



NATIONAL
DEPRESSION
SCREENING
DAY

CALGARY
counselling
centre

counselling
ALBERTA

NDSD 2023 SUMMARY

Take your #OneStepBetter

National Depression Screening Day (NDSD), is an initiative designed to raise awareness of our mental health. NDSD serves as a gentle reminder for us to check in on how we're feeling and to get help if needed.

During the 2023 National Depression Screening Day initiative which took place from October 2 to 8, 2023, Calgary Counselling Centre and Counselling Alberta, collaborated with many community and corporate partners to encourage Albertans to check in with their mental health and take small, manageable steps to feel better.

Throughout this week, Calgary Counselling Centre (CCC) offered a free and anonymous online quiz, allowing individuals to assess their mental health. The online tool, developed by the Harvard Department of Psychiatry and adopted by Calgary Counselling Centre, screens for symptoms of depression and provides three possible results: not recommended for further evaluation, recommended for further evaluation, or strongly recommended for further evaluation. The quiz concludes by providing mental health referrals and resources to participants.

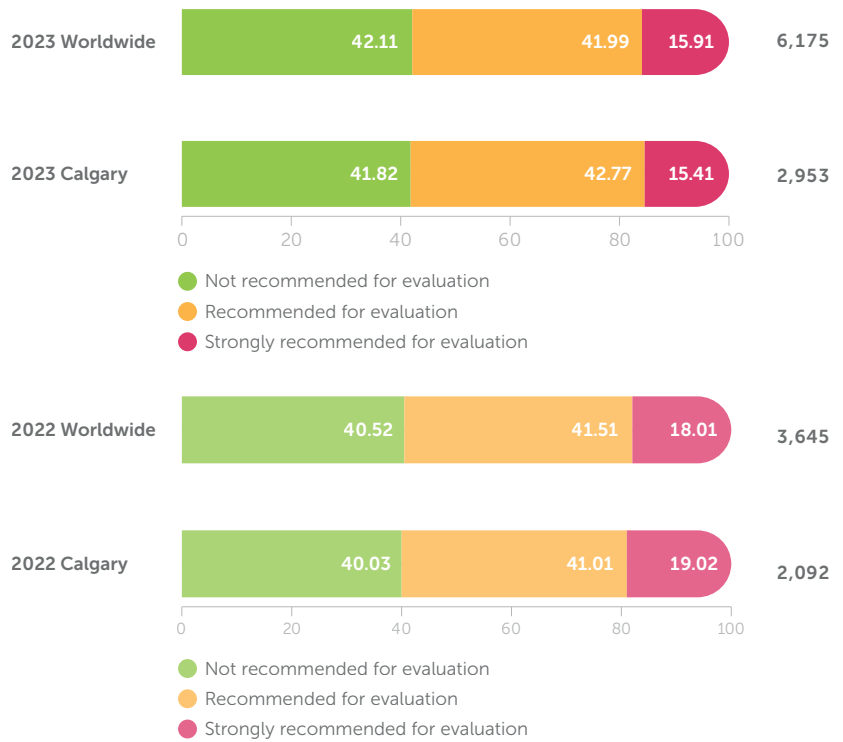
This summary presents the findings from NDSD 2023 and how it compares to previous years.

* Due to the complete anonymity of the NDSD quiz, year-over-year comparisons are not of the same individuals, but of trends from participants as a whole.

Overall participation

2023 saw 6,175 total respondents, a 123% increase from 2022.

