

MEDIA RELEASE

Registered Clinical Counsellors a Key Piece of Coke Canada Expanded Mental Health Coverage

Victoria, British Columbia (December 16, 2022) - The BC Association of Clinical Counsellors (BCACC) lauds Coke Canada for its inclusion of Registered Clinical Counsellors (RCCs) and significant expansion to its employee mental health benefits plans.

Increasing its psychology benefits coverage from \$1,500 to \$5,000 per year and expanding coverage further to include RCCs will allow Coke Canada employees more flexibility and greater access in securing mental health supports.

“BCACC applauds Coke Canada on recognizing the value of mental health support in the workplace,” said Michael Radano, BCACC Chief Executive Officer. “With the addition of RCCs and significant increase in benefits coverage per year, Coke Canada is leading the charge in demonstrating to other employers the value and importance of looking out for the overall health of their employees, not just physical health.”

Like Coke Canada, BCACC recently increased its employee benefits plan to extend coverage for mental health support by 200%.

With the Mental Health Commission of Canada reporting in May 2022 that 30% of short- and long-term disability claims are due to mental health problems and illnesses, there has never been a more important time for employers to prioritize the mental health of their employees. RCCs play a key role in supporting employers as they seek to create mentally healthy workplaces.

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The BC Association of Clinical Counsellors (BCACC) is a non-profit provincial professional association founded in 1988 with more than 6000 members. BCACC advocates for the Clinical Counselling profession and for public access to mental health services. Its members (Registered Clinical Counsellors – RCCs) are held to the highest standards of practice and a strict code of ethics in service and protection of the public.

For more information, please contact:

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