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The Southlake Regional Health Centre name and logo is an Official Mark registered under the Trade Marks Act and published by the Registrar of Trade Marks. The name and logo are, therefore, the exclusive right of the Southlake Regional Health Centre and may not be used by any person without the written approval of the Administrative Management Committee (AMC) or their authorized appointed bodies (i.e., Corporate Communications).
The Southlake Regional Health Centre logo consists of two graphic elements: the Symbol and the Wordmark. These elements exist in fixed proportions, which must never be altered.

Exceptions can be made to this rule in consultation with Corporate Communications for special promotional items where space is limited, such as on a watch face, golf ball or key chain. In these instances there are two options: you can use the stacked version of the logo (refer to Section 2.2) or the Southlake symbol can be used on its own as a graphic element.

**The Logo Explained**

The globe in the centre represents strength, dependability, and the Hospital's rich history. It is encompassed by two swirling shapes that symbolize the high energy and remarkable growth of our regional health centre. Within the overall shape, which in fact is a stylized “S”, one should also see an eye representing the organization’s vision for the future.

All acceptable versions of the logo are available as digital artwork. They must never be altered or manually reproduced in any way. Please contact Corporate Communications with any questions or to obtain the digital artwork.

**Important Note** – Under no circumstances can the YCH or York County Hospital logos be used and no document bearing those logos can be shared or distributed.
2.1 Logo Variations

2-Colour Standard Logo

The Southlake logo should appear in the 2-colour positive version on a white background.

1-Colour Standard Logo

Where colour is limited, such as in one-colour applications, the logo should appear entirely in black.

1-Colour Reverse Standard Logo

There are limited applications where the reverse (white) logo may be appropriate, such as overtop of an image.

All acceptable versions of the logo are available as digital artwork. They must never be altered or manually reproduced in any way.

Contact Corporate Communications with any questions or to obtain the digital artwork.
2.2 Logo Variations (Stacked)

Alternate stacked versions of the Southlake logos can be used in extreme applications where standard logos will not fit the space available for the logo, such as in signage or promotional materials. Use of the stacked logos should be limited to these special situations only.

All acceptable versions of the logo are available as digital artwork. They must never be altered or manually reproduced in any way.
2.3 Logo Variations with Gradient

The logo with gradient can be used in limited applications, such as Tier 1 publications, and in consultation with Corporate Communications. For one-colour applications the 1-colour standard logo should be used.

*(See section 2.1)*
2.4 Logo Clear Space and Minimum Size

**Clear Space**
To ensure the greatest visual impact, the logo must always be framed within a zone of minimum protected clear space. The clear space, for the left and right side of the standard logo, is equal to or greater than \( x \)–the height of the word Southlake in the logo–and 1.5\( x \) above and below the logo.

The clear space for the stacked logo should be equal to or greater than on all sides of the logo.

No other graphic element (e.g., photography, typography, illustration) should appear within this space.

**Minimum Size**
In order to ensure legibility, the standard logo should never be reproduced smaller than 1.5" in width for print media or 150 pixels in width for digital media.

The stacked logo should never be reproduced smaller than 1" for print media or 100 pixels in width for digital media.

In special situations where the minimum size logo (in standard or stacked format) may not fit, please contact Corporate Communications.
3.0 Colour Palette

Primary Colour Palette

Southlake’s primary colours are Southlake Yellow (equivalent to Pantone 143) and Southlake Blue (equivalent to Pantone 072). The prominent use of these colours helps to reinforce our visual identity.

Secondary Colour Palette

A secondary colour palette has been created to complement the primary colours and provide visual interest and variety.

