



Mood Disorders Society of Canada
Société pour les troubles de l'humeur du Canada
www.mooddisorderscanada.ca

E-News

(en français)

May 2013

About Mood Disorders Society of Canada

Mood Disorders Society of Canada (MDSC) 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. We have evolved to become one of Canada's leading mental health NGOs with a demonstrated track record for forging and maintaining meaningful and sustained partnerships built on trust and mutual respect with the public, private and non-profit sectors throughout Canada.

MDSC Presents COPE Student Mental Health Initiative at McMaster University with National Award

Mood Disorders Society of Canada was extremely proud to present **COPE: a Student Mental Health Initiative** at McMaster University with the **Jordan James Pickell Mental Health Achievement Recognition Award** for their outstanding contribution to mental health education and anti-stigma activities by actively engaging students and staff in understanding and accepting mental illness and the importance of mental health.

This award was made possible through a donation from the estate of Jordan James Pickell and we encourage you to view the awards presentations created by COPE to learn more about Jordan [here](#).



Mariette Lee, President of COPE, was presented with the **Marg Starzynski Mental Health Leadership Award** for her unwavering and dedicated leadership to community mental health awareness and through her personal contributions to raising awareness of mental illness.

We extend our sincere congratulations for their incredible work and inspiring initiatives that are having such positive impacts on the students and staff at McMaster. We see in them, mental health leaders of tomorrow. Visit COPE's [website](#).

2nd Annual Pan-Canadian Defeat Depression Mental Health Campaign Starts this Weekend!

The Defeat Depression Campaign is getting people to take action against depression and **MOVE FOR MENTAL HEALTH!**

This is the only Pan-Canadian multi-organizational, family-based mental health campaign consisting of walks, runs, rides and other activities. Due to overwhelming demand we have made the campaign even better. With our new software platform you can now register online in five minutes. Either join an established event in your community, or set up your own activity wherever you are. Walk, ride, dance, or do any other fun activity with friends or loved ones!



Physical activity and social interactions have a positive effect on our mental health and they help tackle depression. These events across Canada are the perfect way for family, friends, co-workers and persons who are affected by depression to all come out and support positive mental health!

This May 25-26 weekend, we want you to take a walk, run, bike ride or any other activity for mental health and Move for Mental Health along with thousands of other Canadians.

Here's how...

1. **LOOK FOR AN EVENT** [in your community](#) and register as an individual, or form a team (it takes 5 minutes - and is very easy).
2. **HOLD YOUR OWN ACTIVITY.** If a formal event is not planned in your town or city, plan [your own "Move for Mental Health" activity](#). **If you aren't available this weekend, plan for another time. This activity site is open after this weekend as well!
3. **SET UP** your personalized campaign page. If you wish, add a personal reason why this campaign is important to you and your family and friends, and share a picture if you want to.
4. **SET A FUNDRAISING GOAL.** Your personal site will allow you to set a fundraising goal and lets you send out emails and social media updates directly from your personalized page. Your family and friends will love following your progress.
5. **SUPPORT** your community mental health organization that is hosting the local event, and help the Defeat Depression Campaign that provides all the resources and supports for all the local organizations across the country. Your donations make a difference and will go to resources and services for local families that need your support.
6. **SPREAD THE WORD**, and invite your family, friends, neighbours and colleagues to [join the campaign](#). Form a team from your workplace, school, local club or organization.
7. **VOLUNTEER** at the event and help coordinate the activities in your community. As well, businesses are welcome to promote the event and donate giveaways to participants.

We thank our current 2013 national sponsors:



Defeat Depression Campaign Song

International Singer, Songwriter and Author, Emily Maguire is supporting the campaign by dedicating her hit song, **"Keep Walking"** as the Defeat Depression National Anthem. This moving tribute is featured on our webpage and is played at all events. Thank you Emily for providing the campaign with such a perfect song! You can view a special message from Emily as well as [listen to the campaign song here](#).

Mood Disorders Society of Canada voted 2013 Lead Charity, will receive \$25,000 donation from Gamma-Dynacare

MDSC is extremely pleased that [Gamma-Dynacare](#) has selected Mood Disorders Society of Canada as their 2013 Lead Charity. MDSC will be the recipient of a \$25,000 donation, which will be used to support much needed initiatives that tackle mental health issues.



