

June 3, 2013

## RVH helps smokers “butt out”

As Royal Victoria Regional Health Centre (RVH) marks its 7<sup>th</sup> anniversary as a completely smoke-free facility and property the centre remains committed to helping residents of Simcoe Muskoka kick the habit.

“As healthcare providers, it’s so important for us to model healthy habits and behaviours. That’s why we made the decision in 2006 to ban smoking anywhere on our 40-acre campus, making RVH one of the first health centres in the region to do so,” says Janice Skot, RVH president and CEO. “To further our commitment to reduce illnesses caused by smoking, we offer smoking cessation programs not just for our staff, but for patients as well.”

To remind patients and visitors coming to RVH, about the no smoking policy, there is clear signage posted on the property and frequent patrols by the RVH Security Team. RVH has also recently added a recorded message at the main entrance reminding patients and visitors that smoking is not allowed anywhere on RVH property.

Education through signage and the recording and support through the smoking cessation programs offered are not the only ways that RVH is encouraging area residents who smoke, to quit. The Simcoe Muskoka Regional Cancer program also held a contest this past spring to encourage area residents to quit smoking. The iQuit contest was designed to encourage smokers to become tobacco-free for the month of March, with an incentive to win an iPad. In total, 135 people, including 12 staff from RVH participated. The successful quitters were Derek Taylor from Angus, Michelle Duquette from Lafontaine and Patricia MacIsaac from Barrie.

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