The colours shown throughout this document have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® colour standards. For colour matching in printing, always refer to the PANTONE MATCHING SYSTEM®. PANTONE® is a registered trademark of Pantone, Inc.
4.0 Fonts

Southlake Fonts

Stone Sans
Stone Sans Italic
Stone Sans Semibold
Stone Sans Semibold Italic
Stone Sans Bold
Stone Sans Bold Italic
Stone Serif
Stone Serif Italic
Stone Serif Semibold
Stone Serif Semibold Italic
Stone Serif Bold
Stone Serif Bold Italic

Substitute Fonts

Arial
Arial Italic
Arial Bold
Arial Bold Italic
Times New Roman
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic

Southlake’s fonts are Stone Sans and Stone Serif. As a general guide, Stone Sans should be used for headlines and small amounts of text and Stone Serif should be used for body text in professionally-produced material. Please consult with Corporate Communications for font use outside of these situations.

Substitute Font

Stone Sans and Stone Serif should be used whenever possible. However, given that these fonts are not available to all Hospital staff, you can use Times New Roman in place of Stone Serif and Arial in place of Stone Sans in your daily correspondance.
4.1 Fonts Sizes

6 Point - 7 POINT Preferably - Explanatory Text IE: Source: Adapted from AHA Quality Assessment Form
The proposer of treatment has explained to me the diagnosis, recommended treatment, expected benefits, related significant risks, alternative treatments (including the option to not treat), as well as significant risks associated with those options, in a manner that I have understood.

If the proposer of treatment discovers a different, unsuspected condition at the time of treatment, I authorize him/her to perform such operation(s), test(s) and treatment(s), which are thought to be essential for the maintenance of life or vital function, in addition to or in place of those authorized above.

The proposer of treatment has explained to me that anesthetics may be necessary and are to be administered by a person responsible for this service.

8 Point - Smallest Approved Body Text
The proposer of treatment has explained to me the diagnosis, recommended treatment, expected benefits, related significant risks, alternative treatments (including the option to not treat), as well as significant risks associated with those options, in a manner that I have understood.

If the proposer of treatment discovers a different, unsuspected condition at the time of treatment, I authorize him/her to perform such operation(s), test(s) and treatment(s), which are thought to be essential for the maintenance of life or vital function, in addition to or in place of those authorized above.

The proposer of treatment has explained to me that anesthetics may be necessary and are to be administered by a person responsible for this service.

10 Point - Most Common Text Size Used (Smallest Body Approved Font Size for Patient Info Sheets)
The proposer of treatment has explained to me the diagnosis, recommended treatment, expected benefits, related significant risks, alternative treatments (including the option to not treat), as well as significant risks associated with those options, in a manner that I have understood.

If the proposer of treatment discovers a different, unsuspected condition at the time of treatment, I authorize him/her to perform such operation(s), test(s) and treatment(s), which are thought to be essential for the maintenance of life or vital function, in addition to or in place of those authorized above.

The proposer of treatment has explained to me that anesthetics may be necessary and are to be administered by a person responsible for this service.
5.0 Imagery

The photos and video we use should reflect the communities we serve and exude the shockingly excellent experiences that we promise. To achieve this, imagery should be warm, dynamic, true to life, diverse, and convey a sense of hope or pride, no matter how serious the subject matter.

Be Warm
Southlake imagery is people focused. The subjects depicted should appear friendly and approachable, and seem to have a positive and caring outlook.

Be Dynamic
There are a number of ways to create dynamic imagery. In the subject matter, show people engaged in an activity or looking directly into the camera. Body language can also create a sense of movement where there is no obvious activity. The composition of an image may be asymmetrical or an extreme close-up.

Be True to Life
Opt for natural-looking poses and “true to life” interactions between people that seem to capture a spontaneous moment. Whenever possible feature actual staff, patients, and their family members.

Appearance and Attire
The subject’s appearance should be in keeping with the setting of the imagery. For example, our people should be depicted in their uniforms and bare below the elbows when they are depicted working a clinical setting. The subjects’ appearance should give an overall impression of neat and well-groomed. Clothing should reflect current styles, but not call undue attention to itself. Avoid fluorescent colours, logos other than Southlake’s, cutting-edge styles, or extreme fashions.

Using photos in publications, presentations and online
When choosing imagery, look for meaningful, compelling images that communicate to the intended audience. Within and across publications, there should be a balance of close-up imagery and imagery with a wider perspective that provides some context. Your first source for photographs is Southlake’s Stock Photos library located on the “S drive.” These photos have been chosen to authentically reflect our brand characteristics.