Gamma-Dynacare is one of Canada's largest and most respected providers of laboratory services and solutions, with more than 50 years of experience serving Canadians. Each day, they support tens of thousands of patients, health care professionals and public and private sector clients with the efficient collection and transportation of specimens, accurate testing in their state-of-the-art laboratories and prompt reporting of results. With over two hundred service centres across Canada and over 2,000 employees, Gamma-Dynacare is a trusted leader in transforming laboratory information and services into solutions that improve health, wellness and the Canadian health care system.

"We are very excited to bring light to mental illness by working in partnership with MDSC. We hope to battle stigma and help provide important supports for people in our communities," says Scott Hickey, Vice-President, Strategic Planning and Corporate Communications at Gamma-Dynacare. "At Gamma-Dynacare, not only are we committed to providing valuable diagnostic information to patients and clinicians, but it is also imperative for us to promote health and wellness in our communities. Our Corporate Giving and Community Outreach programs are designed to impact the lives of Canadians living in the communities we serve, and by supporting MDSC and its initiatives, we hope to assist in creating meaningful change for those suffering from mood disorders."

Gama-Dynacare recognizes the debilitating effects of depression and other mood disorders, and by supporting MDSC and our initiatives, they plan on addressing stigma and how perceptions of mental illness affect sufferers and their search for help. Mental illness takes a devastating physical and emotional toll, and Gamma-Dynacare is aiming to minimize those effects by encouraging awareness of mood disorders and advocating open dialogue of mental health concerns. Depression impacts virtually every Canadian family. It is estimated that ten percent of Canadians will experience a major depression within their lifetime. Roughly 4.5 % of Canadians are depressed at any one point in time. To give a snapshot of how depression impacts families, 91% of Canadians with children say that their depression often or sometimes interferes with family life, and 47% say that their depression interferes with their relationship with their spouse or partner.

MDSC thanks Gamma-Dynacare and all of its employees for selecting us as their charity of choice and congratulates them for taking an active role in overcoming the challenges of mental illness.

Canadian Depression Research and Intervention Network (CDRIN)

Progress on the development of a national patient-centred research network is continuing. MDSC is working with the Mental Health Commission of Canada, the Royal Ottawa Mental Health Centre and other stakeholders to develop the network. The work will result in a national network of depression researchers fully engaged along the way with patients and caregivers.

Further information about CDRIN will be available on its website, www.cdrin.org.

PTSD (Post Traumatic Stress Disorder)

In furthering our PTSD efforts, MDSC is commencing work on a groundbreaking national PTSD Continuing Medical Education (CME) program in partnership with the Canadian Medical Association, the Mental Health Commission of Canada, the Canadian Depression Research and Intervention Network to enhance the knowledge of PTSD and how best to treat it. MDSC has established a PTSD *Expert Advisory Panel* which has representation from: Native Mental Health Association of Canada, McMaster University (Parkwood Operational Stress Injury Clinic), Wounded Warriors, Canadian Psychological Association, Canadian Forces Health Services Centre, University of Toronto (Women's College Hospital), Traumatology Institute (Canada), Canadian Medical Association, and the Canadian Psychiatric Association.

MDSC has received funding from Health Canada to develop a national PTSD training program for Canada's family physicians and specialists. This represents an exciting opportunity for the Mood Disorders Society of Canada (MDSC) and the Canadian Medical Association (CMA) to educate and change the perceptions of family physicians and specialists about persons affected by PTSD. The overarching aim of this initiative will be to improve the delivery of health services to individuals and their families suffering from PTSD in Canada. Strategic partners for this initiative include the Canadian Depression Research and Intervention Network (CDRIN), the Mental Health Commission of Canada, Native Mental Health Association of Canada, McMaster University (Parkwood Operational Stress Injury Clinic), Wounded Warriors, Canadian Psychological Association, Canadian Forces Health Services Centre, University of Toronto (Women's College Hospital), Traumatology Institute (Canada), Canadian Medical Association, and the Canadian Psychiatric Association.

MDSC Organization Strategy Session

MDSC Board of Directors and staff held a Strategy and Visioning Session in Vancouver in March where we discussed our organizational priorities and strategic plan. We also revised and have adopted a new vision statement; *"We envision a society in which (mental) health/well-being and recovery is possible for all."*

Canadian Alliance on Mental Illness and Mental Health (CAMIMH) Champion Awards

MDSC is a proud founding member of [CAMIMH](#) which is a national collaboration of associations representing health care providers, service providers and consumer and family groups. MDSC would like to congratulate CAMIMH on the recent, very successful Champions of Mental Health Awards ceremonies held in Ottawa. This year their Excellencies the Right Honourable David Johnston, Governor General of Canada, and Mrs. Sharon Johnston joined the ceremonies expressing their commitment to helping improve mental health and wellbeing.

