

Mood Disorders Society of Canada

La Société Pour **Les Troubles de L'Humeur** du Canada

June 25, 2014

I am very pleased to announce that all four of the school boards in Sudbury plus the Northern Ontario Suicide Prevention Network announced simultaneously, their adoption of our **Elephant in the Room Anti-Stigma Campaign**. These new partners are:



These school boards combined, represent well **over 90 + schools** who have embraced our campaign making their thousands of students aware of the importance of mental health and anti-stigma.

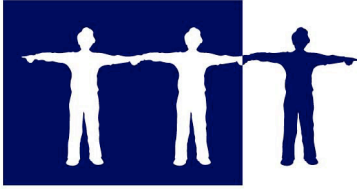
The adoption of the program by our new network partner, provides them with the opportunity to share this information with members of the public and other services providers with whom they work.

All of these organizations realize by displaying the blue anti-stigma elephant, conversation is stimulated as people will either ask what the elephant is about (which can lead to the discussion about mental illness), or they know that *this* represents a safe place to talk about mental illness without feeling afraid or that they will be thought less of or stigmatized.

The blue anti-stigma elephant posters were customized for the classroom and the workplace as reminder of the stigma of mental health issues.

“In Sudbury, Ontario, we have made it a priority to let our students know that we CARE and that our schools are safe places to talk about mental health issues. The implementation of MDSC’s ‘Elephant in the Room campaign’ during Children’s Mental Health week May 4th - 11th 2014, is helping us build a community that is STIGMA FREE! “

J. Richer-Dutrisac



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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

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