Our library includes custom and stock images. Our preference is to use custom images that are unique to Southlake whenever possible, but because these images are not always ideal for the use at hand, our library has been augmented with appropriate stock images. All stock photos have been purchased and cleared for use in Southlake publications and presentations.

Using iconography
Icons are helpful design tools particularly in navigation and wayfinding. As a general rule, icons should be used as tools and not decorative features. Icons should have simple shapes and clean lines that make them easily identifiable and effective at a variety of sizes, particularly smaller sizes. Please do not create your own icons. If you feel a certain application calls for one, or if you have questions regarding icons, contact the Corporate Communications.

Don’t Use Clip Art
Clip art is not acceptable imagery for use in Southlake publication. By its nature clip art is generic and ubiquitous, qualities that are at odds with the confident, progressive, and professional image that Southlake strives to present.
5.1 Imagery

Southlake Word Cloud
The Southlake Word Cloud incorporates key words related to our culture and values in a screened tint of the background colour. It should be used primarily on the front covers of publications when photography is not available or as an accent on Tier 1 publications.

In full-colour applications use one of the colour versions of the wordmark.
In 1-colour applications use the black and white version.

The Southlake word clouds may be cropped to suit the layout.
Never attempt to alter or recreate the word cloud. It is available as digital artwork in several colours and black and white and can be obtained by contacting Corporate Communications.
6.0 Stationary, Letterhead

The body of the letter should be positioned within the margins shown in the diagram, and set in Times New Roman at 12 pt. All business letters should be single-spaced, left justified, ragged right, with line spacing between letter elements (i.e., date, name and address, etc.) as shown.

Letters should always be vertically centred in the middle of the page so that an even amount of space exists at the top and bottom of the page.

Longer letters should continue onto a second page. The second and subsequent pages of a letter should appear on a plain sheet, not letterhead, but should be formatted in the same manner as the first page. Always start the next page with a new paragraph rather than splitting a paragraph between two pages.

It is recommended that all business letters bear the original signature in blue ink. Although exceptions arise, it is also recommended that electronic signatures only be used on letters of mass distribution and only with the approval of the person whose signature is being used.

The Southlake letterhead must be used for business matters of the organization or its affiliate organizations and may never be used for personal use.

The Southlake letterhead is preprinted on uncoated stock with the two-colour logo in the top left corner, and with contact information in the top right corner in Southlake Blue, with the word “Shockingly Excellent” in Southlake Yellow.

The Microsoft Word letterhead templates are available on the Intranet and through Corporate Communications. It must never be altered or manually reproduced in any way.

Please contact Corporate Communications with any questions.
6.1 Stationary, Business Cards

Southlake business cards are printed on uncoated stock, one side only, using Southlake Blue and Southlake Yellow.

Orders for business cards are made through the Data Group Online. Requests for special orders, like office hours or printing on the back, will be considered on an individual basis.

Names, degrees, and titles are limited to a maximum of 3 lines. Contact numbers, email addresses and the website address is limited to 5 lines.

Important Note – Every effort will be taken to accommodate requests, however, based on the limited amount of character spaces on each line, Corporate Communications reserves the right to make modifications in order for all text to fit.

Please Contact Corporate Communications with any questions.
Southlake envelopes are preprinted on uncoated stock with the two-colour standard logo and the Hospital’s mailing address in Southlake Blue printed in the top left corner. Southlake’s social media addresses, along with the Hospital and the Southlake Foundation’s web addresses are listed on the envelope’s flap in Southlake blue, along with the words “Shockingly Excellent” in Southlake Yellow. The recipient name and address should be set in Times New Roman at 12 pt. Requests for special orders such as envelopes pre-printed with a departmental name or return address will be considered on an individual basis. Please contact Corporate Communications with any questions.
6.3 Stationary, Memo and Fax Cover

The fax and memo pages are available as electronic templates in Microsoft Word. The logo is embedded in the template in black. All text boxes are preset with the correct font. Fax and Memo templates in Microsoft Word are available through Corporate Communications. They must never be altered or manually reproduced in any way.

