

NEWS RELEASE

For Immediate Release

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Dispelling the Myths about ADHD

CADDAC launches ADHD Awareness Week with Dr. Russell Barkley

TORONTO, ON – Let's face the facts – Attention Deficit Hyperactivity Disorder (ADHD) is the most under recognized, yet treatable psychiatric disorder in Canada. It is the most prevalent mental health disorder in children and it affects at least one million Canadians.

In a week that marks the launch of ADHD Awareness Week (October 16-22), the Centre for ADHD Awareness in Canada (CADDAC) is working hard to promote understanding, dispel myths and stimulate advocacy and support for families dealing with ADHD.

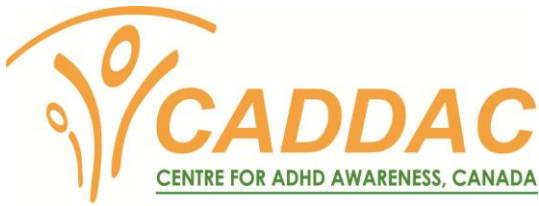
To kick-off the week-long event, CADDAC is hosting an evening with Dr. Russell Barkley, an internationally recognized authority and researcher on ADHD in children and adults.

Dr. Barkley will present on the importance of emotion in managing and understanding ADHD on Sunday, October 16, 2011 from 5:30 p.m. - 7:30 p.m. at the Toronto Marriott Downtown Eaton Centre. Tickets are \$30 per person or \$50 per couple.

“There are so many myths and misunderstandings about ADHD and not nearly enough support, especially in our education system,” says Heidi Bernhardt, national director of CADDAC and a mother of three ADHD children. “Through awareness and an increased understanding of the issues and challenges of addressing ADHD, we hope to change perceptions and to bring positive change for those families who are very desperate for help.”

ADHD is a recognized neurobiological disorder, an illness of the nervous system and is the most common mental health disorder diagnosed in children. It is estimated that five to 12 per cent of Canadian children are living with ADHD and 80 per cent maintain their diagnosis into adolescence. In Ontario, there is an average of two students with ADHD in every classroom.

" We have all heard the comments that ADHD isn't 'real', or is the result of 'bad parenting' and we think it is time to get the facts straight and dispel the many myths about ADHD and how it affects our lives," said Bernhardt.



CADDAC is launching an ADHD Awareness Information Package on its website (www.caddac.ca). The awareness materials includes materials about ADHD, position papers and Facts versus Myths. CADDAC is also hosting a contest with prizes to promote ADHD awareness.

"We are calling on people to submit video, pictures, or tell us a story about how ADHD has impacted your life," said Bernhardt. "There is no message more powerful than the personal voice. We are looking for success stories, your experience with diagnosis and/or treatment, strategies you've learned to manage your ADHD, the stigma surrounding ADHD you may have encountered, or anything else that relates to your ADHD experience,"

Winners will be posted on our website and social media, receive a free CADDAC one year membership, free conference registration to the Annual ADHD Conference in December, and will receive a \$100 gift certificate. Although names are required to enter, entrants can request that their names remain anonymous.

Winners will be split into three categories: parent, adult (18+), or child/adolescent. Parents and adult winners will receive a \$100 gift certificate to Amazon.com and the child/adolescent winner will receive a \$100 gift certificate to Toys R Us. The parent of the child/adolescent winner will also receive the free membership and conference registration.

CADDAC is a not-for-profit organization that provides leadership in education and advocacy for ADHD organizations and individuals with ADHD across Canada. CADDAC provides a wide-range of information for children, parents, doctors and educators on their website www.caddac.ca.

CADDAC is holding its 3rd Annual ADHD Conference on December 2-4, 2011. December 2nd focuses on Parents and Medical Professionals, December 3rd focuses on Educators and Medical Professionals and December 4th focuses on Adult ADHD.

For more information about ADHD awareness materials, the contest or the conference, please visit www.caddac.ca.

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For more information or to arrange interviews, please contact: Jane Hamilton at jane@seejanerun.ca or 905-337-2606.