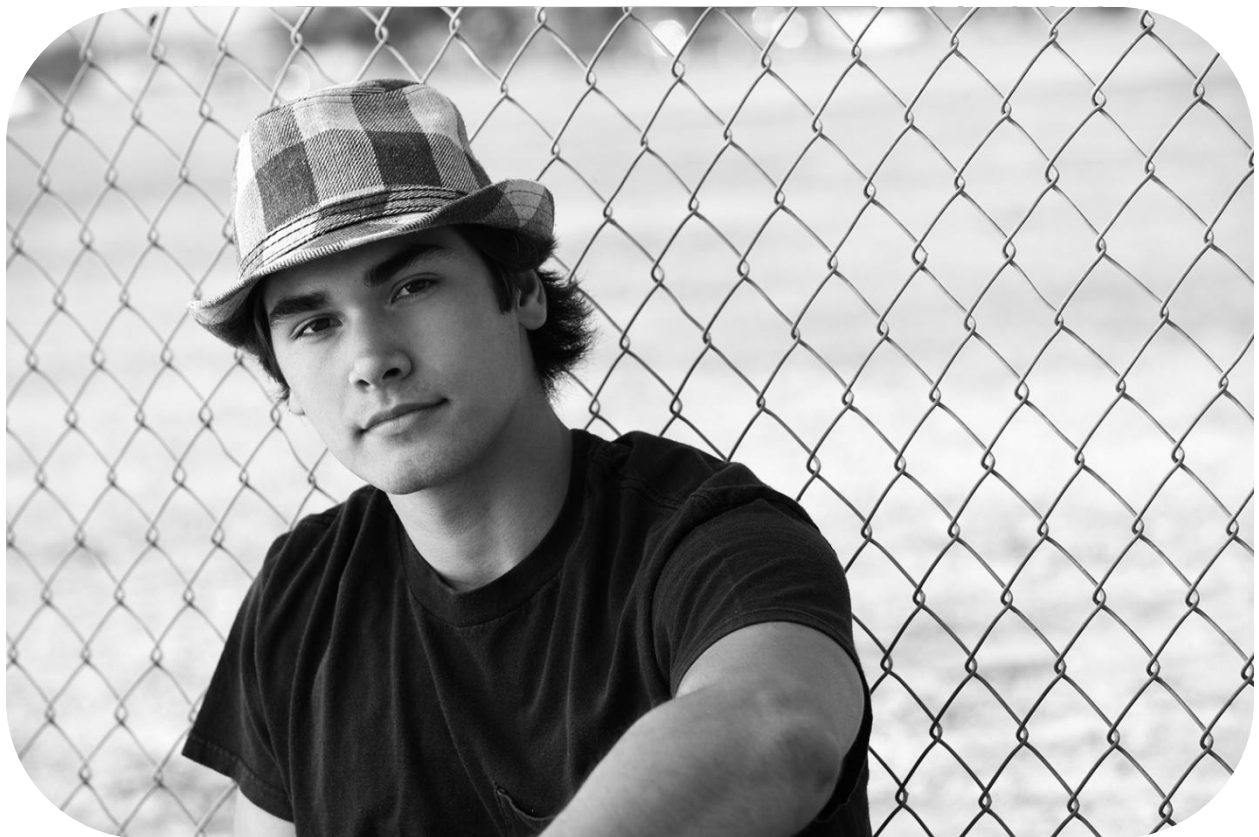


#GETLOUD

66TH ANNUAL CMHA MENTAL HEALTH WEEK
PUBLIC TOOLKIT



**Canadian Mental
Health Association**
Mental health for all

**Association canadienne
pour la santé mentale**
La santé mentale pour tous

INTRODUCTION

CMHA Mental Health Week started in 1951 to raise awareness for mental health in Canada. Held during the first full week in May, CMHA Mental Health Week is now a popular awareness week. Our provincial offices and branches, for instance, hold CMHA Mental Health Week events and activities in hundreds of community locations across Canada. CMHA Mental Health Week offers millions of Canadians practical ways to maintain and improve their mental health.

