



**THE SOUTH AFRICAN  
DEPRESSION AND ANXIETY GROUP**

SADAG	011 262 6396
Suicide Crisis Line	0800 567 567
Pharmadynamics Trauma Line	0800 20 50 26
AstraZeneca Bipolar Helpline	0800 70 80 90
Sanofi Aventis Sleeping Disorder Helpline	0800 753 379
Substance Abuse Helpline	0800 12 13 14
Dr Reddy's Mental Health Helpline	0800 21 22 23
Support Group Helpline	0800 20 51 21

Website: [www.sadag.org](http://www.sadag.org) • Email: [zano1@hargray.com](mailto:zano1@hargray.com) • SMS: 31303

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## WORLD MENTAL HEALTH DAY NEWSLETTER



### World Mental Health Day: 10th October 2012

World Mental Health Day is on the 10<sup>th</sup> October every year and raises public awareness about mental health. The aim is to get people talking, communicating, and educating others about mental health issues. This year the international theme for the day is "Depression: A Global Crisis".

Depression is a serious mental health issue that affects 1 in 10 South Africans. Sadly although depression is highly treatable, the majority of sufferers don't seek help. Depression can affect anyone – across all ages, races, genders and socio-economic groups. It is estimated that 20% of South Africans will suffer from mental illness at some point in their lives, yet only about 27% will seek treatment. 73% of mental illness remains undiagnosed, untreated and unsupported. To read the South African press release sent out for this awareness day, please [Click Here](#).

SADAG is working hard to raise awareness, create knowledge, and destigmatise depression on the 10<sup>th</sup> October to 12<sup>th</sup> October 2012 through participating in and hosting several events and activities across South Africa.

pharma dynamics



### Lets Talk

Pharma Dynamics. The Film Industry Learner Mentorship (FILM) programme has also produced a special invitational video featuring Michael Mol (The Dr Mol Show), Ewan Strydom and Katlego Maboe (Expresso) as a way of introducing the "Let's Talk" campaign. has proudly sponsored the nationwide Youtube initiative to destigmatise mental illness. The "Let's Talk" video will be launched on World Mental Health Day. PharmaDynamics and SADAG teamed up with celebrities to launch the first online social media project of its kind in the country. For the first time, people could share their stories in a short film, and discuss the impact of depression and anxiety.

You can view the video at [www.youtube.com/user/letstalkmental](http://www.youtube.com/user/letstalkmental). If you need help on any aspects of mental health please call the helpline on 0800 20 50 26

The "Let's Talk" video is being released on 10th October 2012 - World Mental Health Day. Watch out for it on ETV, SABC, or visit SADAG at [www.sadag.org](http://www.sadag.org) on the 10th October to watch it.



### Mental Health Postcards and Posters

If you work in a community that needs positive mental health posters or postcards to display or given out at your school, offices, Dr's rooms, or pharmacy, please call 0800 21 22 23 (toll free) so we can send them to you. Dr Reddy's has very kindly and generously sponsored posters and postcards for World Mental Health Day that can be posted to you free of charge. The posters are bright and highlight the steps we can all take to stay mentally healthy and well. [Click Here](#) to see it in full size.

Remember you can get free help on Dr Reddy's Line 0800 21 22 23

SADAG Facebook

Ask Experts Questions on Friday 12<sup>th</sup> from your Desk or

Friday



Home

On Friday the 12th of October, SADAG will be giving you the chance to ask renowned psychiatrist Dr Jonathan Moch your questions about depression and especially medication at 1pm. At 7pm psychologist, Tony de Gouveia, will be online to answer. He has a passion for empowering people to live healthier lives. During our regular Facebook Friday online chat, sufferers, loved ones and anyone interested in depression can ask their questions about the causes, symptoms, medication and treatments. These online chats always take place at 1pm and again at 7pm. Log on to <http://www.sadag.org> and click on the Facebook icon to connect to the SADAG Facebook page, or log on to SADAG's facebook page by [Clicking Here](#). If want to read more [Click Here](#).



### AdReach Street Pole Adverts

DraftFCB (Johannesburg) and AdReach have very generously designed and sponsored street pole ads that will be on street poles across Johannesburg. AdReach has kindly supported SADAG in the past and many people saw our street pole ads previously and hundreds of people called us for help. Once again, the street pole ads will raise awareness about depression and let people know how to get help. From Sandton to Soweto, keep a look out for SADAG!



### Diepsloot Mall

We will be holding an open wellness day at the Diepsloot Mall on the 10<sup>th</sup> October. The Diepsloot Mall Management Team are a wonderful supporter of SADAG and of mental health and they have arranged to have seating. Everyone who needs to know more about Mental health in the community will be welcomed. Please contact SADAG on 011 262 6396 for more information about mental health issues and practical self help tips. There will be speakers on the hour from 10am. They will be talking about treating trauma, no cost ways to deal with depression, practical tips and tools to help a loved one with depression, managing stress and trauma treatment. The programme will start at 10am and end at 3pm. Brochures, wrist bands and magnets will all be available.

### Presentation and Talks in Gauteng



#### Weskoppies Hospital - 10th October

SADAG will be presenting a talk at Weskoppies Hospital on Wednesday the 10<sup>th</sup> October to staff, care workers, patients and family members about "Minding your Mental Health".

#### TARA Hospital - 12th October

In partnership with TARA Hospital, SADAG will be manning a mental health awareness stand at the Tara Open Day on Friday the 12<sup>th</sup> October.

