

Haiti



Canadians come together for Haiti

Unprecedented generosity from HPIC partners gives Haiti hope

It was the most destructive earthquake in the Americas in over 200 years. The 7.0-magnitude earthquake that slammed Haiti on January 12, 2010 reduced the capital city of Port-au-Prince and others to masses of rubble and dust. It left an estimated 300,000 people dead, thousands of amputees counted among the wounded, and millions without a home.

Just as the ravaging effects on an already fragile nation were unprecedented in scope, so was the outpouring of aid for the people of Haiti.

In the hours following the quake, an HPIC community health partner established in Haiti was there to provide emergency relief to the disaster zone through an existing supply of medicines from HPIC.

Canada's pharmaceutical industry swiftly responded to the tragedy to channel over \$67,000 worth of donated analgesics, vitamins and other medicines through HPIC in just 11 days.

HPIC President Glen Shepherd, who accompanied the first of a number of medical aid packages worth millions of dollars in total stated, "I am so proud of what our partners in the Canadian pharmaceutical industry are doing. Haitians have reason to hope."

Learning from the experience of the 2004 tsunami in south-east Asia, HPIC shipped smaller, but a greater number of aid packages to a network of partners. This ensured medicines donated from healthcare partners was in the right place, at the right time.

HPIC also worked with a number of NGOs, including UNICEF and World Vision, to get life-saving medicines and medical supplies into the hands of medical personnel on the ground through Physician Travel Packs (PTPs). As of the spring

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of 2010, 203 PTPs (mobile medical kits containing essential donated medicines) were supplied to Canadian doctors and nurses for their medical missions in Haiti, through HPIC's healthcare and NGO partnerships.

The Canadian Medical Assistance Teams (CMAT), who worked closely with the Canadian Forces in the devastated Léogâne region, were one of the NGOs who treated patients with the PTPs. Valerie Rzepka, a Registered Nurse and CMAT chairperson, was grateful for the essential medicines included in the kits. "These people that have nothing, have even less now. Thanks to the PTPs they are able to resume some sense of normalcy in their lives."

Paul Davis, a Canadian doctor who carried a PTP to Jacmel, about 40 kilometers from Port-au-Prince, said "We didn't see the epidemics that people were predicting. This is a testament to the help of the international community."

A country still in need

HPIC's relief work is only one part of a multi-phased response plan that includes recovery and rebuilding. The Government of Canada, in solidarity with caring Canadians, pledged to match individual contributions to eligible charitable organizations like HPIC, up to a total of \$50 million, through the Haiti Earthquake Relief Fund, run by the Canadian International Development Agency.

HPIC is committed to working with its partners in Haiti for a long time to come, as the nation continues its struggle to provide basic health care to hundreds of thousands — many of whom remain without a home.

Richard Boileau, HPIC's Executive Vice-President states, "Our aim is to be needs-driven and to continue working in Haiti even when the spotlight has lifted."

In the first six months after the Haiti tragedy, HPIC distributed \$5.5 million worth of medicine and medical supplies through the generosity of the pharmaceutical and healthcare products industries and Canadian donors.

Partner companies that donated to Haiti relief

3M Canada	Omega Laboratories
Allergan, Inc.	Paladin Labs Inc.
Ansell Healthcare	Pfizer Canada Inc.
AstraZeneca Canada Inc.	Pfizer Consumer Healthcare
Baxter Corporation	Pharmaceutical Partners of Canada
Bio Nuclear Diagnostics	Pharmascience Inc.
Boehringer Ingelheim (Canada) Ltd.	Purdue Pharma
Bristol-Myers Squibb	Ranbaxy
Covidien	ratiopharm
GlaxoSmithKline Inc.	RW Packaging
Henry Schein of Canada	Sandoz
Hoffmann-La Roche Ltd.	sanofi-aventis Group
Hospira Healthcare Corp	Shire Canada Inc.
Jamieson Laboratories	Takeda Canada Inc.
Johnson & Johnson Inc.	Taro Pharmaceuticals Inc.
Lundbeck Canada Inc.	Teva Canada
Merck	UCB Canada
Novartis Consumer Health	Valeo Pharma Inc.
Novartis Pharmaceuticals	Vita Health Products, Inc. 