



Where We Are

• Îles-de-la-Madeleine
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Contact

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About the Council for Anglophone Magdalen Islanders (CAMI) Project

CAMI worked to develop a comprehensive prevention and awareness campaign that focused on destigmatizing mental illness while promoting services available in the region. CAMI's staff and partners were well-connected and equipped to identify the needs of various subgroups and the best way to reach them. Their project complemented other programs already in place, by adding a mental health component.



The combination of artistic pursuits and community mental health support in a targeted demographic group created a learning atmosphere and made participants feel safe.



Promising Practice

In a creative attempt to reduce the stigma of attending a mental health-related event in a small, close-knit, English-speaking community that is the Magdalen Islands, CAMI used the opportunity of planned and popular artistic workshops to invite partners and speakers to address topics of mental resilience. Through these community activities they were able to promote and support mental health by alleviating isolation, fostering social interaction, and relieving stress and anxiety. Different subgroups were consulted for input into the activities they preferred and topics to be addressed.

★ Key Success Factors

- An understanding of distinct, small community dynamics
- Research for program development/improvement