



NORTHUMBERLAND HILLS HOSPITAL

inspiring strength, dignity and compassion

NEWS RELEASE – FOR IMMEDIATE RELEASE

Roll up your sleeve to win – NHH gives staff a shot at beating the flu

NORTHUMBERLAND COUNTY, Thursday, November 8, 2007 – With flu season just around the corner, Northumberland Hills Hospital (NHH) is urging all staff to help win the fight against influenza by rolling up their sleeves for the hospital's annual flu shot campaign.

The Main Street Bistro was full of activity over the lunch hour today as staff members lined up to receive their shot from NHH's Occupational Health Services RN Michelle Verbeem. The Bistro event, opened with remarks by President and CEO Joan Ross, represented the "kick off" of the hospital's month-long blitz aimed at vaccinating 100% of the hospital staff population.

In the first four hours of the campaign, more than 100 of NHH's 570 full- and part-time staff had received the vaccination. All had their names placed in a draw for a special prize, compliments of the hospital's Support Services and Infection Control departments. Further draws are slated for staff throughout the campaign for three additional prizes, including a Serenity Spa gift certificate, and gift certificates from Coles and Blockbuster.

According to Health Canada, influenza ("the flu") results in an average of 20,000 hospitalizations and 4,000 deaths in Canada each year. The young, the elderly and those with chronic diseases are considered to be the most at risk.

People who get influenza may have a fever, chills, cough, runny eyes, stuffy nose, sore throat, headache, muscle aches, extreme weakness and fatigue. Children can also have earaches, nausea, vomiting, and diarrhea. The cough and fatigue can persist for several weeks, making the return to full personal and work activities difficult.

Most people can decrease their chances of contracting influenza this winter by receiving the annual influenza vaccination. Studies repeatedly demonstrate that the influenza vaccine reduces hospitalizations, visits to health-care providers, and deaths among the elderly. The influenza vaccine is particularly important for health care workers and child care providers to reduce the chance of spreading the infection to vulnerable individuals.

"We're encouraging all staff to roll up their sleeves and help win the fight against the flu by participating in our flu shot campaign," says Elizabeth Vosburgh, Director of Human Resources and Risk Management. "Those volunteering in the hospital, or visiting a patient, should also do their best to protect against catching the virus or passing it along. Frequent, thorough hand-washing is helpful as is the flu shot!"

The Haliburton, Kawartha, Pine Ridge District Health Unit is offering free influenza vaccination clinics across Haliburton County, Northumberland County and the City of Kawartha Lakes. A Health Unit clinic is scheduled at the hospital for a full day on Wednesday, December 5 from 10:00 AM to 4:00 PM in the Rehabilitation Classroom, Room 1A47. Free parking will be available to those getting a shot. Times and locations for other Health Unit clinics is available on their Web site at: www.hkpr.on.ca

For more information, or to arrange an interview, please contact Jennifer Gillard at 905-377-7757 or jgillard@nhh.ca

About Northumberland Hills Hospital – The Northumberland Hills Hospital (NHH) is located approximately 100 kilometres east of Toronto. The 137-bed hospital delivers a broad range of services, including medical/surgical care, complex/long term care, rehabilitation, palliative care, obstetrical care and intensive care. NHH also sponsors a Community Mental Health Centre and an Assertive Community Treatment Team. The hospital serves the catchment area of west Northumberland County. A mixed urban and rural population of approximately 60,000 residents, west Northumberland is comprised of the Town of Cobourg, the Municipality of Port Hope and the townships of Hamilton, Cramahe and Alnwick/Haldimand. NHH employs over 500 people and is an active member of the Central East LHIN. For more information, please visit www.nhh.ca.