Elephant in the Room Anti-Stigma Campaign

The Elephant in the Room campaign continues to expand and many more organizations, businesses and schools have joined this very successful anti-stigma program.

We are very proud that KPMG has launched the Elephant in the Room anti-stigma campaign for their Greater Toronto Area people and also shared this information nationally. By incorporating the campaign blue elephants, workplace posters, mental health resources, booklets and educational materials, KPMG is offering their GTA people and clients concrete tools to reduce stigma and encourage individuals to come forward for support and help, if they feel they may be experiencing mental health concerns. By taking these steps and integrating campaign resources in their company, KPMG is taking a stand for the health and well-being of their staff and visitors. KPMG has offices in 33 locations across the country. The firm's more than 700 partners and 5,600 employees provide crucial services to many public and private businesses, not-for profits, and public-sector organizations in Canada.



One of the most effective methods of reducing stigma is by displaying posters that educate and promote mentally healthier environments. We now have new workplace and school anti-stigma posters available for printing from our website. Please feel free to download them and post them in visible areas.



To learn more about the Elephant in the Room Anti-Stigma Campaign and how you can implement it in your workplace to raise awareness and reduce stigma, visit the [Elephant in the Room page](#) and

contact us. We can customize your resources and posters for your individual company needs.

You can also receive your very own anti-stigma elephant when you donate to MDSC through [CanadaHelps](#) and as a token of appreciation, you will receive our blue elephant and additional information on stigma.

Mount Allison University Receives Award for launching Elephant in the Room Anti-Stigma Campaign

Each year at Mount Allison, they celebrate various accomplishments in student life on and off campus. The students' union hosts an award show and one of the categories is for the best event of the year. This year, the Change Your Mind team (the mental health outreach team) was presented with the award for their event launch of the Elephant in the Room campaign. At the launch, students with mental illness spoke about their experiences with stigma; and counsellors offered their views on taking on stigma, and a period for questions from the audience. Over 200 students, staff and faculty members were in attendance.



MDSC Partners with CNA and MHCC

We are very pleased to have formed a partnership with the Canadian Nurses Association and the Mental Health Commission of Canada to develop a training program to reduce mental health stigma in the health care setting and among Nurses and the health care professionals. This program comes about through the realization that stigma exists within all sectors of society, however, it is of paramount concern to our organizations that we offer health care providers with the education that is applicable to their specific occupation with appropriate tools and resources to ensure community health care is provided free of stigma and discrimination. New directions for training of health care professionals include defining the determinants of stigma, providing information and knowledge in an unbiased manner, addresses the unintended propagation of stigmatizing attitudes and behaviours, teaching person-friendly terminology, and is cemented within the scope of need of health care professionals; from a mental health person-centred perspective.

MDSC Joins Forces with the Arthritis Society

Mood Disorders Society of Canada is very excited to have partnered with the Arthritis Society on a groundbreaking three year project addressing depression and arthritis. The project will tackle the co-morbidity of mood disorders and chronic disease and is national in scope. We will be providing more details in the near future.

What *Better* Feels Like

MDSC offers the What *Better* Feels Like project. The program supports are 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. Visit the [What Better Feels Like webpage](#) to learn more .



Discussion Forum-Peer Support is Here to 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 **25,000 posts** with more than **1,600 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. You can find the Forum link on the [front page of our website](#).

Our Social Media Network

MDSC is continuously connecting and sharing with Canadians through our social media platforms. We have over 10,000 followers who share ideas, news, successes, personal experiences, thoughts and viewpoints. *Like us* and *Follow us* to keep updated on mental health news in Canada and throughout the world. Sign up, share your thoughts, provide us with feedback and keep yourself up to date with our work.

MDSC

[Twitter](#) | [Facebook](#)

Defeat Depression Campaign

[Twitter](#) | [Facebook](#)

Once again, thank you for your ongoing support of MDSC and we wish all our readers a wonderful summer.

Mood Disorders Society of Canada depends on the generosity of Canadians to support our work. Please make a donation to help us help others. If you would like to provide a donation to MDSC online, simply click on the CanadaHelps image and follow the instructions carefully.



POSITIVE MENTAL HEALTH BEGINS AT HOME

Please make sure to talk with your family about mental health



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