



## Supporting Canada's Population in Preparation for Labor Market Needs and Fulfilling Careers

OTTAWA (November 1, 2018) Today, the Canadian Counselling and Psychotherapy Association (CCPA) is pleased to recognize and kick-off Canada Career Month. Canada Career Month is a nationwide celebration of meaningful work. This month, which aims to increase awareness on issues pertaining to employment in Canada, is recognized across the country, and provides a valuable platform to address some of the concerns that exist when it comes to planning one's career.

"This month we celebrate the existing and abundant skills of Canadians," said CCPA National President John Driscoll, "Our hope is for every Canadian to feel fulfilled and mentally well in their career of choice. Given the amount of time spent at one's job, it is critical that employment be as rewarding as possible. Navigating this process can be complicated, and we want to provide support through our services."

Young Canadians are educated at unprecedented levels and are one of the **most skilled cohorts** of entrants into the labour market. It is important to identify what more can be done to better prepare Canadians for the needs of our emergent labour market, and we all stand to gain when the existing skills of Canadians are understood, extended, and celebrated. **Canada Career Month 2018** will tell this story to the public and prominently feature the efforts of its sponsors.

"As we strive to fulfill our country's labour demands, Canadians from coast to coast will come together to advance the agenda on meaningful connections to the labour force," continues Driscoll, "We want to empower our citizens to realize their potential. Canada Career Month hopes to provide a platform to do so, organizing podcasts, events, conferences and written guides for the public. We encourage all Canadians to take advantage of the opportunities available to them, and recognize that there are support systems to help build on their skills, and navigate a path to discover career possibilities."

Canada Career Month will feature events, advocacy initiatives, and on-line activity aimed squarely at advancing our national focus on skills. The theme this year is "I Know I Can Because..." emphasizing the existing and abundant skills of Canadians. We will shine a spotlight on connections that can harness the talent of our emergent labour market for the jobs of today and the careers of the future. We invite you to take the challenge and share your story with us! <https://careermonth.ca/about/>

To find out more about activities taking place across Canada during Career Month, visit [www.careermonth.ca](http://www.careermonth.ca). If you are looking for professional support, please visit [www.ccpa-accp.ca](http://www.ccpa-accp.ca), where you can search for a Canadian Certified Counsellor in your region. Members of the public can also find authoritative information about the profession of counselling and psychotherapy by visiting CCPA's public website, [www.talkingcanhelp.ca](http://www.talkingcanhelp.ca).

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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.*

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