



**Canadian Mental  
Health Association**  
Central Alberta  
*Mental health for all*

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## **MEDIA ADVISORY**

**For immediate release:**

### **CMHA Central Alberta Region Supports Mental Illness Awareness Week**

Red Deer, October 3, 2016 – The first full week of Mental Illness Awareness Week (MIAW) began Monday, October 3 and CMHA Central Alberta and executive director Trish McAllister-Hall is available for interviews. MIAW is an annual national public education campaign coordinated by the Canadian Alliance on Mental Illness and Mental Health in cooperation with all its member organizations, including CMHA.

This year's MIAW theme is Spreading Awareness, Reducing Stigma. As one in five Canadians live with mental health issues, the campaign encourages Canadians to share their personal stories about stigma and how it negatively affects them in their personal life, in the workplace, or in their community.

"Mental illnesses can be treated effectively but we need to keep fighting to eliminate stigma and discrimination so that people will feel comfortable seeking help," said Trish McAllister-Hall, Executive Director of CMHA Central Alberta Region. "For example, nearly half of those who feel they have suffered from depression or anxiety have never gone to see a doctor about their problem. We need to change our attitudes so we can treat our mental health like our physical health."

The CMHA Central Alberta Region was founded in 1964. Like the other eight Alberta regional branches, CMHA Central Alberta is separately incorporated as a non-profit charity and responds to grass root needs. Over the past thirty years we have played a major role in addressing the education, housing, income, and support needs of our community and the individuals with mental illness, brain injuries and addiction living in Central Alberta.

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