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NEWS RELEASE

For Immediate Release – October 27, 2020

Headline: Anxiety Canada’s free anxiety management app launches for French-speakers

Vancouver, BC – Today marks Anxiety Canada’s launch of the free MindShift CBT app for French speakers. As COVID-19 cases are on the rise in many parts of Canada, access to this free app is in high demand. By creating a French version of the app, the only one of its kind in Canada, and Anxiety Canada’s website as well, the goal is to increase access to much-needed mental wellness tools for French speakers living in Canada.

MindShift CBT is a free app for anxiety management packed with interactive activities based on Cognitive Behavioural Therapy (CBT), a proven, evidence-based treatment for anxiety.

“The COVID-19 pandemic, and the resulting social isolation and economic stress on households have understandably affected the mental wellbeing of people across Canada,” said Anxiety Canada Executive Director Judith Law. “In April and May, Statistics Canada investigated the impact of COVID-19 on Canadians, finding that 88 per cent of participants reported at least one symptom of anxiety.”

Those struggling with anxiety often start by searching symptoms online without having to disclose to others how they are feeling. When they are ready to seek help, many people encounter multiple barriers such as affordability and long wait times for services and programs. Faced with an unfortunate combination of personal, social, cultural and financial barriers, anxious people cope in different ways. Anxiety Canada developed the free MindShift CBT app to make it convenient for people to check in with their anxiety, learn about anxiety conditions, and to develop effective ways to cope. At present, the MindShift CBT app has more than 390,000 account users worldwide, with anywhere from 70,000 to 87,000 monthly active users. “These statistics alone created a strong case for prioritizing a French version of the app,” said Law.

Creative technology-based solutions, especially in the form of apps and resources like MindShift CBT that are designed to address the real barriers people face, will help society meet increasing demands for mental health support. “As a mental health practitioner operating in Quebec, and with demand for anxiety management supports continuing to go up because of COVID-19 cases, it has become increasingly obvious to my colleagues and I that we need in-language resources for French-speakers,” said Dr. Stephane Bouchard, Director of the Board, Anxiety Canada and Professor at the University of Quebec.

This is a time, more than ever, to expand access to digital mental health services, especially in rural and remote locations. “It is our sincere hope that with continued awareness-raising, and increased accessibility, more people living in Canada will have access to trusted mental health tools when, where, and in the language they need,” said Law.



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About Anxiety Canada

Anxiety Canada™ is a leader in developing free online, self-help, and evidence-based resources on anxiety. We are the developers of the award-winning free MindShift™ CBT app for iOS and Android devices, which helps Canadians manage anxiety using scientifically proven strategies. We also serve Canadians by developing services and programs they can trust, including our online directory (Finding Help), and our online courses (My Anxiety Plans). A registered charity and non-profit organization, Anxiety Canada was established more than twenty years ago to raise awareness about anxiety, and to support access to proven resources and treatment. We have many volunteers from coast to coast who bring expertise to Anxiety Canada, including a Scientific Advisory Committee, a Youth Committee, and a Board of Directors.

Learn more at anxietycanada.com

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