

MEDIA RELEASE**October 6, 2025****For immediate release**

Alberta Blue Cross® partners with Calgary Counselling Centre to offer free online depression screening

Alberta Blue Cross is proud to team up with Calgary Counselling Centre again this year for National Depression Screening Day from October 6 to 12 and World Mental Health Day on October 10. During this week, individuals of all ages are encouraged to complete the short self-assessment at areyoufeelingok.com that screens for depressive symptoms. As a champion for wellness in the community, Alberta Blue Cross is excited by the opportunity this gives Albertans to check in with their mental health.

The self-assessment takes around 3 minutes, is anonymous, free and can be taken anywhere from phone, tablet or computer. For many, taking this quick self-assessment can be an important first step toward feeling better.

According to Calgary Counselling Centre, 1 in 5 people are impacted by depression at some point in their lives, and depression is the leading cause of suffering and disability worldwide. However, since effective and reliable treatment is available, the main problem is not the prevalence of depression, but rather that less than half of those with depression seek treatment.

"Depression is one of the most treatable mental health issues, and getting help sooner leads to better results," says Dr. Robbie Babins-Wagner, Calgary Counselling Centre chief executive officer. "The online screening quiz is an easy way to begin."

Last year, 2,498 Albertans took part in National Depression Screening Day by taking the self-assessment. More than 64 per cent were recommended or strongly recommended for further evaluation, an increase from 58 per cent in 2023. For university-based participants, the rate was even higher, with over 80 per cent recommended or strongly recommended for further evaluation.

"At Alberta Blue Cross, we care deeply about the health and well-being of our communities," says Narissa Kanji, director of Community Impact with Alberta Blue Cross. "Mental health is an important part of that, and we're proud to support National Depression Screening Day as a way for Albertans to pause, check in with themselves and know that they're not alone."

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 Calgary Counselling Centre

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.

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