#### Helen Joseph Hospital - 22nd October

Recognising that Mental health problems can affect people with many different illnesses Helen Joseph Hospital are hosting a wellness education day with brochures, pamphlets, posters, and 2 SADAG counsellors to answer any questions that patients, family members, friends or staff from throughout the hospital can all participate in. This will be held at the main entrance with SADAG Banners showing the way.



#### University of Witwatersrand - 10th October

We will also be sending senior Presenter, Ryan Edmonds, to Wits University Humanities Department to address the students from the Social Work department about Understanding Depression, basic treatment and Suicide Prevention.

DRAFTFCB

### Radio Adverts

Draftfcb advertising agency have supported us wonderfully this year with Adverts, posters and are currently working on two wonderful TV adverts. Listen to Capricorn fm, Gagasi fm, Heart fm, Motsweding fm and Ofm. to hear the latest ads on depression which will encourage people to call us for help and referrals.

### Akeso launches a new Emergency Response Unit in Gauteng



On 10 October, the Crescent and Akeso Group of Psychiatric Clinics will be launching, in association with SADAG, a 24-hour Emergency Response Unit – the first of its kind in SA.

The service is aimed at those in psychiatric distress who, in a time of crisis, are unable to access the help they need. By making one call to a dedicated call centre, members of the community will reach a staff member of the Crescent/Akeso Group who will either provide the necessary information, make the appropriate referrals or alternatively dispatch an emergency vehicle directly to the individual in need wherever they may be.

alternatively dispatch an emergency service directly to the individual in need wherever they may be.

SADAG is very excited and appreciative about this new initiative and the emergency psychiatric care that will now be available from this professional crisis response team for all South Africans, irrespective of whether they have a medical aid or not. While the Akeso Clinics serve mainly private patients, nobody in distress will be refused help, and the necessary stabilisation and transportation will be offered to anyone in the community should this be necessary. In cases where there is a concurrent medical emergency, an ambulance capable of rendering advanced life support with all the required equipment and personnel will be dispatched simultaneously.

The number to dial to access this service is **010 040 HELP** or [Click Here](#) for more details.

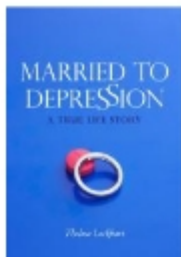


## Support Groups

The **Vosloorus** area will be holding training workshop on how to get help in your community for depression and anxiety. A team of SADAG trainers will be there to advise how Support Groups are run and how to start your own support group. They will share the available resources in the area and who to contact for help. Please contact SADAG on 011 262 6396 for more information or to attend. It will start at 9am on October the 10th.

Psychologist, Elise Beeby, opens her New Depression and Anxiety Support Group in **Tableview**. The first meeting will be on Monday 15 October at 6pm, Elise will be speaking on Functional Relationships – stress and depression, due to Dysfunctional Relationships.

There is a new Depression and Anxiety Support Group opening in the **Claremont** area which will be run by Natalie. The first meeting will be on the 16th October at 6.30pm and it will be held at the Claremont Library. Please call SADAG for more information 0800 21 22 23



## Married to Depression - 50 Free Copies

We have 50 copies of "Married to Depression" books written by Thelma Lockhart, to give away. The book is a true story about loving someone with a mental illness. If you would like to receive a free copy, please write to us, no more than two paragraphs and tell us why you feel it would be beneficial to you or someone you know.

Send your email to [zane1@hargray.com](mailto:zane1@hargray.com) or write us a letter and send it to PO Box 652548, **Bermore**, 2010. We look forward to hearing from you and hearing your stories.



## Jonathan's Return

On the occasion of World Mental Health Day the Jacob Gitlin Library and Cape Jewish Community Services invite you to a special screening of a fascinating documentary exploring living with mental illness. It is a Documentary on Jonathan who experienced severe Schizophrenia as a young adult, went into the Israeli Army and back to America for treatment. [Click here](#) for more info on this program.

**Where:** Albow Centre, 88 Hatfield Street, Gardens.

**When:** Thursday 11 October 2012 at 7pm.

**Cost:** No charge but donations are greatly appreciated.

**RSVP:** 021 462 5088 / [gitlib2@netactive.co.za](mailto:gitlib2@netactive.co.za)



## Press and Media Activity

Remember to watch TV and listen to the radio to hear SADAG and other mental health experts talk about depression, stigma and where to get help. There will also be lots of print articles in local newspapers and magazines to help spread the word about mental health issues and ways to cope. Programmes that are pre-booked are

- Monday, 8 October, @ 9:00, Wits Radio
- Tuesday, 9 October, @ 16:35, 3Talk on SABC 3
- Tuesday, 9 October, @ 10:40, Voice of the Cape radio station
- Wednesday, 10 October, @ 07:10, etv Sunrise Breakfast Show
- SAfm, Radio 702, Voice of the Cape, Chai, Channel Islam, East Coast fm and many other radio stations in the 2 weeks



## Swaziland to Recognise World Mental Health Day

Our support group leader in Swaziland, Denise Morlock , who has worked tirelessly for mental health reforms, improvements, and patients countrywide will attend a Ministry of Health Function on the 10<sup>th</sup> October. Her support group called the Mbabane Mental Health Support Group will be part of the daily event. They will encourage people to open other groups within Swaziland to make help available to more people. For over 9 years Denise has spearheaded patient advocacy in Swaziland. We Congratulate her for her commitment and the difference she has made.

Depression affects more than 350 million people of all ages, in all communities, and is a significant contributor to the global burden of disease.

Depression is an illness that robs more people of a happy and productive life than any other disease.

This World Mental Health Day, let's make mental health a priority.

Wishing you all good mental health!

A handwritten signature in black ink, appearing to read 'Zane M Wilson'.

Zane M Wilson

Founder

SADAG

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