4,534 of those were from Alberta, a 118% increase from 2022



Alberta participants

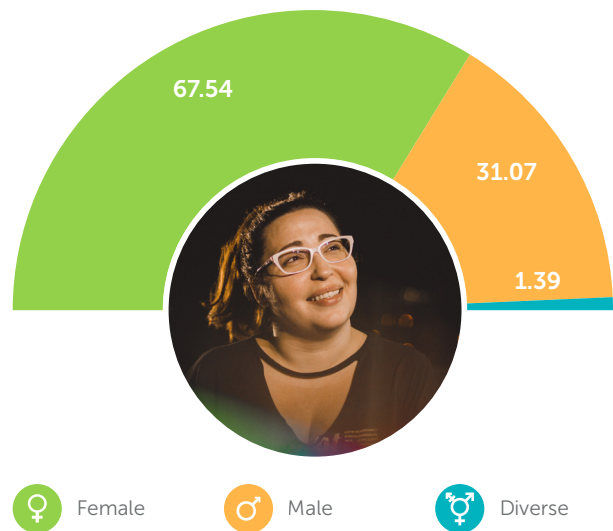
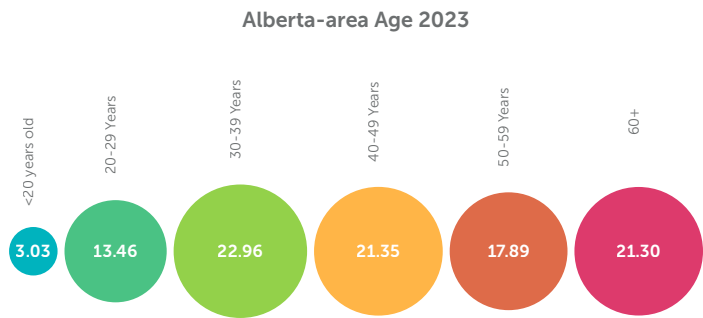
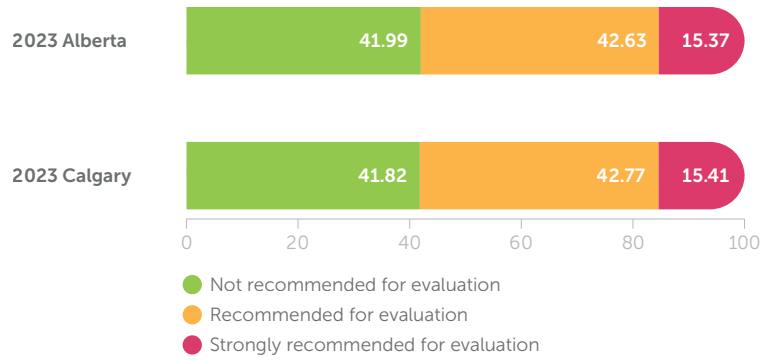
Albertans made up 73 % of all participants.

Participants from Calgary accounted for 48% of the total.

The average respondent age for Albertans was 45.4 years old, about 4.5 years older than last year. The oldest was 89 and the youngest was 10.

Females made up 67.5% of Alberta participants, males comprised 31%, and 1.39% identified as diverse gender.

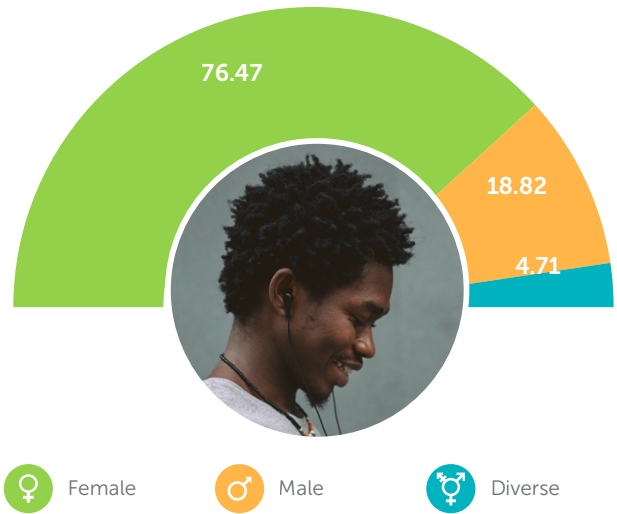
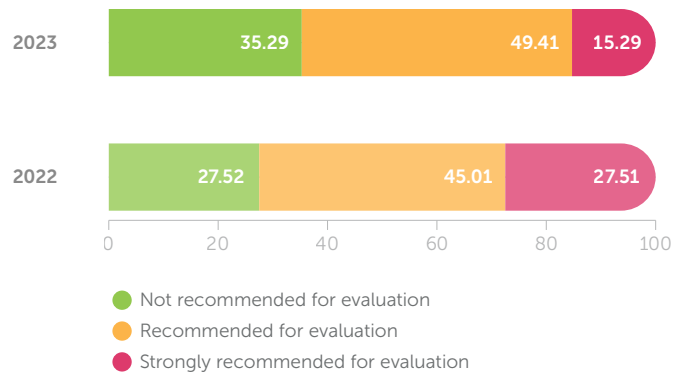
58% of Alberta participants were recommended or strongly recommended for further evaluation. These findings indicate a significant portion of participants may benefit from further mental health assessment and support. However, this is a reduction compared to 2022 where 62% were recommended or strongly recommended for further evaluation.



