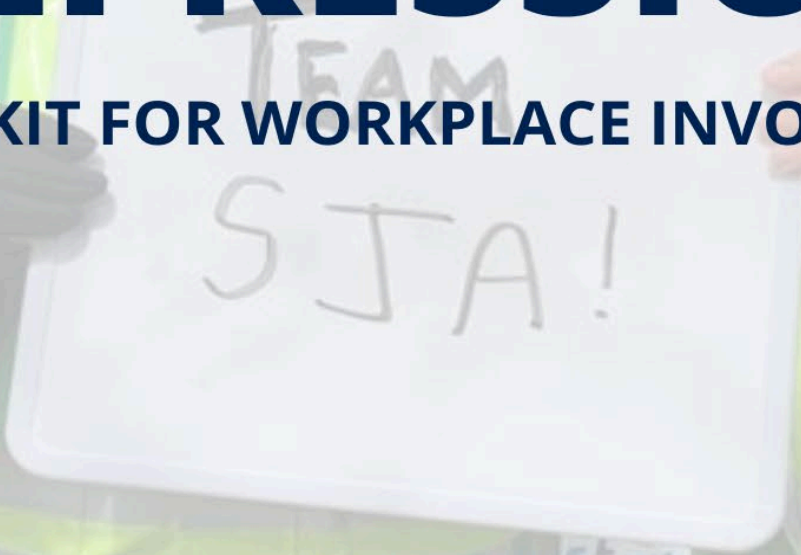


DEFEAT DEPRESSION

TOOLKIT FOR WORKPLACE INVOLVEMENT





A Message from the MDSC Team

Across Canada, workplaces, organizations, schools, community groups, and volunteers are taking up walks, runs, rides and other activities to raise funds and awareness for mental health.

The Defeat Depression Campaign supports programs and research to fight mental illness and reduce stigma. Defeat Depression runs throughout the year, with increased activities in the spring, and includes a national day of action, called Defeat Depression Day, at the end of May.

Depression, like all mental illnesses, does not discriminate. It affects individuals and families across all socioeconomic, educational, and cultural backgrounds. Physical activity such as walking and running, exercise, and nutrition, along with social interaction, can have a positive effect on our mental well-being. This is at the core of Defeat Depression!

This toolkit is your go-to guide, packed with useful resources and information. It's flexible! Feel free to make it your own. If you have your own ideas or want to try something new for the campaign, fantastic! We're excited to include your custom events and suggestions. Think of this toolkit as your starting point that you can shape to fit your vision.

Most importantly, have fun with this event. It's designed to inspire and empower, fostering conversations about mental health, building teams and working together to reduce stigma. Thank you for joining and being a part of this meaningful effort!

Sincerely,

Mood Disorders Society for Canada





Step Up To Support Mental Health

Defeat Depression is a nationwide fundraising initiative dedicated to supporting Canadians affected by depression and other mood disorders. We invite you to rally your workforce in an engaging, health-promoting activity that unites employees behind a vital cause and fosters team spirit and friendly competition.

Here's How Your Employees Can Participate: Create a Personal Fundraising Page: Setting up an individual page is simple. Your employees can personalize it with their stories and reasons for participating, making their effort more meaningful to themselves and their supporters.

Walk, Run, or Bike on Your Own Terms: Whether it's a daily 15-minute walk, a weekend biking adventure, or a run after work, employees choose how they want to clock in their kilometers. The flexibility allows staff to participate at their own pace, anytime throughout May.

Track Your Progress (optional): Many of us have step trackers or fitness apps (even mobile devices) that make it easy to monitor our activity. Setting a target of X steps or kilometers will give your employees a goal to strive for and a clear way to measure their success.

The Power of Collective Action: Showcase Collective Efforts: At the end of the campaign, celebrate the total kilometers achieved by your staff. Displaying this number shines a light on your company's commitment to mental health and inspires your community.

Departmental Challenges: Encourage a friendly contest among departments, shifts, or locations. Which team can log the most kilometers? Use the rivalry to fuel motivation and enhance teamwork.

Beyond One-Time Events: Make the Defeat Depression campaign a recurring challenge. Aim to surpass the previous year's totals and keep the momentum of mental health advocacy growing within your company.

Benefits of Participation:

Promote Health and Wellness: Regular physical activity is linked to better mental health. By engaging in this initiative, your business supports employees' well-being, which can lead to improved productivity and morale.

