



Kaitlyn Wallace  
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04/10/2013 03:40 PM

To "ravis@fort-frances.com" <ravis@fort-frances.com>  
cc  
bcc  
Subject Observing Lung Month in your municipality

*This message has been sent on behalf of George Habib, President & CEO of the Ontario Lung Association.*

Dear Mayor Avis,

I am writing to invite you to join the mayors and reeves of municipalities throughout Ontario who are supporting lung health in their communities by issuing a proclamation declaring November **Lung Month** in their cities and towns. An example can be found below.

More than 2.4 million people in Ontario – that is one in five people in the Town of Fort Frances – lives with a chronic lung disease such as asthma, chronic obstructive pulmonary disease or lung cancer, and many more are at risk. In November, the Ontario Lung Association and our partners will engage in a series of information and outreach initiatives designed to inform and educate all Ontarians about how to protect and care for their lungs.

We hope that you will demonstrate your municipality's support for the lung health of all its citizens by signing the attached proclamation of November as **Lung Month** for entry into the official record.

Because when you can't breathe, nothing else matters.™  
Sincerely,

George Habib  
President and CEO, [Ontario Lung Association](http://on.lung.ca)  
401-18 Wynford Drive | Toronto, ON M3C 0K8  
ghabib@on.lung.ca | Tel: 416-864-9911, ext. 237

#### *SAMPLE PROCLAMATION*

### **LUNG MONTH**

WHEREAS, in the <city> and throughout Ontario, one in five residents lives with lung disease; and

WHEREAS, lung disease is one of the most prevalent, deadly and costly chronic diseases; and

WHEREAS, the <city> supports all measures designed to advance and protect the health of its citizens and of Ontarians; and

WHEREAS, to increase awareness of lung health issues and to inform Ontarians about the importance of their lung health, the Ontario Lung Association has designated the month of November *Lung Month* ,

NOW, THEREFORE, I, Roy Avis, Mayor of the Town of Fort Frances,

DO HEREBY PROCLAIM November, 2013 as


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## About Us

### THE LUNG ASSOCIATION

- is among Canada's longest standing, most respected not-for-profit health promotion organizations
- is a leader in the prevention and control of chronic lung disease, asthma, tobacco cessation and prevention, and air quality and its effects on lung health
- provides education and support to people living with lung disease in Ontario
- is a registered charity that relies on the generosity of donors and educational partners across the province
- has invested more than \$27 million into lung health research carried out in Ontario

Check out our many programs and services that can help you and your family.

#### Asthma Action™ Helpline 1-888-344-LUNG (5864)

Help for people living with or caring for others with asthma.

Staffed by certified respiratory educators.

#### BreathWorks™ Helpline 1-888-344-LUNG (5864)

Help and support for people with COPD

Staffed by certified respiratory educators

#### Air Quality 1-888-344-LUNG (5864)

[www.yourhealthyhome.ca](http://www.yourhealthyhome.ca)

#### Lungs are for Life 1-888-344-LUNG (5864)

A free school program for smoking prevention - Kindergarten to Grade 12

### NEED MORE INFORMATION?

Call our Helpline  
1-888-344-LUNG (5864)

[Click here](#) to subscribe to our eNewsletters

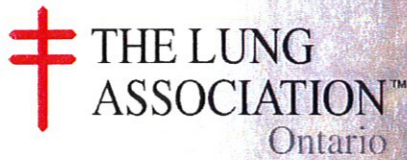
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## Our Mission, Vision, & Values

### MISSION

To be the recognized leader, voice and primary resource in lung health to enable all people to breathe with ease.

### VISION

To improve lung health

### VALUES

- We believe our employees and volunteers are our greatest resources and as such we are committed to providing a passionate, well-managed organization known for its integrity, honesty and trusting relationships.
- We believe our clients and donors must be treated with the utmost respect, dignity, grace and sensitivity.
- We believe that research is critical to successfully combat lung disease.
- We believe all who breathe with difficulty, as well as those who breathe with ease, will be empowered through our provision of quality, up-to-date information on respiratory health.
- We believe we are a professional organization that seeks out best practices in all we do and upholds the principles of due diligence in the protection of our assets, and maintains the highest possible ethical standards.

### WE DO THIS BY:

- Concentrating our efforts in lung health in the following areas: asthma, smoking-related diseases such as chronic obstructive pulmonary disease (COPD) and air quality.
- Providing accurate, timely and quality information and education programs to a range of audiences, including people who suffer from lung disease and their families, youth, health care providers and the general public and government.
- Providing for and using ongoing research to support our work and our activities.
- Supporting medical research studies into lung disease.
- Raising funds from all legitimate sources.
- Abiding by all regulatory rules relating to charitable organizations.
- Ensuring the prudent management of all funds entrusted to us.

Navigating Excellence- [Strategic Plan 2010-2014](#)

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### Ontario Lung Association

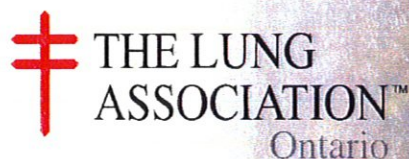
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## Our History

The Canadian Lung Association was founded in 1900, under the name The Canadian Association for the Prevention of Consumption and Other Forms of Tuberculosis. As one of Canada's first voluntary health organizations, its aim was to provide facilities for the care of TB patients.

The double-barred cross is one of many crosses famous in history. Godfrey of Bouillon, Duke of Lorraine, was the first Christian ruler of Jerusalem. During the crusades, his banners bearing the double-barred cross signified courage and success to crusaders.

In 1902, tuberculosis workers from many countries met in Berlin to discuss how TB could be wiped out. At that time, tuberculosis was the leading cause of death, outranking all other diseases, famine and war.

As the fight was to be universal, a universal emblem for the movement was needed. Dr. Gilbert Sersiron of Paris suggested that as it was a crusade, the emblem of a successful crusader was appropriate. His recommendation of the Cross of Lorraine was adopted, and the double-barred cross became the worldwide sign of the fight against TB.

Today, the double-barred cross continues to be used as an emblem by the International Union Against Tuberculosis and Lung Disease with members in 152 countries around the world, and by Lung Associations throughout North America.

Since its founding, The Lung Association has undergone several name changes that reflect the shift in the Association's work from the treatment of TB to the prevention and control of non-infectious diseases such as asthma, chronic bronchitis, emphysema and smoke-induced illnesses.

The Ontario Lung Association was incorporated in 1945, and has community offices across the province.

There is still, however, a lot of work to be done and The Lung Association remains dedicated to doing everything possible to improve lung health. Today, our primary work involves medical research, public education and promoting healthy living.

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