

MEDIA RELEASE

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Canadian Mental Health Association Invites British Columbians to Check In on their Mental Health with “Bounce Back Today” Campaign

Early intervention is key to bouncing back to good health



Caption: *Bounce Back Today TV Commercial – Depression. When is it a Problem?*

Vancouver, B.C. – We all have bad days, even bad weeks. Life takes its toll on all of us causing occasional sleepless nights, changes in appetite and mood. But what if they persist and those symptoms are in fact the early signs of something more serious? Often we dismiss the early symptoms of depression and anxiety disorders as something that will pass—part of life’s ups and downs. However, when it comes to our mental health it is important to recognize the signs of problems and intervene early before they have a negative impact on our quality of life.

With early intervention in mind the Canadian Mental Health Association, BC Division (CMHA BC) today launches **Bounce Back Today**, a new campaign, supported by a province-wide TV and radio advertising campaign, aimed at improving the mental health of British Columbians by inviting them to check in on their mental health at www.bouncebacktoday.ca.

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“When caught early, and coupled with the right treatment, mental illnesses such as depression and anxiety disorder are very treatable” says Bev Gutray, Chief Executive Officer, CMHA BC. “CMHA BC has a number of easily accessible and evidence-based programs and resources to help manage individual mental health and well-being. We want to help British Columbians recognize and reflect on changes in their mental health so they can connect to free or low-cost resources available through the Canadian Mental Health Association and live a more fulsome life.”

Bounce Back Today is aimed at promoting positive mental health among British Columbians. CMHA BC hopes that the advertising campaign will connect with those for whom mental health is not even on their radar.

The TV commercials, which will be shown on stations affiliated with the BC Broadcaster’s Association, aim to spark reflection about when symptoms become a problem. Many mental health problems can actually look like ordinary behaviour taken too far. For example, the occasional sleepless night is not unusual. However, a week of sleepless nights may be an indicator of depression or an anxiety disorder. Similarly, we all get emotional over a sad news story or a movie from time to time. But, if we are finding ourselves getting upset frequently and over small things that wouldn’t usually upset us, depression may be at work.

When people go to the [Bounce Back Today](#) website they are invited to check in on their mental health with a short, anonymous quiz. Depending on the answers selected, suggested next steps can include:

- Review of tip sheets and recommendations for maintaining good mental health
- Some people may need more supports and we can direct them to the ones that are most appropriate such as access to CMHA BC programs including
 - **Bounce Back® Online** - a free, evidence-based self-help program which uses proven techniques from an approach known as cognitive-behavioural therapy (CBT) to help adults overcome symptoms of mild to moderate depression, low mood, stress or anxiety.
 - **Living Life to the Full** – a low-cost interactive community-based course providing simple, practical skills for coping with stress, problem solving and boosting good mood
- Consult a doctor to discuss further supports and resources including an enhanced **Bounce Back®** program which includes coaching support.

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“We hope that the advertising campaign will connect with those for whom mental health is not even on their radar,” continues Gutray. “We want to reach people before they reach a crisis point – just as medical professionals do with those showing early signs of physical illnesses. We want all children, youth and adults to get help early and receive the support and care that will make a difference.”



The **Bounce Back Today** TV and radio advertising campaign is made possible by the BC Broadcaster’s Association. CMHA BC won the prestigious 2016 BC Broadcasters Humanitarian Award. This annual award provides free radio and TV advertising airtime across BC for a one year period at a value of \$1 million. Vancouver-based advertising agency ReThink

Communications generously donated the creative development of the TV and radio commercials.

About the Canadian Mental Health Association, BC Division (CMHA BC)

CMHA BC is a part of Canada’s most established mental health charity and the nation-wide leader and champion for mental health. CMHA helps people access the resources they need to maintain and improve mental health, build resilience, and support recovery from mental illness. Each year in BC alone, CMHA serves more than 100,000 people all across the province. For mental health and addiction information and resources visit www.cmha.bc.ca.

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Notes to editor:

Bounce Back Today TV ad for depression - <http://bit.ly/2bIJrQz>

Bounce Back Today TV ad for anxiety - <http://bit.ly/2b78WgR>

To check in on your mental health and take the quiz go to www.bouncebacktoday.ca

For more information on CMHA BC services and programs go to www.cmha.bc.ca/programs-and-services/

Twitter - @CMHABC / #BounceBackToday

Facebook – CMHA BC Division

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