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Have a Heart Radiothon, raises \$129,000 to help launch the Wood Buffalo Baby Friendly Initiative

FORT McMURRAY – Five local radio stations came together to broadcast live from the Northern Lights Regional Health Centre for the third annual Have a Heart Radiothon, presented by ATB Financial, which raised an astounding \$129,000 for the Wood Buffalo Baby Friendly Initiative.

“We are so pleased with the success of the Radiothon,” says Susanne Chaffey, executive director, Northern Lights Health Foundation. “With the support of our sponsors, volunteers, all five local radio stations, individuals, local companies and organizations, we are able to support the launch of a critical Alberta Health Services (AHS) initiative for our community.”

Wood Buffalo Public Health is launching the initiative, which is designed to provide mothers and families, with the education, support, and resources to make an informed decision about feeding their babies. This community-wide initiative is the first of its kind in Alberta.

“The program will provide moms with access to support and education to encourage breastfeeding,” says Jennifer Splaine, supervisor, AHS, Public Health. “Alberta falls short, when it comes to the World Health Organization’s recommendation for the length of time a mother should breastfeed. This program will allow moms to continue to receive a high level of support after leaving the hospital.”

The Have a Heart Radiothon brought together many supporters, including sponsors, individual donors, volunteers, and many community members who shared their personal stories about their health care journey.

“On behalf of ATB Financial, we are so pleased to be able to support Alberta Health Services” says Jeanette Bancarz, Community Branch Manager, ATB Financial. “We are building stronger communities right from the start and we are so proud to be part of that journey.”

Established in 1985, the Northern Lights Health Foundation exists to provide funds to support Alberta Health Services’ priorities within the Regional Municipality of Wood Buffalo.

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