



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

[www.mooddisorderscanada.ca](http://www.mooddisorderscanada.ca) | [www.troubleshumeur.ca](http://www.troubleshumeur.ca)

June 10, 2016

I am very happy to announce that Wilkens Health and Safety Solutions has partnered with us on our **Elephant in the Room Anti-Stigma Campaign**, raising awareness about mental health in their workplace.

Too often, people are afraid of talking about mental illness because of the stigma which is attached to it. By displaying the blue elephant, people will either ask what the elephant is about (which can lead to discussion about mental illness), or they know that it represents a safe place to talk about mental illness where they will not be stigmatized or thought less of. Opening up the conversation is the single best thing a person can do for someone who is experiencing a mental health illness or mental health problem. The little blue elephant is a perfect way of doing so.



*"We are very pleased to bring this very important issue to the forefront, not only within Wilkens, but also to the fifty organizations / businesses that belong to the Safety Group that Wilkens sponsors. By working together, we can make the necessary inroads required to address this issue in our workplaces and in our communities"*

*Wiebke K. Wilkens, Owner/Principal Consultant*

Mental illness is among the most common and debilitating health issues, and one in five Canadians will encounter a mental illness or mental health issue this year. The stigma and discrimination associated with mental illness are still profound and harmful barriers to treatment today.

The blue anti-stigma elephants will be distributed to Wilkens staff in the coming month as a reminder of the stigma related to mental health issues and that there are safe places to talk.

**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:

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