

# **DEPRESSION:** *A Global Crisis*

*World Mental Health Day, October 10 2012*

**2012 WMHDAY SUPPLEMENTAL MATERIAL**



## WORLD OF THANKS

As we celebrate another World Mental Health Day campaign, we also celebrate WMHDAY's 20 year anniversary. We continue to reflect back on the progress, the results of our hard work and the amazing responses from thousands around the world who have celebrated with us.

Over the years we have seen the most remarkable events celebrated on October 10. Such activities are bold, well organized and involving many people and sometimes even including animals! Each year, we are humbled by the work people undertake to make sure this day is celebrated in a way that brings the mental health community respect, attention and positive change.

The WFMH has received support to produce the WMHDAY material for 20 years – loyal supporters that have enabled us to distribute material free of charge, year after year. We could not have continued this long without the support of our funders and the events put together by our devoted world mental health day participants.

This 20<sup>th</sup> anniversary is, therefore, a celebration of those who have kept this amazing project alive and growing. The WFMH Board and staff thank you for your dedication, your persistence and your support.

We would like to extend a very genuine thank you to everyone for their individual and collective help, making this year's project possible. Thanks for the continued efforts of the WFMH Staff and Board, who coordinated all research, writing and production of this year's material and campaign. A special thanks to our designer, Gemma Griffin-Dzikiewicz. We would also like to acknowledge all of the special guest writers this year for their willingness to contribute to this important theme – Dr Shekar Saxena, Prof George Christodoulou, Dr Jeffrey Geller, Dr Rachel Jenkins, Dr David McDaid, and, most importantly, Dr Gabriel Ivbijaro for his assistance throughout the entire project.

We have again been able to provide a variety of translations this year, due to the generous in-kind donations of the following people and companies:

Hindi – Agrawal Neuropsychiatry Center, Dr. M.L. Agrawal, Dr Aruna Agrawal, Dr Anuj Mittal, Mr M P Sharma  
Japanese – Dr Shimpei Inoue of Kochi University, Japan  
Russian – AstraZeneca, Russia

Unfortunately, due to unforeseen circumstances, we are unable to provide translations in Spanish and French this year, as we have done in the past.

And finally, the WFMH would like to thank our sponsors for the educational grants that made this program possible:

**H. LUNDBECK A/S**

LILLY USA, LLC

OTSUKA AMERICA, INC

The WFMH believes that the World Mental Health Day project continues to be at the forefront of education and advocacy for mental health – and the increased participation each year continues to show us how important the project is to each of you. We will continue to work hard to bring you the best information on relevant themes and topics in mental health care today. Only by working together can we change the way mental health/illness is viewed and treated.

## MEDIA STRATEGY

As you prepare for your World Mental Health Day event, a media strategy will extend its outreach. Start early! Craft a media strategy to spread your message and plan well in advance about how to use the types of media available to you to publicize the event. You could use one approach or several - consider newspapers, magazines, newsletters, radio, television and the Internet. The Internet is becoming increasingly important. In addition to using listserves and electronic newsletters, people are making extensive use of Facebook and Twitter to send information about World Mental Health Day events and to have conversations about the issues.

If you are working with the press, prepare a written message – a short briefing paper about your event containing major points about depression. It will be helpful to the journalists who work with you and know little about the subject. Where possible avoid using only the language of mental illness; try to use alternative words in some places and include a positive message about the availability of treatment and the possibility of recovery. A sample briefing paper that you could adapt is included in this packet.

Send the briefing paper to local journalists with a list of questions they could ask, and the contact information of some well-informed people they could interview. Get the consent of these people in advance, and give them the briefing paper and questions too so that they are prepared for interviews. Make sure the journalists have contacts in your organization.

Remember, journalists are not mental health experts. Try to help them by providing useful information. Journalists working in the print press, radio and television can all use this assistance. Radio and television interviews are very valuable but may require extra advance effort for scheduling.

If you have access to video, consider preparing a short video about your event and uploading it to YouTube. YouTube has become a very widely used search engine.

Stay in touch with the World Federation for Mental Health through the WFMH Facebook and Twitter sites (<http://www.facebook.com/WFMH> and <http://twitter.com/#!/WFMHDC>). Use them to send us news of your plans. We're pleased to see the mental health community growing on Facebook and Twitter.

After 10 October, send us your reports and some photos! Please send them to [wmhday@wfmh.com](mailto:wmhday@wfmh.com) - we love to get them, and it lets us see how far the World Mental Health Day campaign has grown around the globe.