Every year, CMHA selects a specific mental health-related issue to focus on during CMHA Mental Health Week. This year, as part of our Sick of Waiting: Get Loud for Mental Health campaign, we are paying special attention to long waits – the long wait to see a mental health professional, and the long wait for improvements to the mental health system of Canada.

During CMHA Mental Health Week, we also encourage all Canadians to reflect on their own attitudes towards mental health. Reducing discrimination and stigma is paramount, so that people no longer feel shame due to a mental illness and will no longer wait to seek the support and help they need.

At CMHA, we're proud to be the organization that started this tradition, and we're proud that Canadians have embraced it.

GET LOUD for MENTAL HEALTH

We are asking Canadians again this year to join us to GET LOUD for Mental Health. To GET LOUD means speaking out against the discrimination and stigma directed at people with mental illnesses. It means taking action and using your voice to raise awareness and build support for those around you and for yourself.

This toolkit will help you GET LOUD for Mental Health. Use what you need. Share it with your employees, clients, partners, and community.

We are all working hard to overcome stigma. But there is much more work to do. Our hope is that every one of us will GET LOUD. Let's GET LOUD to maintain mental health. Let's GET LOUD to get it back. Because the louder we all get, the bigger the difference we will make.

If you have further questions about CMHA Mental Health Week, please email info@cmha.ca

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TOOLS FOR ADVOCATES

NINE SUGGESTED WAYS TO GET LOUD FOR MENTAL HEALTH

How can you GET LOUD for mental health? Just by downloading this toolkit, you are on your way to getting loud for CMHA Mental Health Week. We are hoping you'll GET LOUD – as loud as you can – and we're hoping you'll tell us how!

Here are some ideas to start you off. Visit our website during CMHA Mental Health Week – mentalhealthweek.ca – to find out more ways to GET LOUD for mental health.

1. GET LOUD BY SPEAKING UP!

We often suffer silently. One of the ways to Get Loud is to speak up. Talk openly to someone you feel safe with: a loved one or a friend. If they're informed and supportive, they won't judge or shame you about your mental health concerns. They may even have their own concerns, and you'd be opening a dialogue. Either way, talking about it can end the silence.

2. GET LOUD BY BEING *THAT* FRIEND

You can be *that* friend who opens up the conversation. You can start by simply asking "How are you, *really*?" Offer to listen without judgment, and to do what you can to help.

3. GET LOUD TO GET HELP

The one person you'll want to GET LOUD to next is your family doctor. Tell them if you need support. Tell them if you need services. [Contact your local CMHA for programs and services](#) in your area. If you're in crisis, don't wait. Go to your hospital emergency department or call 911.

4. GET LOUD FOR MORE MENTAL HEALTH SUPPORTS AND SERVICES

Don't stop at seeking help: demand it. Get Loud with your elected representatives. Tell them we need increased mental health funding for more – and better – mental health programs and services. Governments at every level need to hear that mental health is a top health priority for all Canadians. We've created a letter for you. Simply download our letter and send or email it to either your local federal MP or your Provincial Minister of Health, or use the tool at mentalhealthweek.ca and let CMHA do it for you.

5. GET LOUD FOR A HEALTHIER WORKPLACE

You can promote mental health where you work. One place to start is to book a CMHA workshop that provides education and addresses mental health in the workplace. Contact [CMHA's Workforce Mental Health Collaborative](#) for more information on workforce psychological health and safety training, resources or support.

6. GET LOUD BY HOSTING AN EVENT

Organize and host an event to raise awareness and funds to support CMHA's mission. Submit your event at [mentalhealthweek.ca](#). Together, let's improve and maintain the mental health of all Canadians, while helping to support those of us with mental illness.