Post-secondary student & faculty *participants worldwide*

There were 85 post-secondary participants worldwide, 76.5% of those were female.

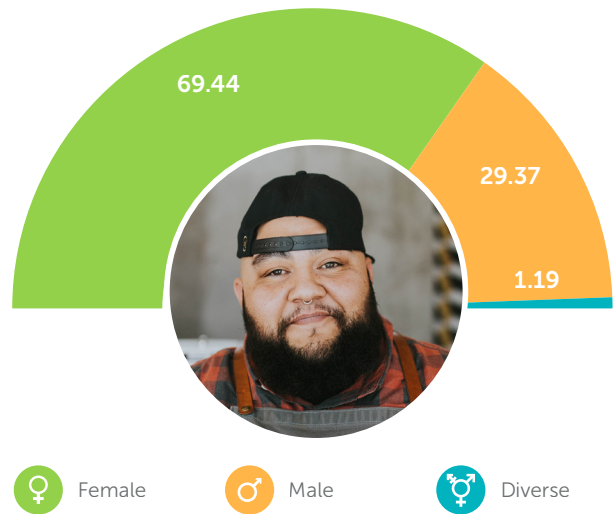
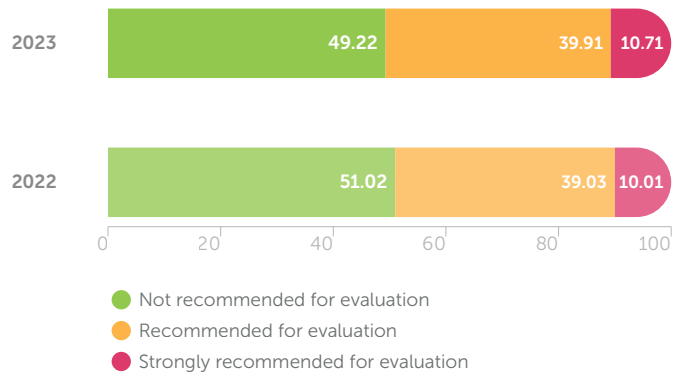
64.7% of post-secondary participants were recommended or strongly recommended for further evaluation, compared to 72.5% in 2022.



