

BRAIN HEALTH

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Lundbeck Canada Inc. president Patrick Cashman, left, MHI chairman Bill Wilkerson and Michael Wilson, chairman, Barclays Capital Canada, are united in their efforts to improve treatments for brain disorders.

PHOTO ILLUSTRATION BY POSTMEDIA WORKS

Meeting of the minds

A PROPOSED BUSINESS-SCIENCE PARTNERSHIP WOULD FOCUS ON ADDRESSING BRAIN DISORDERS

First in a series presented by Mental Health International on an unprecedented initiative to build an international business-science partnership for brain health in a brain economy.

BY BILL WILKERSON
MENTAL HEALTH
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On top of a distinguished career in politics and business, Canada's former ambassador to the United States, Michael Wilson is known as a famous and powerful advocate for workplace mental health in this country.

Wilson has consistently made the point that the promotion of mental health and the vast economic and social impact of mental illness demand an international response. An international

solution.

He says, "these issues are on a par with energy, security, trade and the environment as matters of global significance."

Wilson wrote the foreword to a report released by MHI in 2014 called Breaking Through — Brain Health in a Brain Economy, calling for an international business-science partnership to help accelerate the translation of new brain science into improved clinical treatments for mental illness.

WILSON AND MHI

While Wilson's work in the mental health field is high on his list of priorities, he is still firmly entrenched and respected in the business world as chairman of investment bank Barclays Capital Canada Inc.

He is also the vice-chairman of the Canadian Institutes for Health Research and chancellor of the University of Toronto and holds a Companion of the Order of Canada.

The idea of an international business-science partnership grew out of his work as chairman of the Global Business and Economic Roundtable on Addiction and Mental Health and the U.S.-Canada Forum on Mental Health and Productivity, which he launched at the Canadian Embassy in Washington, D.C.

Lundbeck Canada Inc., a

ization calls "brain capital," or the value of healthy, productive brains in the workplace. To get its point across, MHI uses this simple formula: brain health + brain skills = brain capital.

"This formula expresses the convergent interests of both business and science," Wilson says.

It's especially important to achieve brain capital now, ac-

city, and innovation is quite literally a deliverable of employee mental health in the workplace.

"The brain economy is based on having healthy minds in the workplace," Wilson says. "So, in my judgment, we must now move way beyond awareness-raising, to concrete action, to reverse prevailing mental health trends in the workplace."

MAKING IT WORK

"The idea of a business plan to create a strategic global partnership between business and brain science has not been done before," says Wilson, stressing the urgency with which MHI needs to move ahead with its plan.

The faster this can happen, the better. There are currently more than 500 million people in the world who are living with mental disorders and whose needs for dealing with those disorders are not being

adequately met.

That human toll has an economic toll, too: Depression and anxiety account for 34-45% of workplace disability claims. In total, mental disorders, including depression, cost the European Community and the North American free trade area more than an estimated US\$1-trillion annually.

What the idea of a business-science partnership has in its favour right now is the backing of top business people and scientists around the world. What's working against it is time. But as more individuals and organizations become aware of and involved in MHI's campaign, the chances for success can only grow.

To learn more about MHI, read reports, review recent media coverage or contact the organization, please visit mentalhealthinternational.ca. Look for more reports in this space by MHI throughout the year.

THE BRAIN ECONOMY IS BASED ON HAVING HEALTHY MINDS IN THE WORKPLACE

subsidiary of a global pharmaceutical company dedicated to improving the quality of life of people suffering from brain diseases, is MHI's funding partner for this campaign.

BRAIN CAPITAL

One of the key goals of MHI is to increase what the organ-

cording to MHI, given that we live in a global "brain economy" where:

- Most new jobs demand cerebral, not manual, skills;
- Brain-based mental disorders are emerging as one of the top two sources worldwide of lost work years; and
- Employee brainpower is what ignites productive cap-

Series will explore threat posed by brain disorders

Mental Health International will use the newspaper pages and online properties of Postmedia over the next year to examine a clear and present danger to the public health of our working population.

The global burden of brain diseases and disorders is heavy and getting heavier. In Canada, and worldwide, the cost in human suffering and economic loss is in the billions and trillions of dollars. It's big enough to merit the atten-

tion of modern society.

This communications campaign will discuss the impact of brain-based mental disorders and the barriers to translating new scientific knowledge of the human brain into vastly improved treat-

ment of these conditions.

I welcome Lundbeck Canada as our funding partner for this series at a very timely moment.

The company specializes in vital research and development for treating brain ill-

nesses and injuries, many of which are devastating.

In the weeks ahead, we will discuss a "quiet revolution" in neuroscience, which is closing in on the causes of mental disorders; the influence of mental disorders on other chronic conditions; and ensuing against threats to life expectancy itself.

Our series will also describe a new workplace of the 21st

century, aimed at reducing the risks of depression posed by chronic job stress.

This series will discuss a proposal for an international business and science partnership for brain health in a brain economy aimed at accelerating the transfer of new brain science into improved clinical care of brain-based mental disorders.

Bill Wilkerson

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Brain Health + Brain Skills = Brain Capital for a Brain Economy

In today's digital economy, most new jobs demand cerebral skills to drive competitiveness. This is why Mental Health International is proposing an international business-science partnership to help accelerate the transfer of brain science into improved care for the 500 million global citizens living with brain-based mental disorders including depression, which heavily affects the working population.

See *Breaking Through: Brain Health in a Brain Economy* at www.mentalhealthinternational.ca
FOREWORD BY THE HONOURABLE MICHAEL WILSON

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