**Make Some Noise for Mental Health**

Make Some Noise for Mental Health awareness campaign:

Make Some Noise for Mental Health is an award-winning post-secondary initiative created by the Trojan Outreach Program to promote mental health awareness on campuses and is endorsed by the Canadian Mental Health Association (CMHA) in Alberta. It was created by the SAIT Trojans Athletic department and their Trojan Outreach Program in 2015 and had expanded to all 17 schools in the Alberta Colleges Athletic Conference in 2016.

WHY? *THE GOALS:*

* Reduce/eliminate the stigmas related to mental health, wellness and mental illness
* Create awareness about local mental health resources on campus and through the Canadian Mental Health Association – Alberta (CMHA) and surrounding community
* Encourage empathy and understanding by developing an open-minded perspective through conversations about mental health
* Activate at home games and campus-related events; led by athletics staff and student-athletes
* The focus is awareness.

Highlight video of 2015 campaign: <https://youtu.be/CgjK7iQiuao>

Main Contact: Billie Rae Busby, SAIT Trojans Marketing and Communications Coordinator 403-284-8187 [billierae.busby@sait.ca](mailto:billierae.busby@sait.ca)

Website: <http://www.saittrojans.com/sports/2015/1/21/Make%20Some%20Noise%20Campaign.aspx>