leads in the Development of New PTSD Continuing Medical Education Program for Health Care Professionals

On October 26, 2011, MDSC brought together over 70 experts, thought-leaders and parliamentarians to the Canadian War Museum in Ottawa to discuss the issue of Post-Traumatic Stress Disorder (PTSD). This innovative working dinner, entitled Post-Traumatic Stress Disorder: Out of Sight, NOT Out of Mind, gathered some of the most experienced and brightest minds and focused them on critical issues such as system capacity, research, de-stigmatization and family supports. Particular emphasis was placed on experiences and outcomes for soldiers and veterans. The discussions that resulted from the event have been compiled into a report for government in order to ensure that the issue of PTSD continues to be discussed and remains on the agenda for public policy makers in Canada. Please read the complete [report](#).



One of the recommendations from this report was for the development of a continuing medical education program for family physicians. The MDSC is pleased that the Government of Canada has followed through with this recommendation and has provided \$200,000 for the

MDSC to lead the development of this new PTSD CME. MDSC has signed an agreement with the Canadian Medical Association that will make this module available to all of Canada's 76,000 family physicians belonging to the CMA.

This new program follows the web-based course on Understanding and Combating the Stigma of Mental Illness CME developed in 2012 by MDSC with the Canadian Medical Association, Mental Health Commission of Canada, Bell, North Bay Regional Health Centre, AstraZeneca Canada, the Canadian Psychiatric Association and Memorial University. The program is contact based (a person who has experienced mental illness shares his or her personal story with others) to help increase physicians' understanding of their needs. The CME includes tools and resources to support patient treatment and allow for the provision of physician services free from stigma. The anti-stigma CME is available to Canadian Medical Association members and can be accessed through the following links: English: [www.cma.ca/stigma](http://www.cma.ca/stigma)  
French: [www.amc.ca/stigmatisation](http://www.amc.ca/stigmatisation)

### Mental Illness Resources

MDSC continues to offer free mental illness resources to Canadians. Most popular resources include our **What is Depression? What is Bipolar Disorder?** and our **Quick Facts on Mental Illness and Addictions in Canada** booklets. In total, well over 500,000 copies have been distributed across Canada in the past few years. A very appreciative thank you to all our sponsors without whom we couldn't make these publications available free of charge. To download electronic copies of these booklets visit our [website](#).



MDSC also provides these resources in printed formats and has distributed thousands of these booklets to individuals and organizations this year. Due to overwhelming requests, we are currently preparing for a reprinting of What is Bipolar Disorder? booklets.

### MDSC Research and Reports

The MDSC has written a number of reports on mental illness in support of its advocacy and awareness programs. Please visit the [research section](#) of our website to view more reports.

### New National Mental Health Achievement Recognition Award

MDSC is pleased to announce the establishment of a new national award to be handed out each year to an individual or group that has made a significant contribution to improving the lives of persons affected by depression. This national award has been made possible through a donation to MDSC from the estate of Jordan James Pickell, who wanted to ensure that the work of people providing support in the fight to overcome this mental health issue are recognized. MDSC thanks the estate and family for this kind and generous donation. The first annual award will be announced later this year.

### What **BETTER** Feels Like

MDSC offers the [What Better Feels Like](#) project. The program supports the results of interviewing persons from across Canada who described how they have worked their way through depression and what, to them, feeling better is. The project features the lived experiences of individuals who have been through depression. The project provides testimonials shared through the Answers from People Who Have Experienced Depression report.



The project also offers a Guide to Maintaining Wellness designed to assist individuals in their recovery. The plan is holistic and practical and written in easy-to-follow and encouraging language. The [What Better Feels Like](#) website offers revealing videos of incredible individuals speaking about their experiences of getting and feeling better. These moving videos show a personal view of their experience with depression.

We will continue to add videos to support this project. MDSC is very grateful to the dedicated and courageous individuals who gave of their experiences so openly and also thanks AstraZeneca Canada for an unconditional grant which made this project possible.

### Elephant in the Room Anti-Stigma Program Campaign

We are pleased to announce the Mental Health Support Network of South Eastern Ontario (MHSNSEO) has joined the many organizations that have taken steps to reduce stigma within their workplaces and communities. The seven locations of MHSNSEO have implemented the Elephant in the Room campaign throughout their organization and are seeing great results from the initiative. An interesting news [article](#) on this campaign featuring Garry Laws, the Executive Director of the organization.



We continue to receive and respond to many requests from across Canada from people who want to implement the [Elephant in the Room Campaign](#) in their place of work or education, or who want to show that they support our anti-stigma campaign. To learn more about the Elephant in the Room Campaign and how you can use the campaign to raise awareness and reduce stigma, [contact us](#).

### Mental Illness Awareness Week

MDSC is a founding member of the [Canadian Alliance on Mental Illness and Mental Health](#) (CAMIMH) and supports the



work of this alliance. Currently, our Associate National Executive Director is serving as Co-

Chair of the Alliance. Established in 1998, CAMIMH is an alliance of national organizations whose activities span the broad continuum of mental health.

CAMIMH coordinates [Mental Illness Awareness Week](#) (MIAW) in cooperation with all its member organizations and many other supporters across Canada. This year, MIAW runs from September 30 to October 6, 2012. The campaign includes: the national Faces of Mental Illness campaign, a grassroots public education initiative, nationally distributed posters and resources, public awareness announcements, a video series and an education initiative with federal Members of Parliament on Parliament Hill. The goal is to end the stigma associated with mental illness, and ensure better understanding and access to diagnosis and treatment. To learn more about the Faces Campaign and MIAW please visit [www.miaaw.ca](http://www.miaaw.ca)

### Discussion Forum/Peer Support Here to Offer Help

MDSC provides a safe virtual place to discuss mental illness issues in a supportive environment through our web-based Discussion Forum which continues to be one of the most visited places on our website. The forum has surpassed 22,000 posts with more than 1,300 discussion threads. If you are looking for a safe place to share your experiences, seek peer support, or offer your knowledge to others, we encourage you to join the Forum [here](#).

### Social Media

MDSC strives to reach out continuously through our very active and engaging social media. We are connecting with Canadians daily and providing a platform to share and discuss ideas, news, successes, personal experiences, thoughts and viewpoints. "Like us" and share with thousands of Canadians daily on our sites. Sign up on our social media, share your thoughts, provide us with feedback and keep up to date with our work.

Like us on **Facebook** 

Follow us on **twitter**

### Supporting Mood Disorders Society of Canada

MDSC cannot survive without your support. Please visit our web site, [www.mooddisorderscanada.ca](http://www.mooddisorderscanada.ca) and click on the Donate Now button.



You can also designate Mood Disorders Society of Canada as your charity of choice through your local United Way campaigns.

**POSITIVE MENTAL HEALTH BEGINS AT HOME**  
Please make sure to talk with your family about mental health