

## Youth Mental Health March Canada

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### Statement on Bell Let's Talk Day 2022

Bell Let's Talk Day is Wednesday, January 26 and we're joining in to help drive meaningful progress in mental health.

COVID-19 has affected every aspect of our lives, including our mental health. However, tools are available to support ourselves and each other.

Since 2010, Canadians and people around the globe have joined in the world's largest conversation around mental health on Bell Let's Talk Day. Together we have taken big steps to reduce the stigma around mental health issues and inspire one another to take action and help create a Canada where everyone can access the mental health support they need. In a recent survey conducted by Nielsen Consumer Insights, 82% of Canadians now say they are comfortable speaking with others about mental health, compared to only 42% in 2012. By joining in and taking action, we are all helping to make a real difference.

This year's Bell Let's Talk Day campaign highlights the ways that we can support ourselves and those we care about through actions like listening, being there and talking. Every Canadian can play a part in their communities, workplaces, schools and at home.

That's why we're joining in the 12th annual Bell Let's Talk Day to help create positive change in our own community and in communities all around Canada. We need to continue to do more to push for better mental health resources and supports for all.

Keep listening, talking and being there for ourselves and each other.

On Bell Let's Talk Day, Bell donates 5 cents to Canadian mental health programs for every applicable text, local or long-distance call, tweet or TikTok video using #BellLetsTalk, every Facebook, Instagram, LinkedIn, Pinterest, Snapchat, TikTok, Twitter and YouTube view of the Bell Let's Talk Day video, and every use of the Bell Let's Talk Facebook frame or Snapchat lens. All at no cost to participants beyond what they would normally pay their service provider for online or phone access.

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