

Emma Housser

From: Emma Housser [ehousser@nl.cancer.ca]
Sent: Tuesday, February 19, 2008 8:55 AM
To: 'Peter Dawe'
Subject: FW: NLCHI report

Hi Peter,

Would you like to sit in on this call? Should I see if Jennifer or anyone else is able to sit in on this call? I feel pretty comfortable with the messaging that we had previously developed.

Thanks,

Em

From: Thompson, Robert [mailto:rthompson@gov.nl.ca]
Sent: Monday, February 18, 2008 5:06 PM
To: Emma Housser
Cc: Peter Dawe
Subject: RE: NLCHI report

Tentative date for Thursday, though still not confirmed or official. We should chat tomorrow about coordination issues. Can you call around 2pm. Thanks.

From: Emma Housser [mailto:ehousser@nl.cancer.ca]
Sent: Friday, February 15, 2008 2:32 PM
To: Thompson, Robert
Cc: 'Peter Dawe'
Subject: NLCHI report

Robert,

I wanted to touch base with you regarding the NLCHI report on communications by Eastern Health for the hormone receptor testing issue. We were wondering if there is any update with regards to when the report may be released as we are still very much interested in reaching out to the public, as discussed last week. We look forward to coordinating with you on this matter.

Thanks,

Emma

Emma Housser,
Policy Analyst
Canadian Cancer Society, Newfoundland & Labrador Division
P.O. Box 8921, 2nd Floor Viking Bldg., 136 Crosbie Rd.,
St. John's, NL A1B 3R9
phone (709)753-6520, toll free 1(888)753-6520, fax (709)753-9314
e-mail: ehousser@nl.cancer.ca / web site: www.cancer.ca

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Emma Housser

From: Emma Housser [ehousser@nl.cancer.ca]
Sent: Tuesday, February 19, 2008 3:08 PM
To: 'Peter Dawe'
Subject: Robert Thompson

Hi Peter,

I just had a fairly short conversation with Robert while he is stuck in Halifax airport.

He said it looks like the report will go on Thursday, although go be put back until Monday. They will be going with a release, based on the NLCHI database report, including some data on the extent of patient contact between 2005 and 2007.

If this does happen on Thursday they would like to brief CCS prior to the release and allow us to see the data before the media. He should have a better idea tomorrow regarding the release.

I asked what the focus of the release will be and Robert indicated that the release will highlight the project being completed and now being turned over to the Commission. Some of the major numbers will be highlighted, which would include the extent and nature of the process with a part on communication. He also noted that they may go with something along the lines of "early lessons learned".

Robert asked if it would be possible to see what we would be releasing with regards to the messaging and any call to action for breast cancer patients or the general public so that the Minister could echo the message.

Once we get a better idea of the release we should alert Pat/Sharon/Dan Simmons?

I have attached the last draft of the press release on this issue.

Thanks,

Em

News Release

February 21th, 2008

For immediate release

Cancer Society Raises Concerns

Canadian Cancer Society-Newfoundland and Labrador (CCS-NL) is concerned that there are breast cancer patients affected by the hormone receptor re-testing issue from 1997 to 2005 who may be unsure or confused about their individual re-testing results. Through engagement with a number of breast cancer patients affected by this issue CCS-NL believes uncertainty remains.

"We believe that there are still some people who do not know, for certain, what the results of their re-test were," says Peter Dawe, Executive Director, Canadian Cancer Society-Newfoundland and Labrador. "If this is the case it is important to reach out to these individuals and provide them with the appropriate information."

8/28/2008

CCS-NL is asking any individuals who are unsure of the results of their re-testing or whether or not they were re-tested in the first place to contact us and we will provide them with further information.

If there are any individuals out there who are unsure of their own situation, or that of a family member, with regards to the ER/PR re-testing done for breast cancer patients diagnosed between 1997 and 2005 please contact Emma Housser by phone at 1-888-753-6520.

“It is important to express concerns like these to the people of this province,” says Dawe. “We can in turn provide the resources to answer any questions they may have regarding hormone receptor re-testing”.

The Canadian Cancer Society is a national, community-based organization of volunteers, whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer. If you or somebody you know have questions about cancer, please call our cancer information service at (888) 939-3333 or visit www.cancer.ca.

