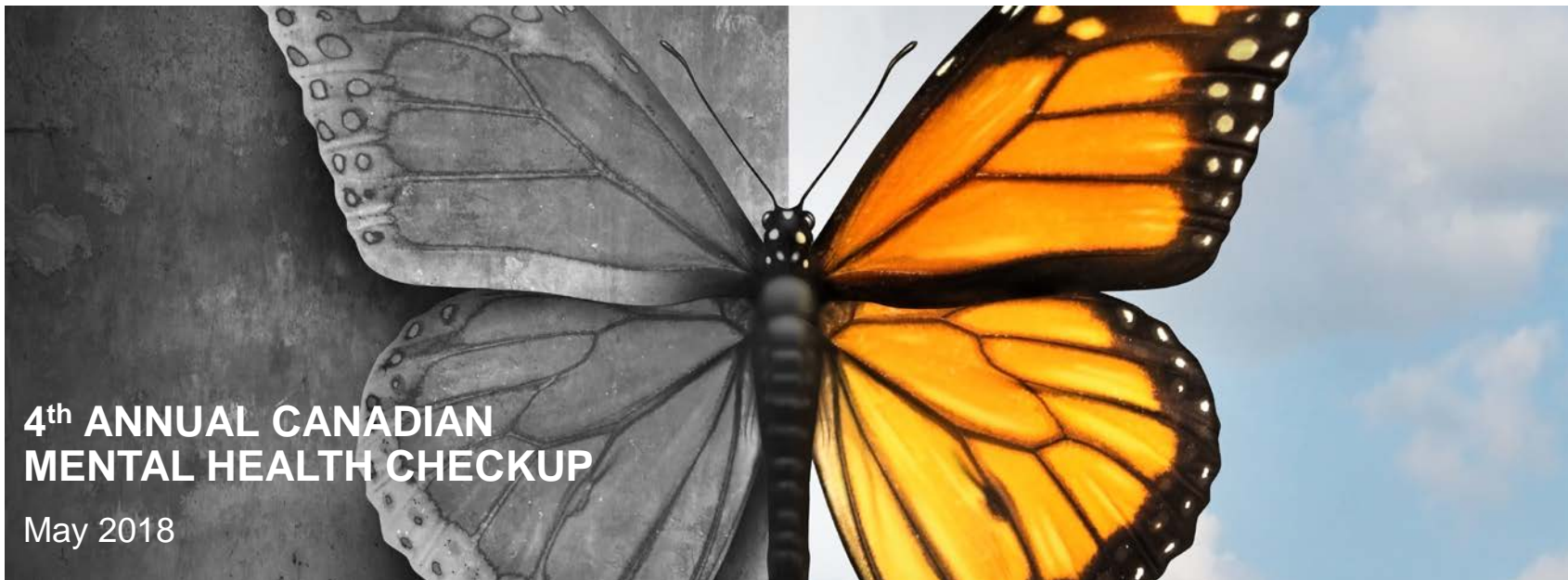


PUBLIC PERSPECTIVES



**4th ANNUAL CANADIAN
MENTAL HEALTH CHECKUP**

May 2018



GENERAL THEMES FOR THE DATA ARE...

Incidence of “High Risk” for mental health issues has levelled off.

The proportion of Canadians who can be classified as “High Risk” on Ipsos’ Mental Health Risk Index remains at 4 in 10, after a spike in 2017. Similarly, there’s still a core group of Canadians (35%) on our Life Disruption Index.

The thing that many consider to be part of the problem, tech and social media, is seen by many to be part of the solution.

Seven in ten Canadians would be interested in measuring their risk for mental illness through something like a blood test; this proportion climbs even higher when we look at those with Higher Risk (including a known family history).
Along the same lines, many see a place for technology (apps, virtual visits, etc.) in their mental health, especially Millennials and those at Higher Risk (disproportionately younger adults).

We may think we’re more open to talking about mental health than we actually are.

The number of Canadians who say they’ve talked with someone about their mental health is unchanged from last year (4 in 10), after a significant increase the year before. That said, we’re more likely today than to think Canadians are more open to talking about it than they were a couple of years back.

But, don’t just talk. Increased awareness and reduced stigma will only go so far, we now need to provide services.

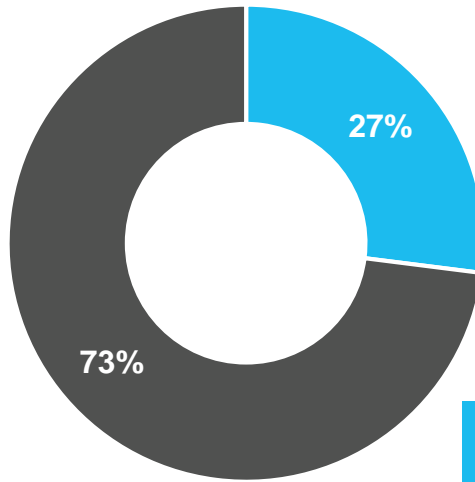
Ipsos’ behavioural sciences analysis, MAPS, indicates that while social context or culture is a factor to Canadians’ mental health, it does not play as large of a role as circumstantial ability (finances) or physical context, such as resources.

MENTAL HEALTH ISSUES ARE A PART OF LIFE FOR MANY CANADIAN FAMILIES

One-quarter of Canadians say they've been diagnosed with a mental health condition or mental illness and three in ten say there is a history of mental illness/issues in their family; this number doubles among those diagnosed themselves. Women are more likely than men to report mental health condition/illness.

