



March 28, 2008

### **Coastal Community Credit Union helps bring top-notch health care conference to Comox**

#### **For immediate release**

**Comox** – As health care costs, technological advances – and the needs of suffering patients – continue to outpace available funding, it can be a struggle for health care workers to balance heavy workloads and administrative duties with compassionate care of the sick and the dying.

Thanks to a \$3500 donation from Coastal Community Credit Union, health practitioners and volunteers in Campbell River and the Comox Valley will have a chance to hear and talk with top experts who can help them deal with the ethical, moral, and spiritual issues that confront them in their daily work.

“A Life Undivided: Engaging Our Hearts in Healthcare”, will be held Friday, April 4, 2008 at the Coast Westerly in Courtenay, from 9:30 am to 4:30 pm. St. Joseph’s Hospital is hosting the conference, in partnership with Community Living BC, Comox Valley Hospice Society, Communitas Supportive Care Society, P. Foster and Associates and the Mennonite Church.

“It’s an ancient cry – throughout the ages, great mystics and the spiritual writers have emphasized the importance of knowing who we are at the deepest place in ourselves. When you add workload issues and galloping technology in health care today, that cry becomes even more urgent,” said Gordon Carter, Director of Pastoral Care, Mission, and Medical Ethics at St. Joseph’s. “I’m hoping participants will come away with a new understanding of the need to be discerning of who they are as people, because the most important thing we bring to care-giving is ourselves.”

St. Joseph’s originally planned a conference in the area of palliative care. As discussions proceeded, organizers realized that the key issues in medical care today cross the entire spectrum of practice, so they broadened the scope of the conference.

“Coastal Community Credit Union’s generous support captured the attention of other organizations who got on board and helped so we could expand it into a top-notch conference for Vancouver Island,” said Carter. “We were able to attract speakers that we normally have to go to Vancouver, or elsewhere in Canada or the US, to hear, so to have them come to Comox is very exciting.”

The April 4 conference, which is open to the public, is sold out, with a waiting list, however, Carter says there’s still room for physicians only to attend a dinner on April 3, from 6 – 9, at the Oyster Bay Resort, where the conference keynote speaker, Dr. David Kuhl, will make a presentation entitled “Communication: Potentially harmful, healing and foundational to the doctor/patient relationship”. Dr. Kuhl, an authority on palliative care, is director of the Centre for Practitioner Renewal, and author of *What Dying People Want: Practical Wisdom for the End of Life* (Doubleday Canada, 2002) and *Facing Death Embracing Life: Understanding What Dying*

*People Want* (Doubleday Canada, 2006). The cost of the dinner is \$40 and preregistration is required. Physicians who attend can earn Continuing Medical Education (CME) credits, needed to maintain their license to practice. Interested physicians can contact Tami Beauchamp, by phone 339-1458 or fax 339-1432 for information and to register.

“Helping our doctors and health care practitioners develop a deeper understanding of themselves and how their own spiritual and emotional health impacts their patients is critical to improving medical service in our communities,” said Garth Sheane, CEO of Coastal Community Credit Union. “We are committed to improving the health of the communities where we live and work and are proud to sponsor this important event.”

Coastal Community Credit Union also recently gave St. Joseph’s \$7,000 from the 2007 Coastal Spirit Fund towards the purchase of a colonoscope, used to check for colon cancer. According to Monica Potts, R.N. in St. Joseph’s Endoscopy Department, the new equipment has helped cut the waiting time for colon cancer screening.

In 2007, Coastal Community Credit Union invested over \$400,000 to Vancouver Island community initiatives, including \$158,000 through the Coastal Spirit Fund. Grants ranged from \$1,000 to \$20,000 to 41 community organizations. The Coastal Spirit Fund supports local projects in the areas of Arts and Culture, Community Service, Economic Development, Education, Environment, Health, Sports & Recreation, and Youth. Organizations interested in applying for the Coastal Spirit Fund should visit the Coastal Community Credit Union website at [www.cccu.ca](http://www.cccu.ca) prior to the 2008 deadline, Wednesday, October 1<sup>st</sup>.

#### **About Coastal Community Credit Union**

Coastal Community Credit Union is the largest credit union based on Vancouver Island. From Victoria to Port Hardy, the credit union offers quality financial solutions and unsurpassed service through community branch, financial planning, business and insurance locations. Passionate about its communities, Coastal Community Credit Union provides financial, in-kind and other resources to support charity and non-profit groups through its community investment programs.

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