

Calgary Counselling Centre expands virtual counselling services across Alberta

Through funding from the Government of Alberta, Albertans will have access to highly effective and affordable counselling from anywhere in the province with no waitlist

CALGARY, June 9, 2022 – Calgary Counselling Centre (CCC) is pleased to announce the launch of Counselling Alberta, a division of Calgary Counselling Centre that will provide virtual counselling across Alberta. This expansion of services outside Calgary is made possible through a partnership between the Government of Alberta and Calgary Counselling Centre to address the growing need for mental health services in the province. Alberta's government is providing CCC with \$6.75 million over the next two years to expand and facilitate access to virtual and in-person counselling throughout Alberta, including in rural areas. CCC will work with key partners in other urban communities to expand affordable counselling services.

The funding comes at a critical time when mental health is still significantly impacted by the COVID-19 pandemic and need for supports is growing across the province. This expansion of services outside of Calgary and area will ensure that every Albertan can have easy access to highly effective counselling without needing to wait or worrying if they can afford it. The expansion of in person services will begin in summer 2022.

"We know that mental health supports are more necessary than ever, and so being able to expand our services by offering virtual counselling across the province will allow all Albertans to easily access effective and affordable mental health without a waitlist," says Dr. Robbie Babins-Wagner, Calgary Counselling Centre CEO

Calgary Counselling Centre pivoted to virtual counselling at the onset of the pandemic, in March 2020. Since that time, CCC has delivered over 100,000 hours of counselling to individuals, couples, families, children, and youth. CCC's research shows that virtual counselling is equally effective as in person care, and feedback from clients has been overwhelmingly positive.

"Accessing affordable, local therapy options from my home is what first drew me to Calgary Counselling Centre," says past CCC client, Robyn Ferguson. "I would not have tried counselling if the virtual option did not exist. At a time when I felt very hurt and vulnerable, I was glad to have the option to learn healthy coping and healing skills from the comfort of my home."

"When we began virtual counselling we expected clients would do well but there were no studies to tell us whether client results would be the same, better, or worse than in person counselling," says Dr. Robbie Babins-Wagner, CEO of Calgary Counselling Centre. "Our outcome data tells us that client results were at minimum the same as with in person care and in the majority of times were in fact better than with in person counselling."

In addition to the expansion of virtual counselling throughout Alberta, CCC will provide coordination, central intake, clinical oversight, and outcomes measurement training. CCC is a recognized leader in outcomes framework and data-driven approach to counselling, continuously delivering lasting client results that exceed all published benchmarks.

For over 60 years, Calgary Counselling Centre has been addressing community needs and making a positive impact in the lives of thousands of Calgarians. Today, Calgary Counselling Centre delivers the highest client results in the industry with no waitlist and a sliding fee scale which will now be accessible to all Albertans.

About Calgary Counselling Centre:

Since 1962, Calgary Counselling Centre has been providing the most effective counselling services with the highest client results in the industry. As the preeminent research, training and knowledge-based counselling organization in Canada, the Centre offers counselling to all age groups in a variety of areas including depression, children's programs, domestic abuse, eating disorders, separation/divorce, trauma and self-esteem. Through ongoing research and education programs, Calgary Counselling Centre is committed to meeting the changing needs of our community.

Quick Facts:

- Since the beginning of the pandemic, CCC has delivered 100,000 hours of virtual counselling.
- The top 3 requests for counselling during the pandemic were anxiety, uncertainty and stress, and depression. Before the pandemic the top reasons were depression, couple relationships and anxiety.
- The number of clients aged 3 to 29 has doubled since pre-pandemic – from 1,200 to 2,400.
- From 2019 to 2021, CCC has nearly doubled the number of counselling sessions delivered from 22,531 to 43,221 sessions annually.
- Anxiety has become number one reason people seek counselling at CCC, replacing depression and relationship issues.

For more information or to arrange an interview, please contact:

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