

Canadian Mental Health Association introduces BounceBack® in PEI Funding from Bell Let's Talk supports provincial expansion

Charlottetown, November 18, 2020 – Canadian Mental Health Association (CMHA) PEI today announced the introduction of CMHA's BounceBack® program to Prince Edward Island, thanks to a donation from Bell Let's Talk.

"CMHA is thrilled that this proven mental health program is coming east. COVID-19 is here now, but the mental health impacts will last long after the pandemic is over. BounceBack can help people build important coping skills and better adapt to the challenges we're all facing," said CMHA PEI Division Executive Director Treena Smith.

BounceBack is a free, guided self-help program effective in helping adults and youth 15+ manage low mood, mild to moderate depression, anxiety, stress or worry. Through telephone coaching and a selection of skill-building workbooks to choose from, participants can customize their own program, learn ways to overcome their symptoms and improve their mental well-being now and in future.

"Bell Let's Talk is proud to help CMHA introduce the BounceBack program to PEI and reach more Canadians as the demand for virtual mental health supports increases as a result of COVID-19," said Mary Deacon, Chair of Bell Let's Talk. "Through the expansion of the BounceBack program, CMHA PEI is supporting more Islanders now in this time of crisis and uncertainty in communities across the province, and into the future."

Based on cognitive behavioural therapy, BounceBack has been shown to reduce depressive and anxiety symptoms by 50% at program completion. The donation from Bell Let's Talk has enabled CMHA to leverage existing expertise in [BC](#), [Ontario](#) and [Manitoba](#), where the program is already funded by governments and donors, to expand the impact of this evidence-based program to more Canadians.

Available to PEI residents in English and French, the program is free to all participants and will be delivered by coaches who are extensively trained and overseen by clinical psychologists. Participants can be referred by a primary care provider or choose to self-refer as long as they're connected with a primary care provider, giving Canadians more choice in accessing support from home.

Bell Let's Talk funding has supported the creation of a national website and toll-free number where Canadians can learn about BounceBack and find out whether it is right for them. For Atlantic Canadians interested in registering for the program, please visit: <https://bounceback.cmha.ca/>

About Bell Let's Talk

Bell Let's Talk promotes Canadian mental health with national awareness and anti-stigma campaigns like Bell Let's Talk Day and significant Bell funding of community care and access, research and workplace leadership initiatives throughout the country. To learn more, please visit Bell.ca/LetsTalk.

About the Canadian Mental Health Association

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 more than 330 communities across every province and one territory, CMHA provides advocacy, programs and resources that help to prevent mental health problems and illnesses, support recovery and resilience, and enable all Canadians to flourish and thrive. For more information, please visit cmha.ca.

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