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New PEI Helping Tree being launched in conjunction with World Suicide Prevention Day on September 10

Charlottetown, PEI – The Canadian Mental Health Association/PEI Division (CMHA- PEI) is pleased to announce the launch of a new 2022 edition of the PEI Helping Tree, featuring a fresh, eye-catching design. The launch will be happening in conjunction with World Suicide Prevention Day coming up on Saturday, September 10.

The PEI Helping Tree is a one-page flow chart designed to inform Islanders of the many helping resources available on PEI. Individuals experiencing difficulties, and those who support them, can use the PEI Helping Tree to explore programs, services and community groups who may be able to help ease or resolve those challenges.

The new design of the PEI Helping Tree is a nod to its name and resembles a tree. The trunk of the tree highlights community groups who foster connections and support, while the leaves of the tree draw attention to the many programs and services available across PEI. The new Helping Tree is presented in a larger, poster-sized format to improve its readability and CMHA encourages helping organizations to display the PEI Helping Tree in high traffic areas such as waiting rooms, staff areas and public foyers.

The PEI Helping Tree is bilingual, thanks to funding support from the PEI French Health Network. The Network's Executive Director, Elise Arseneault, says, "We are excited to again partner with CMHA on this project and to share this bilingual resource with the Francophone community. Arseneault adds, "The PEI Helping Tree is also a great way to promote programs and services who offer services in French."

In the coming months, with the help of an Anti-Racism Micro-Grant, CMHA-PEI will be working towards translating the PEI Helping Tree into four additional languages; Mandarin, Arabic, Tagalog and Panjabi. CMHA's Manager of Community Outreach and Education, Julia Ramsay, says, "To help newcomers in PEI feel more supported and connected to resources within the community is of the utmost importance. With the help of the Anti-Racism grant, CMHA-PEI hopes this will help to support newcomers in accessing community supports as well as to help stay connected with community resources."

CMHA-PEI, in partnership with the PEI French Health Network and Health PEI, will be distributing copies of the PEI Helping Tree to health-related government offices and community organizations throughout the province in the coming weeks. Copies will also be available at CMHA offices in Alberton, Charlottetown, Montague and Summerside. A hyper-linked version of the PEI Helping Tree is also available on CMHA's web-site: www.pei.cmha.ca so users can 'click' to explore a program or the organization's website, prior to reaching out.

World Suicide Prevention Day (WSPD), held on September 10 each year, promotes awareness about suicide: those impacted by a suicide attempt or loss, family and friends, charitable organizations, professionals, politicians, volunteers, and community members. Every year on September 10, people in over 50 countries connect to assist in *Creating Hope Through Action*. For more information and to download a WSPD 2022 toolkit please visit the Canadian Association for Suicide Prevention (CASP) web-site: <https://suicideprevention.ca/>

Lori Morris
Communications Coordinator
communications@cmha.pe.ca