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e-mail: ehousser@nl.cancer.ca / web site: www.cancer.ca

Emma Housser

From: Emma Housser [ehousser@nl.cancer.ca]
Sent: Thursday, February 21, 2008 10:44 AM
To: 'Thompson, Robert'; 'diane.hart@easternhealth.ca'
Cc: 'Peter Dawe'
Subject: NLCHI report
Attachments: Press Release_Final draft.doc

Robert and Diane,

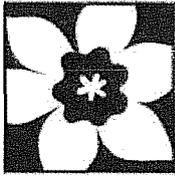
I have attached the final draft of the release that will most likely go out at about 3:00 today.

Diane, if someone from Eastern Health could confirm that the Client Relations Officer phone number that is listed, 777-6500, is the most appropriate to give out to anyone who is looking for further information that would be greatly appreciated.

Thank you,

Emma

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Canadian Société
Cancer canadienne
Society du cancer

NEWFOUNDLAND AND LABRADOR DIVISION

News Release

February 21st, 2008

For immediate release

Cancer Society Aims to Provide Certainty

Canadian Cancer Society – Newfoundland and Labrador Division (CCS-NL) is concerned that there are breast cancer patients affected by the hormone receptor re-testing issue from 1997 to 2005 who may be unsure or confused about their individual re-testing results. Through engagement with a number of breast cancer patients affected by this issue CCS-NL believes uncertainty remains.

Based on a report by the Newfoundland and Labrador Centre for Health Information (NLCHI) released today by the Department of Health and Community Services, CCS-NL is pleased with statements made by the Minister of Health and Community Services and the identification of issues that still remain regarding patient contact for those involved in the hormone receptor re-testing issue from 1997 to 2005.

“We believe that there are still some people who do not know, for certain, what the results of their re-test were,” says Peter Dawe, Executive Director, Canadian Cancer Society-Newfoundland and Labrador. “If this is the case it is important to reach out to these individuals and provide them with the appropriate information.”

CCS-NL is asking any individuals who are unsure of the results of their re-testing or whether or not they were re-tested in the first place to contact us. While the CCS does not have access to patient information, we can help you locate and get in touch with the appropriate contact person.

If there are any individuals who are unsure of their own situation, or that of a family member, with regards to the ER/PR re-testing done for breast cancer patients diagnosed between 1997 and 2005 please contact Emma Housser, toll free at 1-888-753-6520.

“It is important to express concerns like these to the people of this province,” says Dawe. “We can in turn provide the resources to answer any questions they may have regarding hormone receptor re-testing”.

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– 30 –

For more information contact:

Emma Housser
Policy Analyst
Canadian Cancer Society
Newfoundland and Labrador Division
Tel: 709-753-6520
E-mail: ehousser@nl.cancer.ca

Emma Housser

From: Emma Housser [ehousser@nl.cancer.ca]
Sent: Thursday, February 21, 2008 10:47 AM
To: 'Peter Dawe'
Subject: FW: NLCHI report

Hi Peter,

I have spoken with Robert about this and will be going there to be briefed at 1:30. Again, he did not give any direct indication of what will be said, however he did say that when I go there at 1:30 and he briefs me about "the cases that might not have been contacted" that I will have time to make any adjustments to our release.

I just sent the draft release, that suggesting that the NLCHI report identifies problems to Robert Thompson as well as Diane Hart at Eastern Health.

I will use the messaging developed from yesterday about the reports as well as the additional messaging from our "Regional Outreach".

Please let me know if you have any further direction for me.

Em

-----Original Message-----

From: Thompson, Robert [mailto:rthompson@gov.nl.ca]
Sent: Thursday, February 21, 2008 10:21 AM
To: ehousser@nl.cancer.ca
Subject: RE: NLCHI report

Please call me. Urgent. Due to timing constraints next week we are actually going with the news release today. Need to talk with you and Peter about a briefing. Suggest 1:30pm here at our office; only catch is that you will need to stay here until the 3pm press conference starts (which I assume you will attend). Media advisory about news conference will be issued around 11:00am. Appreciate confidentiality on this./

My # is 729-4092 or 682-8946

-----Original Message-----

From: ehousser@nl.cancer.ca [mailto:ehousser@nl.cancer.ca]
Sent: Wednesday, February 20, 2008 3:19 PM
To: Thompson, Robert
Subject: NLCHI report

Robert,

Peter has asked if there is any chance of getting a copy of the report before its release if we promise to keep it embargoed?

