

Mental Health

Mental Illness Awareness Week and World Mental Health Day



PUBLICATION DATE: Monday, October 3 and 10
GET INVOLVED BY: Thursday, August 18
PRINT/DIGITAL AD MATERIAL DUE: Monday, September 26, Oct. 3
INVESTMENT: SPECIAL NATIONAL FEATURE/CONTRACT RATES APPLY

Fewer Canadians report good or excellent mental health in the wake of the coronavirus pandemic, making education about and support for mental well-being more important than ever. Published to coincide with Mental Illness Awareness Week and World Mental Health Day, this special feature will explore mental health challenges, the stigma that prevents people from seeking help, and the efforts to promote greater awareness and understanding across the country.

Proposed topic highlights:

- ADVOCACY** – Raising awareness about mental health issues.
- RESEARCH & INNOVATION** – Working to improve outcomes through new findings and interventions.
- LEADERSHIP** – Leadership in promoting acceptance and inclusion at work and in communities.
- SUPPORT** – Where to find resources for information and support.

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Source: Vividata Fall 2021, National A14+

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