



Mental Health Foundation

PRESS RELEASE

For Immediate Release - March 15, 2022

***Resilience&Hope4Ukraine* launches as a text-based mental health resource for Canadians**

Free messaging service provides positive support and tools in four languages.

Edmonton, Alberta – *Resilience&Hope4Ukraine* is a new program including free, positive care for Canadians in four languages: Ukrainian, Russian, French, and English. The program follows the success of *Text4Hope*, which launched as a free service for Albertans during the early stages of the Covid-19 pandemic.

Today, the Mental Health Foundation, in partnership with the RBC Foundation, Qualico, the University of Alberta, Dalhousie University and the Global Psychological eHealth Foundation are proud to launch the new program. The initiative is led by Dr. Vincent Agyapong, a Professor of Psychiatry and Global Mental Health and an international leader in mobile health. Dr. Agyapong states “I am proud to be launching this new program, which provides support and access to resources through text messages. It is a timely and meaningful way to reach people experiencing mental health challenges. Many past subscribers report benefiting from past programs and seen improved connectedness, hope, ability to manage anxiety and depression, and overall well-being.”

Deborah McKinnon, President and CEO of the Mental Health Foundation said “We are very excited to be launching *Resilience&Hope4Ukraine*. Following our success with *Text4Hope*, we know this program will be well received as an innovative and accessible strategy to enhance mental health services. Given that text messages are affordable and can be delivered to thousands of people simultaneously we have an unprecedented opportunity to close the treatment gap across Alberta and Canada.”

Mike Saunders, Senior Vice President of Qualico Properties and Vice Chair of the Mental Health Foundation Board of Trustees, commented that “We value bringing people together and supporting important projects contributing to healthy lives. We are proud to be partnering with the Mental Health Foundation once again.”

Anyone feeling increased anxiety, stress, or depression about the war in Ukraine can subscribe to *Resilience&Hope4Ukraine*. In English text “**Hope4Ukraine**” to **393939**. In Ukrainian, Russian and French text the relevant keyword to **1-855-450-2266**. The keywords are: Україна (Ukrainian), Украина (Russian), or Espoir4Ukraine (French).

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Resilience&Hope4Ukraine

BACKGROUND

Resilience&Hope4Ukraine is an Alberta-based, multi-lingual innovation. Following the success of *Text4Hope*, an evidence-based, field-tested and outcome-oriented program that helps people identify and adjust the negative thoughts, feelings, and behaviours they may be experiencing. *Text4Hope* was launched in 2020 by the Mental Health Foundation in partnership with Calgary Health Foundation (formerly *Calgary Health Trust*), the University Hospital Foundation, the Alberta Children's Hospital Foundation, and the Royal Alexandra Hospital Foundation.

With *Resilience&Hope4Ukraine*, people can receive advice and encouragement, through daily messages in one of four languages: Ukrainian, Russian, French, and English.

These messages are helpful in developing healthy personal coping skills and resiliency. The texting-based program provides one-way communication and adds a further option helpful in developing the coping skills needed for emotional regulation. Other mental health therapies and supports may still be advisable.

Community members simply subscribe to receive ongoing supportive content. There is no cost to receive the messages, but replies may incur costs. Similar tools have shown user stress, anxiety, and depression reduced up to 25% with these daily positive messages. For more information about the impact of text messaging programs supporting mental health, please visit resiliencenhope.org. Alberta Health Services produced a video for *Text4Hope*, which you can view on YouTube ([click here](#)).

Subscribers of *Text4Hope*, felt daily supportive messages made them more hopeful about managing issues in their lives, feeling in charge of managing depression and anxiety, coping with stress and feeling connected to a support system. Overall, most subscribers felt the daily messages were positive, supportive, on topic and to the point.

The RBC Foundation, a valued Mental Health Foundation partner, was also instrumental in 2021's launch of *Text4Amal*, a free supportive texting program for the Arabic community in Canada. Amal means hope in Arabic. The service was to provide cultural sensitivity support to Arab communities across Canada in their native language.

KEY MESSAGES

- Together with our partners, the Mental Health Foundation is proud to launch *Resilience&Hope4Ukraine*, a free daily supporting messaging service to include care for Canadians in Ukrainian, Russian, French, and English. For more information visit: www.Hope4Ukraine.ca.



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- Many of us are feeling the stresses of these extraordinary times. Sign up for *Resilience&Hope4Ukraine* or *Text4Hope* to get daily, positive messages to help manage the anxiety and get connected to a system of support. Visit www.Hope4Ukraine.ca to learn more.
- The Mental Health Foundation would like to thank our partners the RBC Foundation and Qualico Properties for making *Resilience&Hope4Ukraine* a reality. Learn how you can receive free, daily supportive text messages and access to mental health services by visiting www.Hope4Ukraine.ca.

HOW TO CONNECT

Anyone feeling increased anxiety, stress, or depression about the war in Ukraine can subscribe to Hope4Ukraine. In **English** text “**Hope4Ukraine**” to **393939**. In **Ukrainian, Russian, and French** texting the relevant keyword to **1-855-450-2266**.

Language	Program	Keyword	Text
Ukrainian	Стійкість&Надія4Україна	Україна	1-855-450-2266
Russian	Устойчивость&надеяться4Украина	Украина	1-855-450-2266
French	Résilience&Espoir4Ukraine	Espoir4Ukraine	1-855-450-2266

BRANDED COLLATERAL

Digital copies of a logo, various sized ads, this release and a one-page poster are all found in a Google drive [here](#). Anyone with a link can access the files.

PROGRAM LEAD

The program is being led by Dr. Vincent Agyapong, Professor of Psychiatry and Global Mental Health and Department Head for Psychiatry, Dalhousie University and also a Clinical Professor, Department of Psychiatry, University of Alberta.

MENTAL HEALTH FOUNDATION

The Mental Health Foundation raises funds and mobilizes resources to improve outcomes within Alberta’s addiction and mental health care system. Our vision is to ensure an accessible, easy-to-navigate and fully integrated addiction and mental health care system.

