



## NEWS RELEASE

### **The Northumberland Hills Hospital Foundation Launches Annual *Light up a Life* Campaign**

*For Immediate Release, November 12, 2009*

**NORTHUMBERLAND COUNTY** – Today marks the official kick-off of the 2009 ***Light up a Life*** fundraising campaign, in support of the Northumberland Hills Hospital Foundation.

Funds raised through this year's campaign will help pay for several items of high priority medical equipment for different areas of the hospital.

In a letter being mailed to Foundation supporters, Dr. Paul Caldwell provides an explanation of some of the specific equipment that this year's ***Light up a Life*** campaign will help to purchase; including six IV pumps, three wheelchairs, two cystoscopes, a Pyxis medication station for the birthing area and three patient lift motors. These are basic items that the Hospital staff use day in and day out to enhance patient care and recovery.

"The Northumberland Hills Hospital cares for tens of thousands of patients every year," says Dr. Paul Caldwell, Chair, 2009 ***Light up a Life*** Campaign, "Whether it's for the birth of a child, a surgical procedure, emergency care or a diagnostic examination, it's important to have a community hospital that is equipped to make your visit as comfortable as possible. Gifts received during the Light up a Life Campaign will put life saving instruments into the hands of our skilled medical team of doctors and nurses and helped improve the lives of thousands of patients."

On Wednesday, December 16th, the community is invited for a ***Light up a Life*** ceremony, to celebrate the campaign. Starting at 7:00 p.m., in the Main Street Bistro of the Northumberland Hills Hospital, there will be a number of family focused activities, including seasonal entertainment and refreshments. The highlight of the evening will be the lighting of the Rotary Club of Cobourg Courtyard, shortly after the ceremony begins.

Those interested in learning more about the ***Light up a Life*** campaign, or in reading Dr. Caldwell's letter, are invited to visit the Foundation website, at [www.nhh.ca](http://www.nhh.ca). To make a donation, or to offer your support, please call the Foundation office at (905) 377-7767.

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For more information, please call  
John Russell, Development Coordinator  
Northumberland Hills Hospital Foundation  
(905) 372-6811, ext. 3065

**A Special Request from Dr. Paul Caldwell,  
Chair of the NHH Foundation's 16th Annual *Light up a Life* Campaign**

Dear Friend,

At Northumberland Hills Hospital, we know that family is the heart of our community.

*You, your family and neighbours* are the people who make up our community  
and the reason your Hospital is here.

**You are an important part of our family and we are truly grateful for your past support.**

Everyday, the Northumberland Hills Hospital is a hub of activity. Last year our Hospital welcomed 595 babies into the world, had over 31,000 patient visits to our Emergency Department, and almost 22,000 out-patient clinic visits. Our staff also performed close to 5,000 surgical procedures and over 56,000 diagnostic imaging tests, including C-T's, x-rays and MRI's.

**None of this would have been possible without the medical equipment you helped purchase!**

As a result of our donors' overwhelming generosity, in March 2009 our Hospital installed a new, state-of-the-art CT scanner, to quickly and non-invasively help diagnose coronary artery disease, pulmonary embolism, neurological diseases, various forms of cancer and much more. The medical staff of the Hospital is thrilled with the new CT, because it provides better-quality images while exposing patients to considerably less radiation.

All in all, together last year we provided \$2.5 million to the Hospital – enabling us to purchase life-saving equipment, help reduce wait times and provide our community with the right care, at the right time, right in our community.

Your gifts have put life saving instruments into the hands of our skilled medical team of doctors and nurses and helped improve the lives of thousands of patients every year – from the cancer patient undergoing treatment, to the grandmother having cataract surgery or the toddler who needs a tonsillectomy.

**But perhaps better than I, our patients can tell you about their experience at Northumberland Hills Hospital. Let me tell you about Carol Lawrence.**

Earlier this year, while visiting a friend, Carol became ill and was feeling faint. A contact was made with her parish nurse whose advice led to the friend driving Carol to the Northumberland Hills Hospital Emergency Department. The triage nurse saw Carol arrive and right away noticed that she was in distress. Immediate testing showed Carol had high blood pressure and an irregular heartbeat. Carol was admitted to the Intensive Care Unit so she could be stabilized. She was diagnosed with atrial fibrillation. Once stabilized Carol was fitted with a pacemaker. Since her surgery she has resumed her daily walks and gardening.

