

Bell Let's Talk

The first 5 years

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MOVING CANADA'S MENTAL HEALTH FORWARD TOGETHER



Hello everyone,

Five years ago, Bell Let's Talk began a new conversation about Canada's mental health. At that time, most people were not talking about mental illness. But the numbers spoke volumes about the urgent need for action.

We learned that 1 in 5 Canadians will struggle with a mental illness at some point in their lives. But just 1 in 3 would seek the help they need, largely because of the fear and stigma surrounding the disease. The #1 cause of workplace disability. Significantly underfunded relative to its weight on our health care system. Yet costing our overall national economy more than \$50 billion each year in lost potential.

Despite the work of dedicated and unsung leaders in healthcare and the community, mental illness was a national health concern that remained in the shadows because of the lingering stigma. Here was a clear opportunity to make a positive change in the lives of Canadians everywhere.

Working with experts in the mental health community and with high-profile Canadians like Clara Hughes ready to talk openly about their own struggle, the Bell Let's Talk initiative was launched in September 2010 to help drive the change.

Dedicated to bringing mental health directly into the national conversation, Bell Let's Talk would promote awareness and action with a strategy built on 4 key pillars: Fighting the stigma, improving access to care, supporting world-class research, and leading by example in the workplace. A new national mental health campaign backed by the resources, reach and brand of one of Canada's largest and most respected corporations.

And Canadians embraced the cause more quickly and fully than we had imagined. Millions engaged in an open discussion of mental illness, offering new ideas and hope for those who struggle, the numbers growing each year. Leading personalities in every sector of Canadian society lending their names and support to the anti-stigma effort. Institutions and organizations large and small in every region with new funding for access, care and research, from Bell Let's Talk but also from governments and corporations that have joined the cause. Companies and organizations everywhere building mental health into the way they do business every day.

This Bell Let's Talk Progress Report offers a summary of the incredible transformation over the last 5 years, what we have accomplished together in building awareness, acceptance and action in Canadian mental health.

But as awareness grows, it's also clear to all that much more remains to be done.

As we renew our commitment to Bell Let's Talk, for a further 5 years and \$100 million in total funding, we are grateful to all the individuals and groups we've worked with, learned from and supported since 2010 and to those we'll work with going forward.

We thank you all for breaking the silence and putting mental health at the forefront of Canada's consciousness. We have momentum. Now, for family, friends, neighbours and colleagues, for all those who struggle, let's keep the conversation going.

Sincerely,



George Cope
President and Chief Executive Officer
BCE Inc. and Bell Canada

I've been part of the mental health community for many years and can safely say that Canada has become a true world leader. There has never been a time when more people were talking so hopefully about the advancement of mental health or more positive action was being undertaken at major institutions and the grassroots level alike. Bell Let's Talk helps drive engagement in mental health across communications platforms, but it's the active participation by Canadians in the conversation that has made this incredible progress happen. Thank you everyone for joining the mental health movement!

Mary Deacon
Chair of Bell Let's Talk





As national spokesperson for Bell Let's Talk these last 5 years, I have been amazed and overwhelmed by the passion of Canadians everywhere in sharing their stories and ideas on how we can make things better for all who struggle. Together we've shown that Canadians are ready to lead the world by making our nation the first to be free of the stigma around mental illness. We've made incredible progress in the last 5 years, Canada. Let's keep that spirit rolling forward!

Clara Hughes
Olympian and Bell Let's Talk National Spokesperson

BREAKING NEW GROUND

- September 2010 • Bell Let's Talk is launched with a 5 year, \$50-million funding commitment from Bell; a first gift of \$1 million given to the Royal Ottawa Hospital
- November 2010 • Bell and Fondation Jeunesse-Vie donate \$2 million to Institut universitaire en santé mentale de Montréal in support of Canada's first biobank of biological, social and psychological data
- January 2011 • First Bell Let's Talk Day: with 66,079,236 calls and texts of support from Canadians, Bell donates a further \$3,303,961.80 to mental health
- February 2011 • Annual \$1-million Bell Let's Talk Community Fund launched, supporting grassroots mental health organizations in every region
- May 2011 • Bell Let's Talk donates \$10 million to the Centre for Addiction and Mental Health (CAMH), the largest ever corporate gift to Canadian mental health
- February 2012 • A \$1-million gift to Queen's University establishes the Bell Mental Health and Anti-Stigma Research Chair, a world first
- June 2012 • First corporation to lend its name to a mental health facility: The Bell Gateway Building opens
- January 2013 • National Standard for Psychological Health and Safety in the Workplace: Bell is the first corporation to announce commitment to the world's first voluntary standard on workplace mental health

- April 2013 • Bell and the True Patriot Love Foundation launch the \$1-million Bell True Patriot Love Fund to support the mental health of Canada's military families
- January 2014 • Mental Health@Work: first ever university-certified workplace mental health training program, developed by Queen's University, Bell and Shepell
- May 2014 • Bell Let's Talk announces \$1-million fund for community mental health resources in Canada's northern territories
- July 2014 • On the road since March cycling to community mental health events all around Canada, Clara Hughes is welcomed by the Governor General and Prime Minister as she completes her Big Ride for Bell Let's Talk at Canada Day celebrations on Parliament Hill
- January 2015 • #BellLetsTalk is the #1 trend on Twitter in Canada and worldwide with a record 4,775,708 tweets of support; after 5 Bell Let's Talk Days and almost half a billion messages of support, Bell's total commitment to mental health surpasses \$73 million
- August 2015 • Douglas – Bell Canada Brain Bank opens: a one-of-a-kind research facility funded by \$2-million gift from Bell
- September 2015 • Bell announces a further 5-year commitment to mental health, for a total Bell Let's Talk funding of \$100 million

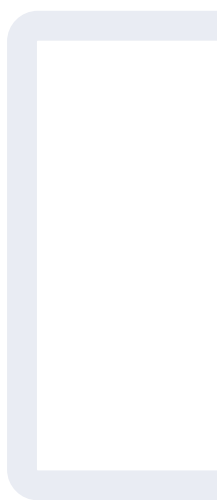






I can't thank Bell Canada enough. They have created a bandwagon that everyone should be on.


