



Capital Region Mental Health & Addictions Association is “Painting the Town Yellow”

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CRMHAA is launching their #Brighterdays campaign to shed light on mental wellness.

Trigger warnings: topics of mental health, dying by suicide and suicide prevention.

FREDERICTON, NB. January 26, 2022 – It’s no secret that the past few years have been hard on everyone’s mental health. The greater Fredericton region is certainly not immune to that experience and many people are reporting an increased impact on their everyday lives.

“We’re certainly having an increased number of calls to our office.” Says Melissa Vienneau, the Community Liaison officer with Capital Region Mental Health & Addictions Association. “...there are certainly more people reaching out for help navigating services or for information – and the calls we receive are just a small percentage of the people who have concern for their own mental health or the mental health of someone they care for.” Vienneau says that the global Covid-19 pandemic is obviously big player in burdening mental health and that it is perpetuated by the dark days of winter.

“February can feel like a really long month” adds Ben Harrison, CRMHAA’s Executive Director. “We’re past the joy of the holiday season, and summer vacations are still months away, the nights are dark and cold and make it very difficult to find energy to do things. Traditionally it’s a time when a lot of people experience added mental health distress, which is why it is observed as “Suicide Prevention Awareness Month” “

In the past the Agency had shared literature and provided training for *Suicide Prevention Awareness Month* but will taking a different approach in 2022. Capital Region Mental Health & Addictions Association will be launching their #Brighterdays campaign with a focus on selfcare and care for others.

“When we think of Suicide prevention we are actually usually thinking of intervention” says Harrison. “We tend to think that stopping somebody from dying by suicide begins with a heavy drive to the ER but that’s not the case. In reality, suicide prevention begins each day with the ways we care for ourselves and the people we love. It begins with sharing our feelings and experiences and asking others about theirs. That is why we’ve created the #Brighterdays campaign”

The agency plans to hang bright yellow posters around Fredericton and Oromocto which will include a link and a QR code that will connect people with their website. The campaign’s webpage will be filled with resources, information, training, and activities to promote mental wellness. The campaign will also feature affirmation cards and buttons spread around town and at retail partners to give people simple

reminders of their own resilience.

#Brighterdays is meant to be a community effort and organizations and individuals are encouraged to share the hashtag and materials.

Harrison and his staff team will be working hard all month to support and challenge the Capital Region to “create a community of care and help each other through dark times and to a brighter tomorrow”

Capital Region Mental Health & Addictions Association is local, nonprofit, organization that serves as a strong advocate for people with mental illness and their families in the Greater Fredericton Region.



#BRIGHTER
DAYS

Because not everyday will feel so
DARK

**FEBRUARY
2022**




Capital Region
Mental Health & Addictions
www.crmhaa.ca/brighterdays

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