In Carol's own words, *"I would like to thank those doctors, nurses and staff in all of the departments for taking such great care of me. I am so proud of our hospital, but mostly of all the caring staff there. Thank you, Thank you, Thank you."*

Carol is particularly grateful to the nurses who cared for her during her stay. They relaxed her at a very stressful time and she feels they went above and beyond the call of duty.

**This is the quality of care our patients deserve! But we can't continue to provide quality care close to your home without your support. Your gifts also helped David Barber.**

Over a year ago, a colonoscopy at Northumberland Hills Hospital revealed a tumour in David's bowel. Within a few weeks Dr. Andrew Stratford performed laparoscopic surgery and removed part of the bowel.

After only four days recovery David was released from the hospital. The lab report revealed stage 3 colorectal cancer. Six weeks later David started chemotherapy at the Kingston Cancer Clinic, but was able to finish treatments at the Northumberland Hills Hospital.

David calls the care he received at NHH “*top of the line*”, and his wife Janet put her gratitude into a wonderful note to the hospital. “*The care and kindness from all the staff made a huge difference during a traumatic time for our family. All the small acts of thoughtfulness and kindness make such a huge difference, and did not go unnoticed or unappreciated. We were never made to feel we were in the way. All the staff we met made sure the family was also taken care of.*”

David is grateful to his surgeon, Dr. Andrew Stratford, the nursing and support staff and to the caring community supporters like you for helping to provide state-of-the-art equipment that made his surgery, chemotherapy and recovery go so well.

Each year the *Light up a Life* campaign helps to raise funds for much needed medical equipment. This year, your support of this important campaign will help purchase equipment used on a daily basis by the dedicated staff.

### High priority equipment needs.

Much of the equipment needed right now at the Northumberland Hills Hospital includes basic items that our staff use day in and day out to enhance patient care and recovery. For example:

IV Pumps (6 needed)	<i>Did you know that almost every patient admitted to the hospital requires an IV pump to administer medications, nutrients or fluids?</i>	<b>\$27,000</b>
Wheelchairs (3 needed)	<i>Wheelchairs are used by the patients each and every day.</i>	<b>\$7,500</b>
Cystoscopes (2 needed)	<i>These are required by the Doctors in the Ambulatory Clinic of the Hospital to examine the cause of problems in the urinary tract, blood in the urine and blockages in the urethra.</i>	<b>\$24,000</b>
Pyxis Medication Station for the Birthing Area.	<i>The most efficient and safe way for nurses to distribute medication to new mothers and babies in the Family Birthing Suites.</i>	<b>\$49,000</b>
Patient Lift Motors (3 needed)	<i>Simply put these lifts allow nurses to safely transport patients in and out of bed while reducing the risk of injury to both the staff and patient.</i>	<b>\$7,900</b>

As a Family Physician I know how hard the staff work at the Northumberland Hills Hospital to ensure patients like Carol and David have the best care possible. They truly are the backbone of our Hospital and the equipment needed will help them care for patients.

**Once again, thank you for supporting your hospital and your community.**

You can support the ***Light up a Life*** Campaign, and the thousands of people in our community who will need to visit the Northumberland Hills Hospital, by sending your tax-deductible donation using the attached reply coupon and return envelope. Give until it feels good.

With sincere thanks,

Dr. Paul Caldwell  
Chair  
***Light up a Life*** Campaign

P.S. Your support is the reason why our community hospital is able to offer such a high level of care. **We can't keep up without YOU**, so please help us keep up with the growing demand for care in our community, by supporting the Hospital today.

P.P.S. Along with this letter, I have enclosed a bookmark as a small token of appreciation for your support. I hope you will use it and let others know that you proudly support your Hospital and your community. Thank you so much.