

MEDIA RELEASE

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For immediate release

Alberta Blue Cross® teams up with Calgary Counselling Centre and Counselling Alberta to offer free online depression screening

October 10 is National Depression Screening Day and World Mental Health Day. As an advocate for wellbeing and long-standing partner of Calgary Counselling Centre and Counselling Alberta, Alberta Blue Cross is pleased to team up with these organizations to urge Albertans to check in with how they are feeling using a free, anonymous quiz that screens for depressive symptoms.

From October 7 to 13, individuals of all ages are encouraged to visit www.areyoufeelingok.com to take a 3-minute self-assessment—this could be the first step to feeling better. This quiz can be accessed by anyone, anywhere in the world and can be taken from the privacy of a phone, tablet or computer. It is available in 6 languages including English, French, Chinese, Punjabi, Spanish and Ukrainian.

According to Calgary Counselling Centre, depression affects 1 in 5 people at some point in their lives. It's the leading cause of suffering and disability worldwide. Given that there is effective and reliable treatment, the problem is not how prevalent depression is but rather that less than half of those with depression seek treatment.¹

"Depression is highly treatable, and early detection significantly improves the effectiveness of treatment," says Dr. Robbie Babins-Wagner, Calgary Counselling Centre chief executive officer. "The online screening quiz is an excellent resource for people to learn if they have depressive symptoms so they can begin to address it," explains Babins-Wagner.

As the social media sponsor for National Depression Screening Day, Alberta Blue Cross is financially supporting the campaign through boosted social media content around Alberta, specifically in the regions of Calgary, Red Deer, Lethbridge, Medicine Hat and Grande Prairie, to bring awareness.

"We live in stressful times and as a champion for the wellbeing of Albertans, we recognize that the more we can do collectively to support one another in our mental health, the stronger we are not only as individuals but as a community," says Brian Geislinger, senior vice-president of Corporate Relations and Community Engagement with Alberta Blue Cross. "This online self-assessment takes only a couple of minutes but it's an invaluable resource for anyone living with depression."

About Alberta Blue Cross

As the largest provider of health benefits in Alberta, we believe we have the potential and responsibility to impact people's lives for the better. We believe all communities should thrive, and we are committed to serving as a champion for wellness by promoting the health of Albertans.

About Counselling Alberta and Calgary Counselling Centre

Counselling Alberta is a division of Calgary Counselling Centre and together we provide access to highly effective, affordable counselling, with no wait list to all Albertans. Calgary Counselling Centre has been serving the community for over 60 years. We are a charitable organization and a leader in counselling, providing unparalleled client results. Calgary Counselling Centre is a widely recognized Centre of Excellence in counselling research and the largest counselling training provider in Western Canada. Calgary Counselling Centre and Counselling Alberta provide personalized counselling and group programs to help individuals, families, couples, and children develop the skills they need to thrive.

For more information, please contact

Jaclyn Spurrell, manager of Corporate Communications, Alberta Blue Cross
jspurrel@ab.bluecross.ca or 780-498-8255

Katherine Hurtig, communications officer, Calgary Counselling Centre
Katherine.hurtig@calgarycounselling.com or 403-691-5905

Jenna Forbes, communications and marketing associate, Calgary Counselling Centre
Jenna.forbes@calgarycounselling.com or 403-691-5949.

¹ [National Depression Screening Day 2024 | Calgary Counselling Centre](#)