## GENERAL MEDIA RELEASE FOR WORLD MENTAL HEALTH DAY 2012

For more information, contact: Deborah Maguire, [dmaguire@wfmh.com](mailto:dmaguire@wfmh.com)

**FOR IMMEDIATE RELEASE**

(Date)

### **20th ANNUAL WORLD MENTAL HEALTH DAY GLOBAL AWARENESS CAMPAIGN TO HIGHLIGHT NEED FOR MORE ATTENTION TO DEPRESSION, A GROWING INTERNATIONAL CRISIS**

Depression is a very common mental disorder that can have severe consequences. However, it CAN be successfully treated. *By 2020, depression will be the second leading cause of world disability (WHO, 2001) and by 2030; it is expected to be the largest contributor to disease burden (WHO, 2008).*

Depression is a significant contributor to the global burden of disease and has no ethnic, racial, geographic and/or socio- economic bias. There is a significant economic issue related to depression because of loss of the ability to perform normal activities. Depression, if untreated, can lead to danger to self and others, and, potentially, suicide.

It is important to differentiate between normal sadness and clinical depression. Everyone is sad at one time or another but true depression is a clinical issue. It is not the fault of the person experiencing depression and no one should be embarrassed or ashamed to have depression. It is not a sign of personal weakness. It is, however, extremely important to seek help. Without intervention, symptoms can last for weeks, months, or years. It is a disorder that prevents people from conducting normal lives, such as maintaining a job, attending school, and performing other normal functions. Individuals with depression appear to have a loss of interest in activities they would normally enjoy and other health issues may arise. They tend to have decreased energy, problems sleeping and/or eating, and feelings of low self-esteem. Across the globe, depression imposes a significant economic burden, not just on individuals with the disorder, but also on their families, communities, employers, health care systems and general government budgets. There is also strong evidence from studies in a number of high-income countries that, if untreated, depression in childhood and youth can have profound longstanding social and economic consequences in adulthood.

The economic downturn that began in 2008 substantially increased the number of people experiencing depression around the world, as well as a decrease in mental health services due to budget cuts. *In her Foreword to the WHO booklet "Impact of economic crises on mental health" (2011) the WHO regional director for Europe, Zsuzsanna Jakab, notes that the present economic crisis has led to significant declines in economic activity, a rise in unemployment, depressed housing markets and increased number of people living in poverty. Severe cuts in public spending have resulted from this and many countries are facing an era of austerity in health and welfare services.*

Individual family members and friends can be of enormous help to a person dealing with depression. This WMHDay packet includes a fact sheet advising individuals of ways one can help. There are also mental health organizations, family support groups, advocacy groups and individual mental health professionals standing ready to help those individuals in need.

WFMH calls on the media to educate the general public on this important issue and the fact that treatment is available.

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The World Federation for Mental Health (WFMH) established World Mental Health Day in 1992; it is the only annual global awareness campaign to focus attention on specific aspects of mental health and mental disorders, and is now commemorated in over 90 countries on October 10 through local, regional and national World Mental Health Day commemorative events and programs.

## 2012 World Mental Health Day Resolution/Proclamation

**WHEREAS**, the World Federation for Mental Health has designated "DEPRESSION: A GLOBAL CRISIS" as the primary focus of World Mental Health Day 2012; and

**WHEREAS**, depression affects 121 million people worldwide. At its most severe depression can lead to suicide and is responsible for 850,000 deaths every year; and

**WHEREAS**, by 2020, depression will be the second leading cause of world disability (WHO, 2001) and by 2030; it is expected to be the largest contributor to disease burden (WHO, 2008).

**WHEREAS**, there are many effective treatments for depression, including therapy, medication, and alternative treatments. Learning about your options will help decide what measures are most likely to work best for your particular situation and needs:

**NOW, THEREFORE, BE IT RESOLVED** that I, \_\_\_\_\_, encourage all citizens of \_\_\_\_\_ to join in year round efforts to:

- Increase awareness that depression is a major local, national and worldwide health problem impacting the well-being of individuals, families, communities and nations;
- Support efforts to raise awareness and disseminate information about the risk factors and warning signs associated with mental illness;
- Encourage the implementation of strategies to reduce stigma and discrimination associated with being a consumer of mental health, substance abuse and suicide prevention services;
- Promote the adoption of policies and funding needed to implement prevention, intervention, and treatment activities that are effective in reducing depression;
- Promote increased availability of and access to mental health and substance abuse diagnosis, intervention, and treatment services; and
- Promote and support research and education programs to reduce the impact of economic, natural and man-made disasters on a person's mental health