7. GET CREATIVE FOR MENTAL HEALTH

Maybe you're creative... Get Loud in song. Get Loud with art.

Write a song, create a work of art, build a sculpture or craft a poem. Don't forget to share it on your social media.

8. GET SOCIAL FOR MENTAL HEALTH

Use social media to promote CMHA Mental Health Week. Ask your friends to share your posts and get the message out that we are Getting Loud for mental health. Join our THUNDERCLAP at [mentalhealthweek.ca](#) to contribute your social media reach to the cause.

9. GIVE TO GET LOUD

[Make a donation](#) of any size to CMHA. We will use these funds to GET LOUD on your behalf, for better mental health for all Canadians. You can donate at [mentalhealthweek.ca](#) or through your local CMHA branch.

And don't forget: tell us how you're getting loud. Use the CMHA Social Activation (the word balloon) included in this toolkit: write in how you're using CMHA Mental Health Week to GET LOUD, and share a selfie with it on your social media accounts!

MEDIA MATERIALS AND FACT SHEETS

GENERAL FACT SHEET

To GET LOUD means speaking up for those around you – and for yourself. It means speaking out against the discrimination and stigma directed at people with mental illnesses. It means using your voice to raise awareness and build support.

66TH ANNUAL CMHA MENTAL HEALTH WEEK MAY 1-7, 2017

#GETLOUD

GET LOUD to promote mental health.
The louder we get, the bigger the change we will make.

Visit MentalHealthWeek.ca to
GET LOUD
for mental health

We all want to be healthy. No one can be truly healthy without paying attention to their mental health. It involves how we feel, think, act and interact with the world around us. Mental health is about coping with the stresses of life and contributing to our community. Ask for help or seek advice from someone with expertise—give your mental health the care it needs and deserves.

Your path to mental well-being

Being mentally healthy isn't about avoiding problems or trying to achieve a "perfect" or "normal" life. It's about living well and having the tools to cope with difficult situations and life's many challenges.

Each person's path to mental well-being is unique. We all have our own goals, our own challenges, our own talents and our own supports. But good mental health is within everyone's reach.

Staying mentally healthy is like staying physically fit—it requires effort and support.

But the rewards are worth it! Everyone faces stresses and demands in their life, but we all need and deserve breaks from them. Daily physical exercise, for instance, not only makes you stronger and more fit, but it can also improve your mood and your sense of well-being.



Sample image. Please click to access original file.

Taking charge of your mental well-being

- If you have a mental health concern, speak with your doctor and ask for a referral to a specialist if needed
- If you need support in your work life, speak to a career counsellor or human resources expert
- To repair relationships with loved ones and friends, enlist help from someone with a specific expertise in relationship issues
- For financial challenges, contact a financial planner or debt advisor
- If you are looking for help navigating the mental health system, you might want to speak to someone who has had their own experience, or to a qualified system navigator or case manager
- Additionally, other people with lived experience of mental health problems may be able to provide invaluable support and advice. Just remember that everyone's path to recovery is unique, and what was right for one person may or may not be right for you

POSITIVE MENTAL HEALTH TIPS

- Talk to your doctor if you are experiencing problems with your mental health
- Contact your local CMHA branch at cmha.ca
- Check with your employer, or your benefit provider: your Employee Assistance Plans (EAP) or benefits may provide counselling services
- Reach out to people you trust: personal connections are some of the most powerful healing tools
- Live well: a healthy lifestyle can boost your mood

RESOURCES

Here are other sources of information and inspiration that can help:

- Websites of reputable mental health organizations such as CMHA (cmha.ca), the Mental Health Commission of Canada (mentalhealthcommission.ca) and the Canadian Alliance on Mental Illness and Mental Health (camimh.ca)
- Books and apps about specific mental health problems and coping strategies
- Audio and video resources
- Courses and workshops offered through community centres, schools and universities such as Bounce Back, Mental Health First Aid, Living Life to the Full, and ASIST
- Seek out people you admire for their ability to find balance

How CMHA can help

Every year, CMHA's remarkable cross-Canada team of more than 10,000 staff and volunteers provides more than half a million Canadians with vital services and support. Contact your

local CMHA, or other community mental health organization, to learn more about support and resources in your area. For more information on mental health programs and services in your community or to donate to CMHA, visit our websites: cmha.ca and mentalhealthweek.ca.



