

## **About Mental Illness Awareness Week**

Mental Illness Awareness Week (MIAW) is an annual national public education campaign designed to raise awareness of the level of mental illness in Canada; to reduce negative stigma about mental illness amongst the general population and health care professionals; and to promote the positive effects of best practice in prevention, diagnosis and medical treatment.

MIAW 2010 takes place October 3 – 9. The week was established in 1992 by the Canadian Psychiatric Foundation and is now coordinated by the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) in cooperation with all its member organizations and many other supporters across Canada.

Campaign elements include a nationally-distributed poster series and the Annual Champions of Mental Health Awards in Ottawa.

## **Why Mental Illness Awareness Week?**

Nearly one in five Canadians is affected by mental illness, yet a persistent stigma prevents millions from getting the help they need. For too long, Canadians with mental illnesses have been in the shadows. The continuing theme of Mental Illness Awareness Week - Face Mental Illness - is designed to change that.

## **About CAMIMH**

Established in 1998, CAMIMH is an alliance of national organizations whose activities span the broad continuum of mental health. They represent: consumers and their families; health care and social service providers; professional associations; and community and research organizations. Together, they constitute a vibrant network of national, provincial and community-based organizations dedicated to serving the mental health needs of the people of Canada from coast to coast to coast. CAMIMH's mission is to promote and facilitate the development, adoption, and implementation of a national action plan on mental illness and mental health.

**For more information, please visit [www.miaaw-ssmm.ca](http://www.miaaw-ssmm.ca)**

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**Mental Illness Awareness Week Advisory Panel:** Hon. Rémi Bujold, P.C., C.M.; Peter Daniel; Moya Greene; Hon. Otto Lang, P.C., O.C.; Rt. Hon. Don Mazankowski, P.C., O.C.; Hon. David Peterson, P.C., Q.C.; Dr. Rémi Quirion; James Roche; Phil Upshall; Hon. Michael Wilson, P.C., O.C.

**Mental Illness Awareness Week is coordinated by the Canadian Alliance on Mental Illness and Mental Health, with support from all of its member organizations. CAMIMH members are:** Autism Society Canada • Canadian Association of Occupational Therapists • Canadian Association of Social Workers • Canadian Association for Suicide Prevention • Canadian Coalition for Seniors Mental Health • Canadian Federation of Mental Health Nurses • Canadian Healthcare Association • Canadian Medical Association • Canadian Mental Health Association • Canadian National Committee for Police/Mental Health Liaison • Canadian Nurses Association • Canadian Psychiatric Association • Canadian Psychiatric Research Foundation • Canadian Psychological Association • Mood Disorders Society of Canada • National Network for Mental Health • Native Mental Health Association of Canada • Psychosocial Rehabilitation Canada • Registered Psychiatric Nurses of Canada • Schizophrenia Society of Canada