

BULLETIN

HSA members going the distance

December 1, 2004

The Report: December 2004 vol.25 num.6

by CINDY STEWART



fter seven years as a sponsor of the Canadian Breast Cancer Foundations most important fundraising event ... the CIBC Run for the Cure ... HSA members have contributed more than \$650,000 to the fight against breast cancer.

This contribution represents HSAs annual \$25,000 silver-level sponsorship of the Run, the fundraising of individual HSA teams ... over 20 this year ... in communities around the province, and the province-wide advertising and public relations activities coordinated with breast cancer awareness month and the Run for the Cure events.

In this issue of The Report, youll meet Katie Fulop, an HSA member and lab technologist at Mission Memorial Hospital who has been an enthusiastic team captain and is a breast cancer survivor.

Physiotherapist Jenny Robertson and her team from GF Strong were HSAs models for this years banners and advertising. Also a survivor, Jennys commitment to fighting breast cancer gave many people the strength and inspiration to join her in the fight. It is for Katie Fulop and Jenny Robertson and the many other women in our lives that we participate in the Run for the Cure. And it is for people like Katie and Jenny that so many HSA members do the work that you do. Whether its diagnostic, clinical or rehabilitation services, HSA members are important companions in a womans journey with breast cancer.

Every year, I am moved by the women I meet and the stories I hear at the Run. This year I ran with the HSA Kelowna team, and with more than 25 team members, we were quite a crowd! Congratulations to fellow team member Joanne Takahashi for raising a whopping \$1040 in donations! See page 15 for a complete list of HSA members who won prizes for their fundraising efforts.

This year, our commitment to the importance of education and awareness about preventing breast cancer has been shown through our sponsorship of the TELUS Tour for the Cure.

The tour is the largest community outreach program ever undertaken by the BC/Yukon chapter of the Canadian Breast Cancer Foundation. Featuring interactive displays, breast cancer screening and information on prevention and early detection, the TELUS Tour for the Cure will stop in 26 communities outside the Lower Mainland between September 2004 and May 2005.

According to the Canadian Breast Cancer Foundation, less than 50 per cent of eligible women in BC participate in the provinces free mammogram program. The survival rate for breast cancer patients increases significantly with early detection and treatment of the disease. And that is why HSA is so committed to supporting the Foundations efforts.

HSA is sponsoring the mammography panel, which encourages women to go for regular screening mammograms. A direct line to the screening mammography program is placed in the centre of the panel, giving women the opportunity to make their appointment for a screening mammogram right then and there.

Last month, Laura Conzatti, mammographer and HSA member at Vernon Jubilee Hospital, and I participated in the official launch in Vernon. HSA members have been taking part in many of the official openings, which are usually covered by the local media. Not only is HSA joining in the fight against breast cancer, we are also raising the profile of health science professionals and the important contribution you make to the health and welfare of British Columbians.

Because of your on-going commitment, enthusiasm and participation, HSA continues to benefit greatly from our partnership with the BC Branch of the Canadian Breast Cancer Foundation. Thank you! 

Cindy Stewart is president of the Health Sciences Association of BC.

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