

Canadian Mental Health Association brings BounceBack® to Newfoundland and Labrador Funding from Bell Let's Talk supports provincial expansion

St. John's, November 18, 2020 – Canadian Mental Health Association - Newfoundland and Labrador (CMHA-NL) today announced the introduction of CMHA's BounceBack® program to the province thanks to a donation from Bell Let's Talk.

“CMHA is thrilled that this proven mental health program is coming to Newfoundland and Labrador. COVID-19 is here now, but the mental health impacts will last long after the pandemic is over. BounceBack can help people experiencing stress and low mood get back on their feet again,” said CMHA-NL Division CEO John Abbott.

BounceBack is a free, guided self-help program effective in helping adults and youth 15+ manage low mood, mild to moderate depression, anxiety, stress or worry. Through telephone coaching and a selection of skill-building workbooks to choose from, participants can customize their own program, learn ways to overcome their symptoms and improve their mental well-being now and in the future.

“Bell Let's Talk is proud to help CMHA introduce the BounceBack program to Newfoundland and Labrador to reach more people as the demand for virtual mental health supports increases as a result of COVID-19,” said Mary Deacon, Chair of Bell Let's Talk. “Through the expansion of the BounceBack program, CMHA-NL is supporting people in need in this time of crisis and uncertainty and building a foundation for recovery in communities across the province.”

Based on cognitive behavioural therapy (CBT), BounceBack has been shown to reduce depressive and anxiety symptoms by 50 per cent at program completion. The donation from Bell Let's Talk has enabled CMHA National to leverage existing expertise in [BC](#), [Ontario](#) and [Manitoba](#), where the program is already funded by governments and donors, to expand the impact of this evidence-based program to more Canadians.

Available to Newfoundland and Labrador residents in English and in French, the program is free to all participants and will be delivered by coaches who are extensively trained and overseen by clinical psychologists. Participants can be referred by a primary care provider or choose to self-refer if they are connected with a primary care provider, giving Canadians more choice in accessing support from home.

Bell Let's Talk funding has supported the creation of a national website and toll-free number where Canadians can learn about BounceBack and find out whether it is right for them. For residents of Newfoundland and Labrador interested in registering for the program, please visit cmhanl.news/bounceback.

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About Bell Let's Talk

Bell Let's Talk promotes Canadian mental health with national awareness and anti-stigma campaigns like Bell Let's Talk Day and significant Bell funding of community care and access,



research and workplace leadership initiatives throughout the country. To learn more, please visit Bell.ca/LetsTalk.

About the Canadian Mental Health Association in Newfoundland & Labrador

Canadian Mental Health Association-Newfoundland and Labrador (CMHA-NL), is a provincial division of CMHA—the nationwide leader and champion for mental health. Our mission is to facilitate access to the resources people require to maintain and improve mental health and community integration, build resilience, and support recovery from mental illness. CMHA-NL's provincial head office is located in St. John's with regional offices located in Grand Falls-Windsor (Central) and Stephenville (Western). As a not-for-profit organization, we rely on the essential contributions of our members, volunteers, monthly donors, sponsors, and community partners to continue to grow our services and programs across Newfoundland and Labrador. For more information, please visit cmhanl.ca.

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