Corporate Social Responsibility: This campaign demonstrates your company's commitment to societal issues, particularly mental health, which is increasingly important to both employees and consumers.

Team Building: Organizing to defeat depression is a chance to strengthen internal relationships. It builds a sense of cohesion as everyone works toward a shared goal.

Your steps, no matter how small, have the power to make a significant impact. This May, join us, and let's take strides toward mental health for all Canadians. Ready to get started? Our team is here to support you every step of the way. [Contact us](#) for assistance in setting up your corporate campaign page and to get more resources for



Step Forward for Mental Wellness

'Why I Walk' Wall

We encourage you and your colleagues to contribute to a "Why We Walk" wall at your workplace. Together, we can create a space for support, hope, and meaningful conversations about mental health and well-being.

- What inspired you or your team to participate in the Defeat Depression walk?
- How has mental health impacted your life, your family, or your coworkers?
- Share personal stories, experiences, or reflections that motivate you to walk.
- Offer a message of hope or encouragement for others.

Your contributions can inspire colleagues and foster a workplace culture that values mental health and connection. Let's walk together for change!





Customizable Digital Material

Images can be found on the Social Media page at DefeatDepression.ca.

OUR WORKPLACE IS TAKING ACTION FOR MENTAL HEALTH!

WHAT IS THE DEFEAT DEPRESSION CAMPAIGN?

The Defeat Depression campaign brings workplaces together to promote mental health awareness and action throughout the month of May. By participating, workplaces can help reduce stigma, foster a culture of support, and inspire meaningful change for mental health across Canada. Together, we can create healthier, more supportive communities, one workplace at a time.

HOW WE'RE INVOLVED AND MAKING A DIFFERENCE

Increasing Education: Our team is sharing resources and information on mental health to increase awareness and understanding in the workplace. Posters, newsletters, and conversations are helping reduce stigma and promote support.

Fundraising for a Cause: Our workplace has committed to raising funds to support the Defeat Depression campaign in support of mental health. Together, we're making a difference in improving mental health services and increasing education.

Organizing Team Activities: We're coming together for team walks, wellness breaks, and mental health-focused events throughout the month. These activities encourage connection, physical health, and well-being.

Leading by Example: We're encouraging open conversations about mental health and showing our commitment to creating a supportive workplace. Every effort, big or small, makes an impact.

YOU'RE NOT ALONE. JOIN US IN SUPPORTING THE DEFEAT DEPRESSION CAMPAIGN. TOGETHER, WE CAN MAKE A DIFFERENCE.

WWW.DEFEATDEPRESSION.CA

5 REASONS TO JOIN THE MOVEMENT FOR MENTAL HEALTH

RAISE AWARENESS: HELP BREAK THE STIGMA AROUND MENTAL HEALTH.

PROMOTE TEAM WELLNESS: ENCOURAGE ACTIVITIES THAT SUPPORT MENTAL AND PHYSICAL HEALTH.

SUPPORT A CAUSE: CONTRIBUTE TO IMPROVING MENTAL HEALTH RESOURCES NATIONWIDE.

BUILD COMMUNITY: CONNECT WITH OTHERS WORKING TOWARD A HEALTHIER FUTURE.

MAKE A DIFFERENCE: EVERY ACTION—BIG OR SMALL—MOVES US CLOSER TO CHANGE.

WWW.DEFEATDEPRESSION.CA

TEAM CHALLENGE: LET'S WALK FOR MENTAL HEALTH!

TOGETHER WE CAN MAKE A DIFFERENCE

THIS MAY, WE'RE TAKING STEPS—LITERALLY—IN SUPPORT OF MENTAL HEALTH.

CHALLENGE DETAILS:

- GOAL: WALK 50,000 STEPS AS A WORKPLACE TEAM EACH WEEK.
- HOW TO PARTICIPATE:
 - LOG YOUR STEPS DAILY.
 - TAKE GROUP WALKS DURING BREAKS.
 - SHARE YOUR PROGRESS WITH PHOTOS OR TEAM UPDATES.

Defeat Depression

WWW.DEFEATDEPRESSION.CA

WHY WE SUPPORT DEFEAT DEPRESSION

WE BELIEVE MENTAL HEALTH IS EVERYONE'S BUSINESS. BY SUPPORTING THE DEFEAT DEPRESSION CAMPAIGN, WE'RE CREATING A CULTURE OF CARE, CONNECTION, AND POSITIVE CHANGE.



