



C R E D I T • V A L L E Y
THE CREDIT VALLEY HOSPITAL

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OPERATION 5-5-5 BUTT OUT
Credit Valley adopts hospital-property ban on smoking

Mississauga, ON (CVH) - The Credit Valley Hospital announces that as of May 5th, 2005 (05-05-05), smoking will no longer be permitted anywhere on its campus.

“We believe our efforts to completely ban smoking at Credit Valley are well founded and will benefit everyone,” said Wayne Fyffe, CEO and president of The Credit Valley Hospital. “The Board of Governors, who voted unanimously in January to support this initiative, believes we cannot, in good conscience, allow for smoking on our grounds as we prepare to open a state-of-the-art regional cancer centre that is devoted to the treatment, research and the ultimate eradication of cancer – when smoking has been so inexorably linked to causing cancer.”

Fyffe says, “The Board believes this initiative will send a clear message to staff, patients and community, that prevention is as important as treatment of illness. This is not a punitive action. It is to promote health and wellness. Wherever possible, the hospital will support patients, families, staff, physicians and volunteers who will be challenged by this initiative.”

Cancer Care Ontario has publicly supported Credit Valley’s smoke-free initiative and is actively encouraging more hospitals to follow Credit Valley’s lead.

“We applaud the leadership exhibited by this initiative, promoting positive change and leading by example on this major cancer risk factor,” said Terry Sullivan, president and CEO of Cancer Care Ontario. “The message about the harms of tobacco would be very clearly communicated if all hospital grounds in Ontario were uniformly smoke-free.”

“As a practicing physician at Credit Valley for over 18 years, I know that as a health care facility have been remiss in not having spearheaded this type of campaign previously,” said Dr. Barbara Clive, Chief of Staff at Credit Valley. “Smoking is as powerful an addiction as cocaine or heroine. It’s also the leading cause of death in Canada – killing some 45-thousand people each year. How can we as practicing physicians allow this to happen to our patients?”

Addressing the concerns of active smokers on staff, as well as patients and visitors who may rely on smoking as a way to deal with traumatic situations has been a priority issue for the task

force. Patients receiving elective procedures have already been advised of the smoke-free initiative. Patients will have the option of refraining from smoking while in hospital or asking for medical management of their addiction by their primary physician. Visitors and family are expected to respect the smoke-free policy.

Smoking, which was formerly accepted nine metres from any entrance to the hospital, will no longer be permitted. The smoking ban means that those who feel the need to smoke will have to leave the hospital property, including areas such as the hospital's parking garages, gardens, and entrances where smoking had previously been tolerated.

The Credit Valley Hospital is a modern, dynamic community hospital providing leadership in the delivery of primary, secondary, and tertiary health care services to the people of Mississauga, Ontario and the surrounding region. Since opening in 1985, the Hospital has earned an international reputation for combining the latest in technology with the utmost in professional and compassionate care. The hospital's culture facilitates and promotes innovation.

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