Also, the question has been raised whether commission counsel has been or will be given a heads up about the release of the NLCHI report.

Thanks,

Emma

Sent from my BlackBerry(r) wireless device

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Emma Houser

From: Emma Houser [ehouser@nl.cancer.ca]
Sent: Thursday, February 21, 2008 10:59 AM
To: 'Thompson, Robert'
Cc: 'Peter Dawe'
Subject: RE: NLCHI report

Robert,

I will make those adjustments regarding key database results versus a report.

I look forward to meeting you in person this afternoon.

Thanks,

Emma

From: Thompson, Robert [mailto:rthompson@gov.nl.ca]
Sent: Thursday, February 21, 2008 10:58 AM
To: Emma Houser; diane.hart@easternhealth.ca
Cc: Peter Dawe; Power, Glenda
Subject: RE: NLCHI report

Thanks Diane. Just 2 points.

1. We will be releasing some key results of the NLCHI database today; not a report. Sorry if there was confusion. Today is a milestone in which the database is substantially complete and will now be handed over to the Commission for it to use as it sees fit. Given the milestone, we will release key results including some info on patient contact.
2. Your statement, "the identification of issues that still remain regarding patient contact for those involved in the hormone receptor re-testing issue" is general enough. As we have not shared any info with you yet, you have done a good job at crafting a very flexible statement. When you get your technical brief at 1:30pm, you may wish to evaluate this statement to see if it is still OK – I believe it will be.

Robert

From: Emma Houser [mailto:ehouser@nl.cancer.ca]
Sent: Thursday, February 21, 2008 10:44 AM
To: Thompson, Robert; diane.hart@easternhealth.ca
Cc: 'Peter Dawe'
Subject: NLCHI report

Robert and Diane,

I have attached the final draft of the release that will most likely go out at about 3:00 today.

Diane, if someone from Eastern Health could confirm that the Client Relations Officer phone number that is listed, 777-6500, is the most appropriate to give out to anyone who is looking for further information that would be greatly appreciated.

8/28/2008

Thank you,

Emma

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Emma Housser

From: Emma Housser [ehousser@nl.cancer.ca]
Sent: Thursday, February 21, 2008 3:46 PM
To: 'Peter Dawe'
Subject: RE: Media

Not one. Maybe there is a sense that something bigger is happening (ie. The NLCHI database results), but I haven't heard anything about the external review reports.

I am assuming the same process will be followed tomorrow morning. Robert said that the release would probably go at about 10 or 11. I will keep you posted.

Em

-----Original Message-----

From: Peter Dawe [mailto:pdawe@nl.cancer.ca]
Sent: Thursday, February 21, 2008 3:46 PM
To: Ehousser@nl.cancer.ca
Subject: Media

Have we been getting any media calls? Peter Sent via BlackBerry on the 1X network.

Emma Housser

From: Emma Housser [ehousser@nl.cancer.ca]
Sent: Friday, February 22, 2008 3:58 PM
To: 'Thompson, Robert'
Subject: RE: NLCHI report

Thanks Robert. I think it worked well, we were asked about the change in the number of deceased but I really tried to stay away from that as it is a complex issue. We were able to get our point across, in that people are still confused and we are available to help provide information and direct people to the appropriate sources in order to clear up any questions that remain.

Emma

-----Original Message-----

From: Thompson, Robert [mailto:rthompson@gov.nl.ca]
Sent: Friday, February 22, 2008 3:46 PM
To: ehousser@nl.cancer.ca
Subject: RE: NLCHI report

Hope things worked out OK. Let me know if any questions.

-----Original Message-----

From: ehousser@nl.cancer.ca [mailto:ehousser@nl.cancer.ca]
Sent: Friday, February 22, 2008 8:48 AM
To: Thompson, Robert
Subject: Re: NLCHI report

Thanks Robert.

I will see you at 10.

Emma

Sent from my BlackBerry(r) wireless device

-----Original Message-----

From: "Thompson, Robert" <rthompson@gov.nl.ca>

Date: Fri, 22 Feb 2008 08:36:25

To: <ehousser@nl.cancer.ca>

Subject: RE: NLCHI report

The press conference is going ahead this morning at 11:30am.

