

MDSC Newsletter - October 2013

About the Mood Disorders Society of Canada

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. 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.

The Elephant in the Room Anti-Stigma Campaign Goes International!



MDSC is very proud to announce our [Elephant in the Room Anti-stigma Campaign](#) has now been launched in Ireland and the U.K. through our international partnership with Praxis Care. More details available on their website when you click on "[World Mental Health Day](#)."



On Wednesday, September 25th 2013 at the Parliament Buildings in Belfast, Nevin Ringland (CEO/ Founder Praxis Care), Maeve McLoughlin MLA Chair of Health, Social Services and Public Safety Committee, and invited guests and dignitaries launched the Praxis Care Elephant in the Room Mental Health Anti -Stigma Campaign.

Nevin Ringland CEO and Founder of Praxis Care states *'Praxis Care is asking individuals to recognize mental ill health as the "elephant in the room" and take a positive step by supporting our elephant anti-stigma campaign.'*

Maeve McLoughlin's Chair of Health, Social Services and Public Safety Committee says: *'Mental health can be defined as a state of well-being enabling individuals to realize their abilities, cope with the normal stresses of life, work productively and effectively, and make a contribution to their communities. For too long mental health has been hidden behind a wall of stigma and even discrimination. In the past many people would not talk about it or share their feelings. In many respects it was and still is a hidden disease. I welcome the Praxis Care "Elephant in the Room" initiative, as a positive mental health campaign.'*

Praxis Care is a Northern Ireland based charity but is also one of the largest UK charities and a major provider of mental health services. Praxis Care operates in Northern Ireland, England, the Republic of Ireland and the Isle of Man. They manage 80 separate projects and provide accommodation and support services to around 1,500 people and employs in excess of 1,200 staff.

By distributing the campaign's blue elephants, workplace posters, mental health resources, booklets and educational materials, Praxis Care is offering concrete tools and resources to reduce stigma and encourage people to come forward for support and help if they feel that they may be experiencing mental health concerns.

Elephant in the Room in Canada

One of the most effective methods of reducing stigma is to display information visibly, to educate, promote awareness and encourage discussions. 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 Campaign and how you can implement it in your workplace, school or organization, 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 needs. You can also receive your very own anti-stigma elephant when you donate to MDSC through [CanadaHelps](#) and you will receive as a token of appreciation our blue elephant as well as additional information on stigma.

Defeat Depression Mental Health Events
Happen in October!



The Defeat Depression Campaign is taking action against depression!

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 and join at an established community event, set up an event in your city/ town, or walk/ ride/ dance or do any other fun activity with friends or loved ones wherever you are.


Physical activity such as walking, running and social interactions have a positive effect on our mental health and helps to 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 and fight stigma!

During October, we want you to take a walk, run, bike ride or do any other activity (roller blade, bike ride, play Frisbee, run on a treadmill, hula hoop, take a walk in the park or mall) for mental health. Simply [register here](#), set up your own, personal campaign page (it takes 5 minutes - and is very easy!) and move for mental health along with thousands of other Canadians. Everything is provided for you, all you do is promote the event and coordinate the walk...and have Fun!

About the Campaign

The campaign raises crucial funds to support local mental health organizations provide direct services to persons with mental illness and their families. We are so proud of the dedicated volunteers who are working collaboratively on this campaign in their communities.

Walks, runs and rides are being set up by people and groups of friends who have seen their family members and others struggle with depression. No matter where you live in Canada, you can be a part of this campaign and help our efforts!

We encourage organizations that offer mental health services and support to join the campaign and host an event. You will increase awareness of mental health, reduce stigma of mental illness, and raise funds to support the important work you do with families in your community. See more about the campaign by visiting our Defeat Depression [website](#) or follow us on Twitter [@DefDepression](#): 

We thank our current 2013 national sponsors:



REGISTER

---- and host your own event, it's easy!

1. **Register online now at www.defeatdepression.ca/registernow.
Select "Individual" and **get moving**
for Mental Health!**
2. **Personalize your page! ---- Make it YOURS!**
Once you have registered, log in and **customize**
your personal page with a
fundraising goal
3. **Tell people **HOW** you will be
moving for Mental Health this October!**

Need some ideas??