Please contact Corporate Communications with any questions.
7.0 PowerPoint

To ensure consistency in our presentations, a PowerPoint template has been created. The template includes a Title Master, a Content Slide Master and a Section Master.

As shown in the examples above, the default Title Master includes space for a title, subtitle, presenter’s name, credentials, title and Twitter handle along with 5 images. Images chosen for this slide should be as noted in the diagram above.

Use of this template is required for almost all presentations, especially those for external audiences. Always adhere to the existing standards for colour, imagery, logo use, etc. All of the text in a presentation should be set in the Arial font.
7.1 PowerPoint, Regional Programs

Stronach Regional Cancer Centre

Title Master

Slide Master

Section

Regional Cardiac Care Program

Title Master

Slide Master

Section

Versions of the PowerPoint templates exist for the Regional Cancer program and the Regional Cardiac Care Program. These templates empty a different colour scheme and include the program word marks on the title slide, but are otherwise the same as the corporate template.
8.0 Language and Tone

The way we say something says as much about our organization as what we say. It’s in our tone and manner that our character and attitude truly comes through.

In all of our communications, people should recognize the distinct voice of Southlake. We should be clear and concise. Patient and family focused. Warm and friendly. Here are a few basic principles for communicating in the Southlake voice.

Tone and Manner for Corporate Materials

For Southlake’s corporate materials—corporate brochures, marketing and recruitment materials, and advertisements—a voice has emerged that is unique to us, our culture and how we do business. We seek to be shockingly excellent in everything we do and the look and feel of our corporate materials should remain consistent with this vision.

Above and beyond providing the necessary information using the same guidelines that have been created for patient and program materials, the following should also be taken into consideration to ensure consistency in the delivery of our corporate voice:

• Be unique and seek a fresh approach, even if it’s a little unconventional.
• Be a little edgy. Don’t shy away from using strong, punchy words and phrases.
• Be emotional and passionate. Seek to use language that will inspire our readers and let them know what Southlake is all about.

Tone and Manner for Patient/Program Materials

Be Clear and Concise

• Tell patients what they need to know in a language that is as plain and simple as possible.
• Avoid, at all costs, the use of jargon and, as often as possible, multi-syllabic words.
• If a simple, professional-looking diagram will help support written text, use it!

Be Patient and Family Focused

• Information should be restricted to that which is necessary to:
  – help patients understand their condition, their scheduled procedure or the treatment they will require.
  – explain what is required and/or the steps necessary to prepare and/or recover.
  – any additional information that may be necessary for the patient to know, or helpful in contributing to positive healthcare experience.
• Avoid lengthy program philosophies, listing team members and/or providing information about the role(s) and training of staff.
• Provide just the right amount of information—too little creates uncertainty, too much can be overwhelming.

Be Warm and Friendly

• The utmost care should be given to ensure that language used in all patient and program materials serves to not only educate, but also comfort and reassure patients and their families.
• Whenever possible, use language that is consistent with that of our vision, mission, and values.
• It is never appropriate to use language that may be perceived as demanding or punitive.

Don’t Forget!
Consistency in spelling, capitalization, punctuation, and grammar are important. Please refer to the Southlake Writing Style Guide available from Corporate Communications.

Creating Online Content
Writing tips for online content are available on the Intranet.
9.0 Publications Overview
9.1 Tier System

The Southlake publication system is distinguished by a number of basic elements, including communication tiers and standard sizes and grids. By creating a cohesive look to all of our publications, we assist our audiences in developing a clear and consistent impression of our organization.

Our publications system consists of three levels or “tiers” of communication, which are differentiated by their visual treatment and production values.