Canadian Mental Health Association
Mental health for all

Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health organization in Canada. Through a presence in hundreds of neighbourhoods across every province, CMHA provides advocacy and resources that help to prevent mental health problems and illnesses, support recovery and resilience, and enable all Canadians to flourish and thrive.

Sample image. Please click to access original file.

SOCIAL MEDIA AND WEB COMPONENTS

SAMPLE FACEBOOK POSTS

The Canadian Mental Health Association's 66th Annual CMHA Mental Health Week is May 1-7!

Help us support #MentalHealth Week and raise awareness for positive mental health. Tips on how you can #GETLOUD can be found on CMHA's website www.mentalhealthweek.ca.

Let's all #GETLOUD for CMHA Mental Health Week! May 1-7, take action and use your voice to raise awareness and build support for yourself and for those around you. Join us in supporting this very important week.

What does it mean to #GETLOUD? #GETLOUD means speaking up to stop the discrimination and the stigma that often go hand in hand with mental illness. It's the 66th Annual CMHA Mental Health Week. Join us May 1-7 as we raise our voice to raise awareness and build support. CMHA Mental Health Week starts May 1st! #GETLOUD for #CMHA MENTAL HEALTH WEEK2017

(COMPANY NAME) is excited to support 66th Annual CMHA Mental Health Week! Visit mentalhealthweek.ca to #GETLOUD

It's CMHA Mental Health Week! Let's #GETLOUD to promote positive mental health and to support those with mental health problems! Together we can make a difference. #MHWeek17

What does #GETLOUD for mental health mean? Getting loud means speaking up to stop the discrimination and stigma directed towards people with mental illnesses. It's CMHA Mental Health Week and [YOUR COMPANY NAME] is supporting CMHA's efforts to #GETLOUD. Visit mentalhealthweek.ca and help CMHA make some noise.

We're getting loud for mental health. It's the 66th Annual CMHA Mental Health Week. Visit mentalhealthweek.ca and let's show Canada how we can all #GETLOUD

What are you doing to support CMHA Mental Health Week? We are [state what your organization is doing] to #GETLOUD Visit mentalhealthweek.ca for more ways to #GETLOUD

SAMPLE TWEETS

@CMHA_NTL Mental Health Week is May 1-7! Join us and #GETLOUD Visit mentalhealthweek.ca for more details

Canadian Mental Health Association's 66th annual #MentalHealth Week starts May 1st. #GETLOUD for #MHWeek17

@CMHA_NTL's #MentalHealth Week starts May 1st. Let's #GETLOUD for positive mental health. Help us get the word out. #GETLOUD and RT

Join us as we #GETLOUD for #MentalHealthWeek. We are proud supporters of #MHWeek17

MENTAL HEALTH WEEK MAY 1-7

It's #MentalHealth Week. Let's #GETLOUD for #CMHA. Visit mentalhealthweek.ca to #GETLOUD Retweet to #GETLOUD

It's #MentalHealth Week. Let's #GETLOUD to raise awareness & end the stigma about #Mentalillness

We're raising awareness for #MHWeek17. Let's all #GETLOUD for @CMHA_NTL #MHWeek17. Raise awareness for #MentalHealth

Visit mentalhealthweek.ca to #GETLOUD. @CMHA_NTL is asking all Canadians to raise awareness and #GETLOUD for #MentalHealth. #MHWeek17

#GETLOUD to maintain positive mental health. #GETLOUD to get it back. The louder we get for #MHWeek17 the bigger the difference we will make.

