

PRESS RELEASE

For Immediate Release



Local charity sets sights on improvements to eye clinic in Haiti

October 10, 2019 – World Sight Day – The Brenda Strafford Foundation is launching a new campaign to raise funds for patient-centred facility upgrades at their Institut Brenda Strafford specialized eye clinic and medical centre in Haiti.

The Institut Brenda Strafford, in Les Cayes, Haiti, provides Ophthalmology and Ear, Nose and Throat (ENT) medical services to over 250 patients every day. Many patients travel for hours to receive the affordable, high-quality and comprehensive care from the Institut's specialized medical and surgical team.

"After 37 years of aiding the under-served community in Haiti, serving hundreds of patients daily, our Institut has outgrown its current space," says Mike Conroy, President and CEO of The Brenda Strafford Foundation in Calgary. "This forces tired and sick patients, often already exhausted from their travel, to stand in long lines and wait in overcrowded rooms."

To better serve the local population in desperate need of access to medical care, services and health information, the Institut plans to build a new Pre-consultation and Patient Education Area.

"This will create the appropriate space to support our patients and staff in a dignified environment where desperately-needed, quality and compassionate care and services can be provided," says Conroy.

This new space will have multiple functions, as it will serve as a patient reception, pre-consultation and education area, as well as a conference and meeting area to support The Institut's dedicated staff of over 100 people.

The Institut Brenda Strafford has its sights set on raising US\$24,000 to build this new space. Donations can be made online at theBSF.ca.

The Institut Brenda Strafford is owned and operated by The Brenda Strafford Foundation, a Calgary-based registered Canadian charitable organization guided by the philosophy: The preservation of dignity and the pursuit of happiness.

Quick Facts:

- 80% of visual impairment is avoidable, however many people, especially those living in developing countries, do not have access to the services they need. (International Association for the Prevention of Blindness)
- The World Health Organization recommends 1 ophthalmologist per 50,000 people. In Haiti it is roughly 1 ophthalmologist per 200,000 people (only 25% of the ophthalmologists needed).
- Globally, it is estimated that approximately 1.3 billion people live with some form of vision impairment. And 89% of vision impaired people live in low and middle-income countries like Haiti. (International Association for the Prevention of Blindness)

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About The Brenda Strafford Foundation

The Brenda Strafford Foundation is a registered Canadian charity established in 1975 by entrepreneur and philanthropist Dr. Barrie I. Strafford. As a charitable organization, The Foundation's mission is to be an innovative force providing high quality person-centred care and services to optimize well-being and enrich people's lives.

The Foundation's core business is seniors care and living. The Foundation currently owns and operates four Long Term Care and Supportive Living seniors care communities throughout Calgary and Okotoks, AB. The Foundation is involved in a number of projects for research and innovation in seniors' health and wellness, and has a close affiliation with seniors' health and aging research at the University of Calgary.

The Foundation also supports local charitable projects to serve women and children who are fleeing domestic violence and families at risk of homelessness in Calgary. The Foundation's international charitable operations provide healthcare facilities and services in Haiti, Jamaica and Dominica.

About The Institut Brenda Strafford

Institut Brenda Strafford works as a family, united in its charitable mission to provide high quality, person-centred professional Ophthalmology and Ear, Nose and Throat (ENT) services to enrich the lives of the people in Haiti. Providing services in Les Cayes, Haiti since 1982, each year The Institut Brenda Strafford treats over 55,000 patients and performs more than 1,700 surgeries.

Find out more about The Brenda Strafford Foundation and The Institut Brenda Strafford online at: [**www.theBSF.ca**](http://www.theBSF.ca)

