

MEDIA RELEASE

Canadian Mental Health Association

Alberta Division
328 Capital Place, 9707 - 110 Street NW
Edmonton, AB T5K 2L9

FOR IMMEDIATE RELEASE

ELECTED!

Edmonton, Alberta, March 15, 2001—

One of Canada's oldest and largest volunteer organizations today announced the election of a new President of its Alberta Division.

Mr. Bob Campbell of Lethbridge will replace Mr. Dennis Anderson of Edmonton, as President and Chair of the 15-member Board of Directors.

Mr. Campbell was educated at the Universities of Saskatchewan and Lethbridge, receiving a Bachelor's degree in Arts and a Master's in Education. He currently works as Manager of Population Health with the Chinook Health Authority and has held senior positions in health education, resource management and academic administration.

Having served on a range of government advisory committees and within provincial and national community organizations as diverse as injury prevention, agricultural education, intercultural education and mental health, Mr. Campbell is well known in the province and across Canada.

The new President has volunteered in the mental health system for more than 20 years, and has seen it from the perspective of medicine, hospitals, rehabilitation and community supports.

The most urgent needs in Alberta are for what he describes as the real “determinants of health” — homes, work or income, social contact and education or training. “The more severe the mental illness,” said Campbell, “the more critical the need for programs which will keep people healthy and help reduce both the frequency of admission and the length of stay in hospitals and institutions.” “Promoting improved access to the determinants of health,” he further stated, “will be my principal goal as President of the Canadian Mental Health Association in Alberta.”

Past President Anderson, a former Provincial Cabinet Minister who served in the Association’s presidency for two-and-a-half years, resigned the leadership in order to concentrate on his work representing CMHA with the Alberta Alliance on Mental Illness and Mental Health, with the Executive of the National CMHA and with a health innovation project on pet therapy.

The Association has offices across the province and is active in promoting mental health reform, public education and direct services to persons with mental illness. Program detail can be found at

www.cmha.ab.ca

FOR MORE INFORMATION, CONTACT:

Mr. Bob Campbell, President and Chair
Alberta Division, Canadian Mental Health Association
Bus. phone: (403) 317-7104; Fax: (403) 382-4481

Mr. Ron LaJeunesse, Executive Director
Alberta Division, Canadian Mental Health Association
Cell: (780) 991-8873; Fax: (780) 482-6348