Howie Mandel
Comedian, actor, television host and
Bell Let's Talk Spokesperson





Canadians emerging as cause marketing leaders: It's fascinating to see how they've embraced the issue of mental health, a topic almost untouched by American business... The Bell Let's Talk initiative has invested tens of millions in a broad variety of programs to break the silence around mental illness and support mental health.

Forbes Magazine
August 2014



Credibility. That's the word that comes to mind. The Bell Let's Talk campaign has given credibility to the struggles of people who for too long haven't had the respect or support they deserve.

Michel Mpambara
Humorist and Bell Let's Talk Spokesperson



EPIC JOURNEY: CLARA'S BIG RIDE FOR BELL LET'S TALK

In 2014, Olympian Clara Hughes took on an unprecedented challenge: Clara's Big Ride for Bell Let's Talk, a journey around Canada by bicycle that would spread the mental health message – and encourage Canadians everywhere to help make our nation the first to be free of the stigma around mental illness.

Starting in Toronto on a blustery March day, Clara cycled to communities large and small in every province and territory, sharing mental health stories with thousands of people, attending barbeques and school events, meeting leaders and pledging them to her anti-stigma quest, before crossing the finish line at Parliament Hill on a bright and sunny Canada Day 2014 to the cheers of thousands.

Spreading the message locally and nationally with a massive engagement campaign, Clara's journey generated extensive news coverage and a compelling CTV documentary called "Clara's Big Ride" that gained 800,000 viewers on its premiere, promoting the anti-stigma message and mental health nationwide.

Powered by Clara, enabled by thousands of Canadians everywhere from all walks of life, and supported by partners Aimia, BMO Financial Group, Canadian Tire, Cisco, Lundbeck, President's Choice and Samsung, Clara's Big Ride for Bell Let's Talk was a major move forward to a stigma-free Canada. To learn more, please visit Bell.ca/ClarasBigRide.

- A **110**-day journey
- More than **11,000** kilometres
- **105** communities visited
- **150** community events
- **80** school and youth events
- Commitments from more than **160** elected officials and leaders to support a stigma-free Canada, including the Governor General and Prime Minister

BELL
GATEWAY
BUILDING



THE PILLARS ANTI-STIGMA

Stigma is the No. 1 reason why two-thirds of those living with a mental illness don't ask for help. Bell Let's Talk seeks to help build a Canada free of the stigma around mental illness. And the first step is talking openly and without fear.

When Bell committed \$50 million to mental health at the launch of Bell Let's Talk, the company also announced it would donate 5 cents for messages of support sent on the annual Bell Let's Talk Day. Leveraging multiple communications platforms, Bell Let's Talk Day would engage Canadian everywhere to help drive a new national discussion about mental health.

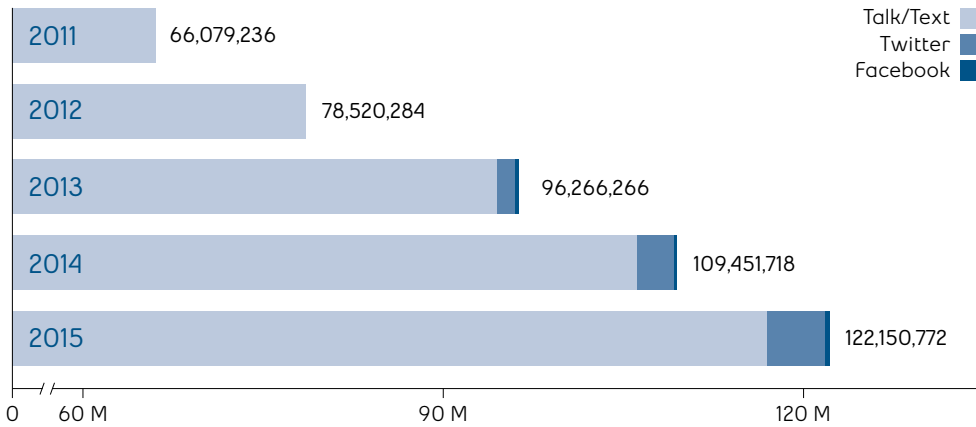
On the first Bell Let's Talk Day, Canadians made 66,079,236 calls and texts – resulting in an additional Bell donation of \$3,303,961.80 to mental health programs across the country. As awareness grew quickly through the support of political figures, community and healthcare leaders, Canadian and global celebrities, sports teams, the business community, even Bell competitors, and the addition of social media messaging with Bell Let's Talk Day 2013, the level of engagement grew by leaps and bounds each year.

On the fifth Bell Let's Talk Day in January 2015, messages of support had grown to more than 122 million texts, calls, tweets and shares – a 100% increase in engagement compared to the first Bell Let's Talk Day. Total Bell Let's Talk Day messages over the 5 years had grown to 470 million, and #BellLetsTalk had become the #1 trend on Twitter not just in Canada but worldwide – underlining the universal desire for action in mental health.

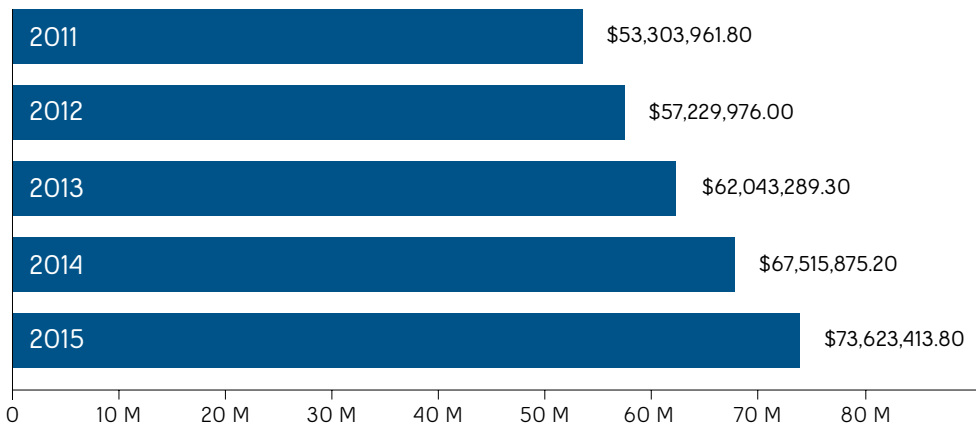
With Bell's original \$50-million pledge and its donations from each Bell Let's Talk Day, the company's total commitment had grown to \$73,623,413.80 in 2015. In September 2015, the fifth anniversary of the initiative, Bell announced a further 5-year commitment to Bell Let's Talk and a total pledge of \$100 million to Canadian mental health.