Please come by at 10:00am for the briefing. Thanks.

Robert

-----Original Message-----

From: ehousser@nl.cancer.ca [mailto:ehousser@nl.cancer.ca]
Sent: Wednesday, February 20, 2008 3:19 PM
To: Thompson, Robert
Subject: NLCHI report

Robert,

Peter has asked if there is any chance of getting a copy of the report before its release if we promise to keep it embargoed?

Also, the question has been raised whether commission counsel has been or will be given a heads up about the release of the NLCHI report.

Thanks,

Emma

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Emma Housser

From: Emma Housser [ehousser@nl.cancer.ca]
Sent: Friday, February 22, 2008 4:48 PM
To: 'Sharon Smith'
Subject: Contact number

Hi Sharon,

Thank you for the message about the contact number for families of the deceased. Is the number for the Client Relations Officer, 777-6500 still valid for individuals who are unsure of their own results?

Emma

Emma Housser,
Policy Analyst
Canadian Cancer Society, Newfoundland & Labrador Division
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8/28/2008

Emma Houser

From: Emma Houser [ehouser@nl.cancer.ca]
Sent: Monday, February 25, 2008 10:16 AM
To: 'Peter Dawe'
Subject: FW: Contact number

Hi Peter,

Just thought I would send this along to you. I find it surprising that they are not prepared to deal with or even aware of people who may still be unsure of their own situation.

Em

From: Sharon Smith [mailto:Sharon.Smith@easternhealth.ca]
Sent: Saturday, February 23, 2008 10:45 AM
To: ehouser@nl.cancer.ca
Subject: Re: Contact number

Hi Emma,
This is tangly, I wonder where the calls are coming from? I will ponder this and get back to you
Sharon

Sent from my BlackBerry Wireless Handheld

----- Original Message -----
From: Emma Houser <ehouser@nl.cancer.ca>
To: Sharon Smith
Sent: Fri Feb 22 16:47:39 2008
Subject: Contact number

Hi Sharon,

Thank you for the message about the contact number for families of the deceased. Is the number for the Client Relations Officer, 777-6500 still valid for individuals who are unsure of their own results?

Emma

Emma Houser,

Policy Analyst

Canadian Cancer Society, Newfoundland & Labrador Division
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8/28/2008

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e-mail: ehousser@nl.cancer.ca <BLOCKED::BLOCKED::mailto:santle@nl.cancer.ca> / web site: www.cancer.ca
<BLOCKED::BLOCKED::http://www.cancer.ca/>

Emma Houser

From: Emma Houser [ehouser@nl.cancer.ca]
Sent: Monday, February 25, 2008 2:17 PM
To: 'Sharon Smith'
Subject: RE: Contact number

Hi Sharon,

Another quick question about contact numbers, the number you provided to us 777-6521 is different from that provided in the News Release on Friday, 777-8440. Will these both work for inquiries of families of the deceased?

Thanks,

Emma

From: Sharon Smith [mailto:Sharon.Smith@easternhealth.ca]
Sent: Saturday, February 23, 2008 10:45 AM
To: ehouser@nl.cancer.ca
Subject: Re: Contact number

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<BLOCKED::BLOCKED::http://www.cancer.ca/>

Emma Houser

From: Peter Dawe [pdawe@nl.cancer.ca]
Sent: Tuesday, February 12, 2008 11:00 AM
To: rthompson@gov.nl.ca
Cc: 'Emma Houser'
Subject: Media work

Robert, thank you for your time last week to speak to our committee. CCS would appreciate the opportunity to coordinate our efforts concerning the communication to patients in regards to the HR issue. I have copied Emma Houser on this so that you can have a contact for any plans the Minister might have of a public release of the NLCHI report.

Our concern is that there still may be people who have not been properly informed or may still be confused about the issue. If the Minister decides that the report will not be released or if it is delayed for too long then CCS will consider voicing our concerns independently. Peter

Peter Dawe, Executive Director
Canadian Cancer Society
Newfoundland and Labrador Division
P.O. Box 8921, Viking Building, 136 Crosbie Rd.
St. John's, NF A1B 3R9
phone (709)753-6520, fax (709)753-9314
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Questions about cancer? Call the Canadian Cancer Society's Cancer Information Service 1- 888- 939-3333
Together Strong

8/28/2008

Emma Housser

From: Thompson, Robert [rthompson@gov.nl.ca]
Sent: Friday, February 15, 2008 3:07 PM
To: Emma Housser
Cc: Peter Dawe
Subject: RE: NLCHI report

Hi Emma:

Plans are still coming together as discussed. While we have not set a date, it is possible that it will happen next week. I will be in touch on Monday with more definite information. I trust this is OK for now.

