



LiveWell! – a proactive approach to health promotion

Supported by our \$60 million *Life.Changes.* campaign, Bridgepoint's LiveWell! strategy takes a proactive approach to preventing illness. By supporting this initiative, you'll be helping us build a culture of wellness that benefits patients and their families, and the wider community.

Reducing the economic impact of complex chronic disease

\$80 billion a year – that's Health Canada's estimated cost of illness, disability and death due to chronic disease in this country.

It's felt by our businesses, where chronic illness is one of the primary reasons why people take early retirement or extended sick leave, and employers are coping with escalating insurance costs. It's also felt in our healthcare system, where there aren't enough beds and programs to cope with the growing number of people with complex chronic disease – clogging the system and increasing wait times for everyone who needs care.

The most effective way to reduce this impact is to focus on health promotion – preventing disease, not just treating it. The LiveWell! strategy does this by giving patients, staff and community members the information, skills and confidence to become active partners in their own healthcare.

Helping people make healthy lifestyle choices

A proactive focus on wellness is integral to Bridgepoint's work, since healthy lifestyle choices ease the burden of many chronic illnesses and may prevent additional chronic conditions from developing.

Bridgepoint's LiveWell! initiative embeds health promotion into all aspects of our patient care model, promoting wellness through innovative programs such as:

- ***Bridges to Wellness*** – a unique program where people living with complex chronic disease increase their confidence and improve their quality of life by learning from others who are challenged by the same conditions

- **LiveWell! Lectures** – featuring leading innovators who challenge us to expand our understanding of the social, economic and public impact of complex chronic disease
- **Holistic patient wellness** – a range of fitness and meditation programs specifically designed for patients with complex chronic disease
- **Sun Life Financial Health Information Centre** – a unique resource centre that provides Canadians living with complex chronic disease with free access to tools and information they need to help manage their conditions and prevent further illness

Taking a leadership role in health promotion

Bridgepoint is one of 22 Canadian hospitals that are members of the World Health Organization's Health Promoting Hospitals Network. This means Bridgepoint is committed to improving the health-related physical, mental and social well-being of our patients and their families through health education, disease prevention and rehabilitation services.

Opportunities for donor support

Dedication and naming opportunities connected with Bridgepoint's LiveWell! strategy include:

LiveWell! lecture series - \$500,000 endowment

Providing opportunities for healthcare professionals and the public to hear leading speakers from the health promotion movement.

LiveWell! website - \$250,000

Providing a wealth of current, reliable references to information and discussion groups focused on how to live well with complex chronic disease.

Greenhouse/studio - \$200,000

Located on the top floor of the new Bridgepoint Hospital, this greenhouse will allow patients to enjoy the healing benefits of gardening year-round.



www.lifechanges.ca