



**Ontario Provincial Council of
The Catholic Women's League of Canada
Education and Health Standing Committee**

Care for our Common Home

Directive #4

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January 24, 2021

To: Diocesan Education and Health Standing Committee Chairpersons
From: Karen McDonald, Provincial Education and Health Standing Committee Chairperson
cc: Provincial Executive, Diocesan Presidents, Provincial Education and Health Sub-Committee and National Education and Health Standing Committee Chairperson

Bell Let's Talk Day ... Thursday, January 28, 2021

2021 campaign:

Give ... Comfort ... Breathe ... Be There ... Support ... Reach Out

Mental illness can be isolating and will often lead to feelings of loneliness or anxiety.

The **11th Annual Bell Let's Talk Day** is next week. Members are asked to share messages to support those who are suffering from any form of mental illness.

On Bell's website it states, "*Whether you take the time to listen to a loved one, or encourage a friend to ask for help, when it comes to mental health, now more than ever, every action counts.*" (<https://letstalk.bell.ca/en/bell-lets-talk-day>)

On January 28th, Bell will contribute 5¢ more toward mental health initiatives in Canada for every applicable **phone call, text, tweet and retweet, TikTok video** using #BellLetsTalk, **social media video view**, use of **Facebook** frame, **Snapchat** filter, or viewing of Bell's official video on **Instagram, YouTube** or **Pinterest**.

During the pandemic and lockdown mandated by the government, it is the ideal time to participate since we are asked to stay at home. Helping to improve the well-being of those suffering from mental illness is **'essential'** so ... text and tweet away!

Mark your calendar ... let's all do our part to end the stigma around mental illness.

Lots of love,

Karen