



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

Canadian Counselling and Psychotherapy Association Proudly Participates in Mental Illness Awareness Week

OTTAWA (October 5, 2015) Today, the Canadian Counselling and Psychotherapy Association (CCPA) is recognizing *Mental Illness Awareness Week* (MIAW). MIAW is an annual national public education campaign designed to bring awareness to Canadians about the realities of mental illness. The week was established in 1992 by the Canadian Psychiatric Association, and is now coordinated by the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) in cooperation with all of its member organizations, including CCPA and many other supporters across Canada.

MIAW runs from October 4th—10th. One of MIAW's major initiatives is the *Faces of Mental Illness* campaign, a national outreach campaign featuring the stories of Canadians living in recovery from mental illness. Thousands of MIAW posters, brochures, and bookmarks featuring the Faces are disseminated to hundreds of organizations across Canada in an effort to raise awareness and end the stigma associated with mental illness.

The *Faces of Mental Illness* lunch will take place on October 6th in Ottawa and will bring together federal officials, prominent decision makers, the 'Faces' from the *Faces of Mental Illness* campaign, and CAMIMH members to express support for current mental health initiatives and engage in a discussion regarding the need for increased equitable access to mental health services for all Canadians.

"CCPA is an active and proud member of the Canadian Alliance on Mental Illness and Mental Health," said CCPA President, Natasha Caverley. "CCPA is an active participant in the preparation and dissemination of the week's activities as we come together to highlight the importance of equitable and affordable access to mental health services while listening to personal stories of those affected by mental illness. We spend the week feeling inspired by the 'Faces', listening to them share their stories while providing hope to other individuals who are struggling—recognizing that recovery from mental illness and living a full life with a mental illness is indeed possible."

Qualified counsellors and psychotherapists are part of the continuum of care in primary health and make vital contributions to the mental health and well-being of all Canadians. Following the election results, CCPA is committed to working with all federal decision makers as well as likeminded stakeholders to ensure that Canadians have appropriate, timely, equitable and affordable access to mental health services.

This year, MIAW'S theme is *Take Action NOW*. For more information on MIAW, visit <http://www.camimh.ca/mental-illness-awareness-week>

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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.

For further information, please contact:

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