



National Addiction Awareness Week: Recovery is Possible with the Right Support

FOR IMMEDIATE RELEASE

OTTAWA (November 14, 2016) – The Canadian Counselling and Psychotherapy Association (CCPA) proudly recognizes the importance of National Addictions Awareness Week (NAAW). Each November, NAAW raises public awareness of the profound effects that addictions have on individuals, families, workplaces, and communities. Led nationally by the Canadian Centre on Substance Abuse (CCSA), NAAW highlights issues and solutions in addressing alcohol and other drug-related harms. As a chronic health condition, addictions cost Canadians an estimated \$40 billion per year. This financial cost is compounded by the emotional, social, employment, and education-related burdens of addictions-associated issues. This National Addictions Awareness Week provides an opportunity for Canadians to learn more about prevention, to recognize signs and symptoms that may be addiction-related, to talk about treatment and recovery, and to bring forward solutions for change.

“CCPA proudly acknowledges and supports National Addictions Awareness Week,” said Dr. Natasha Caverley, CCPA President. “There is growing recognition and acceptance that addiction is a mental health issue. Many people who regularly misuse substances are concurrently affected by mental health illnesses. What sometimes begins as a process of self-medication to cope with symptoms associated with a mental health concern, can become a destructive cycle of addiction. The high prevalence of this comorbidity has been documented in extensive research findings, and the need for increased collaboration between health, addiction, and mental health services is becoming clearer.”

The onset of addiction alters brain functioning in fundamental ways, often disturbing a person's normal hierarchy of needs and substituting them with new priorities that may impact socio-economic status, personal and public safety, effective decision-making and problem-solving, as well as physical and mental health. Canadian Certified Counsellors (CCCs) can play a pivotal role in providing timely and accessible mental health interventions for those struggling with addictions or for those whose loved ones are struggling with the lived experience of a family member facing addictions.

“Preventing and reducing harms associated with addictions is a priority for CCPA and its membership of more than 5,700 counsellors and psychotherapists across Canada,” continued Dr. Caverley. A strong advocate for mental health and wellness, CCPA seeks to support individuals of all ages, their families, workplaces, and communities affected by the various effects of addiction-related issues. “If you, a friend, a family member, a co-worker, or an acquaintance, are seeking support for positive change, I encourage you to consider contacting a counsellor or psychotherapist for assistance in regaining equilibrium and moving forward on the road to recovery.”

Visit the CCPA website at www.ccpa-accp.ca, where you can search for a Canadian Certified Counsellor (CCC) in your region. Members of the public can also find authoritative information and related resources about the profession of counselling and psychotherapy by visiting CCPA's public website, www.talkingcanhelp.ca.

Follow the conversation surrounding National Addictions Awareness Week on Twitter through the hashtag #NAAWCanada in English and #SNSTCanada in French.



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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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