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Public invited on virtual look inside cancer care facilities

Day-long AHS social media event highlights patients, staff on World Cancer Day

CALGARY/EDMONTON – Alberta Health Services (AHS) will offer an intimate look at the lives of cancer patients, staff and volunteers in care centres across the province using social media on World Cancer Day, Feb. 4.

That day, AHS will be posting videos, photos and thoughts on Twitter and YouTube from individuals who face cancer.

The virtual look inside Alberta's cancer care facilities will take place from 8 a.m. to 6 p.m. Follow the journey of a cancer doctor, cancer librarian, wig fitter, volunteer, nurse, radiation therapist, patients and many more on www.twitter.com/AHS_CancerCare. A Twitter account is not required. The project will use the hashtag #FacingCancer. Use it to share your cancer experience.

You can also hear from cancer patients, as well as Dr. Paul Grundy, Senior Vice President and Senior Medical Director of CancerControl Alberta, on the AHS YouTube channel, www.youtube.com/user/AHSChannel.

More than 15,000 Albertans will hear the words “you have cancer” this year and more than 5,500 will die from it. Nearly one in every two of us will develop cancer in our lifetime. And all of us have faced the cancer diagnosis of friends and loved ones.

AHS physicians and staff, together with AHS' many partners, help Albertans reduce their risk of cancer and provide expert care and support for patients from diagnosis, through treatment, to survivorship or end of life.

AHS' goal is to be a leader in cancer prevention, diagnosis, treatment and palliative care, while also carrying out world-class research.

Alberta Health Services is the provincial health authority responsible for planning and delivering health supports and services for more than four million adults and children living in Alberta. Its mission is to provide a patient-focused health system that is accessible and sustainable for all Albertans.

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