Bell Let's Talk Day messages



Total Bell Let's Talk Commitment



Focused on building a stigma-free Canada by growing the conversation everywhere, Clara's Big Ride for Bell Let's Talk was an unprecedented 110-day bike journey around Canada by Olympic medallist and Bell Let's Talk spokesperson Clara Hughes. Clara cycled to communities in every province and territory to share the story of her own mental health struggle and hear those of Canadians from all walks of life. With every kilometre, every community barbeque, every school event, every local, provincial and national leader's pledge to Clara that they would join the fight against the stigma, awareness and action in mental health blossomed. Thank you Clara!

Bell supports the Canadian Armed Forces in combating the stigma that keeps many service men and women affected by post-traumatic stress disorder from seeking treatment. Every year, the CAF develops its own customized Bell Let's Talk Day campaign, encouraging members on our military bases and ships to make themselves heard on Bell Let's Talk Day.

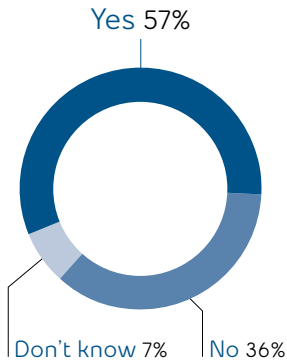
We all recognize that building a stigma-free Canada is a long-term project. But Canadians see a significant change in awareness, attitudes and action in mental health over the last 5 years. Let's keep talking to keep the momentum going.



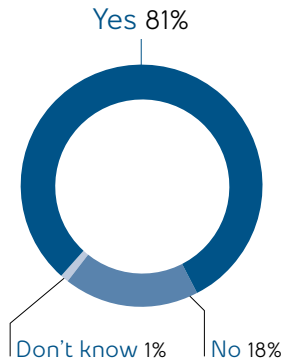
Asked by National Harris/Decima in 2015 whether Bell Let's Talk Day encouraged them to discuss mental health issues with their friends, family or others, 42% of respondents said yes – up from 25% in 2011.

Growing Awareness

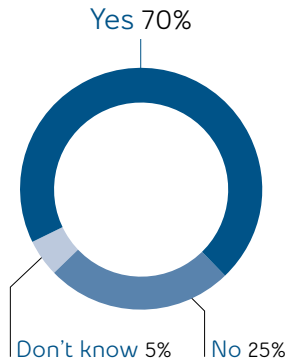
Thinking about the issue of mental health, do you believe that the stigma associated with mental illness has been reduced compared to 5 years ago?



And compared to 5 years ago, are you now more aware of mental health issues?



Compared to 5 years ago, do you believe attitudes about mental health issues have changed for the better?





We are giving people the confidence to speak because we are creating a Canada where the perception of mental illness is that it's a sickness, not a weakness. Sick, not weak, that is at the core of what we're doing. We're no longer making Canadians feel they are somehow to blame for this problem.

Michael Landsberg
TSN host and Bell Let's Talk Spokesperson





Bell's support at the grassroots level is advancing significant, enduring, positive change in the health and mental well-being of communities across Canada. One grant may not change the world, but it could help change a life.

Sandra Yuen MacKay
Artist, writer, 2012 Face of Mental Illness



THE PILLARS CARE AND ACCESS

Over the past 5 years, Bell Let's Talk investments to help increase access to care have reduced wait times, increased the reach of services, and kick started innovative mental health programs across the country.

The work of more than 600 partners in every region of the country funded by Bell Let's Talk – from the largest hospitals and universities to the smallest grassroots community groups – has made a huge difference in the lives of Canadians.

160,000

Total number supported through technology-based mental health programs like telemedicine consultation or mobile apps

162,000

The number of children, youth and students who benefited from suicide prevention programs from Québec's Mental Illness Foundation

240,000

Number of children and youth receiving care

6,000

Program staff and volunteers receiving additional training

730,000

Number of people in distress who were supported by crisis lines

1,000

Military families supported through the Bell True Patriot Love Fund

450,000

Total number of Canadians who received mental health care through Bell Let's Talk partner programs

58,000

People who have attended a mental health educational workshop

A \$2.5-million gift to Kids Help Phone, \$1-million donations to the University of British Columbia and the Alberta Centre for Child, Family and Community Research, and \$1.2 million in donations to Université Laval, Université de Montréal, and McGill University are supporting youth mental health programs. At Concordia University, another \$500,000 donation supported hands-on training for psychology students.

Bell's \$1-million donation to the VGH and UBC Hospital Foundation capped off fundraising for the Joseph & Rosalie Segal Family Health Centre, which will be the largest purpose-built mental health facility

in British Columbia when it opens in 2017. The renovation and renewal of the psychiatric short-term care unit at CHU de Québec, and the launch of Québec's first integrated Mother-Child Centre for Eating Disorders at CHU Sainte-Justine were made possible with \$1 million in donations from Bell Let's Talk.

Recognizing the reality of often-isolated communities and fewer resources overall than in other parts of Canada, Bell Let's Talk committed \$1 million in funding for community mental health resources in Canada's northern territories of Nunavut, Yukon and the Northwest Territories.

Bell Let's Talk enabled Kids Help Phone to expand our live chat counselling, dramatically improving service access and safety for young people across Canada. We know that 30% of kids who reach out to us through live chat contact us about very serious issues, including suicidal thoughts. Kids Help Phone is there for thousands of young people each week, providing them with a safe place to grow and building mental and emotional strengths on their journey to adulthood.

