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Dear Members:

## **Re: Share it Don't Wear It Awareness Survey**

As you may know, we sit on the BC First Responder Mental Health Committee – where 13 first responder agencies, including BCEHS, together with WorkSafeBC, are working to reduce the stigma of mental health. Recently we launched a campaign for first responders. This was not a public campaign, but was created by us, for us, to help support this cause. We would like to understand if you've seen or heard of the **Share It Don't Wear It** mental health anti-stigma message, to help us understand the impact and reach of the campaign so far as we plan for next steps. The main objective of this campaign is to provide a framework for support to First Responders by addressing the stigma that can surround talking about mental health and providing resources and opportunities for discussion. The survey will take 5 to 10 minutes, depending on your responses. Please provide your feedback by February 16<sup>th</sup>.

Please click here: ([survey link](#))

The survey is being managed by Lux Insights, a professional third-party market research firm based in B.C., on behalf of the BC First Responders Mental Health Committee. Your answers will remain anonymous and are reported in aggregate.

Thank you for your time – we really appreciate it

Sincerely,

Lindsay Kellosalmi  
Chair, CISM Program  
Ambulance Paramedics of BC  
CUPE Local 873

Bob Parkinson  
Director, Health and Wellness  
Ambulance Paramedics of BC  
CUPE Local 873

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