



News Release

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Lambton Kent District School Board, MedicAlert, and Lions Clubs come together for the *No Child Without*[®] Program

Innovative Medical Program Protects Children and Eases Parents' Concerns

Lambton-Kent, Ontario May 7, 2008 – Beginning today, the Lambton Kent District School Board has partnered with the Canadian MedicAlert Foundation and its partner the Lions Clubs of Canada to bring the *No Child Without* program to **15 elementary schools in the Lambton Kent School Board.**

By implementing the Canadian MedicAlert Foundation's *No Child Without* program, the Lambton Kent District School Board will offer elementary school students in the 15 pilot schools with pre-existing medical conditions **FREE** MedicAlert bracelets and memberships. This allows the child's condition to be quickly identified in the event of a medical emergency. MedicAlert will continue to work with the Lambton Kent District School Board to expand this program to other schools in the region over the next five years.

"The emergency information on the back of the MedicAlert bracelets mean we have access to every student's valuable health information when we need it most," said Director Gayle Stucke. "The program better equips schools to deal with an emergency situation should it arise. *No Child Without* allows parents to feel more secure while their children are in the care of others throughout the school day."

Parents are immediately notified by MedicAlert when the hotline receives a call about their child. Many parents of children who wear MedicAlert bracelets have found it reassuring to know that they will be informed if their child has had a medical emergency and that proper care was quickly provided.

"As most parents know, children with medical conditions may be at risk whenever they leave their home. Parents worry a great deal about how their child will communicate their medical condition in a crisis," said Robert Ridge, President and CEO of MedicAlert. "Through the help of local Lions Clubs across Canada, the *No Child Without* program will provide students the full protection of MedicAlert and give parents peace of mind."

Lions Clubs will provide funding and community-based support to expand and implement NCW across Canada. MedicAlert bracelets and necklets will now feature an engraving of the Lions Club logo in recognition of their contribution to this cause. "Through the support of local Lions Clubs, *No Child Without* will continue to grow in scope and allow parents to feel that their children are more safe while in the care of others", said Terry Graham, Past International Director of the Lions Club of Canada. "They have access to the vital health information they need to help our children."

MedicAlert's *No Child Without* program focuses on children who suffer from allergies like peanuts, childhood diabetes and asthma, and also helps children with other pre-existing medical conditions. Across Canada, at least 10 per cent of children have a condition that warrants MedicAlert[®] protection¹.

¹ Statistics Canada 2001 Census; Canadian Lung Association - http://www.lung.ca/diseases-maladies/asthma-asthme/children-enfants/index_e.php; Canadian Diabetes Association, http://www.diabetes.ca/Section_About/thefacts.asp; The Prevalence and costs of Diabetes http://www.diabetes.ca/Section_About/prevalence.asp.

The goal of the *No Child Without* program is to provide elementary students across Canada a MedicAlert bracelet or necklet custom-engraved with the child's medical information, member ID and the MedicAlert 24-hour Emergency Hotline number. By calling the number, school staff or health care providers have immediate access to vital information from the child's electronic health record, including existing medical conditions, medications, allergies, special needs, physician and family contacts.

About *No Child Without*

The *No Child Without* program was launched nationally in November 2006 and over the next five years it will be offered to all of Canada's 12,000 elementary schools. The program was developed in the spirit of Canadian health care to assist every child regardless of their financial resources. MedicAlert relies on the generous donations from the Federal Government, the Lions Clubs of Canada, its members, foundations and individuals to support its mission. The program's web site can be found at www.nochildwithout.ca

About the Canadian MedicAlert Foundation

Operating nationally, MedicAlert is a member-based registered charity with more than one million Canadian members. The Canadian MedicAlert Foundation has been the provider of emergency medical information services in Canada since 1961. The Foundation's services include electronic health records, a state-of-the-art secure database, a 24-hour emergency hotline and customized identification products that protect persons with chronic medical conditions or special medical needs. The foundation's web site can be accessed at www.medicalert.ca.

About the Lions Club of Canada

The Lions Club of Canada is part of an international network of 1.3 million men and women in 202 countries who work together to answer the needs that challenge communities around the world. Beginning in 1917, the association of Lions Clubs has provided millions of people with the opportunity to give something back to their communities.

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