Sharon Wood
President and CEO, Kids Help Phone



THE PILLARS RESEARCH

Bell Let's Talk has supported leading-edge research at Canadian universities and hospitals in pursuit of new understanding around mental illness and improved treatment options.

With stigma preventing so many from seeking help, there is a critical need to break new ground in understanding attitudes and perceptions around mental health and how they can improve.

Queen's University and Bell established the world's first and only anti-stigma research chair at Queen's in 2012. Dr. Heather Stuart, the first Bell Mental Health and Anti-Stigma Research Chair, is providing expert guidance and training for those who work in mental health across Canada.

Bell Let's Talk funding has also generated additional support for research from government, other corporations and private donors. Over \$15 million in additional funding was donated in matching grants as a result of Bell Let's Talk investments.

Bell Let's Talk donated \$2 million to revitalize the unique Douglas – Bell Canada Brain Bank, and supported the creation of the new Centre for Translational Research on Mood Disorders and Suicide, a resource for new research into schizophrenia and bipolar disorder.

Bell joined with the Government of Canada to provide \$1 million in research training funds for Brain Canada to support young Canadian mental health researchers.

Innovative mobile applications that help patients in their treatment and recovery were designed by Fondation de l'Institut universitaire en santé mentale de Montréal with a \$1-million gift from Bell.

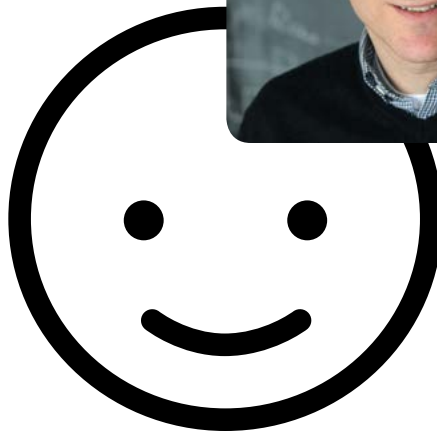
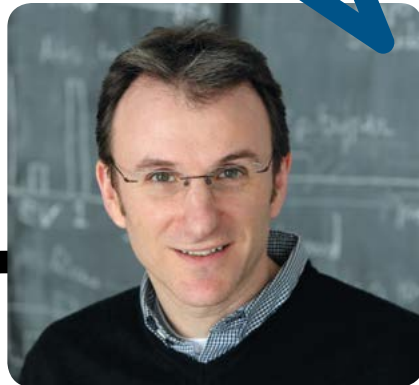
Bell established the \$1-million chair for Adolescent and Youth Mood and Anxiety Disorders at Sunnybrook Hospital in Toronto.



We still don't understand very well what happens in the brains of suicidal individuals or those who become psychotic or schizophrenic. There are changes that occur at the molecular levels, there are changes that occur in how the brain cells branch and connect to each other and function. This is what we are working to understand. Once we got funding from Bell Let's Talk, a lot of different doors opened to us. We obtained significant additional funding from other organizations after that first show of support.

Dr. Gustavo Turecki

Director of the Centre for Translational Research on Mood Disorders and Suicide, and Bell Senior Fellow in Mental Health, Douglas Mental Health University Institute



THE PILLARS WORKPLACE

Bell is committed to leading by example and promoting best practices to ensure mental health and safety in all workplaces.

Bell Let's Talk helped fund the development of the world-leading National Standard for Psychological Health and Safety in the Workplace, and Bell was the first corporation to announce its support for the standard. It offers clear and expert guidance to Canadian businesses and other organizations in addressing mental health and mental illness in the workplace.

Bell's workplace practices include mental health resources and training for all team members and customized training for every people leader. To date, approximately 8,000 Bell managers have completed compulsory training in mental health awareness and support.

Working with Queen's University and Shepell, Bell announced Canada's first university-certified Mental Health Workplace Training Program in 2014. The program will deliver a second-level training program for all Bell leaders as well as an optional Queen's University certification phase.

The Mental Health Workplace Training Program is now also available to all employers through Shepell and more than 60 companies across Canada have signed on.

Bell's comprehensive mental health awareness and support program includes a specialized employee and family assistance program, a dedicated mental health website for employees and workshops and discussion groups on mental health at Bell locations across the country.



GOLD RECIPIENT 2014
MENTAL HEALTH AT WORK

Since 2010, there has been a 108% improvement in use of the employee and family assistance program as Bell has fine-tuned its resources and increased awareness of the service. Over the same

period, there have been 19% fewer short-term disability claims related to mental health, leading to an overall 11% savings in short-term disability costs at Bell since 2012.



Bell has really brought mental health to the forefront in their workplace. By not only creating awareness but also by building skills with comprehensive research-based training, they are making significant inroads in improving mental health and reducing stigma in the workplace.

Dr. Heather Stuart
Bell Mental Health and Anti-Stigma Research Chair,
Queen's University

BELL LET'S TALK PARTNER ORGANIZATIONS

In our first 5 years, Bell Let's Talk has supported more than 600 hospitals, universities, community groups and grassroots

organizations working to improve the lives of those living with mental illness in every region of Canada.

Look at the mental health discussion across Canada 5 years ago. There wasn't one at all, let alone the ease that it comes with nowadays. But with great initiatives such as Bell Let's Talk and a number of grassroots initiatives, the discussion is out into the open. It's important that people feel okay to talk about mental health whether or not they have lived experience.

Jack Saddleback
2014 Face of Mental Illness





People are now talking much more openly about depression, anxiety, addiction issues. 1 in 5 of us suffers from a mental health problem, so I don't know how we could have kept it secret for so long, but we're only now really starting to talk about it. I've been happy to tell my own story of struggles with addiction as part of Bell Let's Talk. The campaign has had a massive effect on opening things up. More people are looking for help than ever before and we need to make sure that help is there.

