



About MDSC



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March 2012
(en français)

NEW: Defeat Depression Pan-Canadian Awareness and Fundraising Event

On May 27, 2012 MDSC is taking on Depression and Stigma in a big way! A significant number of mental health organizations across Canada are joining the Defeat Depression Campaign. These events will be held in communities across this country. Energetic volunteers are organizing events to raise awareness about depression and help reduce the stigma often associated with a mental illness.



Local events will include walks, runs, or bike rides and will have a family focus. By bringing families together to participate in the event, we will be creating an environment that will encourage family members to speak openly about depression and other mood disorders. Participation in these events will not only raise awareness amongst Canadians, but will also provide participants increased knowledge about community help available for mental illness. This campaign will also raise funds to assist local non-profit mental health organizations deliver services and supports.

We cannot let our loved ones go through these challenges alone! It is time that we all stand up against the stigma, talk about depression and other mood disorders openly and often, and help community non-profit organizations provide services in our communities.

Students and youth are encouraged to join the campaign!

We need you to get involved! Please save the date and help organize and promote an event in your community and become part of the campaign team. We are looking for mental health organizations to host Defeat Depression events and we are reaching out to Canadians to become involved and create an event in their towns and cities.

Visit the campaign [website](#) today to learn how you can join or [pre-register](#) as a participant . Together, we will make a real difference!

Post Traumatic Stress Disorder Out of Sight, NOT out of Mind: Report to the Government of Canada

On March 2, 2012, Mood Disorder Society of Canada issued a comprehensive new Report to the Government of Canada on Post Traumatic Stress Disorder (PTSD), which calls for a new national strategy to overhaul the way the disorder is handled in the Canadian healthcare system. Entitled "Out of Sight, NOT Out of Mind", the Report aims to improve access to expert diagnostic and treatment care for PTSD sufferers and their families, while eroding the social stigma that surrounds the disorder.



MDSC's report and recommendations stem from a meeting at the Canadian War Museum in Ottawa last October where the organization brought together more than 70 experts on PTSD and parliamentarians to discuss the disorder and associated critical issues of health system capacity, scientific research, family supports and steps needed to reduce stigma.

For more details, visit the links to the [Report](#) | [News Release](#) | [Backgrounder](#) | [Webpage](#).

NEW: What BETTER Feels Like

MDSC is very proud to launch the What *BETTER* Feels Like project. The project involved 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 Canadians a "**Guide to Maintaining Wellness**" to assist in maintaining their recovery. The plan is holistic and practical and written in easy to follow and encouraging language. Both the report and guide are available in downloadable PDF format.



The What Better Feels Like website offers videos of incredible people speaking about their experiences of getting and feeling better. These moving videos show that overcoming depression is a unique learning process, with many common threads, and offers a personal view 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 that others could benefit from their challenges, struggles and triumphs.

MDSC also thanks AstraZeneca Canada for an unconditional grant which made this project possible. Please view these videos and reports [here](#).

Elephant in the Room Anti-Stigma Program at COPE@McMaster

COPE: A Student Mental Health Initiative at McMaster University, continues to lead the way in helping to reduce stigma by using the Elephant in the Room Anti-Stigma Campaign. COPE has announced the launch of the second campaign video. The video clearly shows the high degree of acceptance for mental health issues within the student body and exemplifies a very successful anti-stigma campaign. [Most recent video](#) | [first video](#)



COPE's goals are:

- To organize awareness events
- To facilitate volunteer placements which include and are not limited to clinical placements, research, and mentorship with mental health organizations in the community of Hamilton
- To support those organizations through fundraising initiatives
- To educate and support students at McMaster through workshops and speaking series
- But most of all, to engage McMaster students and provide opportunities to get involved with mental health care issues in their community.

MDSC wishes to congratulate COPE on its success and leadership in implementing an environment on campus which promotes knowledge and discussions on mental illness.

Recently Cardinal Carter Academy for the Arts in Toronto also brought the Elephant in the Room Campaign to their school. During a recent presentation MDSC was very pleased to speak with the students and was inspired to learn of the commitment they had to bring mental illness to the forefront.

