



# OPC Communications Bulletin

## OPC Communications Bulletin

### 2015 Bell Let's Talk Day Campaign -- January 28, 2015

**On January 28, and for the 5th straight year, Bell will contribute 5 cents to mental health on *Bell Let's Talk Day*, for every --**

- Text message sent by Bell Canada and Bell Aliant customers
- Mobile and long distance call made by Bell Canada and Bell Aliant customers
- Tweet using #BellLetsTalk
- Facebook share of the Bell Let's Talk image

***Bell Let's Talk Day*** offers us an opportunity to act on ***our*** commitment to **REDUCE THE STIGMA ATTACHED TO MENTAL ILLNESS** (Resolution ON.13.01).

Last year ***Bell Let's Talk Day*** was an incredible success, generating more than \$5 million in new Bell Let's Talk funding. Bell's total commitment to Canadian mental health is now more than \$67.5 million.

***Mark your calendar, and be sure to take part in this excellent initiative!***

This year the Bell Let's Talk campaign is focused on *5 simple ways we can all help end the stigma around mental illness.* Indeed, they are ways we have been promoting since the passing of Resolution ON.13.01. Let's continue to do our part!

- Language matters - pay attention to the words you use
- Educate yourself - learn, know and talk more, understand the signs
- Be kind - small acts of kindness speak a lot
- Listen and ask - sometimes it's best to just listen
- Talk about it - start a dialogue, break the silence

**NATIONAL DEMENTIA STRATEGY** - The Executive of the Canadian Conference of Catholic Bishops has alerted the Canadian bishops to a debate and vote in parliament concerning a national strategy to combat dementia in Canada. The Private Member's Bill (C-356), the National Strategy for Dementia Act, was introduced by Claude Gravelle, MP, and calls on the Government of Canada to increase funding for research to promote earlier diagnosis and intervention; to strengthen the integration of primary, home and community care; to enhance the skills and training of the dementia workforce, and to improve support for caregivers. You are encouraged to **contact your local MP to show your support for Bill C-356**, and to ask that they also support this most important legislation.