



## CASE FOR SUPPORT

April 15, 2013

**W**hat is meant by *wellness*? Physical health? A state of mind? A sense of well-being? Wellness means all three. It means positive physical, mental and emotional health, exemplified by quality of life and, yes, that sense of well-being. It encompasses the entire spectrum of daily life and extends to each of us options and opportunities to be all that we can be and to enjoy life to its fullest. It is both a way of life and an outlook on life.

We can strive for increased wellness in all aspects of our lives, from exercise, good nutrition and leisure, to just making time for ourselves and for our families. Health, well-being and quality of life promote a positive mental outlook that readily engages others. A healthy community is one that embraces the concept of wellness for all residents.

The municipality of Trent Hills, the Campbellford/Seymour Community Foundation and the Campbellford Memorial Hospital are launching an exciting joint campaign to ensure that the residents of all Trent Hills municipalities and environs will have access to the highest quality of life, health and well-being.

The Trent Hills Wellness Campaign is about One community, three initiatives, three lasting outcomes, and something for everyone:

- *Better recreational and leisure facilities!*
- *Sustainable community development!*
- *Quality health care close to home!*

We invite you to read on and learn more about what *community wellness* means specifically for Trent Hills and why this campaign is so important to all residents who call this beautiful region home.

## **For A Healthier, Wealthier, Happier Community**

*“The greatest wealth is health.” Virgil*

Trent Hills is blessed with enviable surroundings, dynamic, engaged citizens and a quality of life that is second to none. Our three urban communities— Hastings, Campbellford and Warkworth — each offer a unique experience, but together we form a vibrant, thriving hub that has become an ideal destination for business, vacation and rural living.

We already pride ourselves as being a *healthy* community, because a healthy community offers its residents opportunities for recreation, quality health care and continued community development. In Trent Hills and the surrounding area, good health, recreation and community are valued by our residents. However, in order to sustain a healthy and vibrant community, these three components need to be regularly renewed, rejuvenated and reinvented.

With this in mind, the Municipality of Trent Hills, the Campbellford/Seymour Community Foundation and the Campbellford Memorial Hospital Foundation are together proposing an initiative that will contribute to the overall health, wellness and development of our community. Each entity brings its special area of expertise to bear on the issue of continued health and well-being for all residents. Combined, this threefold initiative offers a holistic approach to health and wellness that is unprecedented in our community.

Our many communities joined forces to be one community in 2001. Now, let us join together for the health and well-being of all.

### **Better Recreation & Leisure Facilities: The Trent Hills Recreation and Wellness Centre**

*“Each community needs a place to gather, to act and feel like a community, to remind itself of why it is a community...”*

*Ken Dryden & Roy MacGregor, Home Game*

Few statistics are required to tell us that exercise is good for body, mind and soul! We feel exhilarated after a good run, a hike, a jog, a spin on the bike or a few laps in the pool. While each one of us has a preferred activity to achieve good health and to feel fit, recreation in general plays a prominent role in building and maintaining an individual’s mental and physical health and overall

well-being. So it is essential for progressive communities to develop, provide and maintain adequate recreational resources and facilities. But as our community changes and grows, so do the demands for a wider variety of recreational facilities and services that appeal to everyone in the community.

Recognizing these changing demographics, future needs, and after years of discussion about a new multipurpose recreational facility, the Municipality of Trent Hills is now planning to construct a Community Recreation and Wellness Centre. Multipurpose community centres offering a variety of recreational services and programs have been an important facet of large urban communities for decades. These centres provide the facilities that people need to fully participate in healthy social activities, recognizing that high quality sports and recreational facilities help to enhance our everyday lives and contribute to personal growth.

While fitness and sports programs first spring to mind, a multipurpose centre also provides a meeting place for groups, clubs and organizations, a venue for educational and information sharing events such as presentations, lectures and seminars, as well as ample space to host a multitude of arts, cultural and community events.

This infrastructure is needed in Trent Hills, as other venues in the community are aging. We have needed a new arena for some time. An all-in-one community hub and meeting place with aquatic components is an idea whose time has come for the residents of Trent Hills.

Everyone in our community can be served by a new Community Recreation and Wellness Centre – children, youth, seniors, busy families and busy professionals, and those with special needs. Just imagine a community centre that welcomes everyone— every age group— to gather for recreation, to meet, to celebrate, to be entertained, to learn and to have fun!

