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NEW MOU TO PROVIDE MENTAL HEALTH SUPPORT FOR TOURISM OPERATORS

Whitehorse: The Tourism Industry Association of the Yukon (TIA Yukon) and the Canadian Mental Health Association, Yukon Division (CMHA-YT) have signed a Memorandum of Understanding (MOU) that outlines the organizations' shared commitment to bringing high quality mental health supports and programs to Yukon's tourism industry.

TIA Yukon saw the need for tailored mental health supports for the tourism industry early in the COVID-19 pandemic as tourism operators struggled to stay afloat, while keeping up with changing restrictions and guidelines. CMHA-YT and TIA Yukon teamed up to provide mental wellness workshops for the tourism industry in the summer of 2020, with the purpose of helping the tourism community cope with new realities brought on by the pandemic.

"Yukon's tourism industry faces a long road to recovery that places a heavy burden on business owners, and we want to ensure that operators are looking after themselves just as much as they have been looking after their businesses and staff", says Blake Rogers, Executive Director of TIA Yukon.

As Yukon's tourism industry slowly begins its journey to recovery, both organizations saw the need for continued collaboration and penned an MOU. The document outlines how the organizations will support each other and provide advice on the delivery of further mental health workshops, resources, and programming for the industry.

Executive Director of CMHA-YT, Tiffanie Tasane, outlined the importance of this partnership noting that psychological health problems and illnesses are the number one cause of disability in Canada. Tasane also commended TIA Yukon's efforts on incorporating mental health into their programming.

"CMHA, Yukon Division applauds the work that TIA Yukon is doing with their members to care for their mental health, provide and promote resources and bolster the wellness of the community."

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