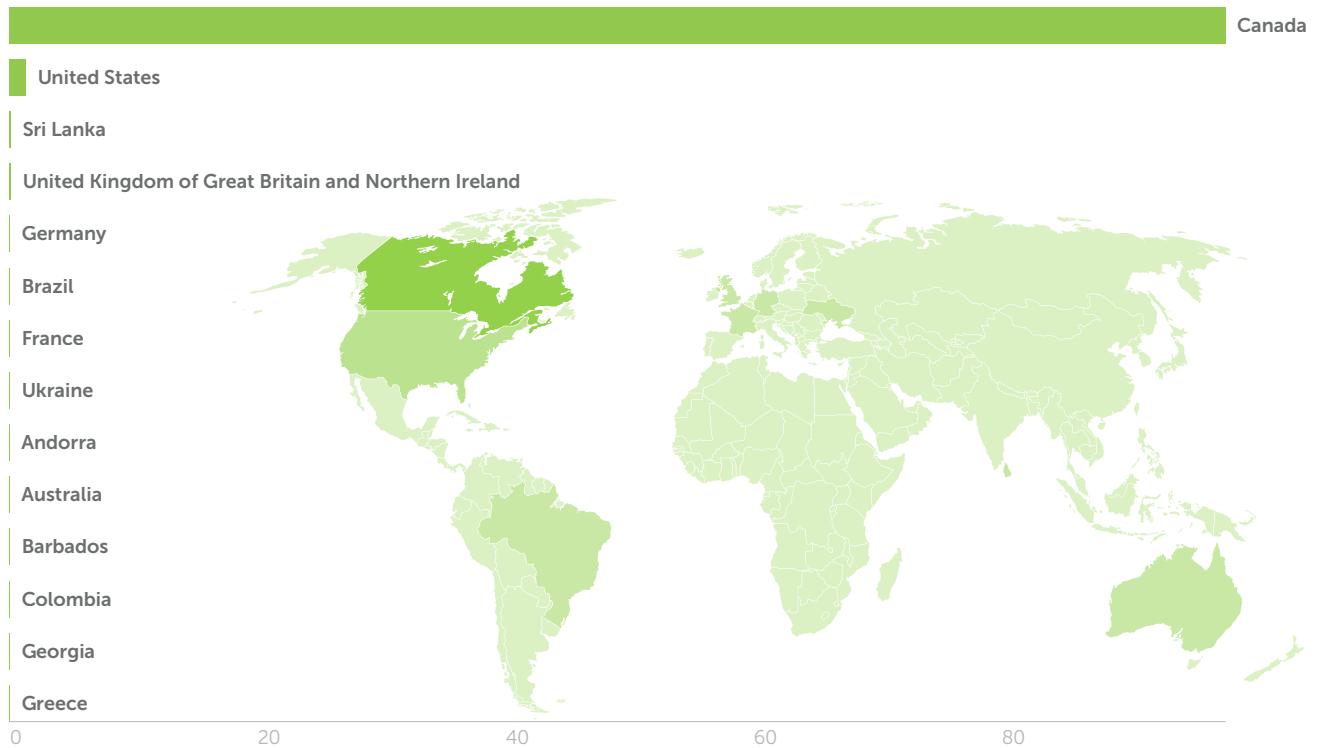
Workplaces *worldwide*

This year, 843 participants learned about the NDSQ quiz through their workplace with 50.8% of participants recommended or strongly recommended for evaluation, compared to 49% in 2022.

59.2% of these participants were between the ages of 30 and 49.



Where were participants *when they took the quiz?*

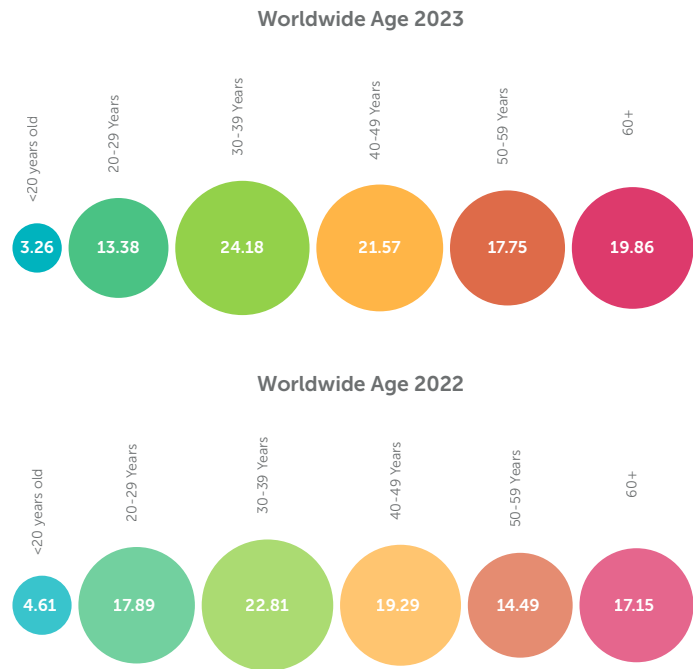


Much like the previous year, 98.1% of the participants resided in Canada. Although marketing efforts for NDS D specifically aim at the Alberta audience, the online quiz is open to participants from any location. Individuals from a minimum of 22 other nations globally also took part.



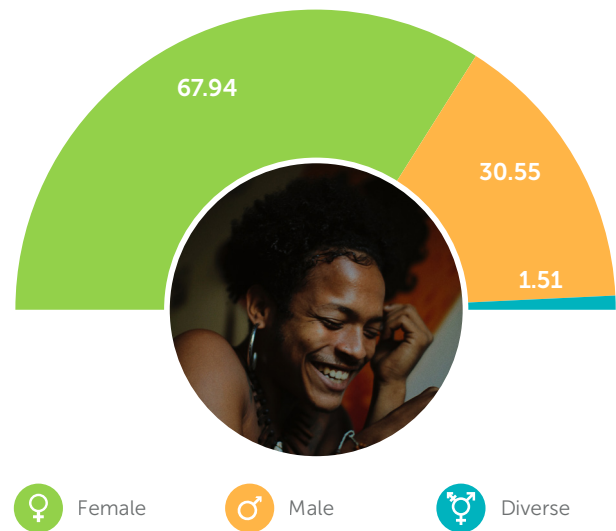
Age of participants *worldwide*

The participants had an average age of 45, with the oldest person being 89 and the youngest, just 10. Recommendations for evaluation were more common among younger individuals. Specifically, emerging adults, defined as those aged between 18 and 29 years, were more likely to receive strong recommendations for evaluation.