Robert

From: Emma Housser [mailto:ehousser@nl.cancer.ca]
Sent: Friday, February 15, 2008 2:32 PM
To: Thompson, Robert
Cc: 'Peter Dawe'
Subject: NLCHI report

Robert,

I wanted to touch base with you regarding the NLCHI report on communications by Eastern Health for the hormone receptor testing issue. We were wondering if there is any update with regards to when the report may be released as we are still very much interested in reaching out to the public, as discussed last week. We look forward to coordinating with you on this matter.

Thanks,

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Emma Houser

From: Peter Dawe [pdawe@nl.cancer.ca]
Sent: Wednesday, February 20, 2008 4:02 PM
To: Ehousser@nl.cancer.ca
Subject: Fw: Eastern Health

Reports are out. I am getting calls on cell. Can you give comment? We need to see reports. Peter
Sent via BlackBerry on the 1X network.

-----Original Message-----

From: "Brautigam, Tara" <Tara.Brautigam@TheCanadianPress.com>
Date: Wed, 20 Feb 2008 14:15:49
To: <pdawe@nl.cancer.ca>
Subject: Eastern Health

Hello Peter,

Eastern Health released its two reports into its lab services earlier today. Would you be available for comment? If you can get back to me as soon as possible, it would be much appreciated. I can also explain more about the reports.

Cheers,

Tara Brautigam
Staff Correspondent, St. John's, N.L.

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FAX: 709 576 0049
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Thank you,

Emma

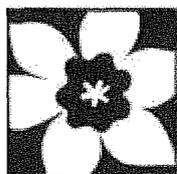
Emma Houser,
Policy Analyst
Canadian Cancer Society, Newfoundland & Labrador Division
P.O. Box 8921, 2nd Floor Viking Bldg., 136 Crosbie Rd.,
St. John's, NL A1B 3R9
phone (709)753-6520, toll free 1(888)753-6520, fax (709)753-9314
e-mail: ehouser@nl.cancer.ca / web site: www.cancer.ca

8/28/2008

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Emma Housser

From: Emma Housser [ehousser@nl.cancer.ca]
Sent: Thursday, February 21, 2008 12:16 PM
To: 'Emma Housser'; Leigh Wall
Subject: CCS Release



Canadian Cancer Society
Société canadienne
du cancer

NEWFOUNDLAND AND LABRADOR DIVISION

News Release

February 21st, 2008

For immediate release

Cancer Society Aims to Provide Certainty

Canadian Cancer Society – Newfoundland and Labrador Division (CCS-NL) is concerned that there are breast cancer patients affected by the hormone receptor re-testing issue from 1997 to 2005 who may be unsure or confused about their individual re-testing results. Through engagement with a number of breast cancer patients affected by this issue CCS-NL believes uncertainty remains.

Based on key database results from the Newfoundland and Labrador Centre for Health Information (NLCHI) released today by the Department of Health and Community Services, CCS-NL is pleased with statements made by the Minister of Health and Community Services and the identification of issues that still remain regarding patient contact for those involved in the hormone receptor re-testing issue from 1997 to 2005.

“We believe that there are still some people who do not know, for certain, what the results of their re-test were,” says Peter Dawe, Executive Director, Canadian Cancer Society-Newfoundland and Labrador. “If this is the case it is important to reach out to these individuals and provide them with the appropriate information.”

CCS-NL is asking any individuals who are unsure of the results of their re-testing or whether or not they were re-tested in the first place to contact us. While the CCS does not have access to patient information, we can help you locate and get in touch with the appropriate contact person.

If there are any individuals who are unsure of their own situation, or that of a family member, with regards to the ER/PR re-testing done for breast cancer patients diagnosed between 1997 and 2005 please

8/28/2008

contact Emma Housser, toll free at 1-888-753-6520.