<table>
<thead>
<tr>
<th>Tier 1</th>
<th>Tier 2</th>
<th>Tier 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate and Marketing Communications</td>
<td>Information Materials: Patient and Non-Patient</td>
<td>Instructional Materials: Patient Specific</td>
</tr>
<tr>
<td>Tier 1 is comprised of corporate and marketing communications materials, including, but not limited to, annual reports, corporate brochures, and kit folders. These are materials aimed at a wide variety of audiences and created with higher production values.</td>
<td>Tier 2 is comprised of information materials including pamphlets and handouts that are for patients and/or non-patients. These materials can be created with low to high production values.</td>
<td>Tier 3 is comprised of instructional materials including brochures and handouts that are specifically for patients. These materials can be created with low production values.</td>
</tr>
<tr>
<td>Quality – Medium to highest production values</td>
<td>Quality – Low to high production values</td>
<td>Quality – Low production values</td>
</tr>
<tr>
<td>Format – No restrictions on size</td>
<td>Format – pamphlet size (3.666” x 8.5”), digest size (5.5” x 8.5”) or letter size (8.5” x 11”)</td>
<td>Format – pamphlet size (3.666” x 8.5”), digest size (5.5” x 8.5”) or letter size (8.5” x 11”)</td>
</tr>
<tr>
<td>Colours – No restrictions to amount of colours used for printing</td>
<td>Colours – No limitations to amount of colours used for printing</td>
<td>Colours – 1-colour black printing</td>
</tr>
<tr>
<td>Imagery – No restrictions on how images are treated</td>
<td>Imagery – Full colour or monotone</td>
<td>Imagery – Monotone</td>
</tr>
</tbody>
</table>
9.2 Standard Sizes and Grid System

Using standard layout grids for collateral helps to build consistency into our communications program. While they guide layout, they allow for a great deal of flexibility in design.

The three standard formats shown above will suit the majority of your needs.

| Letter Size – 8.5” x 11” |
| Digest Size – 5.5” x 8.5” |
| Pamphlet Size – 3.666” x 8.5” |

Contact Corporate Communications with any questions or to obtain the digital artwork.
9.3 Tier 1

At a minimum, to maintain consistency with the brand visual style, it is important to adhere to a few basic rules outlined for Tier 2 and 3 publications.

A Use the font Stone Sans for at least sub-headings.
B Follow the guidelines for imagery selection in Section 5.0.
C Include the Southlake logo
D Use colours from the corporate colour palette
E Use the font Stone Sans in Southlake Blue or black for the form number and re-order information.
F Use Stone Serif for body text

When appropriate, this information should always appear in the bottom right corner of the back cover.
9.4 Tier 2 – Small Format, Front and Back Cover

Our Safety Commitment:
Creating a safe environment is a high priority at Southlake. These initiatives are vital to our success by helping to ensure the tools and supports are in place to recognize the potential for violent acts, prevent them before they occur, and to create a safe and respectful environment for everyone who walks through our doors – staff and patients alike.

How to find us:

For more information, please contact:
Southlake Regional Health Centre
596 Davis Drive
Newmarket, Ontario L3Y 2P9
Tel: 905-895-4521
TTY: 905-952-3062
www.southlakeregional.org

Full-color, 3-panel Brochure Example

Contact Corporate Communications with any questions or to obtain the digital artwork.

A Apply 2-tone bands as graphic elements in Southlake Yellow to the front and back panels.
B Use the font Stone Sans in Southlake Blue for main and subheadings.
C Place images within a square-cut picture box and between a set of 2-tone bands in Southlake Yellow. See section 5.0 for more information on imagery.
D The 2-colour Southlake logo should be positioned at the bottom centre of publication covers.
E The Southlake map always appears on the back cover of publications for easy reference.
F Use the font Stone Serif in Southlake Blue or black for body text.
G Use the font Stone Sans in Southlake Blue for contact information. This information should always appear in the bottom left corner of the back cover for easy reference.
H Use the font Stone Sans in Southlake Blue for the form number and re-order information. This information should always appear in the bottom right corner of the back cover for easy reference.
At Southlake, we are committed to creating a safe environment for everyone who walks through our doors. Our patients have a right to feel safe where they receive care and Our People – staff, physicians, and volunteers – also have the right to feel safe where they work.

