

**BeH**



# Mental Health

New support for a  
national health concern

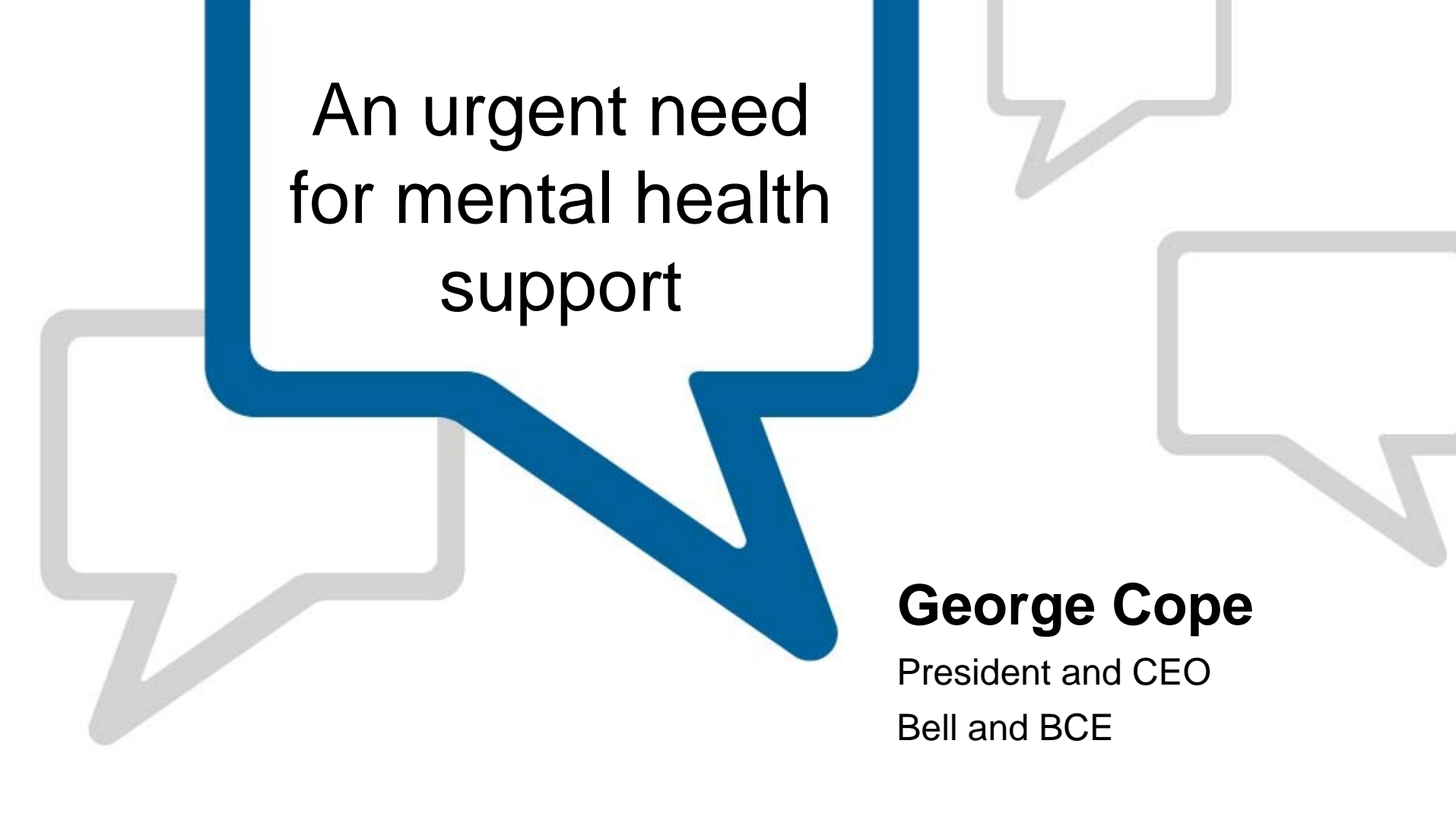
**Martine Turcotte**

Executive Vice President

Bell and BCE

# Agenda

- 1 Mental health support needed urgently
- 2 A national health concern
- 3 Leading the conversation
- 4 Community care in action
- 5 A Canadian leader and inspiration



An urgent need  
for mental health  
support

**George Cope**

President and CEO

Bell and BCE

# A pressing health concern

**1 in 5 experience  
mental illness**

**Underfunded  
5% of health budget**

**#1 cause of  
workplace disability**

**1 in 3 don't get the care  
they need**

**Yet mental illness is  
15% of health burden**

**Costs the economy  
\$51 billion a year**

Far-reaching consequences touch all Canadians



# Four pillars of support

1

Anti-stigma

2

Community care  
and access

3

Workplace  
health

4

Research

# 1. Anti-stigma



## Stigma compounds suffering

- 2 in 3 suffer in silence fearing judgment and rejection
- 50% of Canadians would hide a family member's mental illness
- **Bell Let's Talk** campaign opens the national conversation

Stigma is a barrier to care and treatment



## 2. Community care and access



### Enhancing access to care

- National scope – coast to coast to coast
- Unique solutions from local grassroots care to telemedicine
- Canadians connected to mental health support when and where they need it



# 3. Workplace health



## Bell leading by example

- Better access to information
- Adopting best practices at work
- Return to work program
- Building a culture of support

Encouraging leadership across corporate Canada



# 4. Research



## Supporting best in class

- Research to improve understanding, prevention and treatment
- New chairs, fellowships and project grants funded across Canada
- Focus on excellence, national scope and institutional diversity



Corporate Canada's largest Mental Health Initiative ever





A national  
health concern

**The Honourable  
Leona Aglukkaq** P.C. M.P.

Minister of Health



# Bell

## Let's Talk



CANADA

CANADA

CANADA

CANADA

CANADA

CANADA  
CANADA



Leading the  
conversation  
Bell Let's Talk

**Clara Hughes**

Olympic Games medalist  
Bell Champion

The logo features a blue speech bubble icon on the left, with a white smiley face inside it. To the right of the icon, the word "Bell" is written in a bold, blue, sans-serif font. Below "Bell", the words "Let's Talk" are written in a smaller, black, sans-serif font. To the right of "Let's Talk", the word "campaign" is written in a large, blue, sans-serif font.

# Bell Let's Talk campaign



- National awareness campaign
- **Bell Let's Talk Day**
  - February 9, 2011
  - 5¢ donated by Bell for every text message and long distance call





**Bell**  
Let's Talk

**Bell**



Community care  
in action

**Mary Deacon**

Chair

Bell Mental Health Program

# Improving community access at the Royal Ottawa



- One of Canada's leading mental health hospitals
- Investment in telepsychiatry will increase patients served by 200%
- Improves access in northern and remote communities

\$1 million investment launches Bell's care and access pillar





**Michael Wilson lost his son  
to depression and suicide.**

**The real shame would be  
keeping it a secret.**

More than anything Michael Wilson believes in speaking out about depression. He knows first hand that help is close by and that early detection and treatment are vital to controlling depression. And aiding recovery. At CAMH, the Centre for Addiction and Mental Health, we're world renowned for our work in education about depression and compassionate, effective treatment. CAMH is here to help. And as Michael Wilson can attest there is no shame in speaking out.

***We're transforming lives.***

For help or information,  
call 1-800-463-6273.  
[www.camh.net](http://www.camh.net)



Inspiring  
leadership and  
support

**The Honourable  
Michael Wilson** P.C. C.C.

Canadian mental health leader



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Let's Talk

**Bell**



Questions ?



Questions ?



Questions ?

**Bell**



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