Gender of participants *worldwide*

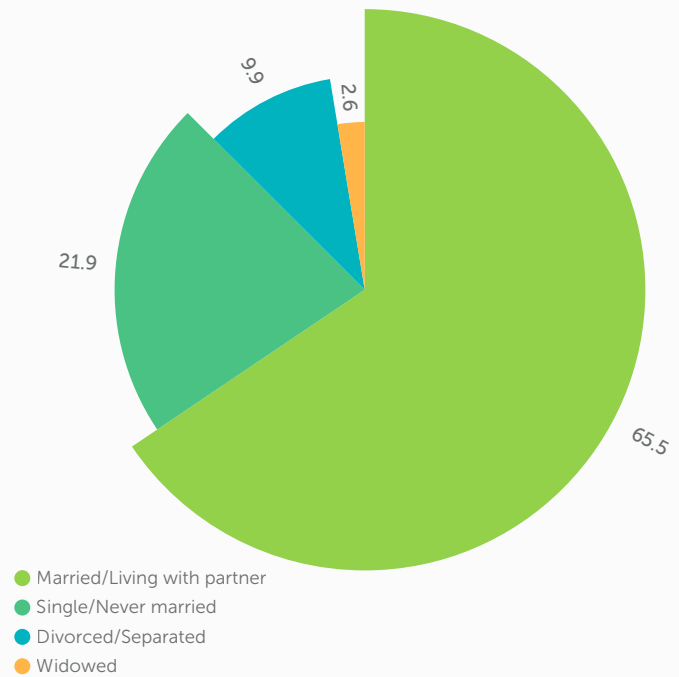
The majority of participants were female, constituting 67.9%. Male participants accounted for 30.6%, while 1.5% identified as having diverse gender identities. Notably, those who identified as genderdiverse were more frequently strongly recommended for evaluation compared to their female and male counterparts.



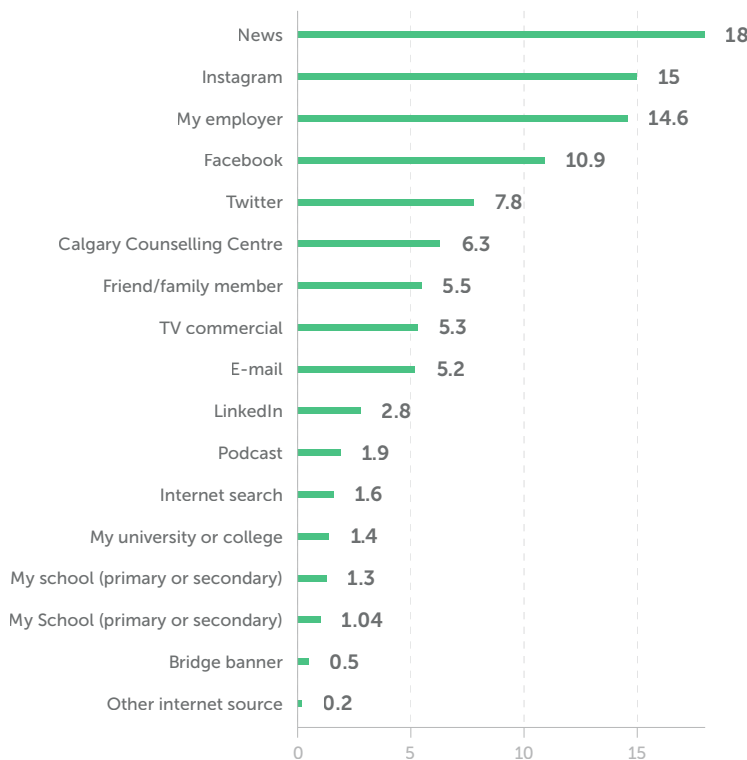
Marital status of participants *worldwide*

65.5% of participants indicated they are married or living with a partner, and 21.9% indicated they are single.

Single and never-married individuals were most likely to be strongly recommended for evaluation. However, younger people are more likely to be single/never-married, and evaluation recommendations may be tied to age more than marital status, especially for those younger than 20 years old.



How did participants *worldwide* hear about NDS?



Calgary Counselling Centre appeared on several media outlets to raise awareness for National Depression Screening Day and the NDS quiz, including: Avenue Magazine, QR 107 Radio, CBC, Global News, My Lloydminster Now, Calgary Citizen, CityNews, and Real Talk with Ryan Jespersen. As a result of the media coverage, 18.1% of participants heard about the quiz through the news.