Mary Walsh
Comedian, actor and Bell Let's Talk Spokesperson



A • Accueil Bonneau • Adventure Place • Alberta Centre for Child, Family and Community Research • Algonquin Nation Programs and Services Secretariat • Alice Housing • Alzheimer Society of Prince Edward Island • Ami-Québec Agir contre la maladie mentale – Action on Mental Illness • Andrew's Long Drive • Anorexia and Bulimia Québec • Arviat Youth Piliriqatigit – Hamlet of Arviat • Assaut sexuel secours • Association canadienne pour la santé mentale – Division du Québec • Association canadienne pour la santé mentale – filiale du Haut-Richelieu • Association canadienne pour la santé mentale – filiale Lac-St-Jean • Association de parents PANDA de l'Abitibi-Témiscamingue • Association for Safer Cape Breton Communities • Association lavalloise de parents et amis pour le bien-être mental (ALPABEM) • Association québécoise de prévention du suicide • Association québécoise pour la réadaptation psychosociale • Atlantic Wellness Community Center • Aullak sangilivallianguinnatuk – Going Off, Growing Strong • **B** • Beauséjour Family Crisis Resource Centre • Better Days Support Society • Big Brothers Big Sisters of Eastern Newfoundland • Bipolar Disorder Society of British Columbia • BodyWhys Youth Canada • Boys & Girls Club Dartmouth • Boys & Girls Club of Charlottetown • Boys & Girls Club of Moncton • Boys & Girls Club of Saint John • Boys & Girls Club of Summerside • Brain Canada Foundation • Brandon University • Bridges To Hope • BRIDGES, The Hinton Housing and Employment Society • Brigadoon Children's Camp Society • British Columbia Council for Families • British Columbia Schizophrenia Society – Kelowna Branch • British Columbia Schizophrenia Society – Penticton Branch • Brock University • Bruce Grey Child & Family Services Foundation • BullyingCanada • BYTE: Empowering Youth • **C** • Café le Rendez-Vous de la Maison Réalité • CALACS – Mont-Laurier • Calgary Counselling Centre • Cambrian College of Applied Arts and Technology • Cameray Child and Family Services • Canadian Alliance on Mental Illness and Mental Health (CAMIMH) • Canadian Mental Health Association – Alberta Division • Canadian Mental Health Association – Alberta North Central Region • Canadian Mental Health Association – Bas-du-Fleuve Branch • Canadian Mental Health Association – British Columbia Division • Canadian Mental Health Association – Calgary Region • Canadian Mental Health Association – Cariboo Chilcotin Branch • Canadian Mental Health Association – Central Region • Canadian Mental Health Association – Champlain East Branch • Canadian Mental Health Association – Chatham-Kent • Canadian Mental Health Association – Cochrane-Timiskaming Branch • Canadian Mental Health Association – Colchester East Hants Branch • Canadian Mental Health Association – Cornwall • Canadian Mental Health Association – Durham • Canadian Mental Health Association – Edmonton Region • Canadian Mental Health Association – Elgin Branch • Canadian Mental Health Association – Haliburton,

Kawartha, Pine Ridge Branch • Canadian Mental Health Association – Halifax-Dartmouth Branch • Canadian Mental Health Association – Halton Region Branch • Canadian Mental Health Association – Hamilton • Canadian Mental Health Association – Hastings and Prince Edward Counties Branch • Canadian Mental Health Association – Huron Perth Branch • Canadian Mental Health Association – Kelowna Branch • Canadian Mental Health Association – Kingston Branch • Canadian Mental Health Association – Kitchener • Canadian Mental Health Association – Kootenays Branch • Canadian Mental Health Association – Lambton Kent Branch • Canadian Mental Health Association – Leeds and Grenville Branch • Canadian Mental Health Association – Manitoba and Winnipeg Division • Canadian Mental Health Association – Middlesex Branch • Canadian Mental Health Association – Mid-Island Branch • Canadian Mental Health Association – Montréal Branch • Canadian Mental Health Association – Moose Jaw Branch • Canadian Mental Health Association – National • Canadian Mental Health Association – New Brunswick • Canadian Mental Health Association – Newfoundland and Labrador Division • Canadian Mental Health Association – Niagara Branch • Canadian Mental Health Association – North and West Vancouver Branch • Canadian Mental Health Association – North Battleford Branch • Canadian Mental Health Association – Nova Scotia Division • Canadian Mental Health Association – NWT Division • Canadian Mental Health Association – Ontario Division • Canadian Mental Health Association – Ottawa Branch • Canadian Mental Health Association – Oxford County Branch • Canadian Mental Health Association – Peel Branch • Canadian Mental Health Association – Prince Edward Island Division • Canadian Mental Health Association – Prince George Branch • Canadian Mental Health Association – Richmond Branch • Canadian Mental Health Association – Sault Ste. Marie Branch • Canadian Mental Health Association – Shuswap-Revelstoke Branch • Canadian Mental Health Association – Simcoe County Branch • Canadian Mental Health Association – South Fraser Branch • Canadian Mental Health Association – Sudbury-Manitoulin Branch • Canadian Mental Health Association – Toronto Branch • Canadian Mental Health Association – Vancouver-Fraser Branch • Canadian Mental Health Association – Weyburn Branch • Canadian Mental Health Association – Windsor-Essex County Branch • Canadian Mental Health Association – Winnipeg Region • Canadian Mental Health Association – York Region Branch • Canadore College • Cape Breton Community Housing Association • Cape Breton Mental Health Foundation & Crossroads • Cape Breton Regional Police • Capital Region Mental Health & Addictions Association • Caribou Group of Rotary • Carrefour jeunesse-emploi d'Abitibi-Est • Catapult Leadership Society • Centraide Abitibi Témiscamingue et Nord du Québec • Centraide Bas-Saint-Laurent • Centraide Centre-du-

