



**FOR IMMEDIATE RELEASE**

**Friday, April 15, 2011**

**Scent Awareness campaign kicks off**  
***Week-long event aims to educate about the importance of a scent-free PRHC***

On Monday, April 18, PRHC's Occupational Health Services department will launch a week-long campaign to educate employees and the public about the importance of going "scent-free" in the hospital.

A display will be set up inside the hospital's main entrance for the duration of the week. Here, employees and visitors to the hospital will have the opportunity to get more information and ask questions about the hospital's policy on scents.

Several classes from local schools were invited to create posters to help communicate the "scent-free" message to everyone who works in and uses the facility. Their artwork will be on display throughout the hospital next week.

A number of activities are also planned for the week, including an opportunity to win a prize draw for a "scent-free" basket, and to be "sniff-tested" in a scent circle.

Many individuals have become hypersensitive to common chemical and environmental stimuli, a condition known as "fragrance or scent sensitivity." Certain scents are known to cause a range of symptoms in people with these sensitivities, including fatigue, rashes, dizziness, migraine headaches and difficulty breathing. The scented products that cause these sensitivities include perfume/cologne, body sprays, scented oils and hairspray. Heavily-scented flowers can also cause sensitivity.

PRHC is dedicated to providing a healthy, comfortable and productive environment for our employees, patients and visitors. Our goal is to provide education and increase awareness in order to reduce the incidence of scented products worn or brought into the facility by visitors, patients, students, physicians, volunteers and employees.

Scents have accounted for lost-time injuries, which can easily be prevented by going scent-free.

Please read Ken Tremblay's recent blog entry about Scent Awareness Week at [www.tinyurl.com/PRHCbloglist](http://www.tinyurl.com/PRHCbloglist).

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