I urge all my fellow citizens to take part in the activities designed for the observance of WMHDay, October 10, 2012.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
date

**World Mental Health Day 2012 Proclamation**  
**DEPRESSION: A GLOBAL CRISIS**

[SEAL]

## RESOURCES

American Psychological Assn  
Office of International Affairs  
750 First Street NE  
Washington, DC 20002-4242 USA  
Web: [www.apa.org](http://www.apa.org)

American Psychiatric Association  
1000 Wilson Boulevard, Suite 1825  
Arlington, VA 22209 USA  
Web: [www.psych.org](http://www.psych.org)

Aware: Helping to Defeat Depression  
72 Lower Leeson Street  
Dublin 2 Ireland  
Phone: 01 661 7211  
Phone helpline: 1890 303 302  
Fax: 01 661 7217  
Email: [info@aware.ie](mailto:info@aware.ie)  
Web: [www.aware.ie/index.htm](http://www.aware.ie/index.htm)

Beyond Blue  
PO Box 6100  
Hawthorn West 3122 Australia  
Web: [www.beyondblue.org.au](http://www.beyondblue.org.au)

Brazilian Association of Families, Friends and  
Sufferers from Affective Disorders (ABRATA)  
Av. Paulista, 2644-7 andar - Conj. 71  
01310-300 - Sao Paulo - SP, Brazil  
Phone: 55 11 256.4831 / 55 11 256.4698  
Email: [apoio@abrata.org.br](mailto:apoio@abrata.org.br)  
Web: [www.abrata.org.br](http://www.abrata.org.br)

Club D&A (Depression and Anxiety Club)  
A-1090 Wien, Zimmermannsgasse  
1A/Hochparterre  
Phone: 0676/846 22 816  
Fax: 01/40 500 80  
Email: [office@club-d-a.at](mailto:office@club-d-a.at)  
Web: [www.club-d-a.at/](http://www.club-d-a.at/)

Chinese Mental Health Association  
Wah Sum Phone Helpline: 0845 122 8660  
Web: [www.cmha.org.uk/](http://www.cmha.org.uk/)

Depression Canada  
Web: [www.depressioncanada.com/](http://www.depressioncanada.com/)

Depression Alliance  
20 Great Dover Street  
London SE1 4LX UNITED KINGDOM  
Email: [information@depressionalliance.org](mailto:information@depressionalliance.org)  
Web: [www.depressionalliance.org/](http://www.depressionalliance.org/)

Depression and Bipolar Support Alliance  
730 N. Franklin Street, Suite 501  
Chicago, Illinois 60610-7224  
Toll free: (800) 826-3632  
Fax: (312) 642-7243  
Email: [info@dbsalliance.org](mailto:info@dbsalliance.org)

Global Alliance of Mental Illness Advocacy  
Networks (GAMIAN-Europe)  
c/p FIAB, rue Washington 60  
B-1050 Brussels Belgium  
Web: [www.gamian.eu](http://www.gamian.eu)

Hogg Foundation for Mental Health  
The University of Texas at Austin  
P. O. Box 7998  
Austin, Texas 78713-7998 USA  
Phone: 512-471-5041  
Email: [Hogg-Info@austin.utexas.edu](mailto:Hogg-Info@austin.utexas.edu)  
Web: [www.hogg.utexas.edu](http://www.hogg.utexas.edu)

Mental Health America  
2000 N. Beauregard Street, 6th Floor  
Alexandria, Virginia 22311  
Main: (703) 684-7722  
Main Toll Free: (800) 969-6MHA (6642)  
Fax: (703) 684-5968  
Crisis Line: (800) 273-TALK (8255)

Mental Health Europe  
7, Boulevard Clovis  
B-1000 Brussels BELGIUM  
Email: [info@mhe-sme.org](mailto:info@mhe-sme.org)  
Web: [www.mhe-sme.org](http://www.mhe-sme.org)

Mind, The Mental Health Charity  
15-19 Broadway, Stratford,  
London E15 4BQ UNITED KINGDOM  
T: 020 8519 2122,  
F: 020 8522 1725  
e: [contact@mind.org.uk](mailto:contact@mind.org.uk)  
Web: [www.mind.org.uk/](http://www.mind.org.uk/)