Have a... Yo-yo party, Hula-hoop-a-thon,
host a flash mob!
Or anything that get's people

Moving for Mental Health!

4. **Invite your family, friends & colleagues
to sponsor you or join your team!**

Holding an event not for you?

Donate Now!

You can choose to sponsor a particular **individual or team**,
or donate to the National Defeat Depression Campaign.

Donations of \$25.00 CDN or greater will receive a tax receipt.
(All online transactions are processed using a credit card).

Let's get moving!

Defeat Depression Campaign Theme Song

International Singer, Songwriter and Author, Emily Maguire is supporting the campaign through dedicating her hit song, "**Keep Walking**" as the Defeat Depression National Anthem song. 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](#).



MDSC Joins Forces with the Arthritis Society

Mood Disorders Society of Canada is very excited to have partnered with the Arthritis Society on a ground breaking three-year project that addresses depression and arthritis in the workplace. The project aims to provide more information to both employers and employees on how they can support an environment of inclusion. Overall the initiative will tackle the co-morbidity of mood disorders and chronic disease and will remain national in scope.

Work With Us is a new workplace-based program that supports Canadians living with depression and/or arthritis by giving them the tools they need to actively self- manage, lead healthier lives and fully engage in work. It is being developed by a network of people who understand depression and/or arthritis and have found ways of making it work for them. We are working very hard on the project and please stay tuned for more information.

Arthritis and depression touch the lives of millions of Canadians. The Arthritis Society and Mood Disorders Society of Canada acknowledge that the majority of these individuals are of working age, and want to remain productive in the workforce. For more information on the project or to stay in the conversation, please follow us on Twitter @WorkWithUsCA:  

Workplace Mental Health

MDSC is actively engaged in providing speakers and educational resources to address the epidemic of mental health issues within workplaces. We work with many organizations. For more information on our corporate mental health services please contact: info@mooddisorderscanada.ca. You can also find some helpful workplace mental health resources here: <http://www.mooddisorderscanada.ca/page/workplace>

MDSC voted 2013 Lead Charity by Gamma-Dynacare



MDSC is extremely pleased Gamma-Dynacare has selected Mood Disorders Society of Canada as their 2013 Lead Charity. MDSC received a \$25,000 donation, which will be used to support much needed

initiatives tackling mental health issues and Gamma-Dynacare is engaging in mental health activities including Defeat Depression campaign events throughout the year.

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, healthcare 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.”

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 has been moving along. MDSC is working with the Mental Health Commission of Canada, the University of Ottawa Institute of Mental Health Research 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.

The Canadian Depression Research and Intervention Network (CDRIN) is an initiative promoting and supporting highly collaborative, patient-focused, research and intervention that will lead to better care and understanding of Depression and Post Traumatic Stress Disorder (PTSD) and the prevention of suicide. The network brings together the leading clinical and research minds and persons with lived experience from all across Canada.

As a part of this important work, CDRIN will be hosting the first annual conference on March 26 and 27, 2014 in Ottawa. The theme of the conference is ***Transforming Depression Through Connections***. The conference is intended examine emerging ideas and issues, share progress, connect with colleagues and increase their understanding of emerging plans. The conference will support key community priorities. For more information about CDRIN and this upcoming conference please [visit us here](#).

PTSD (Post Traumatic Stress Disorder)

In furthering our leadership in PTSD in Canada, MDSC is leading a ground breaking national PTSD Continuing Medical Education (CME) program to enhance the knowledge of PTSD and how best to treat it. MDSC has established a PTSD Expert Advisory Panel which has representation from; 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 of Canada, The Trauma Centre, Canadian Medical Association, Canadian Psychiatric Association along with other professionals and persons with lived experience.

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 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 Medical Association, the Canadian Depression Research and Intervention Network (CDRIN) and the [MHCC](#).

