

ERASE THE DIFFERENCE



Canadian Mental Health Association
Haliburton, Kawartha, Pine Ridge

Date: January 23, 2018
Subject: "Erase the Difference" – Pre-election campaign to address the funding gap in mental health and addiction services.

Hello Media and Community Partners:

For decades, mental health and addictions services in communities throughout Ontario have been chronically underfunded compared to other parts of the health care system. The result: it's impossible to meet the needs of Ontarians. Wait times are up. Programs have been cut. People are falling through the cracks.

However, we're on the cusp of something big. For the first time in a long time, there's widespread acceptance about the urgent need for quality mental health and addiction services. The federal government is providing an unprecedented amount of money for mental health and addictions services. Now, with the provincial election coming this spring, Ontario's three main political parties all believe it's a key issue.

We are now inviting our community members to join C.M.H.A. H.K.P.R. in the call to *erase the difference!*

Now is the time for all Ontarians who have been touched by mental health or addictions issues to make their voice heard. Join us in letting provincial candidates know that it's time to **#erasethedifference** and fund mental health and addictions care the same as physical health care.

We are inviting you to visit erasethedifference.ca to better understand the gaps and challenges for mental health care funding and sign the petition. Once you've signed, we encourage you to ask three friends to do the same.

With your help, we can send a strong message ahead of Ontario's June 7, 2018 election. There is no health, without mental health!

Please follow us on Twitter and Instagram [@cmhahkpr](https://twitter.com/cmhahkpr) and on [Facebook](https://www.facebook.com/cmhahkpr) and [LinkedIn](https://www.linkedin.com/company/cmhahkpr) to continue to share the message.



For more information on this provincial campaign, funding needs and the impact locally, please contact Mark Graham, CEO. C.M.H.A. H.K.P.R.
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For requests, our legal name is:
CANADIAN MENTAL HEALTH ASSOCIATION
HALIBURTON, KAWARTHA, PINE RIDGE BRANCH

Charitable Registration No. # 10686 3889