

FOR IMMEDIATE RELEASE

DON'T "BEAR" THE FLU...GET IMMUNIZED NOW!

(Thunder Bay, ON November 14, 2008) During flu season, St. Joseph's Care Group (SJCG) staff show they care about preventing the spread of influenza by getting immunized. One week into the free flu shot clinics for staff and volunteers, there has been a 26% increase in our people getting immunized as compared to this time last year. This increase is attributed to the launch of a new influenza vaccine awareness campaign; *Don't "BEAR" the Flu*, which encourages staff to receive their immunization.

The *Don't "BEAR" the Flu* campaign features an adorable teddy bear wearing a purple scarf photographed with each member of the SJCG Leadership Team. The campaign includes posters and screen savers with quotes from the Leadership Team members promoting why they have chosen to get immunized against the flu.

SJCG provides free influenza immunization to all staff, volunteers and Board members to show their commitment to a healthy workplace and the health of the clients. Immunization clinics are held at various sites to provide easy access for staff and volunteers.

Michelle Knudson, Coordinator, Occupational Health Services, is committed to promoting health for clients, staff and their families. She says "We are quite pleased with the first week of our *Don't "Bear" the Flu* campaign, with almost 400 staff immunized. Health care workers who get immunized decrease the risk infection and complications of influenza. Getting immunized also reduces the risk of spreading influenza to other people who may be vulnerable to complications."

As an added incentive, all staff members receiving their flu shots early will be included in prize draws. Bearskin Airlines is proudly supporting this year's Campaign by providing a return airfare ticket for two to Ottawa as an incentive prize. Other incentives included gift certificates and the first 350 people immunized received a commemorative pin of the campaign bear and were encouraged to "wear the bear to show they care."

Tracy Buckler, President & CEO, St. Joseph's Care Group says it is just as important for management to get immunized as it is for front line workers and support staff. "We all have an important role in preventing the spread of influenza in our community. As a health care organization we are obligated to provide services in as healthy an environment as possible. Receiving the influenza vaccination offers a safe and effective way of controlling this potentially harmful illness and its complications."

SJCG encourages everyone to get their flu shot, for your own health and well-being, and to protect those around you.

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Sharron Owen, Manager
Communications
St. Joseph's Care Group
(807) 768-4440



**St. Joseph's Hospital • St. Joseph's Heritage • Lakehead Psychiatric Hospital • Hogarth Riverview Manor • Balmoral Centre
St. Joseph's Health Centre • Behavioural Sciences Centre • Diabetes Health Thunder Bay • Sister Margaret Smith Centre**

St. Joseph's Care Group is accredited with Accreditation Canada and provides services in complex care, rehabilitation, mental health and addictions, long-term care and supportive housing. Community programs are provided at Frank Murphy Community Centre.

St. Joseph's Care Group has approximately 1700 employees and over 400 volunteers. With an annual operating budget of \$125M, SJCG is the fifth largest employer in Thunder Bay. To learn more about SJCG, visit the web site at www.sjcg.net

Don't 'BEAR' the Flu...

Get Immunized Now!

	"We are leading the way in the fight against the flu!" SJCG Leadership Team		"I know the best protection against the flu for me and those around me is the influenza vaccine." Tracy Buckler President & CEO		"I get the flu shot every year because it is safe and the most effective way of keeping me healthy." Janet Sillman, Vice-President Mental Health and Addiction Services
"I get a flu shot every fall to protect me from the new strains of influenza." Barry Potter, Vice-President Finance and Corporate Services					
				"Influenza is a highly infectious serious disease and I know the flu shot is my best defense." Paulina Chow, Vice-President Long-Term Care Services	
"I get the flu shot because I don't have time to get sick." Bruce Sutton Chief Information Officer		"When staff stay home with the flu and we are short of workers, I don't like to see others have to bear the work load." Doug Demeo, Vice-President Human Resources		"The flu shot helps me stay well." Mieke Busman, Vice-President Complex Care & Physical Rehabilitation & Chief Nursing Officer	

Call Occupational Health Services at 343-2427 to find out more information about immunization clinics or to make an appointment.

Get Immunized for a chance to WIN...

- A return airfare ticket for 2 to Ottawa courtesy of Bearskin Airlines
- 8 Draws for \$25 Gift Certificates for Intercity Shopping Centre

The first 350 people to be immunized will receive a free gift!

To be eligible you must be an employee of St. Joseph's Care Group and immunization must be completed by November 28th.

Proudly Supported By:



Visit www.bearskinairlines.com to find out more information about the 'Christmas Comes Early' seat sale and subscribe to Bearmail.

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