

Media Release

Porcupine and Timiskaming Health Units' Seeking Feedback through branding survey

For immediate release — Thursday, August 29, 2024

Timmins, Ontario — The Porcupine Health Unit (PHU) and Timiskaming Health Unit (THU) are currently working towards a voluntary merger and are committed to further strengthen public health programs and services in Northeastern Ontario. The health units have collected feedback about branding from internal staff through virtual sessions with VS Marketing and surveys. Community partners have also participated in virtual sessions. Additional feedback from community partners and the public is the next valuable step in the process of developing the brand of the new organization. We are launching a short survey to gather information to shape the health unit's new identity.

Dr. Lianne Catton, Medical Officer of Health and Chief Executive Officer for the Porcupine Health Unit stated, "We are committed to ongoing communication throughout this merger process as we work together to strengthen public health services in each community while maintaining strong local connections. Feedback from community members and partners is important as the health unit teams work together to shape the identity of our new organization."

This survey will be available in French and English to all residents in the PHU and THU region from Thursday, August 29, 2024, to Friday, September 13, 2024.

"PHU and THU community members and partners will have other opportunities to participate in engagement activities to help inform the merger into one public health agency", adds Dr. Catton.

To participate in the survey, follow this link: bit.ly/phu-thu-survey-sondage.

For further information, contact:

Chantal Riopel, Manager of Foundational Standards/Chief Nursing Officer
chantal.riopel@porcupinehu.on.ca
705-267-1181 ext. 2320

Erin Cowan, Director of Strategic Services and Health Promotion/Chief Nursing Officer
cowene@timiskaminghu.com
705-647-4305

Porcupine Health Unit
169 Pine St. S
Timmins, ON P4N 8B7
1-800-461-1818

Timiskaming Health Unit
247 Whitewood Avenue, Unit 43
New Liskeard, ON P0J 1P0
1-866-747-4305