We continue to receive and respond to many requests from organizations and companies who want to implement the Elephant in the Room Campaign in their place of work or education. To learn more about the Elephant in the Room Campaign and how you can use the campaign to raise awareness and reduce stigma, visit our [website](#) or [contact us](#).

Mental Illness Resources

MDSC continues to offer free mental illness resources to Canadians. Most popular resources include our booklets What is Depression; What is Bipolar; and Quick Facts on Mental Illness and Addictions in Canada. 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.



Discussion Forum Peer Support about to reach a MILESTONE!

MDSC provides a safe virtual place to discuss mental illness issues in a supportive environment through our online Discussion Forum, which continues to be one of the most visited places on our website. The forum has surpassed 20,000 posts with more than 1,100 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](#).

Discussion Forum

Upcoming Mental Health Events and Conferences

1. The Manitoba Mood Disorders Association is hosting a **National Mental Health Conference** March 14 & 15, 2012 with the theme of Mental Health Disorders: Challenges with Youth, Aboriginal Communities & the Criminal Justice System. The conference, sponsored by the Mood Disorders Association of Manitoba and supported by Mood Disorders Society of Canada, will help combat mental health disorders and reduce the stigma around mental health issues. [Click here](#) to learn more and register please visit.
2. Mood Disorders Association of Ontario will be hosting two **Regional Forums**, bringing together MDAO Peer Support groups from the Southwest and Central areas. These events will be held in London on March 10, and Barrie on March 24, 2012. The purpose of these events is to strengthen leadership capacity, share best practices, and highlight and celebrate successes in peer support services. [Click here](#) to learn more about these Regional Forums.
3. Watch for the launch of the **Partners for Mental Health** program in April, an advocacy movement committed to repositioning mental health on the national agenda. Partners for Mental Health is a national social movement focused on

redefining what it means to have a mental illness using the voices and actions of ordinary Canadians. MDSC is proud to support the Partners for Mental Health program.

4. We are eagerly anticipating the release of the **Mental Health Strategy** by the Mental Health Commission of Canada during May. The Mental Health Strategy has been informed by thousands of Canadians with a wide diversity of points of view and experience.
5. The Canadian Alliance on Mental Illness and Mental Health (CAMIMH) is hosting the **Champions of Mental Health Awards** on May 7, 2012 during Mental Health Week, in Ottawa. This event will bring together members of the CAMIMH network, politicians, business leaders, sponsors and other stakeholders to celebrate the contributions of individuals and organizations who have made outstanding contributions to the advancement of the mental health agenda in Canada. Please note and save the date! For more information about the event visit the [website](#), or to reserve a table, please contact champions@miaw.ca or call (613)233-8906.
6. **Together Against Stigma: Changing how we see mental illness 5th International Stigma Conference** in Ottawa, Canada, June 4-6, 2012. Organized by the Mental Health Commission of Canada and the World Psychiatric Association Scientific Section on Stigma and Mental Illness, this international conference will bring together over 500 researchers, mental health professionals, policy makers and service users interested in stigma and discrimination. The focus will be on effective interventions to reduce stigma and discrimination against those with mental illness. [Click here](#) to learn more about the conference and to register.
7. The 13th **Canadian Collaborative Mental Health Care Conference** will be held on June 15-16, 2012 in Vancouver, BC. [Click here](#) to learn more about this conference and to register.
8. The Conference Board of Canada is presenting the **Workplace Wellness and Mental Health 2012** from June 18-19 in Toronto. This year's event features two new studies, the Conference Board's respected economists' report The Costs of Poor Mental Health on Productivity and Competitiveness, and a special report on the return on investment (ROI) of wellness programs. These two insightful studies demonstrate the business case and performance potential of superior health and well-being, and will help you focus your spending to achieve maximum impact. The full agenda for this program will be released the week of March 12th. Mood Disorders Society of Canada is proud to be a marketing partner for this event. As part of our partnership, we're able to offer our contacts the special rate of \$455 off the total conference fee! To take advantage of this rate, simply register online and quote rebate code PRM5. [Click here](#) to learn more about this conference and the request your copy of the full agenda.

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.

[Find us on Facebook](#) 

[Follow us on](#) 

Help Us Help Others

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, visit [CanadaHelps](#) and follow the instructions carefully.



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