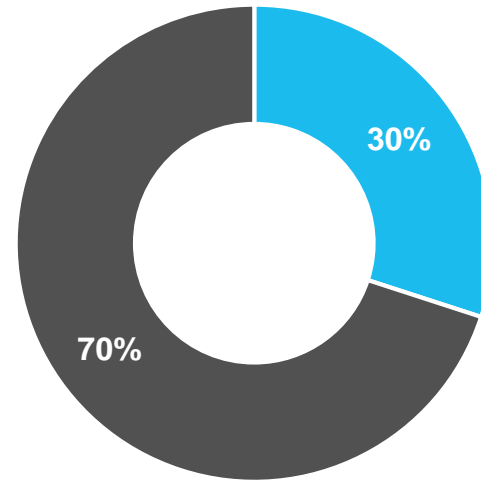
HAVE YOU EVER BEEN DIAGNOSED WITH A MENTAL HEALTH CONDITION OR MENTAL ILLNESS

■ YES ■ NO



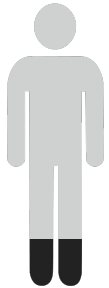
IS THERE A HISTORY OF MENTAL ILLNESS OR MENTAL HEALTH ISSUES IN YOUR FAMILY

■ YES ■ NO



22%

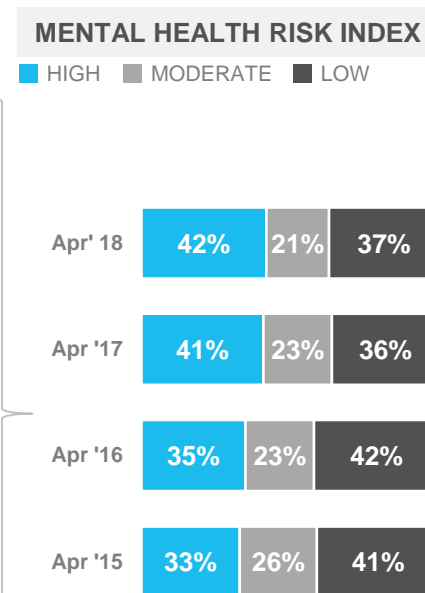
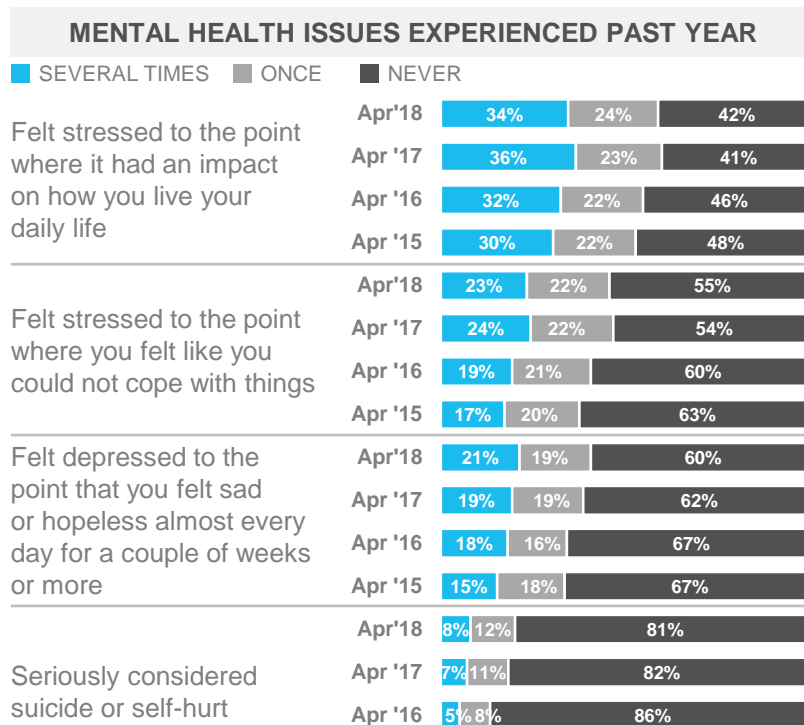
33%



59% of this group has a history of mental illness/issues in their family

MENTAL HEALTH REMAINS A CHALLENGE FOR CANADIANS

The proportion of Canadians that can be classified as “High Risk” on Ipsos’ Mental Health Risk Index has levelled off after a sharp increase in 2017.



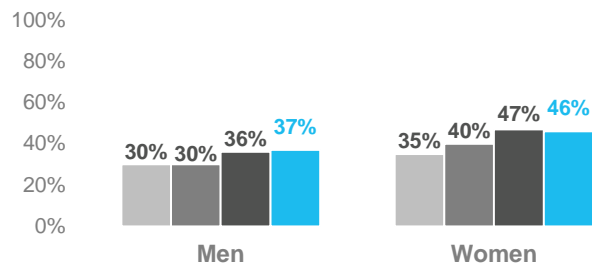
“High risk” = experienced at least 3 of the 4 items at least once in the past year, or experienced at least 1 of the items several times and 1 other at least once
 Base: Gen pop, n=1002