Multicultural Mental Health Australia  
Locked Bag 7118 Parramatta BC NSW  
2150 Australia  
Phone: (02) 9840 3333  
Fax: (02) 9840 3388  
Email: [admin@mmha.org.au](mailto:admin@mmha.org.au)  
Website: <http://www.mmha.org.au/>

New Life Psychiatric Rehab Association  
Head Office  
332 Nam Cheong Street, Kowloon,  
Hong Kong  
Tel : (852) 2332 4343  
E-mail: [ho@nlpra.org.hk](mailto:ho@nlpra.org.hk)  
Web: [www.nlpra.org.hk/](http://www.nlpra.org.hk/)

SAMHSA Mental Health Information Center  
PO Box 42557  
Washington DC 20015, USA  
Web: [www.mentalhealth.samhsa.gov](http://www.mentalhealth.samhsa.gov)

SANE Australia  
PO Box 226  
South Melbourne, Victoria 3205  
Australia  
Email: [info@sane.org](mailto:info@sane.org)  
Web: [www.sane.org](http://www.sane.org)

South African Federation for Mental Health  
National Office  
267 Long Avenue  
Ferndale, Randburg 2194  
SOUTH AFRICA  
Office: 27 11 781 1852  
Email: [safmh@sn.apc.org](mailto:safmh@sn.apc.org)  
Web: [www.safmh.org.za](http://www.safmh.org.za)

St. John of GOD Community Services  
P. O. Box 744  
Mzuzu, MALAWI  
Office: 265 1 332 690  
Email: [sjog@sdnp.org.mw](mailto:sjog@sdnp.org.mw)  
Web: [www.sjog.ie](http://www.sjog.ie)

World Health Organization  
Dept of Mental Health and Substance Abuse  
Avenue Appia 20  
CH - 1211 Geneva 27  
SWITZERLAND  
[www.who.int](http://www.who.int)

World Organization of Family Doctors  
Wonca Working Party on Mental Health  
The Wood Street Health Centre  
6 Linford Road, Walthamstow, London  
E17 3LA UNITED KINGDOM  
Phone: 44 208 430 7712  
Email: [Gabriel.ivbijaro@gmail.com](mailto:Gabriel.ivbijaro@gmail.com)  
Web: [www.GlobalFamilyDoctor.com](http://www.GlobalFamilyDoctor.com)

YoungMinds  
Suite 11, Baden Place, Crosby Row  
London, SE1 1YW  
Telephone: 020 7089 5050  
Fax: 020 7407 8887  
Email: [ymenquiries@youngminds.org.uk](mailto:ymenquiries@youngminds.org.uk)  
Web: [www.youngminds.org.uk/](http://www.youngminds.org.uk/)

WebMD  
<http://www.webmd.com/mental-health/default.htm>

ShareCare.com  
<http://www.sharecare.com/topic/mental-health>

\*\*This list is intended to supplement the resources listed in the preceding text. It is by no means a complete list of good resources on this theme. Do not hesitate to do your own searches and further educate yourself on the subject!

# REPORT FORM

## How Did You Celebrate The Day?

Here is your chance to let us know about your World Mental Health Day events and help us improve future education packets. The strength of this project lies in the effect it has in the field - therefore we urge you to send in a report of your 2012 activities. We hope everyone will join in, not only by doing something to 'spread the word' but also by letting the rest of the world know what you are doing by writing back to us! Every event - no matter how large or small - is important to us. Your pictures, news articles, and promotional materials are welcome. Most of the prominent activities will be posted on the WFMH Website, as time allows. Please be sure to send us your full reports by March 5, 2013. We look forward to hearing from all of you!

(PLEASE PRINT ALL INFORMATION)

NAME:

ORGANIZATION:

ADDRESS:

PHONE: FAX:

EMAIL:

1. How has this educational packet improved your ability to educate people in your community?

2. What impact has the WMHDAY program had on.....

- Reducing stigma in your community?
- Improving treatment or access to means of treatment?
- Bringing more attention to your organization and work in the community?

3. Where and how did you use the material in this packet?

4. How many people did you reach with your event? What kinds of people did you reach?

5. If you were to choose the one outcome that you are most proud of accomplishing through your World Mental Health Day Event, this year, what would it be? (Use additional pages, if needed)

6. How will you follow up on what you did for WMHDay this year?

Please return this form to:  
World Federation for Mental Health  
PO BOX 807  
Occoquan, VA 22125 USA  
[wmhday@wfmh.com](mailto:wmhday@wfmh.com)