“It is important to express concerns like these to the people of this province,” says Dawe. “We can in turn provide the resources to answer any questions they may have regarding hormone receptor re-testing”.

The Canadian Cancer Society is a national, community-based organization of volunteers, whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer. If you or somebody you know have questions about cancer, please call our cancer information service at (888) 939-3333 or visit www.cancer.ca.

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For more information contact:

Emma Housser
Policy Analyst
Canadian Cancer Society
Newfoundland and Labrador Division
Tel: 709-753-6520
E-mail: ehousser@nl.cancer.ca

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e-mail: ehousser@nl.cancer.ca / web site: www.cancer.ca

Emma Houser

From: Diane Hart [Diane.Hart@easternhealth.ca]
Sent: Friday, February 22, 2008 8:16 AM
To: Emma Houser
Cc: Peter Dawe
Subject: RE: NLCHI report

Yes, that is the correct number.

From: Emma Houser [mailto:ehouser@nl.cancer.ca]
Sent: February 21, 2008 10:44 AM
To: 'Thompson, Robert'; Diane Hart
Cc: 'Peter Dawe'
Subject: NLCHI report

Robert and Diane,

I have attached the final draft of the release that will most likely go out at about 3:00 today.

Diane, if someone from Eastern Health could confirm that the Client Relations Officer phone number that is listed, 777-6500, is the most appropriate to give out to anyone who is looking for further information that would be greatly appreciated.

Thank you,

Emma

Emma Houser,
Policy Analyst
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8/28/2008

Emma Housser

From: Thompson, Robert [rthompson@gov.nl.ca]
Sent: Friday, February 22, 2008 8:36 AM
To: ehousser@nl.cancer.ca
Subject: RE: NLCHI report

The press conference is going ahead this morning at 11:30am.

Please come by at 10:00am for the briefing. Thanks.

Robert

-----Original Message-----

From: ehousser@nl.cancer.ca [mailto:ehousser@nl.cancer.ca]
Sent: Wednesday, February 20, 2008 3:19 PM
To: Thompson, Robert
Subject: NLCHI report

Robert,

Peter has asked if there is any chance of getting a copy of the report before its release if we promise to keep it embargoed?

Also, the question has been raised whether commission counsel has been or will be given a heads up about the release of the NLCHI report.

Thanks,

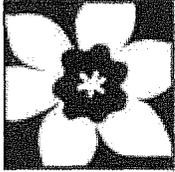
Emma

Sent from my BlackBerry(r) wireless device

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Emma Houser

From: Emma Houser [ehouser@nl.cancer.ca]
Sent: Friday, February 22, 2008 9:36 AM
To: 'Emma Houser'
Subject: release



Canadian Cancer Society **Société canadienne du cancer**

NEWFOUNDLAND AND LABRADOR DIVISION

News Release

February 22nd, 2008

For immediate release

Cancer Society Aims to Provide Certainty

Canadian Cancer Society – Newfoundland and Labrador Division (CCS-NL) is concerned that there are breast cancer patients affected by the hormone receptor re-testing issue from 1997 to 2005 who may be unsure or confused about their individual re-testing results. Through engagement with a number of breast cancer patients affected by this issue CCS-NL believes uncertainty remains.

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8/28/2008

“It is important to express concerns like these to the people of this province,” says Dawe. “We can in turn provide the resources to answer any questions they may have regarding hormone receptor re-testing”.

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For more information contact:

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Emma Housser,
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Emma Houser

From: Peter Dawe [pdawe@nl.cancer.ca]
Sent: Friday, February 22, 2008 12:48 PM
To: ehouser@nl.cancer.ca
Subject: Re: Press conference

Thanks Emma. Good job. Keep me posted. Peter
Sent via BlackBerry on the IX network.

-----Original Message-----

From: ehouser@nl.cancer.ca
Date: Fri, 22 Feb 2008 15:07:38
To: "Peter Dawe" <pdawe@nl.cancer.ca>
Subject: Press conference

Hi peter

They decided to go this morning. We're just waiting on the minister. I was on my own before hand. We're ready to go with the release. No major susprises, there was a greater number of people. retested who are deceased, above the 176 orginally stated but no indication with regards to their conversion status. I will let you know how it goes.

Em

Sent from my BlackBerry® wireless device