WOMEN, LOWER INCOME AND MILLENNIALS CONTINUE TO BE MOST AT RISK

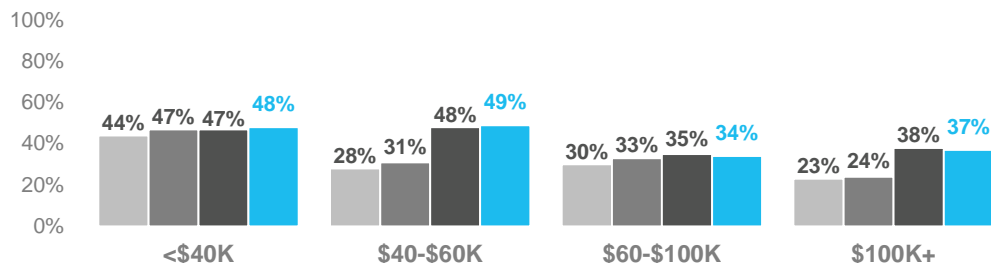
Incidence of “High Risk” has decreased nominally in Alberta.

■ APR '18
 ■ APR '17
 ■ APR '16
 ■ APR '15

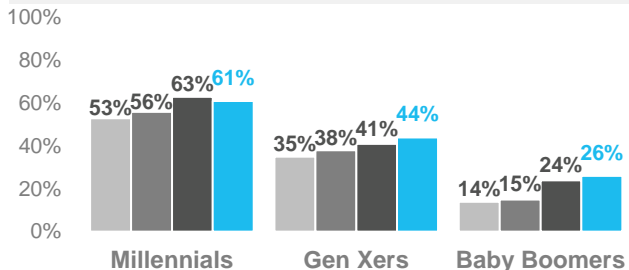
HIGH RISK MENTAL HEALTH BY SEX



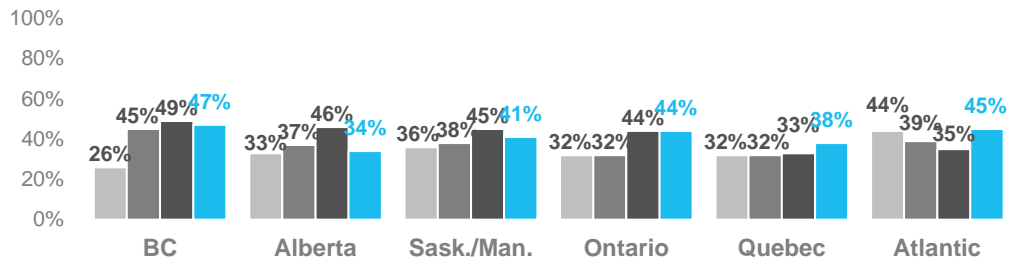
HIGH RISK MENTAL HEALTH BY INCOME



HIGH RISK MENTAL HEALTH BY AGE



HIGH RISK MENTAL HEALTH BY REGION

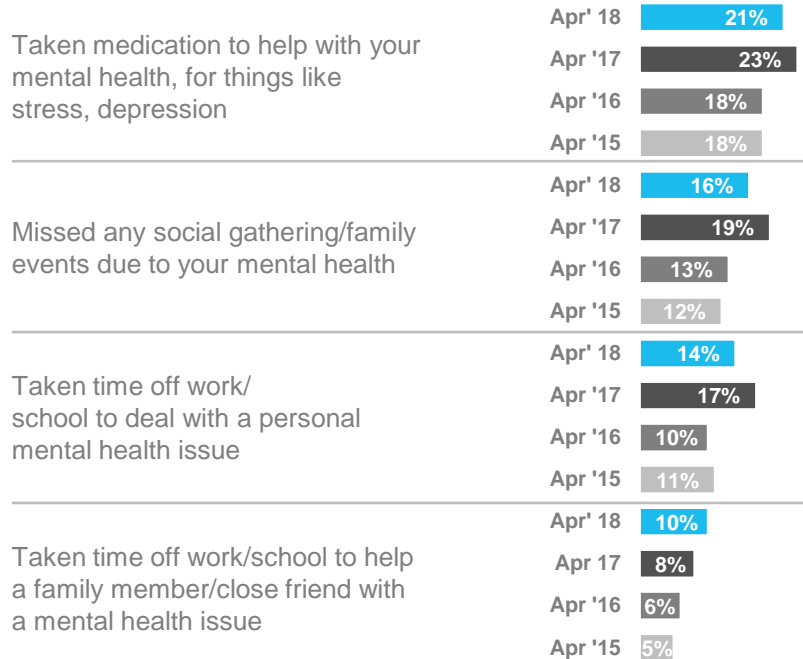


MENTAL HEALTH CONTINUES TO DISRUPT THE LIVES OF CANADIANS

While the incidence of life disruption has decreased somewhat from last year, there's still a core one-third of Canadians who report that their mental health disrupted their lives in some way last year.

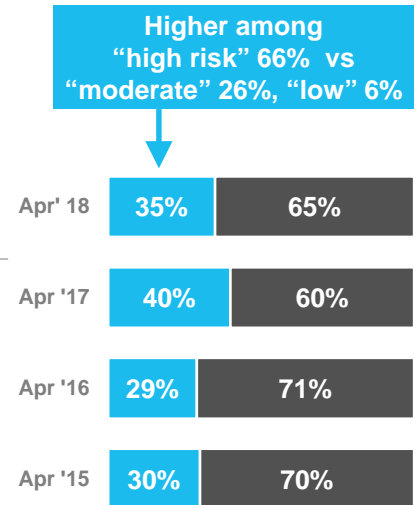
Unsurprisingly, those at "High Risk" are more likely to report disruption.

