



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

www.mooddisorderscanada.ca | www.troubleshumeur.ca

January 23, 2015

It is with great pleasure that I announce that the **Save Our Minds** team from **Sisler High School (Winnipeg, Manitoba)** has partnered with us on the implementation of the **Elephant in the Room Anti-Stigma Campaign**, not only to raise awareness about mental illness in the classroom but also in digital spaces.



As part of this collaboration, **Save Our Minds** has created and is piloting an augmented-reality (AR) mobile application. The creation of this mobile application will allow its users to scan our Elephant in the Room anti-stigma elephant, enhanced with Layar (app), which when passed over with a smart phone will initiate digital content linking to MDSC anti-stigma education and resources.

Their work with the Elephant in the Room Campaign will be showcased on February 9, 2015 at the [Manitoba Safe & Caring Schools Conference](#).

The blue elephant is a symbol that *this* is a safe place to talk about mental health. By displaying the blue anti-stigma elephant, staff and students at Sisler High School know it cares about the wellness of others and has created safe places to talk about mental health without fear of discrimination. The initiative will help build understanding of mental health issues and promote a culture of empathy and support.

"The Elephant in the Room Campaign has a great concept to it. I think mental health should be an open subject, and no individual should have to feel like they are being judged or discriminated against it."

Stephanie Zabar, Co-Creator of Save Our Minds

About Save Our Minds:



[Save Our Minds](#) is an award-winning group of students from Winnipeg, Manitoba who are creating digital applications to provide information and solutions for families and parents who know someone who is experiencing mental illness. They have been recognized as the Champions of Mental Health in the Youth Category by the Canadian Alliance on Mental Illness and Mental Health in May 2014.

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.

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