

# Mental Health Week 2025

*Shiroman*

## Mental Health Week 2025: Unmasking Mental Health

From **May 5 to 11, 2025**, Canadians will unite for *Mental Health Week*, led by the **Canadian Mental Health Association (CMHA)**. This year's powerful theme, "**Unmasking Mental Health**," is a call to action to peel back the layers of stigma, silence, and misunderstanding that surround mental illness. It encourages individuals and communities to see—and show—what lies beneath the surface.

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### What Does "Unmasking Mental Health" Mean?

"Masking" refers to hiding one's mental health struggles to avoid judgment, shame, or discrimination. Many unconsciously do it—putting on a brave face, staying silent, or pretending everything is fine.

Despite growing awareness around mental health, **stigma remains one of the most significant barriers to support**. Studies show that **60% of people with mental health concerns do not seek help** out of fear of being judged or labeled.

Unmasking mental health means creating space for people to speak freely and honestly about their mental well-being. It means embracing vulnerability, fostering compassion, and challenging harmful stereotypes. By showing what's behind the mask, we allow people to be seen, heard, and supported.

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### Community Engagement Across Canada

Across the country, organizations are embracing the theme with engaging and inclusive activities:

- **CMHA Vernon (BC)** is hosting a **block party on May 8** featuring live music, burgers by donation, and mental health resources. Later that evening, the Vernon Towne Theatre will show *Bring It On*, with all proceeds supporting CMHA programs.
- **CMHA Toronto** offers workshops like "**Unmasking Your Stress**," which teach practical skills for managing anxiety, building resilience, and prioritizing self-care.
- **Niagara College** is promoting wellness on campus through a week of student-focused initiatives that address stress, burnout, and the importance of reaching out for support.
- One of our key strategic priorities is **[increasing our effectiveness](#)**:
  - Strengthen our culture of continuous quality improvement.
  - Improve internal processes and explore digital tools to improve our performance. This priority can help organizations like ESS address the misunderstandings that surround mental illness. It encourages individuals and communities to see—and show—what lies beneath the surface.



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## Tools and Resources to Support Mental Health

To help individuals and organizations participate meaningfully, CMHA has released a complete **Mental Health Week toolkit**, which includes:

- Shareable **social media graphics** and hashtags
- **Workplace guides** to support mental health in professional settings
- **Activities** like journaling prompts and reflection exercises
- Printable **posters and infographics** to spread awareness

These resources facilitate conversations and empower communities to engage with the theme more deeply

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## How You Can Get Involved

Want to make a difference this Mental Health Week? Here's how:

- **Start a conversation** with friends, family, or coworkers about how they're doing.
  - **Attend an event** in your area or organize one yourself.
  - **Use your voice online**—share stories, facts, and messages using hashtags like **#UnmaskingMentalHealth** and **#MentalHealthWeek**.
  - **Educate yourself and others** using CMHA's toolkit and resources.
  - **Check in with yourself** and be honest about your mental health journey.
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## Final Thoughts

Mental Health Week 2025 is more than an awareness campaign—it's an invitation to live more

authentically, connect more deeply, and support each other more compassionately. We make space for real stories, struggles, and healing when we unmask mental health.

**Together, let's challenge the stigma and build a future where everyone feels safe to be seen.**

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## Author

Shiroman is a dedicated Marketing and Communications Specialist at ESS Support Services. He is driven by a passion for the non-profit sector and enhancing the well-being of seniors. With a strong commitment to community service, he uses his expertise to make meaningful contributions that support aging with dignity and joy. Through his work, Shiroman shares valuable insights, resources, and research to empower seniors and those who care for them. Outside his professional endeavors, he enjoys diving into self-help books, weightlifting, and discovering the city's hidden gems.

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*Respectfully submitted by:  
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