



## Building Awareness to Better Your Brain

### Canadian Counselling and Psychotherapy Association Celebrates Brain Awareness Week

OTTAWA (March 16, 2015) Brain Awareness Week is taking place from March 16-22 and the Canadian Counselling and Psychotherapy Association (CCPA) is respectfully spreading the word about the global campaign to increase public awareness of the progress and benefits of brain research. Worldwide, communities and organizations come together every March to celebrate wonders of the human brain.

CCPA is a national, bilingual association for the counselling and psychotherapy profession. The association's focus is on professional development, research, outreach and advocacy in all areas of the profession. 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.

As researchers learn more about issues such as mental illness, emotional trauma, and brain injury, they also learn more about how the human brain continues to build and rebuild itself based on its experiences with the world. Qualified counsellors and psychotherapists combine their therapeutic processes with this knowledge of the changing architecture of the brain.

"In the past twenty years, neuroscience and psychotherapy research has increased our knowledge of how and why people change and the reasons individuals may 'get stuck' in negative patterns of behaviour. This new brain awareness allows for innovative ways to understand interpersonal relationships, emotional memories, and strategies for mental health and wellness," said CCPA President Blythe Shepard. "It simultaneously offers new hope for recovery and stabilization of mental illnesses. The brain can change — it is not fixed. The brain responds to external environmental events and actions undertaken by the individual. This means that counselling and psychotherapy can also build new brain networks as we actively listen to our clients, show empathic understanding, and build upon and recognize clients' strengths."

CCPA hosts a public website "Talking Helps" ([www.talkingcanhelp.ca](http://www.talkingcanhelp.ca)), which facilitates open dialogue and provides a place where members of the public can find authoritative information about the benefits of counselling in ameliorating a variety of challenging life situations. This website also provides a directory to Canadian Certified Counsellors by geographic location and specialty. You can also visit [www.ccpa-accp.ca](http://www.ccpa-accp.ca), to access this directory and search for a Canadian Certified Counsellor in your region.

*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.*