MENTAL HEALTH LIFE IMPACT PAST YEAR



LIFE DISRUPTION INDEX

■ AT LEAST ONE ■ NONE

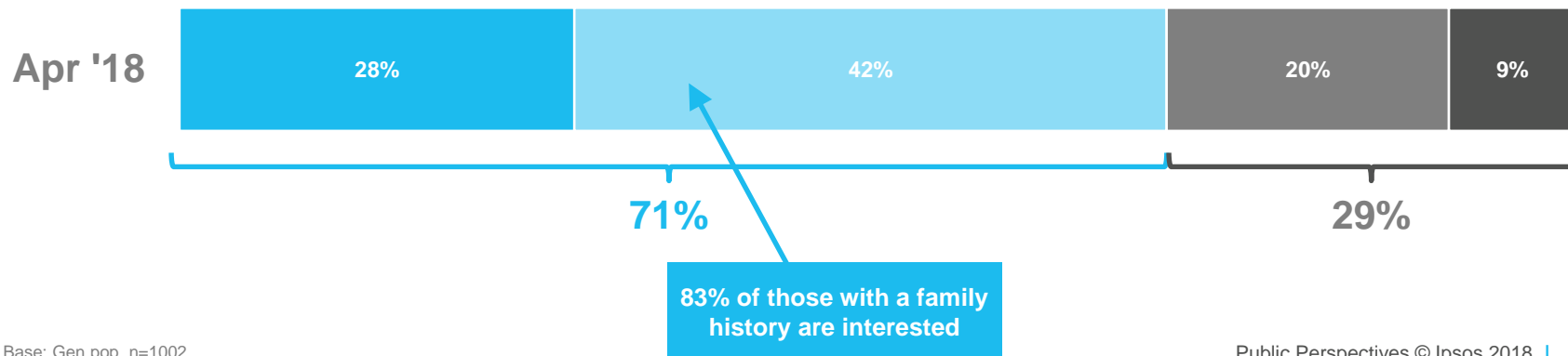


STRONG APPETITE FOR A RISK ASSESSMENT TOOL

A majority of seven in ten Canadians say they would be interested in a risk assessment for mental health conditions/illness through something like a blood test; this number climbs to 83% among those with a known family history.

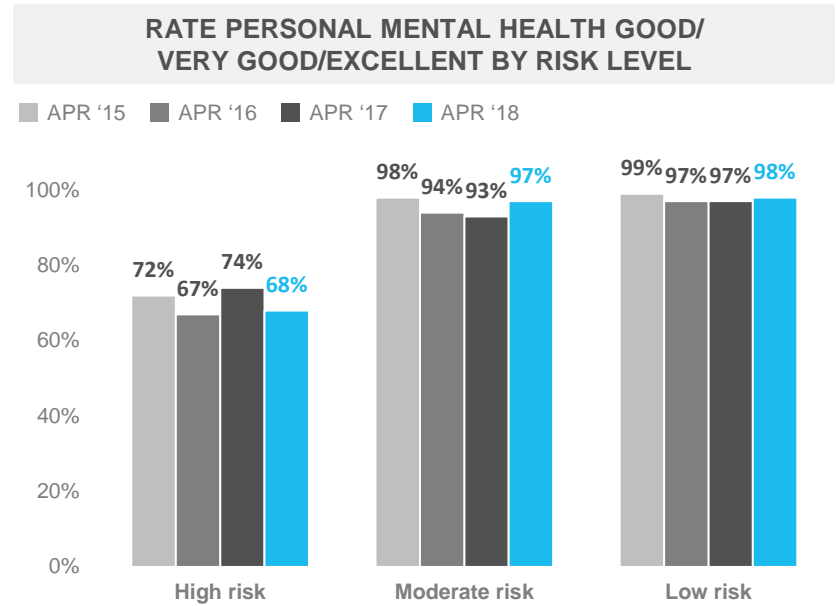
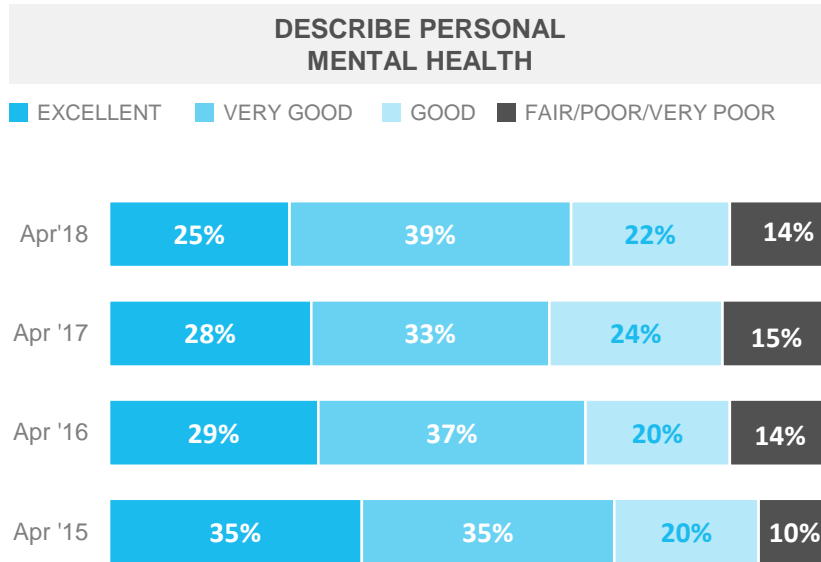
INTEREST IN RISK ASSESSMENT THROUGH A BLOOD TEST OR SIMILAR