Sample Social Media Messages

Captions

1. Get your sneakers ready! We're supporting mental health one step at a time with the Mood Disorders Society of Canada's Defeat Depression campaign. Whether you prefer to walk, run, or bike, you can make a difference at your own pace and time. Just step outside or hit the treadmill, and you're part of the movement. Join us to increase mental health awareness and take steps towards wellness. Let's track our progress together and see how far we go! 🚶‍♀️ #DefeatDepression #StepUpForMentalHealth
2. Raise awareness and move for mental health with us this May! You don't need to attend an event—just lace up and log your kilometers. Join our journey in supporting the Defeat Depression campaign, where every step counts. Access valuable resources and take part in a nationwide effort to enhance mental wellness. Ready, set, go! 🌟 #MoveForMentalHealth #DefeatDepression 🌐[insert resource here]
3. Did you know 1 in 5 Canadians will face mental health challenges each year? As we grow, the numbers grow with us—by age 40, half of us will have experienced mental illness. This May, let's walk together to highlight these realities and move past the stigma. Your steps can bring light to these statistics and encourage support and understanding. 🦶 #MentalHealthMatters #DefeatDepression
4. Every kilometer, every donation makes a ripple in the fight against depression. Join our Defeat Depression campaign by walking, running, or biking, and help us make strides in mental health research and services. Set up your personal fundraising page or show your support with a donation. Let's cross the finish line together and smash our fundraising goals! 🏆 Donate here: ***** #DefeatDepression #DonateToMakeADifference

Hashtags

#DefeatDepression

Accounts to Tag

- **Twitter:** @DefDepression | @MoodDisordersCa
- **Facebook:** @DefeatDepression.ca | @MoodDisordersSocietyCanada
- **Instagram:** @defeatdepression.ca | @mooddisorderssocietycanada



Additional Resources.

Mental Health and Mental Illness Resources

- <https://mdsc.ca/> [Mood Disorders Society of Canada]
- <https://mdsc.ca/forum/> [Discussion Forum]
- <https://depressionhurts.ca/en/> [Resources for Depression]
- <https://www.mymira.ca/> [MIRA Mental Health Resource Library]

Workplace Resources

- <https://mdsc.ca/stigma/elephant-in-the-room-campaign/> [Elephant in the Room]
- <https://depressionhurts.ca/en/mental-health-resources/depression-in-the-workplace/> [Depression in The Workplace]

Additional Resources

- [List of Help-Seeking Resources National-Resource-Directory.pdf](#)
- [NYAC-2SLGBTQIA-Resource-Library.pdf](#)
- [Project-Blue-Resource-Book-compressed.pdf](#)
- [What_Better_Feels_Like_Maintaining_Wellness_Jan2012.pdf](#)

Pledge Form

- [DD_Offline_Pledge_Fundraising_Form.pdf](#)

QUESTIONS? If you have questions or concerns, please contact:

Name: Sharla Robertson

Title: National Program Manager

Contact Information: Sharla@mdsc.ca



Workplace Mental Health Posters

ELEPHANT IN THE ROOM

**LET'S TALK:
NO JUDGMENTS,
JUST SUPPORT.**


Challenges at home?
Personal struggles?
You're not alone.

This space is safe.
What's shared
stays confidential.

I'm here to **listen**.
Not judge.


You will not be
penalized for seeking
help or understanding.

**Together,
we'll find
the right
support.**




ELEPHANT IN THE ROOM


We all face challenges.
Whether at home, work, or personally. It's human.



ARE YOU IN NEED OF SUPPORT?

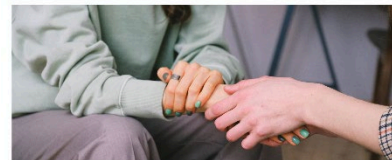
This office is a safe space.
Your voice is valued and will be kept confidential.
No judgments. Only support and an open ear.
Your well-being is a priority, and speaking up
will never be held against you.

 **LET'S FIND THE RESOURCES AND
SUPPORT YOU NEED, TOGETHER.**




ELEPHANT IN THE ROOM

Facing personal challenges? We all do at times. It's okay to talk about them.



ARE YOU IN NEED OF SUPPORT?

This office promises confidentiality and understanding. While not a therapist, I am here with an empathetic ear and open heart. Sharing your journey won't affect your standing here.

 **REACH OUT, AND WE'LL FIND THE
BEST WAY TO SUPPORT YOU.**

