



MEDIA RELEASE

For immediate release
February 29, 2016

Be Well Campaign Shines a Light on Mental Health in Grand Erie

Brantford, ON: Students will know where to get help and how to be well as a result of the *Be Well* Campaign that brings wellness into the heart of the conversation about mental health.

“Positive mental health and well-being is essential for student success,” said Liana Thompson, Superintendent of Education. “As we shift our mental health focus from illness to wellness, we’re providing more opportunities for our school cultures to inspire hope for all students.”

Co-created by secondary students, the *Be Well* Campaign explores four main themes that simplifies the complexity of mental health: *Don’t Wait*, *Connect*, *Recharge*, and *Reach Out*.

The themes provide students with the opportunity to know where to get help when in crisis, identify signs in others who may be in need of support, assess their own state of wellness and learn the power of relationships, conversations and connections to make a difference in the well-being of others.

The *Be Well* Campaign is a reflection of Grand Erie’s Child and Youth Mental Health Strategy, introduced in 2012. The strategy raises awareness and provides resources towards suicide prevention, mental health literacy and mental health promotion.

In addition to the *Be Well* Campaign, Grand Erie is committed to offer training for teachers on the components of the revised Health and Physical Education Curriculum that address mental health, coping and resiliency. As well, elementary schools can explore wellness through the MIND UP Curriculum, which teaches social-emotional learning skills through a focus on mindfulness, and nurtures optimism and happiness in the classroom.

A culture of wellness is also being celebrated in many schools. Students are engaged in the practice of yoga and mindfulness while others are leading student wellness clubs, among other initiatives.

“Students learn at their best when supported in a culture of wellness,” said Heather Carter, School Mental Health Lead for the Grand Erie District School Board. “Asking students to be well and letting them know where to get help will lead to positive outcomes in school and in life.”

Among other means of communication, *Be Well* posters and magnets will be available in all secondary schools. Learn more at www.granderie.ca/bewell.

- 30 -

Contact:

Shawn McKillop
Manager of Communications and Community Relations
Office: 519.756.6301 ext. 281147 | Cell: 1.905.978.1417

www.granderie.ca
#GEBEWell