



NEWS RELEASE – Introducing #LamontCountyCares

February 1, 2024 – LAMONT, AB: As part of Lamont County Council’s commitment to mental health and related programs, we are introducing the #LamontCountyCares initiative.

Mental health support is growing in importance the world over. As Lamont County Regional Family and Community Support Services (FCSS) enters its 20th year, Lamont County is working with FCSS to deliver support for all Lamont County residents.

Later this month, every rural mailbox across Lamont County will receive a fridge magnet that includes a quick reference and support numbers for those who may need assistance. There are many important and emergency mental health programs available to all individuals across Lamont County. Additional magnets are available at the Lamont County Administration building while supplies last.

The #LamontCountyCares campaign raises awareness of mental health and mental health supports. It is crucial to know where to turn when you have a mental health emergency. This is particularly important during January and February, as these tend to be difficult months for many people. This includes farmers experiencing isolation due to colder weather, the off season, new bills and costs that occur around the start of a new year, as well as a down-time and being rundown after the holiday season.

This initiative also falls around “Blue Monday”, typically the third Monday in January, where mental health support is valuable, including the effect of post-holiday blues, cold weather, reduced sunshine, financial strain, and other stressors that may have a negative impact on our mental health.

“Support for those in need is very important,” said Lamont County Reeve David Diduck. “We are committed to show Lamont County Cares and those struggling can access the services and programs they need.

“Council has committed part of the proceeds from the Reeve’s Annual Charity Golf tournament towards providing awareness and assistance of the mental health supports available across Lamont County.”

With the program launch in mid-January, this also ties in with the importance of mental health awareness and campaigns such as #BellLetsTalk. These supports are important in the subjects of harassment and bullying, shelter and food security, rural isolation, seniors care and support, farmers care, appreciation and supports and rural elder abuse.

Before negative mental health affects YOUR physical, financial, intellectual, spiritual, career and social health, reach out to get help. It is important to know what and where appropriate assistance is available and use it for your benefit.



“Every person has mental health,” said FCSS Lamont County Region Board Chair, Carol Lynn Babiuk. “For most, this is mainly on the positive scale; however, there may be incidents, situations or disorders that make it slide down. Lamont County FCSS has prioritized mental health and has made available resources within your reach.”

Some of the key supports during this time includes the County of Lamont Food Bank, AB Supports and emergency access such as 2-1-1 (community supports) and 9-8-8 (suicide crisis line).

Watch for further awareness and highlights of the support organizations from the agencies across Lamont County on Lamont County’s social media accounts to further promote how #LamontCountyCares.

For more information on the Lamont County Cares program, visit:

<https://lamontcounty.ca/lamontcountycares>

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[Enclosure: list of support services from the fridge magnet]

Media inquiries can be directed to:

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9-8-8 Suicide Crisis Help Line

Alberta Mental Health Helpline 24/7: 1-877-303-2642

Kids Help Phone: 1-800-668-6868

Alberta Family Violence Info Line 24/7: 310-1818

Addictions Services Helpline: 1-866-332-2322

Access 24/7: 1-780-424-2424

(Adult Mental Health Intake)

Veg AI-Drug Society: 780-632-6617

(Addiction Prevention & Mental Health Promotion)

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