



# LONDON FOR ALL

## A ROADMAP TO END POVERTY



## Health

### 3.2 Reduce the stigma associated with mental illness and addiction and create a campaign to support connecting people with appropriate services

Mental Illness and addiction awareness campaigns supported / promoted:

**Bell Let's Talk** campaign is an annual awareness campaign and Day (January) driving the national conversation to confront stigma around mental illness.

**Breakfast of Champions** is presented by St Joseph's Health Care Foundation in partnership with the Canadian Mental Health Association (CMHA) Middlesex. The event raises awareness and funds to support mental health programs.

**CMHA Mental Health Week** is an annual campaign (May) to raise awareness to end stigma associated with mental illness.

**Mental Illness Awareness Week** is an annual campaign to educate and increase awareness about mental illness. It takes place every year during the first full week of October.

**National Addictions Awareness Week** is an annual campaign held every November by the Canadian Centre on Substance Abuse in partnership with addiction prevention, treatment and recovery organizations across the country.

**Possible** is a campaign run by Addiction Services of Thames Valley (ADSTV) to raise awareness and shift perceptions about Addiction. The Possible campaign is an opportunity to share the stories of others who have changed behaviour to encourage everyone to see that it is possible.

**Recovery Week** is held during the month of September, Canadians in recovery from addiction join in events/activities that build awareness and challenge societal stigma.

Connecting people with appropriate services:

**Reach Out** - is a 24/7 bilingual information, support and crisis service for those living in London, Middlesex, Oxford and Elgin counties. This service is for people living with mental health and addictions needs – as well as their families, caregivers and health care providers.

The number is 519-433-2023. The toll-free number is 1-866-933-2023. The website is [www.reachout247.ca](http://www.reachout247.ca). You can also web chat with a professional.

Reach Out is an example of the commitment of local mental health and addictions agencies to faster, more coordinated access to services. It is a partnership project of Addiction Services of Thames Valley and the Canadian Mental Health Associations of Middlesex, Elgin and Oxford. Reach Out is funded by the South West Local Health Integration Network.

All calls are answered by trained information and referral specialists, backed by a robust database of local service information. The needs of the caller drive the outcome of the call. A triage process starts the interaction. Callers in crisis are sent a mobile response team. Callers needing supportive listening are transferred to a trained volunteer. Callers requiring service or treatment are connected with an appropriate agency. The responsibility is then on the agency, not the caller, to call the individual back within 48 hours.

The development of Reach Out is motivated by the desire to provide individuals with mental health and addictions needs with timely, seamless access to appropriate services.

**211 Ontario** – is an award-winning helpline and website that provides information on and referrals to Ontario’s community, social, health-related and government services.

**Help Yourself Through Hard Times** – is a guide to basic needs services for London and Middlesex County. It lists services that provide assistance to individuals and families on limited incomes during times of financial hardship. The booklet is updated once a year, and is available for download, or in print form from the [City of London](#) or at many social service locations in London.