- Our children and grandchildren benefit from recreation and culture, as they learn and develop motor skills, social skills and creativity through play.
- Recreation becomes even more important for teenagers, where active involvement in sports and arts activities has been shown to help develop self-esteem and positive social activity.
- Recreation provides the opportunity for adults to fully develop their physical, social, creative and intellectual potential. Recreation and culture also provide an opportunity for stress relief.

- The importance of recreation actually increases as we age. Being able to stay active and socialize with family and friends helps to make for longer, healthier lives.

In fact, our health care institutions promote prevention and well-being programs for the sake of individual good health but also because they know that healthier societies help to alleviate the strain on our healthcare and social service systems. Clearly, cultural and recreational activities lead to fitter individuals, better-adjusted families and healthier communities.

The economic wellness of the community improves as well, because recreational facilities and parks are significant economic generators in communities. Studies have shown that better community sport and recreational facilities and their programs not only help to increase wellness and lead to a more productive work force, but they also act as a catalyst for tourism, financial health and economic development — first-class facilities invite tourism to the area and the hosting of tournaments and conferences generates funds for local businesses.

Communities that can offer modern and relevant recreational and cultural amenities encourage families and individuals to move *into* the community rather than *away from* the community. What is more, the construction of the Centre will not only generate construction jobs for the short-term but will also provide long-term employment opportunities in Trent Hills.

Maintaining the highest standards of sport, recreational and leisure activities is a sound financial investment for all of the above reasons, even as we ensure an improved quality of life for all. The specific components planned for Trent Hills Recreation and Wellness Centre include:

- An arena
- An aquatic centre
- Multi-purpose rooms with kitchen
- Walking Track

A satellite facility located at Fowld's Millennium Park in Hastings is also part of this project. It is proposed that this facility will include:

- A heated field house for indoor sports
- A driving range
- A walking track

In Warkworth, there will be an accessible single storey addition to the arena with a kitchen, multi-purpose rooms and additional dressing rooms.

The total project cost is estimated at \$33,000,000. Federal and provincial infrastructure funding will be sought; but rarely does infrastructure funding from upper levels of government exceed 2/3 of a project's budget, which in our case represents \$22 million.

The remaining \$11 million, therefore, must be made up by the municipality and from fundraising. The municipality will be able to contribute \$10 million by accessing available municipal funds and by carrying a loan, leaving only a \$1 million shortfall to be raised in the community.

A Community Recreation and Wellness Centre offers something for everyone and has a strong role to play as a focal point for community expression. It will be a community builder, bringing people together for activities, programs and events as no other facility in the region can. Without question, it will be a valuable community asset, a reflection of our dynamic, vibrant community for all to see, and more importantly, for all to enjoy!

## **Sustainable Community Development: Campbellford/Seymour Community Foundation**

*"Isn't everyone a part of everyone else?" Budd Schulberg*

Trent Hills has seen firsthand how much a community organization can achieve, because the Campbellford/Seymour Community Foundation is responsive to community needs and tireless in its efforts to make the municipality the best place to live, work and play. At the Campbellford/Seymour Foundation, our sole focus is community. We envision a community prospering through cooperation and partnerships, where philanthropy and volunteerism are part of daily life, and where organizations work together to address a full spectrum of community needs.

The Revitalization of Kennedy Park project illustrates how partnering and collaboration can embrace and enhance entire communities. The Community Foundation not only partnered with the Campbellford/ Seymour community, but we also reached out to the communities of Hastings and Warkworth for the Playground Projects, truly making this a Trent Hills Collaboration! Rolled out in three phases, the Revitalization of Kennedy Park project re-allocated soccer fields to be more conducive to soccer play, built a state-of-the-art skate park, created a

vibrant playground for young people and adults alike, then added a spectacular splash pad for the children. On September 4, 2010 we made history when *three hundred* community volunteers built *three* playgrounds with adult fitness equipment in *three* communities in *one* day – we called it Community Build Day!

But we like to think that every day is “community build day” at the Cambellford/Seymour Foundation. Over the course of the past ten years, your Community Foundation has been hard at work. So we have a decade worth of community development stories to tell! The diversity of our investment in the community over the years is truly astonishing.

