

## **MEDIA BACKGROUNDER ON CAMERON HELPS ([www.cameronhelps.ca](http://www.cameronhelps.ca))**

### **Statistics on teen depression and suicide**

- Suicide is the second highest cause of death of youth in Canada
- Depression causes up to 90% of teen suicides.
- While one in five children has a treatable mental health problem, fewer than 20% actually receive proper treatment.

### **The origins of CameronHelps**

- In February, 2005, Cameron took his own life. He was nineteen. He believed there was nothing to live for; his pain and despair were just too great. He could not see the beautiful young man in the mirror.
- Cameron's father, David Harris, made a commitment to two major goals. The first was to run 19 consecutive marathons in Mississauga, in memory of Cameron. The second goal was to help others. In doing so, David founded CameronHelps in 2006. He developed the lighthouse symbol on the charity's logo to represent a beacon of light.

### **Mission**

- CameronHelps' mission is to help prevent youth suicide by saving one life at a time.
- A beacon of light in the darkness, we will work to reduce stigma, build awareness, and promote physical and mental health. We want youth to feel "unbreakable."

### **Activities of CameronHelps**

#### **Awareness and Advocacy.**

- We provide resources, including general awareness and links to research and additional sources, via this website. Our annual Team Unbreakable Run/Walk on Father's Day encourages broad participation, raises money, and helps bring people closer to the issues while also raising awareness and helping reduce the stigma.

#### **Partnered Delivered Programs.**

- Current research shows that there is a strong link between physical fitness and mental health. Exercise offers a complimentary, or sometimes alternate, approach to conventional therapy methods, including drug therapy
- Our Team Unbreakable Youth Running Therapy Program and Motivation thru Movement programs provide at-risk youth with a positive experience as well as many important skills to help youth address the issues they face.

#### **Youth Outreach.**

- Our Team Unbreakable high school presentation tackles many misconceptions about youth depression and suicide, and provides an uplifting and encouraging message.
- We have the additional goal of establishing a network of therapists, along with a pool of funds to help youth with financial needs get the assistance they require

### **Board of Directors**

- CameronHelps is governed by a volunteer board of directors, chaired by Randy Flewelling, including David Harris, founder and CEO and Jennifer Brighton, a social worker and psychotherapist.