Mood Disorders Society of Canada

Mood Disorders Society of Canada (MDSC) is a national, not for profit, consumer driven, voluntary health charity committed to ensuring that the voice of consumers, family members and caregivers is heard on issues relating to mental health and mental illness and in particular with regard to depression, bipolar illness and other associated mood disorders.

Mission Statement

Collaboration is an MDSC operational principle. The Society fulfills its mandate through an active partnership approach that engages like-minded organizations in the public, private and voluntary sectors. The MDSC is engaged on an ongoing basis in a wide range of projects and initiatives designed to support the inclusion of persons with disabling mental illnesses in Canadian society and has taken a lead proactive role in public policy and program development in many capacities on the national stage.
Why Mental Health is a Priority

- Mental illness has a profound impact on all areas of our lives and needs to be aggressively addressed.
- Mental illness is treatable and can happen to anyone at anytime, no one is immune.
- Chances of having a mental illness or problem in Canada: 1 in 5 people each year!
- One in 5 of children and youth under the age of 19 in Ontario has a mental health problem.
- Number of Canadian children and youth affected by mental illness at any given point in time: 15% or 1.2 million\(^1\)
- Percentage of adults with mental illness who developed their symptoms in childhood or youth: 70%\(^2\)

Footnotes:
1. Quick Facts on Mental Illness and Addictions in Canada, Children and Youth www.mdsc.ca
2. Quick Facts on Mental Illness and Addictions in Canada, Children and Youth www.mdsc.ca

Depression

- 4 to 5% of Canadians are affected at any one time;
- Women experience twice as much as men;
- Age of onset for depression: Adolescence;
- Youth under 20 years of age have the highest rate of depression symptoms;
- 80% of people who are depressed respond well to treatment;
- 90% of people who are depressed never seek treatment.
Signs of Depression

- Sadness throughout the day, nearly every day
- Loss of interest in or enjoyment of your favorite activities
- Feelings of worthlessness
- Excessive or inappropriate feelings of guilt
- Thoughts of death or suicide
- Trouble making decisions
- Trouble concentrating
- Feelings of irritability
- Fatigue or lack of energy
- Aches and pains (such as headaches, stomach pain, joint pains or other pains)
- Sleeping too much or too little
- Change in appetite or weight
- Feelings of restlessness or being slowed down

In 2011, MDSC was aware that there was no national multi-organizational mental health fundraising campaign in Canada.

We know that each year there is a roughly 10% increase in demands for services, while local mental health organizations must keep up with increased demands, they have been underfunded for decades. Most organizations cannot afford to spend the time or resources (HR or other), on developing one off campaigns.

The Defeat Depression campaign is a national campaign that benefits all communities......it is a grass roots social movement.
Defeat Depression is a national awareness, anti-stigma and fundraising campaign with events encouraging family, friends, co-workers and persons affected by depression to come out and support positive mental health through exercise and social engagement.

Proceeds from events give back to support local mental health organizations, Defeat Depression now has the national attention as a branded, successful Mental Health campaign.

Physical exercise can bring about remarkable changes not just to your body, your metabolism, and your heart, but also to your mental state. Exercise can energize, exhilarate and relax, and many studies have shown it can help fight depression and reduces our stress. Exercise has a restorative power for both the mind and body and this has been verified in clinical trials that have used exercise to treat anxiety and depression.

Exercise reduces levels of the body’s stress hormones, such as adrenaline and cortisol and also stimulates the production of endorphins - the body’s natural painkillers and mood elevators. Psychologically, the benefits of exercise are gained as body images improve, waistline shrinks and strength and stamina increase, the person’s self-image improves. People also experience an increased sense of pride and self-confidence and their renewed vigor and sense of discipline can help them succeed in many tasks and life goals. Exercise and sports also provide individuals with an opportunity to enjoy some solitude, make friends and/or build networks. The social support gained through becoming part of a fitness group cannot be overstated. Social engagement and increased inclusion is a significant component of wellness.
Defeat Depression

- Addresses fundraising gap in mental health industry
- Revenue share program ensures funds raised local stay local to support community initiatives
- Raises awareness of mental health in communities across Canada
- Reduces stigma

“The Defeat Depression campaign has been a life saver for our Mental Health/Depression Support Group. Depression is being talked about, stigma is being reduced, participants and donors are showing those who live with depression that others care about them, and this group is able to keep meeting – literally saving lives.”

- Local Event Organizer, Annapolis County
Students Are Taking Action!

DEFEAT DEPRESSION EVENTS IN SCHOOLS 2015

St. Catherine of Sienna School (London, ON)
Bayview Secondary School (Richmond Hill, ON)
Vineland Public School (Vineland, ON)
Catholic District School Board of Eastern Ontario
(40 schools across the Ottawa Region, ON)

Loyalist College (Belleville, ON)
Sault College (Sault Ste. Marie, ON)
University of British Columbia (Vancouver, BC)
University of Calgary (Calgary, AB)
McMaster University (Hamilton, ON)
University of Toronto (Mississauga, ON)

A Defeat Depression Success Story
Catholic District School Board of Eastern Ontario
Defeat Depression Provides

- Personalized, dedicated support and service
- We develop your resources, promotional materials, website, email and Facebook page
- Social media support
- Online participant registration and online donations
- Each participant gets their own fundraising page and tools
- Promotional materials – Radio Ads, Posters, Banners, Media outreach support, etc.
- Step by step guides and a complete library of developed resources
- Regular national teleconferences for all hosts, share successes and learned lessons, etc.
- Community Sponsorship packages and guidelines
- Ongoing dedicated team to provide support and guidance to ensure success
My Personal Defeat Depression Page

