



Mood Disorders Society of Canada
Société pour les troubles de l'humeur du Canada

www.mooddisorderscanada.ca | www.troubleshumeur.ca

November 26, 2014

I am happy to announce that The **Waterloo Catholic District School Board** (WCDSB) will partner with us on the implementation of the **Elephant in the Room Anti-Stigma Campaign**, raising awareness about mental illness in the workplace, and in the classroom. The WCDSB is the fifth full school board in the province of Ontario, to partner with The Mood Disorders Society of Canada on this initiative.

The blue elephants, which will be displayed in schools and at the Board location, will signify that the WCDSB cares about the wellness of others, and that the Board is a safe place to talk about mental health, without fear of being looked upon differently, thought of less, or punished. This initiative will help to build understanding around mental health issues, and to build a Board culture of empathy and support.



“The WCDSB is firmly committed to strengthening mental health and well-being for all our learners. The elephant in the room campaign addresses stigma surrounding mental health and furthers our overall mission to “nurture hope in all learners to realize their full potential to transform God’s world”.

Laura Shoemaker, Superintendent of Learning

Mental health and illness have for too long lived under false knowledge and misconceptions, and sadly the stigma that clouds mood disorders often prevents persons who may have mental health issues from seeking treatment for their conditions. *Stigma and discrimination remain the number one concern for the majority of persons living with mental illness and their families because they live with its effects every day.*

The Waterloo Catholic District School Board *is working with Mood Disorders Society of Canada to battle against stigma, raise awareness of mood disorders, and provide those affected by mental illness with a voice.*

About the Mood Disorders Society of Canada:

The 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, the MDSC aims to improve access to treatment, inform research, shape program development and government policy to improve the quality of life for people affected by mood disorders.

For more information:
Phil Upshall
National Executive Director
(519) 803-8547 or 519-824-5565
info@mooddisorderscanada.ca