



Town of Ponoka Council Request for Decision

Title: Proclamation of Mental Illness Awareness Week

Meeting Date: September 9, 2026

Lead Role: Sandra Lund

Department: Administration

Recommendation:

That Council approve of a Proclamation for Mental Illness Awareness Week for October 5 - 11, 2026 in the Town of Ponoka.

Background:

Mental Illness Awareness Week (MIAW) in Canada is a national public education campaign aimed at raising awareness about mental illness. It is coordinated by the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) and is now in its 29th year. The week is designed to help Canadians understand the reality of mental illness and to reduce stigma. It is a time for organizations to normalize mental health conversations, reduce stigma, and equip their people with the tools to thrive.

Analysis:

The Town of Ponoka recognizes the overall impacts of mental illness and the importance of raising mental illness awareness through public education, compassion and the promotion of mental health services.

Administration has prepared the attached draft proclamation for Council's consideration for Mental Illness Awareness Week from October 5 - 11, 2026.

Summary & Conclusion:

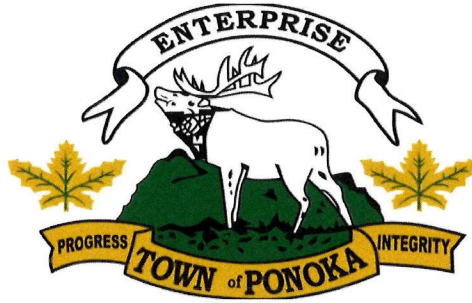
It is recommended that Council approve a proclamation for Mental Illness Awareness Week on October 5 - 11, 2026 in the Town of Ponoka.

Attachments:

[Proclamation - Mental Illness Awareness Week](#)

Approvals:

Reviewed by CAO or Designate:



Proclamation

Mental Illness Awareness Week October 5–11, 2026

WHEREAS, mental health is essential to the well-being and overall health of every citizen in the Town of Ponoka; and

WHEREAS, one in five Canadians will experience a mental health problem or illness in any given year, affecting people of all ages, backgrounds, and walks of life; and

WHEREAS, mental illness can profoundly impact individuals, families, and our community as a whole—but with understanding, treatment, and support, recovery is possible; and

WHEREAS, reducing stigma through education and awareness is vital to ensuring people feel safe and supported in seeking help when they need it; and

WHEREAS, Mental Illness Awareness Week is a national campaign dedicated to educating the public, raising awareness, and promoting compassion and open dialogue around mental health issues; and

WHEREAS, the Town of Ponoka recognizes the importance of promoting mental health services, encouraging early intervention, and supporting those who live with mental illness;

NOW THEREFORE, I, Kevin Ferguson, Mayor of the Town of Ponoka, do hereby proclaim the week of **October 5 to 11, 2026**, as **Mental Illness Awareness Week** in the Town of Ponoka.

A handwritten signature in blue ink, appearing to read 'Kevin Ferguson', is written over a horizontal line.

Mayor Kevin Ferguson