Support My Journey

On January 30, 2004 I lost my partner John to depression. John was my best friend, we shared so many great moments together, down time playing golf, fish fishing, playing pool on the weekends, going to the gym...I just can’t believe how much fun we had having fun, eating, movies, games, wine, dancing, planting the garden in the warm sun and fun...I can’t forget the evening I made gelato jelly and getting it just right 211 degrees, Saturday night listening to Nancy on CBC and watching the hockey game at the same time, sharing wine and listening to music, taking for hours, strolling one way...I can’t believe how much fun we had that day. John would make the best things happen, he was the best warm, caring family man. He would do anything to make the best care possible, do anything...and on and on. I’ll never forget the six wonderful years John and I shared.

I’ve spend countless hours wondering what I could have done to help him more. I started doing some research and came across The Defeat Depression Campaign. I decided to bring this campaign to the buffers in 2014. I know I can’t change the past but perhaps I can help change the future for others. John has taught me many wonderful things and most importantly was the kind of giving back. My goal is to raise awareness, end the stigma and promote the importance of mental health and help those struggling with mental health.

Please join me in my journey, proceeds from this event will be donated to the Sudbury Mental Health Division of the Canadian Mental Health Association (CMHA) for their outreach. Every little bit helps!

Thank you!

Jim
Stigma is stereotyping people based on myths and misunderstandings, it's always negative.

Stigma is hurtful and it can be dangerous. It can make it difficult for someone with a mental illness to come forward for help.

Self-stigma
You begin to believe negative opinions about yourself and start to think that you deserve to be called names and denied opportunities.
How to Remove Stigma

As a co-worker/classmate:

- **Educate Yourself.** Understand what mental illness is and what it is not.
- **Treat people with respect.** Select respectful language, emphasize abilities not limitations, and refer to the person not the illness.
- **Confront Stigma.** Immediately let people know when they express a stigmatizing attitude or opinion.
- **Support co-workers/classmates.** Learn about and promote available mental health policies and programs.

How to Remove Stigma

As a person with mental illness:

- **Get treatment.** Don’t allow stigma to hold you back from seeking help.
- **Don’t allow self-doubt and shame.** Mental illness is not your fault! It can happen to anyone and is not a sign of weakness.
- **Inform others.** Help educate your co-workers to understand mental illness, and share your story.
- **Be a Champion.** Find opportunities to speak about mental health in the workplace and in personal conversations. Your sharing will help others facing similar challenges.
Elephant in the Room International Anti-Stigma Campaign

- Takes a coordinated multi-pronged approach.
- Elimination of the stigma tied to mental illness is a crucial component of this campaign.
- The Elephant in the Room (EITR) objectives are to:
  - Remove the stigma that surrounds mental health and illness
  - Open up the conversation on mental health and illness
  - Create a safe place, a stigma free zone to have conversations without fear of discrimination or stigma
- Our partners have told us that EITR aligns with school anti-bullying policies and that it teaches compassion and empathy.

An Elephant in the Room Success Story
Waterloo Catholic District School Board
Customized posters include your logo and messaging.
Each anti-stigma blue elephant includes:
• An anti stigma brochure
• A bracelet
We announce your adoption of this program by posting to:
• MDSC website
• Facebook
• Twitter

Schools and Boards who implemented EITR in 2014 and YTD 2015

Bishop’s University
King’s University
Memorial University
Sisler High School
University of Alberta
University of Lethbridge
Vineland Public School
Hilfield Strathallen College
McMaster University
Queen’s University
Stephen Lewis Secondary School
University of New Brunswick
Western University
Catholic District School Board of Eastern Ontario
Niagara Catholic District School Board
Waterloo Catholic District School Board
All 4 School Board’s in Sudbury:
Conseil scolaire catholique du Nouvel-Ontario
Rainbow Schools
Sudbury Catholic District School Board
Conseil scolaire public du Grand Nord de l’Ontario (CSPGNO)
Other Organizations and Corporations
Who implemented EITR in 2014 and YTD 2015

Internationally: Praxis Care in (1,500) sites in Ireland and the U.K.

Pan-Canadian:
- Toronto Police Service
- Gamma Dynacare
- Grand River Hospital
- United Steelworkers
- United Way
- Timiskaming Mental Health Unit
- Peterborough County - City Health Unit
- The Regional Municipality of Durham
- McNeil Consumer Healthcare
- Discovery Ranch
- Support Works Calgary
- Office of the Independent Police Review Director (OIPRD)
- Mental Health Support Network of South Eastern Ontario
- Pan Am Games - Integrated Security Group
- KPMG
- InTouch Mobile Canada
- Ministry of the Attorney General
- Ontario Hospital Association
- Sudbury District Health Unit
- Central Saanich Police - Education Department
- Edge Imaging
- United Counties of Leeds and Grenville
- Sudbury and District Health Unit

Thank You to Our Sponsors
Contact Us

**Defeat Depression**
- Twitter: @DefDepression
- Website: www.defeatdepression.ca
- Facebook: www.facebook.com/DefeatDepression.ca
- Email: info@defeatdepression.ca

**Elephant in the Room**
- Twitter: @MDSC_Elephant
- Website: www.mooddisorderscanada.ca/page/elephant-in-the-room-campaign

**Mood Disorders Society of Canada**
- Twitter: @MoodDisordersCa
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