



**Champion**

# COMMUNITY *Page*

## Foundation preparing for biggest challenge yet

By **KAREN SMITH**

*The Champion*

**T**he Milton District Hospital Foundation is already gearing up to help accommodate local health care needs in the new millennium.

Being launched by the 12-member board of directors is a campaign that features the volunteer organization's traditional fundraising events, coupled with a stepped-up focus on gaining more corporate donations, said Foundation co-ordinator Donna McLaughlin.

"This will be our biggest challenge to date so far," she said, estimating that about \$4 million is the figure for which they will be striving.

The Foundation has been told by Halton Healthcare Services (HHS) — made up of the recently-amalgamated Milton District and Oakville-Trafalgar Memorial hospitals — that its fundraising efforts will be integral in meeting the medical needs of Milton's projected population beyond 2000.

Major renovations and new equipment will be required to serve a large number of aging citizens and an estimated population increase of 115 per cent by 2016.

But with new citizens to help out and Milton's consistent history of generosity, Ms McLaughlin said she doesn't see the request as too much to ask.

"We do very well with individual donations. This town just rallies with support for its hospital."

However, she doesn't mean fulfilling the task will be a piece of cake. It will come with some brainstorming and creativity, she stressed. "We're going to have to come up with bigger and better ideas."

The organization will carry on with its usual Hike for Health (May 30), Blazing Saddles (August 13) and Buy a Bulb (Christmas) fundraising events, but a special committee has been set up to chase down corporate donations.

The Foundation will also continue to seek support by encourag-



Members of the Milton District Hospital Foundation's board of directors have their work cut out for them after recently learning that the organization will be integral in helping the facility expand to accommodate future growth. The board includes (top left to right) Joan Griffiths, Tom Logie, Mary Devlin, Brian Johnston, Carol Wilson, Hania Ornstein, Jan Carson, (bottom left to right) Lana Burchett, Bob Pyatt, Heather Penman and Betty Ingle.

ing people to make bequests to the hospital or designate donations through their life insurance policies, Ms McLaughlin said.

Promoting the Foundation, which annually raises an average of about \$300,000, will be another goal of the emerging fundraising blitz. "There are a lot of people in this community that don't know we're here."

Major fundraising campaigns aren't new to the Foundation, which, formed in 1980, is approaching its 20th anniversary. In the mid-1980s, the Foundation raised \$1 million in under 12 months

to help build a new wing that more than doubled the size of the hospital. Overall, the organization has drummed up \$2.5 million, with most of the money going to fund new medical equipment.

The Foundation's board of directors, led by president Heather Penman, is waiting for further information from HHS to nail down specific dollar figures and a fundraising timetable for the campaign.

To make a donation or volunteer with the organization, contact Ms McLaughlin at 878-2383.

## Halton moves to burn out tobacco once and for all

By **IRENE GENTLE**

*The Champion*

Approximately 329,000 Canadians 15 and over started smoking between 1994-97, according to a Statistics Canada report.

As well, about 618,000 Canadians who had kicked the habit started again during that time.

Now the Halton Regional Health Department (HRHD) has started something themselves — an information campaign on just saying no to secondhand smoke for kids.

Radio advertisements, print ads, posters, fact sheets and newsletters are all on the way as part of Halton's effort to make smoking less of a burning issue.

Starting with the slogan 'It's not enough to open a window, it's better to leave the room, best to go outside,' the Halton Council on Smoking and Health, of which the HRHD is a

member, is hoping to cut through the haze surrounding the effects of secondhand smoke on children.

"It's very dangerous. It leads to increased asthma, chronic ear infections, increased incidence of pneumonia and bronchitis," explained the HRHD's Tanya Kulnies. "Or it can just be as simple as coughing more often."

Parents or caregivers may not realize what their habit is doing to children, said Ms Kulnies, who worked with the Lung Association before settling in at the HRHD.

"No one tries to hurt their children on purpose," she said. "But people didn't understand this before."

According to Ms Kulnies, roughly 27 per cent of the population still smokes. Stats Can has the figure slightly higher, at about 29 per cent.

The damage is devastating. Approximately

12,000 Ontarians a year die from tobacco-related illnesses, according to a Chief Medical Officers of Health report issued two years ago.

That's about one in every six deaths in the province, or four times the death toll of AIDS, motor vehicle collisions, homicides and suicides combined.

According to the latest National Population Health Survey, a study conducted every two years to get a snapshot of health behaviours of Canadians, the vast majority of new smokers are young.

A full 70 per cent of new smokers in the 1994-



97 period were between the age of 15 and 25.

"The whole battle with tobacco is going to be won or lost with the youth," said Halton Region's medical officer of health, Dr. Bob Nosal.

The idea is that most smokers first light up while in their teens. Stop them from smoking then, you've probably stopped them from smoking forever, said Dr. Nosal.

"Virtually every adult you speak to has said they wish they didn't smoke," noted Dr. Nosal. "Really, it's an adolescent behaviour."

Naysayers have only to look at California to be convinced that education campaigns can work, he said.

In that state, which also boasts extremely stringent anti-smoking bylaws for bars, restaurants and workplaces, \$4 per capita is spent on tobacco.

• see SMOKE-FREE on page 9

**LAST FOUR DAYS**

# Wallpaper & Paint

# SALE

## BERGSMAS'S

### PAINT & WALLPAPER

194 Main St.  
**876-4922**

PLENTY OF PARKING  
& ENTRANCE OFF MARY ST.

**FREE SUB**

WITH EVERY PURCHASE OVER \$25

**SUBWAY**

Main St.  
Market Dr. 24 HRS.  
875-3212