



FOR RELEASE

May 5, 2015

Mental wellness is focus of Mental Health Week

WHITEHORSE—The Department of Health and Social Services is using Mental Health Week May 4 to 10 to launch a new campaign that focusses on mental well-being and the concept of flourishing.

"Good mental health is much more than the absence of a mental illness," Minister of Health and Social Services Mike Nixon said. "Just like physical health, mental health is an important part of our overall well-being. It is something we should all take time to work on and maintain."

During the month of May, the department will be promoting mental well-being through a campaign entitled Flourishing. This prevention and awareness initiative includes radio ads, online ads and print materials which will provide Yukoners with ways they can make small changes to improve their mental well-being, and the well-being of those close to them, such as their friends, family or coworkers.

The campaign focuses on five principles that research has shown to be essential to a person's well-being and life satisfaction: positive emotions; engagement; relationships; meaning and accomplishment. The campaign website and print materials provide examples and suggestions on how individuals can increase their mental wellness.

"We applaud the Department of Health and Social Services for highlighting mental wellness and promoting ways individuals can work towards improving their mental health" Mental Health Association of Yukon chair Ray Wells said. "When individuals have better mental health, they are able to cope better with life's challenges and this initiative helps do that."

Nixon added: "Mental wellness does not happen in isolation. This government recognizes the importance of a continuum of strong supports for mental health services. We have undertaken a number of individual steps and initiatives, like the Flourishing campaign, as we move towards a complete strategy."

As part of Mental Health Awareness Week, the Mental Health Association of Yukon will be hosting its first annual walk—Steps to Positive Mental Health—on Wednesday, May 6. The walk starts at 5 p.m. at Hellaby Hall located at the corner of Fourth Avenue and Elliott Street in Whitehorse. The walk will be followed by a barbeque at 6 p.m. with the association's annual general meeting starting at 7 p.m. All are invited and encouraged to attend.

Learn more:

www.yukonwellness.ca

-30-

Contact:

Elaine Schiman
Cabinet Communications

867-633-7961
elaine.schiman@gov.yk.ca

Michelle Boleen
Communications, Health and Social Services
867-456-6145
michelle.boleen@gov.yk.ca

News Release #15-162



Stay up to date with the latest Yukon government news by subscribing to our RSS feed here:
<http://www.gov.yk.ca/news/rss.html>. Or follow us on Twitter @yukongov.