

The Leader-Post (Regina)

Canwest, hospital offer flu-fighting articles

Thu Nov 5 2009
Page: B9
Section: News
Dateline: TORONTO
Source: Canwest News Service

Parents might be stressed about by the H1N1 pandemic, but Canwest Global Communications Corp. and The Hospital for Sick Children have come together to provide some relief.

The partners announced Wednesday that Canwest's network of websites -- including canada.com and the sites for the chain's 10 major newspapers -- will now feature articles developed by staff from the Toronto hospital on how to keep children healthy during the flu season.

The news comes just as researchers in California discovered that the H1N1 virus disproportionately targets the young, and hits them far more severely.

And with the Canadian government launching its largest vaccination drive last week to curb the spread of the virus, parents have been inundated with information that has raised many new questions.

The new website, viewable at www.canada.com/sickkids, is part of the hospital's AboutKidsHealth project, which provides insight into health issues facing families and in particular, children.

"The goal of AboutKidsHealth is to provide families with reliable, current information about all areas influencing child health and family quality of life in a format that is easy to understand," said Dr. Ross Hetherington, director of AboutKidsHealth.

"Our new partnership will extend the reach of this important information to millions of readers through Canwest's distribution network."