



CANADIAN COUNSELLING AND
PSYCHOTHERAPY ASSOCIATION
L'ASSOCIATION CANADIENNE DE
COUNSELING ET DE PSYCHOTHÉRAPIE

Canadian Counselling and Psychotherapy Association Recognizes Mental Illness Awareness Week

OTTAWA (October 6, 2014) Today, the Canadian Counselling and Psychotherapy Association (CCPA) is recognizing *Mental Illness Awareness Week* (MIAW). An annual national public education campaign, organized by the Canadian Alliance on Mental Illness and Mental Health (CAMIMH), runs from October 5-11th, 2014. MIAW is designed to increase awareness on the reality of mental illness for the hundreds of thousands of Canadians who are affected by it.

A key component of MIAW is the celebration of the '*Faces of Mental Illness*.' The *Faces* campaign represents a group of five individuals from varied backgrounds who have chosen to share their unique stories of living with mental illness. This campaign encourages public discussion about mental illness with the goal of increasing visibility and reducing stigma.

"CCPA is an active and proud member of the Canadian Alliance on Mental Illness and Mental Health," said CCPA President, Blythe Shepard. "The special week long campaign highlights how important it is to hear from individuals who have experienced mental illness. Canadians need to learn more about mental illness in general in order to increase community understanding and reduce stigma and discrimination. By sharing their stories, these five individuals offer encouragement, strength, and hope to others who have a mental illness. Their actions demonstrate to Canadians that with appropriate and timely access to services and support, recovery from mental illness and living a full life with a mental illness is possible."

CCPA remains committed to working together with governments and key stakeholders to help advance the mental health agenda in Canada. Qualified counsellors and psychotherapists are part of the continuum of care in primary health care and make vital contributions to the mental health and well-being of all Canadians.

This year, MIAW'S theme is *ACT!ON Mental Health*. "Look for the thousands of pieces of MIAW posters, brochures, and bookmarks featuring the Faces which have been sent to hundreds of organizations across Canada," added Shepard. "Together, we can raise awareness and help end the stigma associated with mental illness."

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The Canadian Counselling and Psychotherapy Association (CCPA) is a national bilingual association providing professional counsellors and psychotherapists with access to exclusive educational programs, certification, professional development and direct contact with professional peers and specialty groups. CCPA promotes the profession and its contribution to the mental health and well-being of all Canadians. For more information on the counselling and psychotherapy profession, please visit www.ccpa-accp.ca or www.talkingcanhelp.ca.

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