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For Immediate Release

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## NEWS RELEASE

### **“Mental Health: Make It Your Business” Mental Health Awareness Week - May 5 to 11, 2008**

**“Mental Health: Make It Your Business”** is the theme for this year’s national Mental Health Awareness Week, May 5 – 11, 2008.

Prairie North Health Region (PNHR) is proud to participate in the 57<sup>th</sup> Mental Health Awareness Week, a Canada-wide designation which this year focuses on the role employers and businesses can play in making their workplaces a mentally healthy and productive environment.

This is an important concept, according to the Canadian Mental Health Association, as 58% of Canadians express that they feel “overload” and find it difficult to juggle all of their responsibilities.

Prairie North Health Region has once again joined forces with the Canadian Mental Health Association (CMHA), Battlefords Branch to organize and host a number of special events to help raise awareness of the importance of good mental health. A variety of activities are available for people of all ages.

The Week’s events include a flag raising ceremony at North Battleford City Hall at 9:30 a.m. Monday, May 5, 2008 with Mayor Julian Sadlowski and Battleford Councillor Fred Mahon declaring Mental Health Awareness Week in the Battlefords.

A Chili and Bannock lunch will follow from 11:30 a.m. to 1:30 p.m. May 5 at Edwards Society, 11301 Clark Drive. Cost is \$5.00 per lunch and includes dessert. Phone orders are available at 446-2706. Edwards Society is also hosting a garage sale the same date and the public is encouraged to attend.

On Tuesday May 6, 2008 a barbecue will be held at the CMHA office in North Battleford, 1011 – 103 Street, from 11:30 am to 1:00 p.m., offering smokie on a bun and coleslaw for \$5.00. Come for a delicious lunch and support the cause!!

CMHA is also hosting a come and go coffee party sponsored by the North Battleford and District Labour Council on Wednesday May 7, 2008 from 1:00 p.m. to 3:30 p.m. This is open to the public.

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PNHR Mental Health and Addictions Health Promotion Committee is taking this opportunity to launch its awareness campaign about Depression and Suicide. Committee spokesperson Dianne Lauritzen explains that the campaign will focus on trying to get information to hard-to-reach youth. These are individuals between ages 16 and 25 who may not be in school or who may not access information through usual channels. Posters and pamphlets about Depression and Suicide will be placed in the community, at businesses where young people frequent.

“The Committee’s aim is that the information in these pamphlets will help inform people about depression and suicide. We believe that educating people about suicide and depression will increase the likelihood that people will seek help,” Lauritzen states.

Lauritzen points out that, as part of Mental Health Awareness Week, “suicide prevention is everyone’s business.”

For more information about Mental Health Awareness Week, and mental health issues and concerns, contact Prairie North Health Region at (306) 446-6500 or CMHA Battlefords Branch at (306) 446-7177.

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Media:

For more information or to arrange interviews, contact  
Linda Lewis, PNHR Communications Officer, 446-6625

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## **Calendar of Events - Mental Health Awareness Week In The Battlefords**

### **Monday May 5, 2008**

Flag raising ceremony at North Battleford City Hall at 9:00 a.m. Officials of North Battleford & Battleford will proclaim Mental Health Awareness Week.

Chilli and Bannock lunch at Edwards Society, 11301 Clark Drive, 11:30 am to 1:30 pm. Open to the public. Cost is \$5.00 and includes dessert. Phone orders welcome at 446-2706

### **Tuesday May 6, 2008**

CMHA BBQ, 11:30 a.m. – 1:00 p.m. at CMHA office 1011 - 103 Street, North Battleford. Smokie on a bun and coleslaw for \$5.00. Come for a delicious lunch and support the cause!!

### **Wednesday May 7, 2008**

Come and go coffee party at CMHA 1011 – 103 Street, North Battleford, from 1:00 to 3:30, sponsored by North Battleford and District Labour Council. Everyone Welcome!