■ VERY INTERESTED ■ SOMEWHAT INTERESTED ■ NOT VERY INTERESTED ■ NOT AT ALL INTERESTED



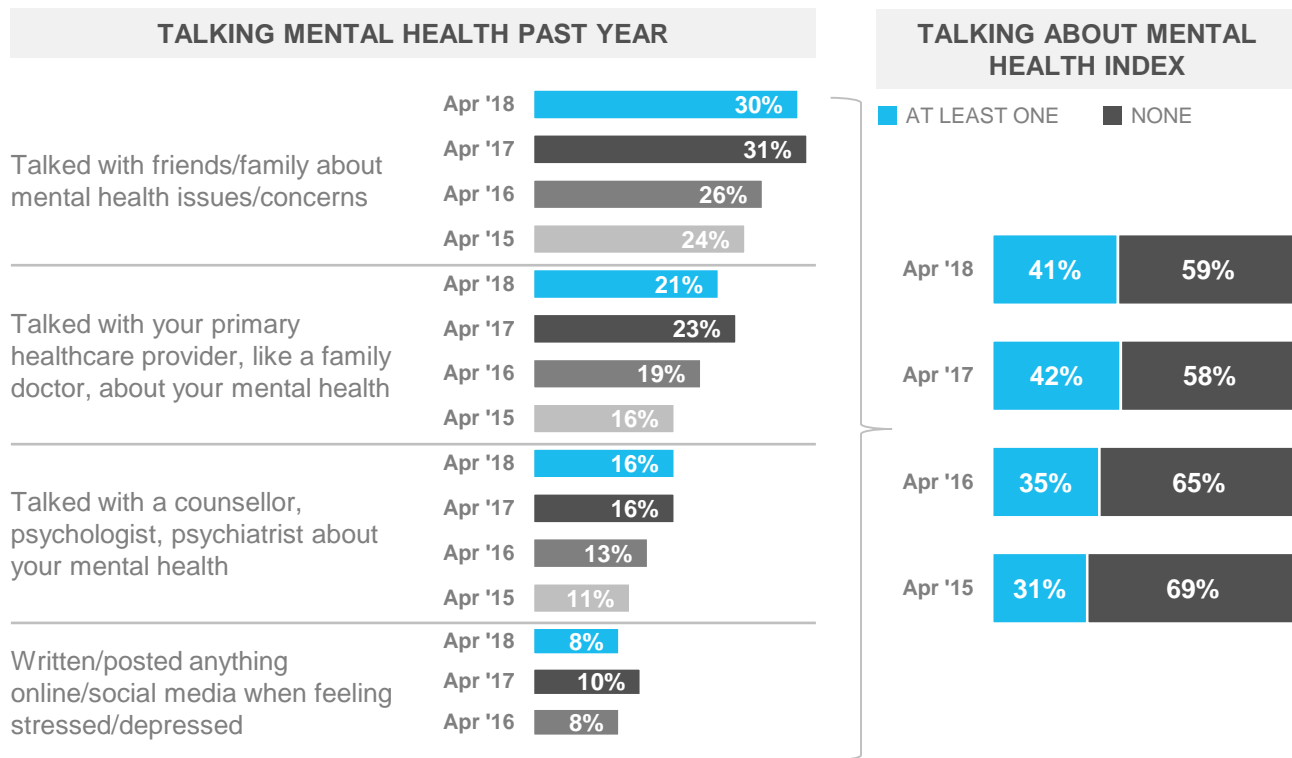
THE PROPORTION OF “HIGH RISK” CANADIANS RATING THEIR MENTAL HEALTH POSITIVELY HAS DIPPED...

Suggesting that perhaps acceptance of mental health issues has improved.



AFTER THREE YEARS OF POSITIVE MOMENTUM, THE PROPORTION OF CANADIANS TALKING ABOUT MENTAL HEALTH HAS FLATTENED

Four in ten Canadians are talking about their mental health.



STILL, WE'RE MORE LIKELY TO BELIEVE CANADIANS ARE OPEN TO TALKING ABOUT IT

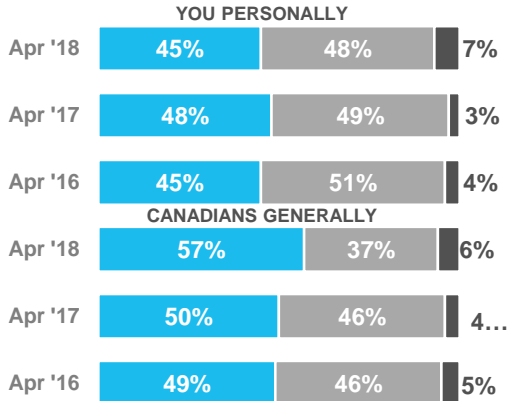
While Canadians themselves are no more likely to report feeling more comfortable in discussing mental health than 2 years ago, they consider others to be more open.

“High Risk” Canadians are most likely to feel more comfortable discussing mental health with others than they did 2 years ago. Comfort levels among those at “Moderate Risk” have dipped.

Similarly, fewer “Moderate Risk” Canadians have talked to someone in the past year than recorded in 2017.

