

**FOR IMMEDIATE RELEASE**

**CANADIAN ALLIANCE ON MENTAL ILLNESS AND MENTAL HEALTH HONOURS 2024 CHAMPIONS OF MENTAL HEALTH AS PART OF MENTAL ILLNESS AWARENESS WEEK**

**October 10, 2024 (OTTAWA)** – Today, the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) marks Mental Illness Awareness Week (MIAW), taking place from October 6 to October 12, 2024. This annual national campaign shines a spotlight on the realities of mental illness in Canada and aims to promote understanding, reduce stigma, and improve access to mental health and substance use health care across the country.

The 2024 theme, “**Access for All: Time for Action, Time for Change,**” highlights the need for equitable mental health services and addresses ongoing barriers to care. The campaign encourages Canadians to take part in conversations that prioritize mental health as a core element of well-being.

“This year’s theme highlights the urgent need to address the gaps in our mental health system,” said Florence Budden, Co-Chair of CAMIMH. “Our focus must be on creating a system where every Canadian can access the mental health care they need.”

In conjunction with MIAW, CAMIMH will celebrate this year’s Champions of Mental Health at a special awards ceremony on October 10, 2024, at Parliament Hill in Ottawa. This event will recognize seven outstanding individuals who have made significant contributions to mental health advocacy in Canada.

The 2024 Champions of Mental Health include:

- [\*\*The Sharon Johnstone Champion of Mental Health Award for Youth\*\*](#) – Serena Habib
- [\*\*Media\*\*](#) – Stephen Hosier
- [\*\*Workplace Mental Health\*\*](#) – Jason Arneson
- [\*\*Community Organization\*\*](#) – Brighter Futures (Roxanne Pottle)
- [\*\*Community Individual\*\*](#) – Elder Noel Milliea
- [\*\*Parliamentarian\*\*](#) – MP Matt Jeneroux
- [\*\*Innovation - Researcher or Clinician\*\*](#) – Fondation CERVO (Maryse Beaulieu)

“These Champions are truly and inspiration, reminding us of the collective effort needed to create a mental health system that works for all Canadians,” said Anthony Esposti, Co-Chair of CAMIMH. “Their achievements are a testament to the power of advocacy, and MIAW provides the perfect platform to elevate their stories and reinforce the importance of accessible mental health care.”

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*Established in 1998, the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) is an alliance of national mental health organizations comprised of health care providers and organizations representing persons with mental illness and their families and caregivers. CAMIMH’s mandate is to ensure that mental health is placed on the national agenda so that persons with a lived experience of mental illness and their families receive appropriate access to care and support.*

**For media requests, please contact:**

Isabelle Del Rio  
Communications Associate  
[isabelle@impactcanada.com](mailto:isabelle@impactcanada.com) | 647-839-0445

**CAMIMH MEMBERS**

Canadian Association for Suicide Prevention

Canadian Association of Social Workers

Canadian Association of Occupational Therapists

Canadian Counselling and Psychotherapy Association

Canadian Federation of Mental Health Nurses

Canadian Medical Association

Canadian Mental Health Association

Canadian Perinatal Mental Health Collaborative

Canadian Psychiatric Association

Canadian Psychological Association

Canadian Consortium for Early Intervention in Psychosis

Community Addictions Peer Support Association

Medical Psychotherapy Association of Canada

National Initiative for Eating Disorders

National Network for Mental Health

Psychosocial Rehabilitation Canada

Schizophrenia Society of Canada

The College of Family Physicians of Canada