Québec • Centraide Estrie • Centraide Gaspésie-Îles-de-la-Madeleine • Centraide Gatineau-Labelle-Hautes-Laurentides • Centraide KRTB-Côte-du-Sud • Centraide Lanaudière • Centraide Laurentides • Centraide Mauricie • Centraide of Greater Montréal • Centraide Outaouais • Centraide Québec et Chaudière-Appalaches • Centraide Richelieu-Yamaska • Centraide Saguenay-Lac-St-Jean • Centraide Sud-Ouest du Québec • Centraide United Way Prescott Russell • CentralSaskatchewan Military Family Resource Centre (MFRC) • Centre Accalmie • Centre d'amitié autochtone du Saguenay • Centre de crise de Québec • Centre de prévention du suicide de Malartic • Centre de prévention du suicide de Québec • Centre d'entraide l'Horizon • Centre Femmes-aux-Plurielles • Centre for Addiction and Mental Health Foundation • Centre hospitalier des Îles-de-la-Madeleine • Centre Le Phare – Chicoutimi • Centre national d'excellence en santé mentale (CNESM) • Centre périnatal Le berceau • Centre St-Pierre • CHANNAL • Chazz Petrella Foundation • CHEO Foundation • Chez Doris, The Women's Shelter Foundation • Children's Aid Society of Toronto • Children's Centre Foundation • Children's Foundation of Thunder Bay • Children's Health Foundation • Children's Mental Health of Leeds & Grenville • Choices for Youth • CHU Sainte-Justine Foundation • CHUM Foundation • CIPTO-LAB (Centre d'intervention et prévention en toxicomanie, point de service le LAB) • Coast Mental Health Foundation • Collateral Damage • College of the North Atlantic • Colonel Gray High School • Columbian Centre Society • Comité Enfaim • Community Addiction and Mental Health Services – Resource Centre • Community Addiction and Mental Health Services of Haldimand and Norfolk • Community Connections Society of Southeast BC • Community Counselling Alliance • Community Mental Health Initiative • Community Support Centre of Essex County • Community Transcultural Support Services • Comox Military Family Resource Centre (MFRC) • Conception Bay Family Resource Program • Concordia University • Creating Homefulness Society • Creative Works Studio • Cree Women of Weyou Istchee • Crisis Intervention and Suicide Prevention Centre of BC • Crisis Line Association of BC • Crossroads for Women • CSSS – Saguenay Lac-St-Jean • CSSS d'Antoine-Labelle • CSSS de Beauce • CSSS de la Vallée-de-la-Gatineau • CSSS de la Vallée-de-l'Or (Malartic psychiatric hospital) • CSSS de Rivière-du-Loup • CSSS des Îles – Fondation Santé de l'Archipel • CYBER Internet Safety Society • **D** • Delisle Youth Services • Digby Clare Mental Health Volunteers Association • Do the Right Thing • Dots NB • Douglas Mental Health University Institute Foundation • Dryden Regional Health Centre • **E** • East Hants Family Resource Centre • Eating Disorder Foundation of Newfoundland and Labrador • École Nationale d'Apprentissage par la Marionnette • École Ste-Marguerite Bourgeoys • Elevated Grounds Artistic & Educational Services • Elgin-St.Thomas

United Way Services • Elizabeth Fry Society of Ottawa • Entraide Saint-Michel • Équipe La Petite Rencontre • Esquimalt Military Family Resource Centre (MFRC) • Expression LaSalle centre communautaire en santé mentale • **F** • Family Service Association • Family SOS • Family Transition Place • Family, Youth & Child Services of Muskoka • Fédération des familles et amis de la personne atteinte de maladie mentale (FFAPAMM) • FIOSA-MIOSA Safety Alliance of BC • Fire Marshal's Office • First Funds Society • First Peoples Innovation Center • Fondation Brousseau Dargis de Malartic • Fondation Cité de la Santé • Fondation de l'Institut universitaire en santé mentale de Montréal • Fondation de l'Institut universitaire en santé mentale de Québec • Fondation de l'Université de Sherbrooke • Fondation de ma vie • Fondation du CHU de Québec • Fondation Équilibre Saguenay-Lac-Saint-Jean • Fondation Hôpital Charles-LeMoine • Fondation Hôpital Pierre-Boucher • Fondation hospitalière d'Amos • Fondation Hôtel Dieu d'Arthabaska • Fondation Le Grand Chemin • Fondation Les Impatients • Fondation les petits trésors de l'Hôpital Rivière-des-Prairies • Fondation Marie-Vincent • Fondation Martin Bradley • Fondation Sainte-Croix/Hériot • Fondation Tel-jeunes • Fonds de dotation Santé Jonquière • Frag for Mental Health • Fraser Health • Friends for Mental Health • Friendship Volunteer Association • Frontenac Community Mental Health & Addiction Services • **G** • Gander Boys and Girls Club • Gander Military Family Resource Centre • Gatineau Health Foundation • Gilda's Club Southeastern Ontario • Graham Boeckh Foundation • Grand River Hospital Foundation • Green Thumb Theatre • Greenwood Military Family Resource Centre (MFRC) • Group Health Centre • Groupe de Ressources pour le trouble de Panique et autres troubles anxieux (GRTP) • Groupe d'entraide L'Éveil • Groupe en toute amitié de Senneterre • Groupe Le P.A.S. – Alma • Groupe Soleil de Malartic • Gwaandak Theatre • **H** • Haliburton Highlands Health Services – Hyland Crest & Highland Wood Long Term Care • Halifax Connects • Halifax Military Family Resource Centre (MFRC) • Halio Collaborations – The Mind Ball • Harmony for Youth Suicide Resource Centre • Hawkesbury General Hospital Foundation • Healing Expressions • Health Care Foundation • Health PEI, Primary Care Division • Health Sciences North Foundation • Heartland Youth Centre • Holy Heart of Mary High School • Homewood Health Centre • Hope Mental Health • Hope Reins War Horse Project • Hope's Garden, Eating Disorders Support and Resource Centre • Horizon Health Network • **I** • Inter-Cultural Association of Greater Victoria • International Association for Youth Mental Health • Inuit Tapiriit Kanatami • IWK Foundation • **J** • Janeway Children's Hospital Foundation • JÉVI Centre de prévention du suicide – Estrie • Jewish General Hospital Foundation • Joseph Brant Hospital Foundation • **K** • Kerby Assembly • Kids Help Phone • Kids Kottage Foundation • Kinark