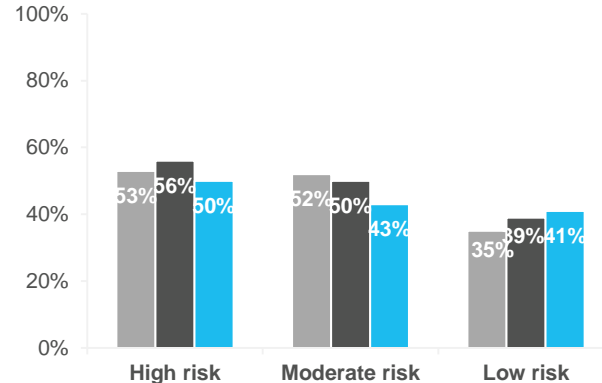
COMFORT/OPEN DISCUSSING MENTAL HEALTH VS 2 YEARS AGO

- MORE COMFORTABLE
- NO CHANGE
- LESS COMFORTABLE



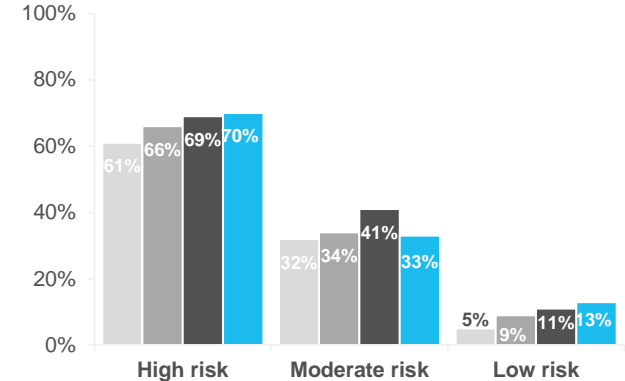
PERSONAL MORE COMFORT/OPEN TO DISCUSSING MENTAL HEALTH VS 2 YEARS AGO

- APR '16
- APR '17
- APR '18



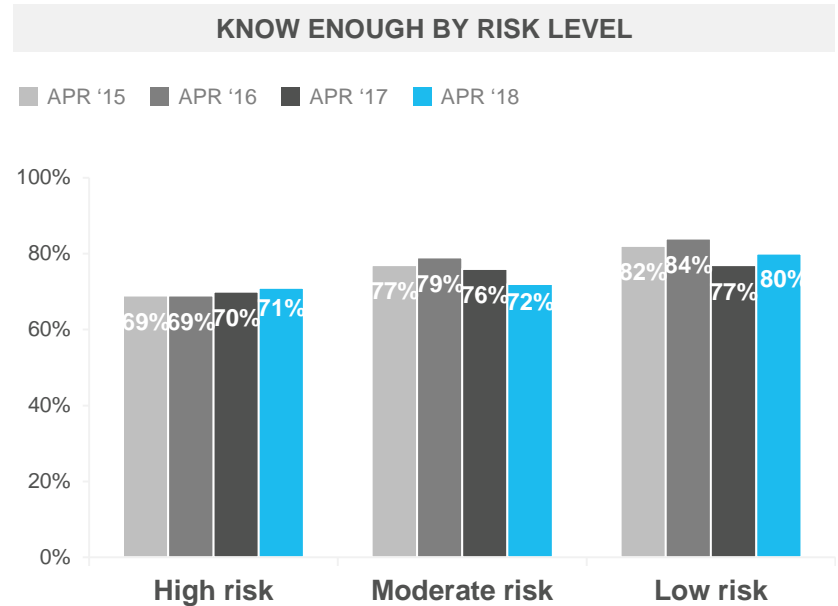
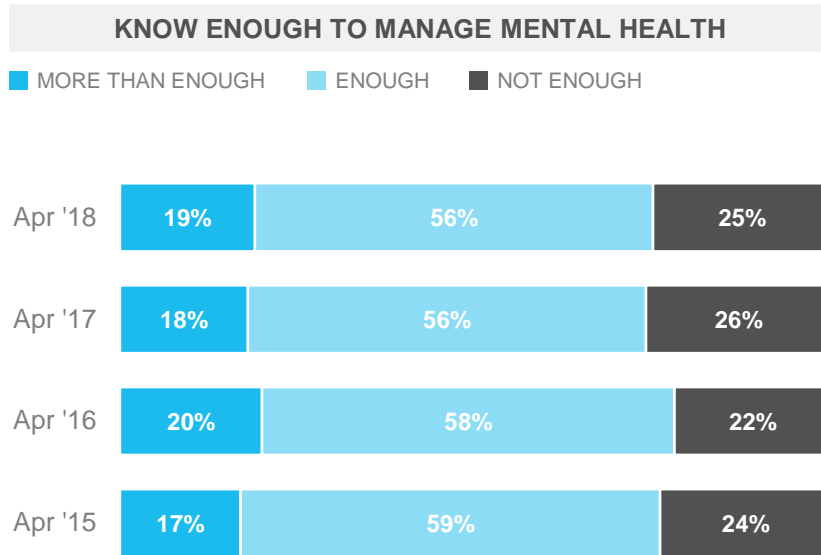
TALKED TO SOMEONE (INDEX)