Certain behaviours, actions, and reactions can make it challenging for us to deliver care. People can become agitated, defensive, or even aggressive in reaction to the types of stress, anger, fear, or unknown factors that can accompany a Hospital visit. A few people may end up reacting with violent behaviour. Violence may include yelling, swearing, spitting, hitting, and kicking, as well as other actions.

Southlake has launched several initiatives throughout our safety journey. These initiatives connect everyone – patient, family, community members, front-line staff and physicians – in creating a safe environment.

### Corporate Workplace Violence Prevention Committee

In 2013, a Corporate Workplace Violence Prevention Committee was formed to introduce policies and procedures related to workplace injury and violence, and to ensure Southlake’s staff, physicians, and volunteers have access to the tools and supports to feel safe and supported at work. The mandate of this committee is to address ongoing concerns about safety, reduce the risk of workplace or occupational violence, and create a safe environment through education and awareness.

### Staff Assist Safety Pendants

It is Hospital policy to provide immediate assistance in threats of violence or acting out behaviours against our Southlake staff, physicians, and volunteers by calling a Code White.

Staff Assist Safety Pendants are in use throughout our facility to provide Our People with an improved ability to initiate a Code White and summon support when required.

### Quality Safety Walkabouts

Each week, members of Southlake’s Senior leadership team travel throughout the organization visiting with departments to understand their unique needs, celebrate what’s working, and to discuss areas for improvement.

The Quality Safety walkabouts have become an important measure on our safety journey, allowing our team to identify concerns, openly receive feedback and track overall safety throughout the organization.

### Quality Huddles

Each day, and sometimes twice per day, teams come together on their unit to discuss the day’s activity. These huddles are a good opportunity to share information, ask questions, and identify any concerns team members may have.

The Quality Huddles have led to a number of safety and quality improvements on a team and organizational level.

### Violence Aggression Assessment Checklist (VAAC)

Every patient who is admitted to an inpatient unit or enters our Emergency Department is screened using a Violence Aggression Assessment Checklist. This tool is used to assess an individual’s risk of exhibiting violent or acting out behaviour. The checklist relies on observed behaviour or past history of violence to assign a risk level of high, moderate, or no risk. Patients deemed to be moderate to high risk are identified throughout their hospital stay using a number of visual cues:

- Patient asked to wear a white wristband
- Red safety sign posted at patient’s location
- Patient chart is identified

These identifiers direct staff to follow a Personalized Care Plan to help minimize risks. This allows us to provide patients with the best possible care, and to keep everyone as safe as possible.

### Personalized Care Plan

There are many reasons why a patient may be exhibiting stress, anger, and fear. These behaviours may be associated with a hospital stay and may trigger aggressive behaviour in some patients. Personalized Care Plans are a tool used by our healthcare teams to provide patients with a personalized approach to support them throughout their stay at Southlake.

A Personalized Care Plan is completely unique from patient to patient and is developed in collaboration with the patient, their family, and members of the healthcare team. It focuses on the unique needs of the patients and identifies strategies to help ensure aggressive or violent reactions do not become a problem.

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Inside spreads can vary greatly in their composition, provided the basic elements of our visual program are used. Square-cut images are preferred. The example shown here is intended as a general guide only.

A Use the font Stone Sans in Southlake Blue for main headings.

B Use the font Stone Sans in Southlake Blue for introduction text.

C Use the font Stone Serif in Southlake Blue or black for body text.
9.5 Tier 3 – Medium Format, Front and Back Cover

A Apply 2-tone bands as graphic elements in black.

B Use the font Stone Sans in black for main and sub-headings.

C Place images within a square-cut picture box and between a set of 2-tone bands in black. Refer to Section 5.0 for more information on imagery.

D The 1-colour Southlake logo should be positioned at the bottom centre of publication covers.

E Whenever possible, the Southlake map always appears on the back cover of publications for easy reference.

F Use the font Stone Sans in black for contact information. This information should always appear in the bottom left corner of the back cover for easy reference.

