

JOINT MEDIA RELEASE
FOR IMMEDIATE RELEASE:
Thursday, October 1, 2015

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***ST. CLAIR CATHOLIC, LKDSB AND CANADIAN MENTAL
HEALTH ASSOCIATION LAUNCH NEW ‘BE SAFE’ APP***

Be Safe is a new mobile app, which has been purchased jointly by the St. Clair Catholic and Lambton Kent district school boards, along with the Canadian Mental Health Association, to support teens and young adults making decisions in crisis. The app is free to all Android and iPhone users.

“These on-line resources are a reflection of the way young people communicate in the digital world of the 21st Century,” says Dan Parr, Director of Education for the St. Clair Catholic District School Board. “We know this app will be a reliable resource to help young people in crisis.”

“This is another important tool we can make available to our young people to help keep them safe and allow them to support others, says Jim Costello, Director of Education for the Lambton Kent District School Board.

“The mental health of youth is a priority for all of us; CMHA Lambton Kent is pleased to partner with both boards of education to bring this innovative project to our youth” says Alan Stevenson, Chief Executive Officer for the Canadian Mental Health Association Lambton Kent.

Be Safe was developed by **mindyourmind**, an award-winning, not-for-profit mental health program that engages youth, young adults and the professionals who serve them, to co-develop reliable and relevant resources. The goal of **mindyourmind** is to inspire youth to reach out, get help and give help.

The *Be Safe* app allows users to make a safety plan and gives them options for getting help by understanding how to ask for help and empowering them to reach out safely. It also informs them about resources in Chatham-Kent and Sarnia-Lambton.

A demonstration of the Be Safe app will be held at an official launch attended by the Directors of Education for the St. Clair Catholic and Lambton Kent district school boards and the Chief Executive Officer of the Canadian Mental Health Association Lambton Kent at the Catholic Education Centre, 420 Creek Street, Wallaceburg at 1:00 p.m. on Monday, October 5, 2015.

Members of the media are welcome.