

NEWS RELEASE

FOR IMMEDIATE RELEASE

TAKE ACTION TO GIVE MENTAL HEALTH WEEK MEANING

Kuujjuaq, May 7, 2018 – The Nunavik Regional Board of Health and Social Services (NRBHSS) highlights Mental Health Week, which will be held from May 7th to the 13th.

On this occasion, the NRBHSS would like to remind Nunavimmiut of the importance of *Taking action to give meaning*, by connecting with the land, being physically active, sharing traditional foods, spending time with loved ones, reconnecting with the culture, developing talents, helping others and accepting help from others in return. These are some of the key messages shared in Nunavik, over the years during Mental Health Week.

The 2018 edition of Mental Health Week will be marked by a photo contest organized on the NRBHSS Facebook page. Nunavimmiut are invited to show through photographs, how they nurture their mind, body and spirit and how they maintain relations. Participants will get a chance to win an ice auger (first prize) and two fishing rods (second and third prizes). The theme of fishing, which is close to the heart of Nunavimmiut, plays a great role in this campaign.

The NRBHSS produced fishing lures for Mental Health Week. Nunavimmiut can obtain them for **free** (quantities are limited) from their local community liaison worker or community nurse.



Funding is offered to communities that would like to organize events or projects promoting mental health. Tools will also be made available to schools and youth workers to foster dialogue with youth on topics such as self-esteem, positive identity and the capacity to adapt. All the information is available online at www.nrbhss.gouv.gc.ca/en/mental-health-week.

Promoting mental well-being means promoting life, self-confidence, positive relations and contributions to the community. It also means promoting healthy stress management and accepting help offered during difficult times. Let us take action together to give meaning and spread the word across Nunavik.

The Nunavik Regional Board of Health and Social Services is a public agency created in 1978 under the James Bay and Northern Québec Agreement. It is responsible for nearly the entire Québec territory located north of the 55th parallel in terms of the provision of health and social services for the inhabitants of the 14 communities.

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