- APR '15
- APR '16
- APR '17
- APR '18



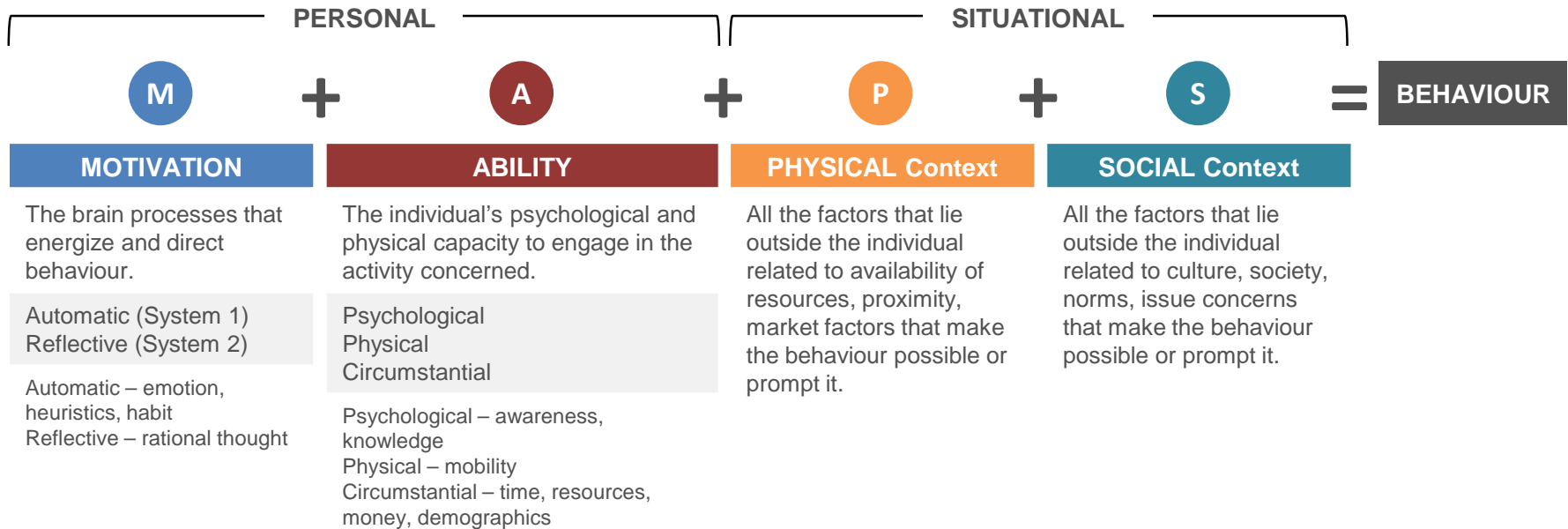
ONE-QUARTER OF CANADIANS CONTINUE TO FEEL THAT THEY DON'T KNOW ENOUGH TO DEAL WITH MENTAL HEALTH ISSUES

Those considered “High Risk” are even more likely to feel they don't know enough.



BEHAVIOURAL SCIENCE TO IDENTIFY BARRIERS TO DEALING WITH MENTAL HEALTH ISSUES

We wanted to explore whether applying a Behavioural Science lens could provide any additional insight to assist efforts to address challenges associated with mental health issues among Canadians. So we developed a question to address the specific buckets identified in Ipsos' MAPs lens...