We have helped to support the arts, the environment, youth, sports and schools, and citizens in need. From Crowe Bridge Conservation Area to Fare Share Campbellford and District Food Bank, we have awarded grants to develop the local arts, music and sports scenes, to create green space and accessibility, and to ensure that no one in our region is left behind or goes without. And who would have thought that the sale of a refurbished Steinway piano could have provided countless musical opportunities and led to careers in music for local high school students? We have probably touched the lives of everyone in this community in some way or another.

Most recently, in an effort to address the specific community need of youth employment, we developed an exciting new grant opportunity – the “Building Community Grant” Job Opportunity for Youth in the Not-for-profit Sector,” a project-based initiative that charitable and not-for-profit organizations can apply for in order to provide job opportunities for youth in our community.

As a community foundation, we pool the charitable gifts we receive into a permanent, income-earning endowment, which is then held in trust for the benefit of the community. While the capital is not touched, grants are made from the earnings of these funds to seed, nurture and support community initiatives.

The Campbellford/Seymour Community Foundation manages two funding streams for the community. To date, the Community Fund has awarded a total of \$1,180,401.88 in grants, while the Municipal Fund has awarded \$1,199,125.37, for a grand total of \$2,379,527.25. That means almost 2.4 million dollars have been invested in community projects! These grants have and will provide much-needed funding to ensure a thriving, healthy community for all.

But in order to sustain this work for our community, we need to ensure that there is a continuing pool of funds to provide grants for beneficial projects. To

support sustainable community development, the Community Foundation needs to raise \$2 million, which will be used to help fund future projects throughout the Campbellford/Seymour and surrounding area.

Additionally, we have responded to Community Foundations of Canada's call to action that every community be served by a community foundation. The Campbellford/Seymour Community Foundation plans to set up two Smart & Caring Community Funds, one for our Hastings Community and one for our Warkworth Community. As part of *Flourish*, the Trent Hills Wellness Campaign, donors will be provided with an opportunity to give gifts and bequests to one or both of these Smart & Caring Funds.

A community foundation is not just about raising money for the community; it is about *investing* in the community and being committed to raising community spirit and awareness. Your Community Foundation is always asking the big questions: What does our community need? How can we make this community stronger, more vibrant, more caring and more prosperous? Now, we are asking another question: Will you help us to sustain continued community development for the wonderful communities in our municipality?

## **Quality Health Care Close to Home: Campbellford Memorial Hospital Foundation**

*There is no rule that says that just because you're in a rural community, you can't be high-tech. Nor any reason we can't maintain our values and beliefs and make the use of world-class tools and equipment!*

For more than 50 years, Campbellford Memorial Hospital (CMH) has been caring for families, right here in our community. It has grown from a small and modest "hospital in a house" into a modern, diversified, community-based health care campus. Given our distance from large urban centres and the nature of our community demographics, CMH is a vital local health care hub, delivering acute care close to home, with modern equipment, new technologies and highly trained medical and support staff.

CMH is proud to be an innovative local hospital valued by its community. We remain relevant to the community because we innovate and stay current, and our track record tells the story:

We replaced the heart rate monitors in the ER and in the inpatient Special Care Unit in 2007. We opened our Fluoroscopy unit in 2007, allowing physicians to get

real-time images of a patient's internal structures. Again in 2007 we launched PACS, our Picture Archive and Communications System, which allowed the hospital to transition from a manual, film-based image workflow process to a digital, computer-based environment. In 2008 we added Pyxis Automated Medication Management Systems, which has significantly improved the efficiency and safety of dispensing prescriptions.

Most recently, in January 2010, CMH opened its new CT scanner suite. Within the first ten days of the CT Scanner's installation in its newly constructed suite, our vision for how it would revolutionize medical care at CMH was put to the test—and it exceeded even our expectations. Indeed, lives are being saved at CMH — thanks to our very own CT Scanner.

We have been able to do all this because the community has supported our mission and our initiatives throughout. We have taken the necessary steps along the way and now CMH is ready for the next level of care as a 21st century hospital in the heart of our community.

The Campbellford Memorial Hospital Foundation (CMHF) is therefore pleased to partner at this time with the Municipality of Trent Hills and the Campbellford/Seymour Community Foundation in *Flourish*, the Trent Hills Wellness Campaign. CMHF needs to raise \$4 million in order to acquire essential equipment that the Hospital has needed to purchase or replace for some time.

