



Autumn 2009

Volume 1, Issue 1

The Story of the Christmas Seals

YOUR GENEROUS DONATION TO CHRISTMAS SEALS WILL HELP US ...

- Fund vital research
- Preserve clean air
- Teach our children not to smoke
- Provide education
- Promote lung health
- Prevent respiratory disorders
- Fund programs, like the Asthma Camp
- Raise public awareness
- Advocate for legislation & policies that improve respiratory health

The Christmas Seal story begins on a stormy December night in 1903, when Danish Postman Einar Holboell was sorting the Christmas mail. While the bright and cheery Christmas packages and letters should have put Einar in a festive mood, a glance outside the window at two ragged children in the snow filled him with despair.

He wished there was a way that the spirit of giving apparent in the Christmas mail could help the less fortunate children. Then, inspiration struck. Imagine if the Christmas mail could carry an extra stamp that could be sold to benefit the children.



Einar was quick to share his idea with his fellow postal workers, and they soon set to work. The group presented their idea to the Danish King Christian IX. The King gave his full support, and the first

Christmas Seal was issued in 1904. That year, the Danes bought four million seals. The funds raised helped children suffering the effects of tuberculosis.

Einar's idea spread around the world, and is credited with raising the funds required to virtually eradicate tuberculosis. The Canadian Lung Association issued the first Christmas Seal in 1908, and currently distributes eight million Christmas Seals each year. The funds raised are used to support programs and research that improved the respiratory health of all Canadians.

Respiratory Health Symposium

World COPD Day

On November 18, join us as we fight to end chronic obstructive pulmonary disease (COPD)

Visit our [website](http://www.nb.lung.ca) for more information.

The New Brunswick Lung Association is hosting its annual respiratory health symposium on September 25, 2009, at the Crowne Plaza Hotel, Fredericton, N.B.

Health care professionals, physicians, students, and interested members of the public are invited to attend this informative

symposium. The cost is only \$30 for the day, which includes lunch and refreshments.

Admission is free to students currently enrolled in healthcare programs.

For more information Call 1-800-565-LUNG (5864) or visit www.nb.lung.ca to register.



Symposium 2007

TIPS FOR WINTER

- LED Christmas lights last 7 times longer use 90% less energy
- Block heaters reduce car warm-up time
- Avoid wood burning in urban areas
- If wood heating, don't burn garbage
- Avoid mold, don't store firewood indoors
- CFL bulbs last 9 times longer, use 25% less energy
- When stopped, turn off your vehicle

Flu Season is Here: Protect Yourself

Coming down with the flu is an annual event we all would like to avoid, especially during this year's H1N1 outbreak. The following are tips to help keep you happy and healthy this flu season.

1. Wash your hands properly and often. Learn all the steps to proper hand washing.
2. Cough and sneeze into your sleeve, not your hand.
3. Avoid touching your eyes, nose and mouth. Germs spread that way.
4. Stay at home if you are sick. Call your health care provider.
5. Use a regular household cleaner to wash common surfaces every day. Focus on counters, taps and sinks, bedside tables, children's toys, computer keyboards, desks and tabletops.
6. Stay away from people who may be sick.
7. Stay healthy. Get enough sleep, eat healthy food and exercise.
8. Get vaccinated for both the regular flu and for H1N1.
9. If you have a chronic respiratory disease, consider getting vaccinated for pneumonia as well.

September Spike in Asthma Symptoms

September is back to school, when asthma symptoms worsen. Protect your child, follow these basic rules:

1. Does your child have good asthma control behavior? If not, ask your doctor for guidance.
2. Follow proper asthma medication regimes. Many patients should take asthma medicine every day, even when they feel well.
3. Follow your child's asthma action plan. Ask your doctor or certified asthma educator to explain it's use.
4. Teach your child how to fight germs. Proper hand washing is your first line of defense.
5. Inform teachers about your child's asthma. Provide them with a copy of your child's asthma action plan and explain how to use it.

"Asthma doesn't seem to bother me any more unless I'm around cigars or dogs. The thing that would bother me most would be a dog smoking a cigar." - Steve Allen

Time to Radon Test Your Home

Radon is a colourless, odorless gas that is present in differing amounts in every home. It naturally comes from the ground and enters your home through cracks in your basement floor or walls. Exposure to high levels of radon over many years can cause lung cancer. In fact, it is

the leading cause of lung cancer for non-smokers. Health Canada Guidelines suggest that your home Radon levels should not be above 200 Becquerels per cubic meter (Bq/m³). Every house is different, so it is important that you get your house tested for Radon. Radon detectors can be pur-

chased from Home Hardware and the New Brunswick Lung Association. They should be placed in the lowest "lived-in" level of your home for 3 months over the winter. Follow the instructions on the kit and return it to the address provided for analysis. They will send you your results with ad-

vice as to action you need to take. If your home has levels over 200Bq/m³ you can begin to fix the problem by sealing any cracks in your basement. More extensive solutions should be done by a building contractor experienced in this type of remediation.



Mayors' Eco-Challenge

Last spring, the NB Minister of Environment and five city mayors made a commitment to reduce their personal carbon footprints by taking part in the Mayors' Eco-Challenge, developed by the Climate Change Hub in partnership with the New Brunswick Lung Association, the Department of Environment, Efficiency New Brunswick and the Cities of New Brunswick Association. As a result of the Eco-Challenge: greenhouse gas

emissions in New Brunswick were reduced by more than 16 tonnes! This impressive reduction was the result of commitments and actions including: adopting fuel-efficient driving behaviours; installing energy-efficient light bulbs; adopting energy-saving behaviours, such as adjusting thermostat settings and washing clothes in cold water; completing home energy audits; recycling; and reducing water use. Participants tracked their actions and the results

were tabulated by the Climate Change Hub, which is hosted by the New Brunswick Lung Association. Encouraged by this success, the Climate Change Hub is working with its Eco-Challenge partners and the four municipal associations of New Brunswick to launch a second Mayors' Eco-Challenge this fall. Our busy mayors set quite the example for all of us to take action on climate change!