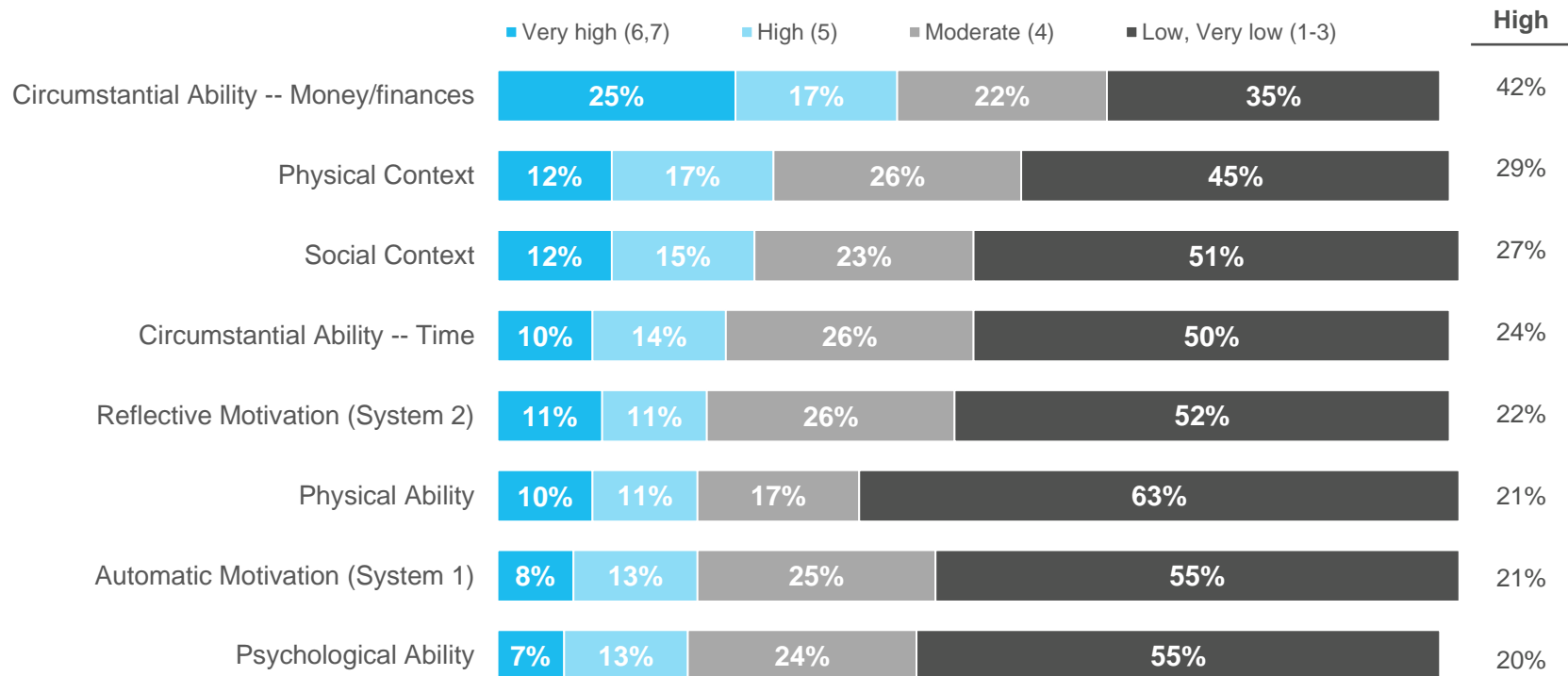


The root for Ipsos' lens is a widely popular, vetted, reviewed, validated, sourced and taught model called

COM-B (Capability + Opportunity + Motivation = Behaviour).

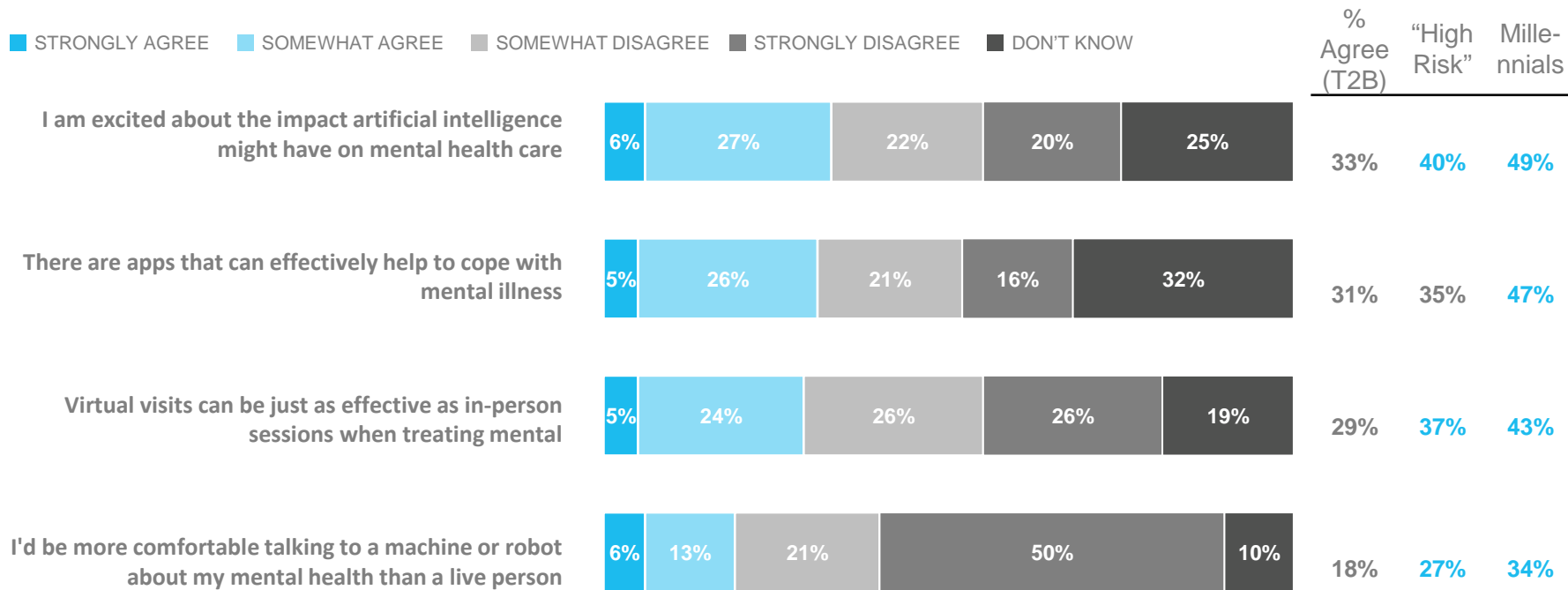
FINANCES TOP REPORTED BARRIER TO DEALING WITH MENTAL HEALTH ISSUES, FOLLOWED BY PHYSICAL AND SOCIAL CONTEXT

SELF-IDENTIFIED BARRIERS TO DEALING MENTAL HEALTH ISSUES



FOR MANY, TECH WILL PLAY A ROLE IN THEIR MENTAL HEALTH

Awareness and perceptions of the role of tech in mental health increases significantly when we look at Millennials and those at “High Risk” (who are also, disproportionately, younger).



SURVEY SPECIFICS AND CONTACTS

The annual mental health checkup study report was released at the [CAMH Difference Makers Symposium](#) on May 23, 2018.

Data for report was collected in April 2018 on Ipsos' national, online omnibus survey among a representative, random sample of N=1000 Canadians aged 18 years and older. Data is weighted by age, gender and region to reflect the actual population. The credibility interval for a sample of this size is +/-3.5%, 95% of the time.

For a full list of Public Perspectives reports, [please click here.](#)

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