Foundation • Kindercare Foundation • Kingston/Greenwood Mental Health Coalition • Kirkland and District Hospital • KW Counselling Services • **L** • La Bouffée d'Air du KRTB • La Croisée des sentiers • La Fondation de ma vie • La Fondation Jean Lapointe • La Maison du Goéland • La Marée, regroupement de parents et ami(e)s de la personne atteinte de maladie mentale • La Rencontre, groupe d'aide et d'entraide pour personnes atteintes de maladie mentale • Laing House • Lake City Employment Services Association • Lakehead University • Lakeridge Health Foundation • Lanark County Mental Health – Perth and Smiths Falls District Hospital • L'Arrêt-Source • L'Autre Rive • Le CHAS (Centre d'hébergement alternatif de Sherbrooke) • Le Maillon • Le Mûrier • Le Murmure, Groupe d'entraide • Le Pavois de Ste-Foy • Le Pilier – Association des traumatisés crâniens de l'Abitibi-Témiscamingue • Le Pont de Rouyn-Noranda • Le Rappel • Le Traversier, Centre de jour et d'entraide en Santé Mentale • Leave Out Violence (LOVE) Nova Scotia • L'Envolée, ressource alternative en santé mentale • L'Équipe Entreprise • Ligne d'intervention téléphonique en prévention du suicide de l'Abitibi-Témiscamingue (LITPSAT) • Little Brothers • L'Oasis de Lotbinière • Loco Motion Canada Performance Society • LOFT Community Services • London and District Distress Centre • London Health Sciences Foundation • London Military Family Resource Centre (MFRC) • Lutherwood • **M** • Ma Mawi Wi Chi Itata Centre • Mainland BC Military Family Resource Centre (MFRC) • Maison du Père • Maison L'Éclaircie (Québec City) • Maison L'Éclaircie de Montréal • Maison Lyse-Beauchamp • Make Children Better Now Children's Association • Malvern Family Resource Centre • Manitoba Schizophrenia Society • Manitouwadge General Hospital – Family Health Team • Many Rivers Counselling & Support Services • McCreary Centre Society • McGill University • Médecins du Monde • Mental Health & Wellness Division • Mental Health Association of Yukon • Mental Health Commission of Canada • Mental Health Foundation of Nova Scotia • Mental Health Network of Chatham-Kent • Mental Illness Foundation • Miramichi Community Suicide Prevention Committee • Mohawk College Foundation • Montréal Walks for Mental Health • Mood Disorders Society of Canada • Moose Jaw Military Family Resource Centre (MFRC) • Muskoka Parry Sound Community Mental Health Service • **N** • Nanaimo Family Life Association • National Capital Region Military Family Resource Centre (MFRC) • National Eating Disorder Information Centre (NEDIC) • National Indian Brotherhood • Nazareth Community • Nazareth House • New Path Youth and Family Services • Newfoundland and Labrador English School District • Nexus Youth Services • Nipissing First Nation Health Services • Nipissing University • North Bay Military Family Resource Centre (MFRC) • North Bay Regional Health Centre Foundation • North Eastern Ontario Family and Children's Services • Northern College of Applied Arts and Technology • Northern

Corridor Assessment & Resource Service – Employee and Family Assistance Program • Northern Initiative for Social Action (NISA) • Northern Ontario School of Medicine • Northshore Youth for Mental Health • Nova Scotia Community College • NuHab Centre • Nunavut Kamatsiaqtut Help Line • **O** • Oak Park Neighbourhood Centre • OASIS santé mentale Granby et région • O'Donel High School • Okanagan Boys and Girls Clubs • Old Brewery Mission • One in Five • OneFoundation for Niagara Health System • Ontario Institute for Studies in Education Psychology Clinic • Ontario Shores Foundation for Mental Health • Oolagen Youth Mental Health • Open Doors Youth • Outward Bound Canada Veterans Program • Owen Sound Police Service • Owen Sound Regional Hospital Foundation • **P** • Pacific Post Partum Support Society • Paradis Urbain / Urban Pardes • Parents et amis du bien-être mental du sud-ouest de Montréal • Parents' Lifelines of Eastern Ontario • Parkdale Activity-Recreation Centre • Partners forMentalHealth • PathstoneMentalHealth • PatrodeJonquière • PawsFurThought • PECH • Peel Children's Centre • PEI CISM Network • Petawawa Military Family Resource Centre (MFRC) • Phobies-Zéro • Phoenix Youth Programs • Pictou County Health Authority • Pine River Foundation • Pinel Foundation • Pivot Centre-du-Québec • Port Hawkesbury Nursing Home • Portage Foundation • Potluck Café Society • Prairie Mountain Health • Prairie North Regional Health Authority • Providence Care • Psychology Foundation of Canada • Punjabi Community Health Services • **Q** • Queen Elizabeth Hospital Foundation • Queen's University • **R** • Rainbow's End Community Development Corporation • RainCity Housing and Support Society • Red Deer Family Service Bureau • Refuge des jeunes de Montréal • Renascent Foundation • Renfrew County United Way • Renfrew Victoria Hospital • Réseau de prévention suicide des Bois-Francs • Résidence La Chaumière • Rêves en vue – Témiscouata-sur-le-lac • Revivre • Rise Asset Development • Royal Inland Hospital Foundation • Royal Newfoundland Constabulary • Royal Ottawa Foundation for Mental Health • Royal University Hospital Foundation • Ryerson University Clinical Psychology Training Clinic/St. Michael's Hospital Family Health Team • **S** • Saint John Regional Hospital Foundation – MindCare New Brunswick • Saskatoon Health Region • Sault College Student Services department • Schizophrenia Society of Alberta • Schizophrenia Society of Ontario • Schizophrenia Society of Saskatchewan • Schizophrenia Society of Saskatoon • Second Opinion Society • Sheena's Place • Shelter Nova Scotia • Shilo Military Family Resource Centre (MFRC) • Shooniyaa Wa-Biitong Training and Employment Center for the Treaty No.3 Area • SickKids Foundation • SKETCH Working Arts for Street-involved and Homeless Youth • Social Enterprise for Canada – The Boys and Girls Club of York Region • Société québécoise de la schizophrénie • St. Francis Xavier –