MDSC Looking Forward to Clara's
Big Ride for Bell Let's Talk




Mood Disorders Society of Canada is thrilled to be completely supportive of the upcoming Clara's Big Ride event. This incredible journey will see Clara and her team travelling over 12,000 KM around the country. The tour will include school presentations and public events to continue the conversation on mental health and help change in the way Canadians perceive mental illness. The mission of the campaign is to mobilize, engage and connect Canadians in a grassroots initiative to build awareness, increase acceptance and take action about mental illness at home, at school and around the boardroom table. MDSC encourages all Canadians to get behind this campaign, and to ensure that you come out to the local events when the campaign rolls through your community. To learn more about the campaign visit: www.bell.ca/ClarasBigRide

MDSC Congratulates Movember

MDSC met with Movember recently and is very pleased that their mental health initiative will have tremendously positive impacts in communities across Canada.

Movember will be investing \$12 million over three years to reduce the stigma of boys' and men mental health across all stages of life to encourage them to reach out for help. Movember efforts will also lead to increased awareness and knowledge of boys' and men's mental health concerns through education in schools, colleges, communities and workplaces. Their efforts will also lead to increased interventions leading to improved prevention of mental illness and early recognition and treatment among boys' and men.

MDSC is very supportive of Movember's goals and will offer ongoing support and resources as is helpful. To learn more about Movember's mental health initiative [visit here](#) or on Twitter @Movember: 

MDSC Supports MDAO's Touched by Fire

MDAO will be hosting their annual *Touched by Fire* event at Artscape Wychwood Barns on November 26th to celebrate and support the work of artists living with depression, anxiety and bipolar disorder.



MDAO states that artists “who experience depression, mania, and anxiety face unique personal, social, and professional challenges. Touched By Fire, free from stigma-based barriers, offers a supportive environment in addition to opportunities for these artists.”

Tickets are \$20 each and can be purchased by [clicking here](#) or feel free to call them for more information: 416-486-8046.

Canadian Alliance on Mental Illness and Mental Health (CAMIMH)

MDSC is a proud founding member of CAMIMH (www.camimh.ca) which is a national collaboration of associations representing health care providers, service providers, organizations representing persons with mental health issues, and family groups.

On October 8th, CAMIMH launched the Faces of Mental Illness in Ottawa. MDSC congratulates these outstanding Canadians and commends them for sharing their stories with all of us. To learn more about the Faces Campaign please [visit here](#).

MDSC Partners with CNA, MHCC and Bell Let's Talk

We are very pleased to have formed a partnership with the Canadian Nurses Association, The Mental Health Commission of Canada and Bell Let's talk to develop a training program to reduce stigma in the health care setting and among Nurses and other 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 education and supports that is applicable to specific occupations with appropriate tools and resources to ensure community health care is provided free of stigma and discrimination.

Training of healthcare 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 centered perspective. MDSC thanks the partners of this project for their ongoing support and dedication to improving the lives and care of all persons

affected by mental illness.

MDSC Partners with innoviCares

We are happy to announce that we have partnered with the reimbursement solutions provider, STI Technologies Limited, to provide our followers/members with access to the innoviCares program. This provides free of charge, additional coverage for your prescription drugs.

InnoviCares is a single-card supplementary benefit that provides coverage for a variety of medications and healthcare products, providing patients with greater choice and access. The innoviCares card covers up to the difference in cost between many brand name medications and their generic alternatives, allowing patients to remain on brand medication.

Patients simply present their innoviCares card, along with their prescription, to their pharmacist to receive coverage on participating products. By partnering with STI, we are able to offer this no cost innoviCares benefit program. For more info. on the program, please visit the innoviCares [website](#).

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 sections on our website. The forum has surpassed **26, 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. The Forum link is on the front page of our website, or [click here](#).

What Better Feels like



MDSC offers the *What Better Feels Like* project. This program was developed by 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 testimonials shared through videos and 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 practical and written in easy-to-follow and encouraging language. Visit the [What Better Feels Like](#) web page to learn more.

Social Media

MDSC is continuously connecting and sharing with Canadians through our social media platforms. We have over 15,000 followers who share ideas, news, successes, personal experiences, thoughts and viewpoints.



To keep updated on mental health news in Canada and throughout the world, click here:

To join the Defeat Depression campaign on Facebook and follow us, click here:  

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

Footer: Positive change begins at home; please make sure to talk with your family about mental health.

Right Column: 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 below and follow the instructions carefully.