Your Employee and Family Assistance Program is a support service that can help you take the first step toward change.

Bell Let’s Talk Day 2021



Thursday, January 28th, will mark the 11th annual Bell Let’s Talk Day in Canada. This initiative, started by the company Bell Canada, highlights the importance of taking time to talk about mental health in workplaces, schools, and other social settings.

This year, it’s more important than ever to make mental health a priority—during the COVID-19 pandemic, many mental health issues have been exacerbated by financial stress, social isolation, and fears about the future. Let’s Talk Day 2021 encourages Canadians to take action to improve mental health in yourself and others, no matter how small. In any given year, 1 in 5 people in Canada will experience a personal mental health concern, regardless of their age, education, income level, or cultural background, according to the **Canadian Mental Health Association**. In their **video series**, Bell encourages Canadians to reach out, take a breath, and support others who are struggling with a mental health issue

If you are a Bell Canada customer, Bell will also donate 5¢ for every text message you send at no extra cost to you towards mental health initiatives. They will also donate 5¢ for using the Let’s Talk social media tools and filters, all of which can be found **here** for Facebook, Instagram, Twitter, Snapchat, TikTok, and Youtube. You can also download the Bell Let’s Talk **Toolkit** where you’ll find a variety of resources including a conversation guide, helpful tips for the workplace, and shareable images for you to use when you need to start difficult conversations. They also provide a **guide** on five simple ways to end the stigma, and start a conversation on mental health.

If you or someone you know is struggling with mental health issues, contact your assistance program for support. Caring counsellors are available 24/7, 365 days a year.

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