We are raising awareness of #MentalHealth in the workplace during @CMHA_NTL #MHWeek17

FIVE MINDFULNESS ACTIVITIES

The following are five Mindfulness Activities for each day of CMHA Mental Health Week.

MONDAY, MAY 1ST

Happy Monday, and thank you for joining us for this year's CMHA Mental Health Week! Help settle in after the weekend by taking a social media break for the day. Checking your notifications on Facebook or Twitter can be exhausting and stressful, so spend your Monday social media free!

TUESDAY, MAY 2ND

The adage goes that you are what you eat, and this is especially true when it comes to being mentally healthy. Your diet can play a huge role in your overall mental health, not only what your diet consists of but also how much you eat in one day. Today, we ask that you take note of what you eat. Keep a log of your breakfast, lunch, and dinner, and anything you eat in-between those three meals.

WEDNESDAY, MAY 3RD

Happy Hump Day! Do you feel stressed out from the week's activities? Do you need a moment to breathe so you can feel refreshed? If that's the case, then take a moment to go for a fifteen-minute walk. See how much of a difference fresh air and stretched legs make!

THURSDAY, MAY 4TH

Being mentally healthy means different things for different people. For some, it can mean reframing your thoughts in a much-healthier way. Today, we advise you to try meditating! When you have time, find a quiet part of your house or apartment, turn your phone off, and try meditating for five minutes straight.

FRIDAY, MAY 5TH

TGIF! Thank you very much for being a part of this week's activities for CMHA Mental Health Week. Sometimes, it's difficult to put our feelings into words, but in order to better understand ourselves – and to be understood by others – we have to find ways to express our feelings. Today, try to write out an emotion or feeling you have about something that bothers or worries you. You don't have to show it to anyone, but if you feel comfortable sharing your words then by all means go ahead. Thank you for joining us for CMHA Mental Health Week and have a great weekend.

ADDITIONAL IMAGES AND HANDOUTS

SHAREABLE IMAGES

FACEBOOK



Sample image. Please click to access more.

TWITTER



Sample image. Please click to access more.

WEB BANNER



Sample image. Please click to access more.

EMAIL TAG



CMHA MENTAL HEALTH WEEK POSTER



IT'S MENTAL HEALTH WEEK #GETLOUD

Approximately seven million Canadians—20 per cent of us—live with mental health problems, mental illness or addiction. Too often it's kept hidden because of the associated stigma and discrimination. That needs to stop. Talking is the first step.

During Mental Health Week we want Canada to **GET LOUD.**

#GETLOUD DONATE WRITE YOUR MP



To find out more ways to #GetLoud visit mentalhealthweek.ca or connect with your local CMHA branch

CMHA's 66th Annual
Mental Health Week | May 1-7, 2017



Sample image. Please click to access original file.

CMHA MENTAL HEALTH WEEK POSTCARD



Sponsors:



Canadian Mental
Health Association
Mental health for all



Sample image. Please click to access original file.

During Mental Health Week, we want Canada to **GET LOUD.**

Approximately seven million Canadians—20 per cent of us—live with poor mental health, mental illness or addiction. Too often it's kept hidden because of the associated discrimination and stigma.

This has to stop.

#GETLOUD

#GETLOUD



DONATE



WRITE YOUR MP



KEEP THE CONVERSATION GOING



talk
to a loved one or friend



wear green
to show your support



follow us
@CMHA_NTL & @CMHANational

CMHA'S 66TH ANNUAL MENTAL HEALTH WEEK MAY 1-7, 2017

To find out more ways to
#GETLOUD
visit mentalhealthweek.ca or
connect with your local CMHA branch.



Canadian Mental
Health Association
Mental health for all

Sample image. Please click to access original file.



Sample image. Please click to access original file.



**Canadian Mental
Health Association**
Mental health for all

**Association canadienne
pour la santé mentale**
La santé mentale pour tous

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