This year we had 95 corporate and community partners, a 46% increase from 2022. Following media, the efforts of our partners being corporations, educational institutions, community organizations, and influencers, resulted in 14.7% of participants finding out about the NDS quiz through their employer.

MEDIA Coverage



Self-care kit

This was the fourth year respondents could download a free self-care kit after taking the quiz. The self-care kit includes information and activities that promote mental health, as well as links to additional resources (YMCA and Momentum). There were over 1,131 downloads of the self-care kit, a 135% increase from 2022.



Conclusion

Depression remains a significant concern in both our local community and on a global scale. Over the last five years, the NDSD quiz has shown that more than 57% of those who participated were advised to seek further assessment for their depressive symptoms. With the help of our partners, the NDSD quiz received a total of 13,500 visits, with 4,534 residents of Alberta taking the initiative to engage with their mental well-being by completing the NDSD quiz. Depression is treatable and NDSD serves as a reminder for everyone to make their mental health a priority and to get help if needed.



Thank you to our *sponsors*

We would like to acknowledge the support of Bell Let's Talk, our television advertising sponsor; Alberta Blue Cross, our social media sponsor; and Petronas, our transit sponsor.

Thank you to ATB Financial for powering the 2023 National Depression Screening Day self-care kit.



Thank you to our *community partners*

National Depression Screening Day wouldn't be possible without the support of our 95 community partners. Encouraging people to check in with their mental health can help change someone's life. Thank you to our NDSD 2023 partners: Action Dignity, Alberta Blue Cross, Alberta Medical Association, Alberta Primary Care Networks, Alberta Veterinary Medical Association, Alia Adata – @lifewithalia.xo, Alyssa McMasters – @alyssamcmasters, Ambrose University, Andrew Obrecht, Ania Basak – @therealaniabasak, Astralis Photography, ATB Financial, AUArts, Aventa Centre of Excellence for Women with Addictions, Better Business Bureau, Bell Let's Talk, Bow Valley College, The BRIDGES Society, Business Council of Alberta, Calgary Alliance for the Common Good, Calgary Chamber of Commerce, The Calgary Chinese Elderly Citizens' Association, Calgary Economic Development, Calgary Firefighters Association, Calgary Foundation, Calin Charles – @calin.charles, Camino Wellbeing, Canadian Association of Petroleum Producers, Captivate Benefits, Cate Kittlitz – @catekittlitz, CCVO, Centre for Sexuality, Chirp Foods Inc, CMCalgary – @cmcalgary, Canadian Mental Health Association – Calgary Region, Cold Garden Beverage Company, The Dandy Brewing Company, Date Night YYC, Dave Arora, Dave Kelly, David Chavez, Derek Hovinga – The Inbound Lab, Diamond Valley Chamber, Erin DeSelms – @bloomdesy, Forward Housing, Government of Alberta, Gwin Communications, Hive Developments, Hockey Calgary, Immigrant Services Calgary, International Live Events Association – Calgary Chapter, Jane Erugo – @janemultilux, Janet Eremenko, Jessica Janzen – @thejessicajanzen, Joelle Tomlinson – @joelle_t, John Gerrard – @john_f_gerrard, Kat Simmers – @kat_simmers, Krave Automotive, Leftovers Foundation, Lethbridge Family Services, Mental Health Commission of Canada, Menzleague, Michael Nikolai – @mnikola6919, Momentum Calgary, Mount Royal University Wellness Services, Mount Royal University, Movac Mobile Vacuum Services, Naz Rahman, New Level Brewing, Northwestern Polytechnic, Optima Living, Perlin Foundation for Wellbeing, PETRONAS Canada, Platform Calgary, Pride Centre of Edmonton, Rachel Friesen – @almostffamous, Resilient You Art Therapy, Righteous Gelato, Sarah Hovind – @sarah.sociables, Silvia Galvez, SocialRise Inc, Stan Chen, Students' Association of Bow Valley College, Tanis Larson – @tanislarson, The Alex, Thrive Psychology Inc, Tish Duffy, Town of Smoky Lake, United Way – Calgary and Area, University of Alberta, University of Calgary, University of Calgary Graduate Students' Association, Vibrant Communities Calgary, Village Ice Cream, WestJet.



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