



## Talking Can Help.

### Canadian Counselling and Psychotherapy Association Launches National Digital Campaign Emphasizing Accessibility of Quality Mental Health Care in Canada

Ottawa (November 25, 2019) – Leading into National Addictions Awareness Week, today the **Canadian Counselling and Psychotherapy Association (CCPA)** launched its inaugural national digital awareness campaign, **#TalkingCanHelp**. This three-part video series features interviews with four mental health professionals including a Counsellor, a Psychotherapist, a Psychologist, and a Social Worker. It aims to ignite discussion and generate awareness of the quality of mental health care that is currently available for Canadians.

Centred around the themes of addiction, anxiety, and depression, the digital campaign can be seen on the official CCPA [Facebook](#) and [Twitter](#) accounts, and website, [www.talkingcanhelp.ca](http://www.talkingcanhelp.ca).

"The message at the heart of this campaign is that talking to a qualified mental health care provider is an important step in receiving help for a mental health issue or illness," said CCPA President Dr. Jenny Rowett. "Mental health care professionals across a variety of disciplines share many similarities and strengths. We have the opportunity to reduce wait times and make care more accessible for all Canadians by expanding services and benefit plans to include cost-effective options like counsellors and psychotherapists."

The video series gathers together a Counsellor, a Psychotherapist, a Psychologist, and a Social Worker and asks the following question: "How would you treat someone with addiction/anxiety/depression?" Each professional independently describes and agrees on a similar process for how they would assess the individual's issue, collaborate with them on a treatment approach, and establish an individualized short- and long-term wellness plan.

"As mental health care professionals, we are stronger when we work together and understand that there is more help available to everyone," said CCPA President Elect Dr. Kathy Offet-Gartner. "CCPA's hope is that this campaign will encourage those affected by mental health issues - personally or by a family, friend, or colleague relationship - to seek the help they otherwise may not have thought possible."

For more information on the **Talking Can Help** campaign, or to find a Canadian Certified Counsellor in your region, visit [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. For more information on the counselling and psychotherapy profession, please visit [www.ccpa-accp.ca](http://www.ccpa-accp.ca).

For interview opportunities with a CCPA representative, or for more information, please contact:

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