



**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)

October 3, 2017

I am very happy to announce that **Red River College in Alberta has partnered with us for the third year on our Elephant in the Room Anti-Stigma Campaign**, raising awareness about mental health at the college.

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.



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 and customized posters will be placed strategically at the College to serve as a reminder the staff and students about 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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