



Backgrounder: Closer campaign

In October 2010, the Peterborough Regional Health Centre Foundation launched a new **\$2.5 million fundraising campaign** to expand current cancer services at the hospital and bring radiation treatment to our community for the first time.

The campaign's aim is to help increase access to treatment and improve survival rates from a disease that has recently overtaken heart attack and stroke as the number one cause of death for Canadians. Since moving to the new hospital, the number of cancer patient visits at PRHC has almost tripled.

The \$2.5 million campaign includes:

- \$400,000 for lab equipment to improve speed and accuracy of test results
- \$600,000 for surgical equipment to accommodate increasing volumes of cancer patients
- \$1.5 million to install a single radiation treatment facility.

Margie Lightbody, breast cancer survivor and Chair of the Community Campaign Team, announced on January 10, 2011 that the campaign had reached the 1/3 mark with **\$860,460** in donations received and in the bank. Provincial Minister of Health Deb Matthews recently announced government approval of the plan and a commitment to provide the annual costs to operate the facility, pending successful completion of the fundraising campaign to fund the installation.

The campaign aims to raise the required funds by the Fall of 2011, to ensure installation of the facility can proceed to begin treating patients by this time next year (Winter 2012).

This facility will treat up to 400 patients annually. Patients with breast or prostate cancer, particularly those with the longest distances to travel, will be the first treated at this site. More than 40% of those with these forms of cancer will be able to get their treatment at PRHC. These two diseases are the most common cancer diagnoses in women and men, require the largest number of radiation treatments and are more straightforward to treat in this single radiation unit, which will be operated as a satellite of the Durham Regional Cancer Centre. Patients in palliative care, who benefit from radiation treatment for pain relief, will also be prioritized for treatment at PRHC.

Backgrounder

Did you know?

- *The Canadian Cancer Society estimates that in 2009, more than 80,000 Canadian women and almost 90,000 Canadian men were diagnosed with cancer. An estimated one out of every four Canadians is expected to die from it. Statistics Canada estimates that if cancer diagnoses continue to*

increase at the current rate, it will soon overtake heart attack and stroke as the number one killer in Canada

- *More than 1,300 people from our catchment area—Peterborough County, Northumberland Area, Kawartha Lakes Region, Cobourg and the City of Peterborough—received radiation treatments for cancer in 2009. Every one of them had to travel to get it. Data suggests that many who would have benefited from it did not receive it.*
- *Thanks to PRHC’s partnership with Durham Regional Cancer Centre, five medical oncologists and five radiation oncologists are at PRHC each week providing consultations to patients.*
- *Radiation treatment is used to destroy cancer cells while sparing normal tissue. While it’s not appropriate for every patient with cancer, in some cases, it is the only option. In other cases, it is combined with surgery and chemotherapy to destroy any remaining cancer cells and prevent the cancer from returning.*
- *Radiation can also relieve suffering in palliative care patients, helping them live in greater comfort. An onsite radiation facility means that these fragile patients can receive treatment at their own hospital, instead of an uncomfortable and lengthy ambulance ride. Some are simply too unwell to travel.*
- *Medical evidence has shown that not using radiation treatment when it is needed could lead to serious adverse outcomes, such as a higher chance that the cancer will return and reduced survival time. The evidence has also shown that many cancer patients have the best chance of overcoming their disease when they have access to a combination of treatments - including radiation.*

Funding Facts...

Radiation facility project costs:

Cancer Care Ontario and the Durham Regional Cancer Centre will invest in:

<i>Radiation facility (building)</i>	<i>\$2 million</i>
<i>Moving facility to PRHC</i>	<i>\$500,000</i>
<i>Linear Accelerator</i>	<i>\$2.5 million</i>
<i>Equipment relocation & installation</i>	<i>\$400,000</i>
TOTAL INITIAL INVESTMENT	\$5,400,000

The community is being asked to fund the installation of the facility:

Site preparation, installation **\$1,500,000**
IT connectivity, project management costs

In addition:

Provincial Department of Health and Long Term Care, through the Durham Regional Cancer Centre (DRCC), is funding annual operating costs of estimated to be between **\$1.2 - \$1.4 million**

The \$2.5 million Closer Campaign includes:

LABORATORY: \$400,000

- *Tissue Processor - funded by 2010 Dragon Boat Festival - processes slides three times faster than the current 20-year-old model*
- *Slide Labeller: helps ensure the right tissue specimens are matched to the right patient*
- *Coverslipper: New instrument will enhance microscopic diagnosis of cancer*

SURGICAL SUITE: \$600,000

- *Anesthesia machine: monitors patient's vital signs and response to cancer surgery*
- *Endoscopes: new high definition imaging gives 65% increase in detecting polyps that may lead to colon cancer*

RADIATION TREATMENT FACILITY INSTALLATION: \$1,500,000

- *Mechanical, electrical, landscaping and structural requirements, information systems, interior finish*

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