



May 2, 2022

**FOR IMMEDIATE RELEASE**

**CMHA's 71st National Mental Health Week is May 2-8  
The theme this year focuses on Empathy**

**Charlottetown**---The Canadian Mental Health Association's (CMHA) 71st National Mental Health Week is May 2-8 2022. Mental Health Week is a social change campaign to shift attitudes and perceptions about mental health. For 2022, the Mental Health Week theme will focus on, Empathy – Be there for each other, listen completely, and see the world through their eyes. It's how to really help.

The CMHA National Mental Health Week site: [www.mentalhealthweek.ca](http://www.mentalhealthweek.ca) is now live and has lots of helpful information, including a downloadable toolkit with ready to use social media messages and images, a poster, Zoom background and articles on Empathy. On PEI, CMHA is planning several activities including a virtual presentation (via ZOOM), Tuesday, May 3 from 7-8:00pm on *Empathy and Peer Support*, a Community Barbeque in Summerside and Alberton and an Ice Cream Social in Montague. Find out more information on these events and other Mental Health Week activities on CMHA PEI's web-site: [www.pei.cmha.ca](http://www.pei.cmha.ca) and through their social media channels on Facebook, Twitter and Instagram.

CMHA PEI's Executive Director, Shelley Muzika, says, "The theme for this year's Mental Health Week is very timely. People are tired from two long years of the pandemic and may be experiencing empathy fatigue but now more than ever we need to be empathetic towards our family, friends and co-workers. It's been hard on everyone and our mental health." She adds, "This year's Mental Health Week campaign will focus on how we can be there for each other and to show empathy where we can. There are lots of amazing resources available and we are looking forward to our virtual events and now being able to have some in person events as well."

For more information on programs and services of CMHA-PEI, please visit the web-site: [www.pei.cmha.ca](http://www.pei.cmha.ca) If you are interested in donating to CMHA-PEI you can also visit the web-site or call 902-566-3034 between 9:00am-4:00pm, Monday-Friday, or by mail to: P.O. Box 785, Charlottetown, PE C1A 1S1. Any donations made to CMHA-PEI stay in the province in support of mental health programs and services for Islanders.

## **BACKGROUND**

Mental Health Week was introduced by CMHA in 1951 and has since become a Canadian tradition, with communities, schools and workplaces rallying to celebrate, protect and promote mental health. To learn more visit: [www.mentalhealthweek.ca](http://www.mentalhealthweek.ca). Connect on social media using the hashtags #GetReal and #MentalHealthWeek.

Each year 1 in 5 Canadians will experience a mental illness or mental health issue, but 5 in 5 Canadians have mental health – we all need social connection.

The Canadian Mental Health Association – PEI is one of ten provincial divisions of Canada's first and only truly national mental health organization. Specialized services and supports are delivered in, and tailored to, the community and its mental health needs. CMHA-PEI exists to promote the mental health of all persons on the Island by working with individuals, groups and communities to increase control over and enhance their mental health. CMHA also provides advocacy, programs and resources that help to prevent mental health problems and illnesses and support recovery and resilience. For more information visit the web-site: [www.pei.cmha.ca](http://www.pei.cmha.ca)

**For more information or to arrange for an interview, please contact:**

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