SMOKE-FREE FOR ME!

Children exposed to second-hand smoke have:

- Higher risk of sudden infant death syndrome
- More cough and wheeze
- More severe asthma attacks
- More ear infections
- Slowed lung growth
- Double the risk of bronchitis, croup & pneumonia
- Lower test scores in math, reading & logic
- Higher risk for heart disease
- Higher risk of smoking

There is no safe level of exposure to second-hand smoke

Retire Your Ride Program

The New Brunswick Lung Association is proud to bring you Canada's new national Vehicle Recycling Program called "Retire Your Ride" in collaboration with the Clean Air Foundation and the Government of Canada. This program is a redesign of our Vehicle Scrappage Program of previous years, yet with the same

application requirements and available incentives.

Why the program? Vehicle emissions can negatively affect people's health and contribute to climate change, urban smog, and acid rain. While older vehicles make up 10% of the cars on the road, they generate up to 50% of vehicle emissions!

Participating in the program is a safe and easy way to dispose of your old car, clean the air and protect the environment—for our children's future!

All applications will now be redirected to the [Retire Your Ride](#) website or call

1-877 773-1996



Staff from the New Brunswick & Prince Edward Island Lung Association

NB Bans Smoking in Cars

March 30th, 2009—In front of an assembly of Quispamsis Middle School children, Health Minister Michael Murphy announced upcoming legislation that will ban smoking in cars when children are present, and restrict the sale of cigarillos.

Research has shown that the effects of second-hand smoke are experienced much more intensely by children than by adults because of higher respiratory rates. In sealed enclosed spaces such as cars, second-hand smoke can reach levels 23 times higher than in a house.

An amendment to the *Smoke-free Places Act* will prohibit smoking in a car when a person under the age of 16 is present. Similar legislation exists in Ontario, British Columbia, Nova Scotia, and the Yukon, and is being introduced in Manitoba and Prince Edward Island.



Health Minister Michael Murphy, and the Quispamsis Middle School - March 30th, 2009

Kenneth Maybee Moves On

Ken Maybee was President extraordinaire of the New Brunswick Lung Association for 16 years. Under his leadership the organization grew from a 3-person office to a multi-talented dedicated staff of 14.

He recognized that air quality has a large impact on respiratory health. This vision resulted in New Brunswick becoming the national leader for environ-

mental health issues.

One could write many pages on the advocacy programs that Ken championed: a Christmas Seals walk to Saint John during a postal strike; Flight for Life program; the first Green Canada Day Parade; Canadian standards for air pollution; Ozone Annex to the Canada-US Air Quality Agreement; National Framework for Refinery Emissions

Reduction; Canadian Air Quality Health Index; Climate Change Hub; GIS health mapping network; Smoke-Free Places Act; and many other community education and engagement programs that have improved indoor air quality and energy efficiency for New Brunswickers where they live, work and play.

Thank you Ken from all New Brunswickers, especially the one

-in-five who suffer from lung disease!



UN Climate Change Conference - Montreal

Roderick (Rod) C. MacAleese

Dedicated Moncton clean air activist, Rod MacAleese, passed away on August 21st.

Rod MacAleese grew up on his parents' farm which included beautiful pastures and natural wetlands in Moncton. Nearby farmland was sold to developers for an Asphalt plant and pollution from the plant prohibited farming.

Over time, as with so many locations in Canada, industries and neighbourhoods grew side-by-side. Rod began to notice serious health effects in his neighbourhood which he attributed to poor air quality.

Rod established a coalition to protect and restore environmental quality to their neighbourhood. He shared information with his neighbours, school, municipal, provincial and federal officials. He reached out to provincial and national environmental and health groups like the Conservation Council of New Brunswick and the New Brunswick Lung Association.

Rod was particularly worried about the children attending the nearby Ecole Champlain. In 2008 he was awarded one of Canada's prestigious Clean Air Awards, on nomination from

the New Brunswick Lung Association. He continued to press for better air quality monitoring and in 2009, the province installed a mobile air quality monitor.

Over the past year Rod worked closely with school teachers, parents and officials to achieve great momentum to take action on air quality in the area. At a community meeting this summer, he made an impassioned speech imploring action for the health of the children. When he returned to his seat he collapsed with what was later diagnosed as a stroke and he died two days later- a dramatic end to a dra-

matic and compassionate life.

We send his wife, Janet, eight children, 17 grandchildren and 25 great-grandchildren our deepest condolences and the promise to keep his cause alive.



Clean Air Award presented by Barbara MacKinnon

PLEASE RETURN THIS FORM WITH YOUR DONATION TO:

The New Brunswick Lung Association
65 Brunswick Street, Fredericton, NB. E3B 1G5

Here is my donation

\$25 \$50 \$75 \$100 I have enclosed my cheque for \$

Name:
Address1:
Address2:
Postal Code:
Province:

Yes, I wish to receive Breathe for Life by e-mail

I prefer to donate by: Visa Mastercard American Express

Card Number:
Expiry Date:
Signature:
Telephone:
Email:

To donate online: <http://www.nb.lung.ca/html/Donate/index.htm>

FOR MORE INFORMATION: Phone: 1-506-455-8961; Toll free: 1-800-565-LUNG; E-mail: nblung@nbnnet.nb.ca

Thank you for your support!