X Mental Health Society • St. Joseph's Healthcare Foundation • St. Mary's Hospital Foundation • St. Michael's Hospital • St. Thomas Elgin General Hospital Foundation • Stand UP against Bullying • Stanton Territorial Hospital Foundation • Stepping Stones Support Services • Streetohome Foundation • Suicide Action Montréal • Suicide Prevention Community Council of Hamilton • Suicide Prevention Resource Centre • Sunnybrook Health Sciences Centre Foundation • SupportWorks • Surrey Memorial Hospital Foundation • Survivors of Suicide Loss • **T** • Take a Hike Youth At Risk Foundation • Tel-Aide Saguenay Lac-St-Jean • The 21 Leaders for the 21st Century • The Boys and Girls Club of York Region • The Centre for Mindfulness Studies • The Cleaning Solution Society • The Community Foundation of Nova Scotia Society • The Creative Spark – Logon for Mental Wellness • The George Hull Centre for Children and Families • The Jack Project • The Kaleidoscope Mental Health Support Society • The Kettle Friendship Society • The Mental Health Project for Youth • The Neural Health Project • The New Brunswick Association of Social Workers • The New Brunswick Medical Education Trust • The Nicholas Knapp Kindness Fund • The Ottawa Hospital Foundation • The Phoenix Centre for Children and Families • The Pottle Centre • The Prince's Charities Canada • The Robb Nash Project • The Stella Burry Foundation • The Support Network • The Tema Center Memorial Trust • The Wellmen Project • The Youth Project • Timiskaming Health Unit • Timmins and District Hospital Foundation • Toronto Distress Centre • Toronto Military Family Resource Centre (MFRC) • Toronto Public Library Foundation • Toronto Rehab Foundation • Touchstone Youth Centre • Town of Cochrane, Family & Community Support Services (FCSS) • Town of Grand Falls-Windsor • Town of Port Hawkesbury • Trait d'Union Montérégien • Trillium Health Centre Foundation • True Patriot Love Foundation • **U** • Union of Psychiatric Nurses • United Way Alberta Capital Region • United Way Barrie • United Way Brandon & District • United Way Brant • United Way Bruce Grey • United Way Burlington & Greater Hamilton • United Way Calgary and Area • United Way Cambridge & North Dumfries • United Way Cape Breton • United Way Centraide Ottawa • United Way Centraide Stormont, Dundas & Glengarry • United Way Centraide Sudbury and/et Nipissing Districts • United Way Centraide Windsor-Essex County • United Way Central & Northern Vancouver Island • United Way Central Alberta • United Way Central and South Okanagan/Similkameen • United Way Central N.B. • United Way Chatham-Kent • United Way City of Kawartha Lakes • United Way Cochrane-Timiskaming • United Way Colchester County • United Way Cranbrook and Kimberley • United Way Cumberland County • United Way Durham Region • United Way Fort McMurray • United Way Fraser Valley • United Way Greater Moncton and Southeastern New Brunswick Region • United Way

Greater Simcoe County • United Way Greater Victoria • United Way Guelph Wellington Dufferin • United Way Haldimand and Norfolk • United Way Halifax • United Way Halton Hills • United Way Kingston, Frontenac, Lennox & Addington • United Way Kitchener Waterloo & Area • United Way Lanark County • United Way Leeds & Grenville • United Way Lethbridge & South Western Alberta • United Way Lloydminster & District • United Way London & Middlesex • United Way Lower Mainland • United Way Lunenburg County • United Way Milton • United Way Newfoundland & Labrador • United Way North Okanagan ColumbiaShuswap • UnitedWayNorthernBritishColumbia • UnitedWayNorthumberland • United Way Oxford • United Way Peel Region • United Way Perth-Huron • United Way Peterborough & District • United Way Pictou County • United Way Prince Edward Island • United Way Quinte • United Way Regina • United Way Saint John, Kings and Charlotte • United Way Sarnia-Lambton • United Way Saskatoon & Area • United Way Sault Ste. Marie & district • United Way South Eastern Alberta • United Way South Niagara • United Way St. Catharines & District • United Way Thunder Bay • United Way Toronto • United Way Trail and District • United Way Winnipeg • Université de Montréal • Université Laval • University Hospitals Kingston Foundation • University of Alberta • University of British Columbia • University of King's College • University of Toronto • University of Victoria • **V** • Valcartier Military Family Resource Centre (MFRC) • Veterans Transition Network Québec • VGH & UBC Hospital Foundation • Victim Services of Bruce, Grey, Perth • Victoria Hospitals Foundation • Violence Is Preventable Awareness Foundation • Virage santé mentale – Weedon • **W** • Wabano Centre for Aboriginal Health • Wapikoni mobile • Waterloo Region Suicide Prevention Council • Waypoint Centre for Mental Health Care • West Kings District High School • West Nipissing Suicide Prevention Task Force • WestRock Community Centre • Wilfrid Laurier University • William Osler Health System Foundation • Windsor Regional Hospital Foundation • Winnipeg Military Family Resource Centre (MFRC) • Women's College Hospital Foundation • Workman Arts Project of Ontario • **Y** • Yellowknife Health and Social Services Authority • YMCA-YWCA of Greater Saint John • Young Parents Support Network • Young People's Theatre • Youth 2000 Centre • Youth Assisting Youth • Youth Diversion Program • Youth Services Bureau of Ottawa • Yukon Council on Disability • Yukon Indian Hockey Association • YWCA Halifax • YWCA Québec • YWCA Toronto

JOIN BELL LET'S TALK IN BUILDING A STIGMA-FREE CANADA

Bell Let's Talk is working with Canadians everywhere to create a nation free of the stigma around mental illness. Overcoming the fear and silence is the most important step in driving action and helping ensure those who struggle can seek and receive the help they need.

Dr. Heather Stuart, the first Bell Mental Health and Anti-Stigma Research Chair, offers these 5 simple ways to communicate about mental illness without fear or stigma:

1. Language matters



Pay attention to the words you use about mental illness

2. Educate yourself



Learn, know and talk more, understand the signs

3. Be kind



Small acts of kindness
speak a lot

4. Listen and ask



Sometimes it's best
to just listen

5. Talk about it



Start a dialogue,
break the silence

To learn more about how you can join the mental health movement and help build a stigma-free Canada, please visit Bell.ca/LetsTalk.