



**It's Mental Health Week! May 5-11  
Tell Us How You Really Feel  
CMHA want to know, "Are you phine or fine?"**

**St. John's, May 2nd 2014** - To mark the beginning of its 63<sup>rd</sup> Annual Mental Health Week (MHW), The Canadian Mental Health Association (CMHA) launched its **Be Mind Full** initiative. Under this new initiative, a campaign was launched today that is asking Canadians how they really feel and challenges them to answer the provocative question, "*Are you phine or fine?*"

By defining "*Phine*" as, "*saying you're fine when you are not*" and CMHA's aim is to start a conversation with all Canadians across the country and encourage them to talk about their mental health, be honest and share with others how they really feel.

CMHA is conducting a [live poll](#) all this week on the MHW website and will track how many Canadians are truly fine or just saying they are "*phine*".

"Too often people claim to be feeling fine when they do not and this has resulted in approximately seven million Canadians — 20 per cent of the population — living with mental illness. And many do not seek treatment because of the discrimination and stigma associated with mental health problems," says Peter Coleridge, National CEO, CMHA

CMHA has been a champion for mental health since 1918 and has played an important role in improving people's understanding of mental health and mental illness. CMHA introduced Mental Health Week (MHW) in 1951 to raise awareness of mental illness in Canada. MHW today offers people practical ways to maintain and improve their mental health and support their recovery from mental illness.

"CMHA recognizes that mental health begins where we live, work, and play. We actively support and encourage mental health for all Canadians, in all aspects of their daily lives, during Mental Health Week and throughout the year," adds Coleridge.

This year, CMHA is focusing on increasing awareness of women's mental health and mental illness by providing information, resources and the practical strategies and advice required to address women's mental health issues.

A list of CMHA's women's mental health programs and services across Canada can be found on [CMHA's MHW website](http://www.mentalhealthweek.ca) at [www.mentalhealthweek.ca](http://www.mentalhealthweek.ca).

Every year, CMHA's community locations host local Mental Health Week events that offer Canadians information, resources and practical ways to stay mentally and physically healthy. CMHA locations across Canada organize seminars, host open houses, set up community information booths, and hold film screenings, art shows, 'lunch and learns', conferences, and walks and runs in support of Mental Health Week.

Here is a list of Mental Health Week events and activities in Newfoundland and Labrador:

**Monday, May 5<sup>th</sup>, 2014** - CHANNAL, 284 LeMarchant Road Open House 2 -4pm  
Contact Jill Ralph at 697-9109, or Mike Herrell at 725 – 1501, [peerstjohns2@channal.ca](mailto:peerstjohns2@channal.ca)

-Free community education event on PTSD from 6-8pm at MUN Med School HSC St. John's  
[www.2014heroestour.ca](http://www.2014heroestour.ca)

**Tuesday, May 6<sup>th</sup>, 2014** - RCMP Headquarters Mental Health Information Booth and lunch and learn with Roger Baggs, CMHA-NL Topic: Work-Life Balance (Closed Event)

-Mental Health Week Coffee Break, Exploits Community Centre, 30 Bartle Place, Grand Falls Windsor, Everyone Invited, \*\* Tea, Coffee, Light Snack Provided \*\*

-Free community education event on PTSD from 6-8pm at Evangel Pentecostal Church Gander  
[www.2014heroestour.ca](http://www.2014heroestour.ca)

**Wednesday, May 7<sup>th</sup>, 2014** - Schizophrenia Society of Newfoundland and Labrador Presents 'Heads Up For Mental Health', Free Day Long Community Public Event, Royal Canadian Legion, 57 Blackmarsh Road. Seats available Contact Dave Banko, Executive Director for more information at 777 – 3335 or [ed@ssnl.org](mailto:ed@ssnl.org)

- Free community education event on PTSD from 6-8pm at Greenwood Hotel Corner Brook  
[www.2014heroestour.ca](http://www.2014heroestour.ca)

**Friday, May 9<sup>th</sup>, 2014** - Eastern Health Internal Webinar on Work-Life Balance, with Roger Baggs, CMHA-NL, 11:00am – Noon.

**Saturday, May 10<sup>th</sup>, 2014** - Survivors of Suicide Loss "Behind the Smile", Awareness Walk, Rain or Shine Quidi Vidi Lake (meet by the Dog Park) Contact Tina Davies at 726-4223, or email [tgdavies99@gmail.com](mailto:tgdavies99@gmail.com)