

Canadian Mental Health Association introduces BounceBack® to the Yukon Funding from Bell Let's Talk supports territorial expansion

Whitehorse, November 18, 2020 – Canadian Mental Health Association (CMHA) Yukon Division today announced the introduction of CMHA's BounceBack® program to Yukoners thanks to a donation from Bell Let's Talk.

"CMHA Yukon Division is thrilled that this proven mental health program is coming north. COVID-19 is here now, but the mental health impacts will last long after the pandemic is over. BounceBack can help people build the skills they need to better adapt to the challenges we're all facing," said CMHA Yukon Division Executive Director Tiffanie Tasane.

BounceBack is a free, guided self-help program effective in helping adults and youth 15+ manage low mood, mild to moderate depression, anxiety, stress or worry. Through telephone coaching and a selection of skill-building workbooks to choose from, participants can customize their own program, learn ways to overcome their symptoms and improve their mental well-being now and in future.

"Bell Let's Talk is proud to help CMHA Yukon introduce the BounceBack program to Yukoners to reach more Canadians as the demand for virtual mental health supports increases as a result of COVID-19," said Mary Deacon, Chair of Bell Let's Talk. "Through the expansion of the BounceBack program, CMHA is supporting people in need in this time of crisis and uncertainty in communities across the territory now and into the future."

Based on cognitive behavioural therapy, BounceBack has been shown to reduce depressive and anxiety symptoms by 50% at program completion. The donation from Bell Let's Talk has enabled CMHA to leverage existing expertise in [BC](#), [Ontario](#) and [Manitoba](#), where the program is already funded by governments and donors, to expand the impact of this evidence-based program to more Canadians.

Available to Yukon residents in English and French, the program is free to all participants and will be delivered by coaches who are extensively trained and overseen by clinical psychologists. Participants can be referred by a primary care provider or choose to self-refer as long as they're connected with a primary care provider, giving Canadians more choice in accessing support from home. The expansion also makes the program available across the north to people living in the Northwest Territories and Nunavut.

Bell Let's Talk funding has supported the creation of a national website and toll-free number where Canadians can learn about BounceBack and discover if it is right for them. For Yukoners interested in registering for the program, please visit bounceback.cmha.ca/

About Bell Let's Talk

Bell Let's Talk promotes Canadian mental health with national awareness and anti-stigma campaigns like Bell Let's Talk Day and significant Bell funding of community care and access, research and workplace leadership initiatives throughout the country. To learn more, please visit Bell.ca/LetsTalk.

About the Canadian Mental Health Association in Yukon Territory

The Yukon Division of the Canadian Mental Health Association (CMHA) is proud to serve Yukoners and is part of a national network of 87 CMHAs across 330 locations in Canada. CMHA Yukon's mission is to promote the positive mental health of all Yukoners through community education, awareness, advocacy and support services, by eliminating stigma and by engaging in partnership and collaboration in a responsible and effective manner. Our vision is that Yukoners enjoy a positive state of mental health and that we feel, think and act in ways that enhance our ability to embrace life and deal with the challenges we face. For more information, please visit www.yukon.cmha.ca

Media inquiries:

Tiffanie Tasane
Executive Director
CMHA Yukon Division
Tel: 867-668-6429
Email: ttasane@yukon.cmha.ca

Bell
Jacqueline Michelis
613-785-1427
jacqueline.michelis@bell.ca
[@Bell_LetsTalk](#)
[@Bell_News](#)