



BULLETIN

Bringing mental health professions into the light

October 5, 2017



HSA REPORT MAGAZINE, SEPTEMBER 2017

HSA'S newest ad shines a light on the professions delivering mental health care in BC.

The 30-second spot, airing on TV, Facebook and YouTube between October 23 and November 19, is an emotional story that helps the public, the media and members of the new government recognize the important role of key HSA professions working in acute care and the community. HSA is the only union representing professions across the full spectrum of mental health care in BC.

Special thanks to registered psychiatric nurses Kiran Rama and Nicole McIntosh, pharmacists Sean Spina and Sean Elbe, social worker Sarah Chapple and psychologist Christine Korol for advising on development of the ad.

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