NORTHUMBERLAND HILLS HOSPITAL

NEWS RELEASE – FOR IMMEDIATE RELEASE

NHH to host first local *Look Good Feel Better* pilot for those dealing with the effects of cancer and its treatment

NORTHUMBERLAND COUNTY, Tuesday, July 13, 2010 – The spin-off benefits of the Hospital's support for its employees' continuous learning will be evident at NHH on Friday, July 23 when nurse Kim Baxter hosts the area's first *Look Good Feel Better* event.

Look Good Feel Better (also known as LGFB) is a national public-service program run by the Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA) through its charitable organization, the CCTFA Foundation.

Dedicated to helping Canadians who are living with cancer manage the appearance-related side effects of the disease and its treatment, LGFB is a free, product neutral service (i.e. no brands, products, salons or services are endorsed) that aims to do exactly what its name describes: help people look good and, as such, feel better.

Run by specially trained volunteers, the workshop-based program consists of small, private patient workshops for the discussion and demonstration of beauty techniques, information and materials. The NHH offering will feature a morning of relaxed professional instruction and companionship dealing with skin care, cosmetics and attractive hair alternatives. A personal product kit will be given to each participant at the end of the two-hour session, compliments of the CCTFA Foundation.

The successful program has never been offered in west Northumberland, but it has been available to women undergoing cancer treatment in larger centres, including Belleville, Oshawa and Peterborough. Kim Baxter saw the need for a local offering first hand, in her role as an oncology nurse in NHH's Chemotherapy Clinic, a satellite of the Cancer Centre of South Eastern Ontario and a participant in the Central East Cancer Program.

While administering chemotherapy and associated treatments to cancer patients from Northumberland County, Kim witnesses first-hand the impact cancer can have on one's physical appearance and, by extension, morale.

With the help of NHH's link to the distance education service offered through the Ontario Telemedicine Network (OTN), Kim has dedicated much of her spare time in recent years to the completion of a Bachelor of Science Degree in Nursing from Ryerson University. The *Look Good Feel Better* project will bring her one step closer to finishing her degree.

"The Ryerson program has been fantastic. Nine of us started our degrees through our Hospital's OTN connection three years ago. In my current course—Nursing Practice 1—I'm required to apply critical thinking, self reflection, research findings and knowledge of concepts from previous courses to identify a learning plan to obtain a goal identified in my nursing practice. The goal I identified was a need to bring this wonderful workshop closer to home to help our patients feel better at a time when body image and often self esteem is greatly altered. Seeing that the program had not come to our area in the past, I decided to approach the Foundation to consider running a pilot here at our Hospital. I was thrilled when they said yes, and I've been very pleased to learn since that the Foundation will consider running future sessions if sufficient local interest is shown."

To sign up for the July workshop, patients must be from Northumberland County and undergoing chemotherapy and supportive treatment for cancer. Treatment does not need to be received through NHH. Geared toward women, sessions customized for male patients will be considered in the future as well, should the demand be present.

The NHH *Look Good Feel Better* event is scheduled to take place in the Education Centre (2F28) of Northumberland Hills Hospital on Friday, July 23 from 10:00 AM to noon. Space is available for 14 participants, and pre-registration is required by calling the Hospital's chemotherapy clinic at 905-377-7730 and asking for Kim Baxter. Kim may also be contacted by e-mail at kbaxter@nhh.ca. All interested participants are encouraged to inquire.

For further information, 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 acute care hospital delivers a broad range of services, including emergency and intensive care, medical/surgical care, complex/long-term care, rehabilitation, palliative care and obstetrical care. A variety of ambulatory care clinics are also offered at NHH. In addition to these, 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 comprises the Town of Cobourg, the Municipality of Port Hope and the townships of Hamilton, Cramahe and Alnwick/Haldimand. NHH employs close to 600 people and relies on the additional support provided by physicians and volunteers. NHH is an active member of the Central East LHIN. For more information, please visit www.nhh.ca.

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