This critical equipment “wish list” includes vital laboratory equipment to support diagnostics at CMH. Diagnostic services, or lab services, are the very foundation of patient care. Without the availability of certain diagnostic tools we would be unable to continue to treat and take care of patients close to home. A complete blood count analyzer (CBC), a blood stainer, a BIOMIC microbiology system and new microscopes — these are all core items that we need to acquire.

Why are they critical acquisitions? The ability to detect cancers early is understandably important to everyone in our community, young or old. In the case of breast cancer, early detection at CMH would be greatly enhanced with digital mammography. CMH currently provides diagnostic and screening mammography services for our local community and we are affiliated with the Ontario Breast Screening Program (OBSP) and accredited by the Canadian Association of Radiologists (CAR). Each year Campbellford Memorial Hospital conducts 2,000 mammography exams.

However, the current mammography equipment at CMH is analogue, which means it uses film/screen technology. The mammography unit is 11 years old



and near the end of its working life, while the film processing unit is 12 years old and need repairs so that re-accreditation can be achieved. This is a purchase that cannot wait!

Coloscopes are imperative in the early detection of colon cancer and prevention of future colon cancer, a very real concern for older Canadians. While many communities do not have the medical expertise or equipment for a colon cancer screening program, CMH does. Acquiring colonoscopes, therefore, will allow us to move forward and establish a colon cancer screening program at CMH. Currently, CMH needs to acquire four colonoscopes.

CMH needs two gastroscopes. Gastrosopes are thin, flexible fibre-optic instruments used in the examination of the inside of the gullet, stomach and duodenum in order to detect abnormalities quickly, efficiently and safely. Gastroscopy, in fact, has now replaced the use of X-rays in many cases. The most modern gastroscopes can also show the areas in the stomach on a TV screen for thorough study and analysis, which can be recorded on a videotape and used for later comparison and consultation.

The latest generation of PACS workstations allows specialists located in other hospitals and medical facilities to remotely review images, which can help to expedite diagnoses. This means more time can be spent on patient care and less time requesting, tracking and reviewing film-based studies! New PACs workstations are needed at CMH.

Portable X-ray machines permit medical professionals to take X-rays when a patient is unable to be moved to the hospital's X-ray unit. Lightweight but powerful, a portable X-ray machine is an important acquisition, both in terms of staff safety and patient comfort.

These and many other core medical tools and equipment are urgently needed at CMH to ensure that we can continue to provide quality health care and acute care close to home. New technology also allows us to take full advantage of an increasingly connected health care environment. We will be able to diagnose more people right here at CMH, detect abnormalities and cancers early, focus on our patients, reduce their travel time to other centres for consultations or procedures, and make sure that their experience at CMH is comfortable and safe.

Patient-focused care has always been a priority at CMH, and with the acquisition of these and other items we can continue to deliver the level of excellence in patient care our community has to come to expect from us. It is only by staying

current and relevant to our community as a modern health care hub can we ensure the long-term viability of our hospital. Most certainly, not stepping up to replace or acquire equipment now will put our ability to provide quality health care close to home at great risk in the near future.

## **One Campaign, A Wealth of Positive Outcomes For Everyone**

Three wellness strategies, three distinct organizations, three outcomes for the people of Trent Hills – better recreational and leisure facilities, sustainable community development and quality health care close to home. Something for everyone! However, the three components of this extraordinary campaign merge into one unequivocal benefit for all – Wellness. The physical and mental health of families and individuals will be improved, our community bonds will be strengthened, and our overall quality of life enhanced. This is indeed the very meaning of community wellness.

The Trent Hills Wellness Campaign with its combined goal of \$7 million will generate a wealth of positive outcomes and has the potential to touch the lives of every resident in some special and very personal way. It will positively impact the young and promising hockey player who will be able to play in a state-of-the-art arena. It may save the life of a local senior whose blood needs to be closely monitored to prevent a stroke, and it will support the small grassroots not-for-profit organization struggling for the much-needed funding that will help more people than we may ever know.

The campaign goal may seem lofty, but it is one that is vital to keep our community vibrant, growing and prospering. This campaign is not about supporting your community hospital, your community foundation, nor your regional municipality. It is about supporting your friends, your family and your neighbours. It is about supporting your own well-being and the well-being of an entire community.

We hope that you join us and participate generously in this exciting and unprecedented venture that will enshrine *wellness for all* as a community priority in Trent Hills. By working together, we all flourish!