



St. John Ambulance Saint-Jean

SAVING LIVES SAUVER DES VIES
at work, home and play au travail, à la maison et dans les loisirs

MEDIA RELEASE

St. John Ambulance integrates Mental Health Awareness in its Standard and Emergency First Aid courses

Ottawa, ON, January 30, 2019 – In conjunction with Bell Let’s Talk Day, St. John Ambulance Canada is pleased to announce that Mental Health Awareness (MHA) programming is now fully integrated in its Standard and Emergency First Aid courses in all regions of the country.

“Mental illness affects more than 1 in 5 Canadians in a given year,” says Shawn McLaren, Chief Learning Officer, St. John Ambulance Canada. “As an industry leader in First Aid, adding a focus on mental health enhances St. John Ambulance’s mission to improve the health, safety and quality of life of Canadians at work, home and play.”

This initiative was spearheaded by Diana Parks, Director of Learning at St. John Ambulance NS/PEI along with a team of mental health and training professionals from across Canada, including Dr. Heather Stuart, Bell Canada Mental Health and Anti-Stigma Research Chair at Queen’s University.

The new, integrated lessons will help participants recognize and respond to a mental health event or emergency and refer participants to mental health resources. MHA will be offered in classrooms across the country.

The St. John Ambulance Mental Health Awareness Project was made possible in part by a \$150,000 donation from Bell Let’s Talk. With this programming, more than 500,000 Canadians per year are joining the Mental Health conversation.

St. John Ambulance encourages everyone to take part in Bell Let’s Talk Day today and be part of the conversation about mental health. Bell will donate 5 cents to Canadian mental health programs today for each eligible text and phone call by Bell customers, tweet and retweet using #BellLetsTalk, view of the Bell Let’s Talk Day video on Twitter, Facebook, Instagram and Snapchat, and use of the Bell Let’s Talk Facebook frame and Snapchat filter. You can learn more about how to get involved in Bell Let’s Talk Day at www.Bell.ca/LetsTalk.

ST. JOHN AMBULANCE

St. John Ambulance is an international humanitarian organization and is a foundation of the Order of St. John. As Canada's standard for excellence in First Aid and CPR services, St. John Ambulance offers innovative programs, ensuring Canadians receive the best quality training. Revenue generated from First Aid/CPR and Mental Health First Aid training supports St. John Ambulance’s charitable work. To learn more, please visit www.sja.ca.

National Office / Siège national | 400 - 1900 promenade City Park Drive, Ottawa ON Canada K1J 1A3
Tel/Tél. : (613) 236 - 7461 | Fax/Télé. : (613) 236 - 2425 | Email/Courriel : info@nhq.sja.ca

Charitable Registration No.: 89903 4730 RR0001 No d'Enr. d'Org. de Bienfaisance : 89903 4730 RR0001

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Ambulance Saint-Jean est un organisme humanitaire international et une fondation de l'Ordre de Saint-Jean





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Media Contacts:

Philippe Blain, Director, National Accounts

St. John Ambulance – National Office

(613) 236-1283 ext. 237

(613) 979-6611 (c)

philippe.blain@nhq.sja.ca

sja.ca

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