G Use the font Stone Sans in black for the form number and re-order information. This information should always appear in the bottom right corner of the back cover for easy reference.
9.5 Tier 3 – Medium Format, Inside Spread

Welcome to the In-Patient Eating Disorders Program located in Southlake’s Regional Paediatric Unit. Our Paediatric In-Patient Unit is a state-of-the-art facility that aims to provide outstanding, high-quality care to our paediatric patients and their families.

Information on Admission to the Hospital

For the patient:

You have been admitted to the hospital because of medical concerns related to your eating disorder. You may or may not feel “sick”. Some symptoms that you may experience include fatigue, dizziness, or generalized weakness. Other common symptoms that you may not recognize but are very important, relate to heart complications or chemical imbalances – these are often the most serious and require hospital admission for monitoring and management.

Recovery is often difficult and challenging for young people and their families. The length of time you need to be in the hospital will depend on a number of factors, including the state of your physical and psychological well-being. It is normal to have both positive and negative feelings about your hospital admission.

• You may feel confused because you don’t think your symptoms are severe enough to require hospital admission.

• You may feel angry, especially if you did not agree with the decision to be admitted or believe that you did not receive adequate notice or warning.

• You may feel afraid that things are too out of control, or that others are trying to control you.

• You may even feel relieved to be able to temporarily let go of activities or expectations that are overwhelming for you right now, i.e., school, sports, etc.

• You and your parents may experience many other emotions and feelings during your hospital stay.

All of this is very NORMAL. Hospital stays can be challenging, but be assured that you would not be hospitalized if we did not believe that it was absolutely necessary for your well-being. Your time in the hospital will be determined week by week by your treatment team, with input from you and your family.

A Use the font Stone Sans in black for main and sub-headings.
B Use the font Stone Sans in black for main and sub-headings.
C Use the font Stone Serif in black for body text.
## 9.6 Tier 3 – Large Format

### Methicillin Resistant Staphylococcus Aureus (MRSA)

#### Information for Patients

**What is MRSA?**
MRSA is a germ (bacteria) that cannot be killed with the usual antibiotics. MRSA can be carried in the nose and on the skin. Anyone can be a carrier and not know it. MRSA is usually not harmful to healthy people, but may cause infection in sick people.

**What is the difference between colonization and infection?**
Colonization is when the MRSA bacteria are present on or in the body, without causing illness. Infection is when the bacteria are making a person sick.

**How do I get MRSA?**
MRSA has been found in hospitals, long-term care facilities, and the community. It is mainly spread by contact with unwashed hands. It is not passed through the air. To prevent spreading MRSA, it is important that everyone perform good hand hygiene before entering and when leaving your room or home.

**Who is likely to get MRSA?**
It is never just one factor, but a combination of many factors that can cause you to get MRSA. The people most likely to get MRSA have stayed in a hospital or a nursing home.

**What can I expect in the Hospital if I am diagnosed with MRSA?**
Because hospitals are filled with people who are sick and more likely to develop an infection, special precautions are needed to prevent the spread of this resistant bacteria.

You will be placed on Contact Precautions.

- You may be moved to a private room, and the people who visit or provide your care will be wearing a gown and gloves.
- A sign will be placed outside your door indicating what your caregivers and visitors will need to do.
- Some of your supplies and equipment used in your care will be left in your room.
- You will be asked to stay in your room, except for special circumstances.

**Good hand hygiene is the most important infection control practice to prevent and control the spread of bacteria.**

1. **When washing hands:**
   - Use warm running water and soap.
   - Lather and rub hands together, paying attention to fingertips, cuticles, around rings and under nails.
   - Spend at least 15 seconds lathering and washing hands.
   - Rinse hands thoroughly and pat dry.
   - Turn off the taps with paper towel.
   - Apply lotion several times throughout the day to help prevent dry, cracked skin, which can be an opening for infection.

2. **When using Alcohol Based Hand Rub:**
   - Ensure hands are visibly clean. If hands are solid, follow hand washing steps.
   - Apply 1-2 Full pumps of product onto one palm.
   - Rub hands together, concentrating on finger tips, between fingers, back of hands and base of thumbs.
   - Continue rubbing until product is dry.

**Reference**
[Health Unit of Ontario](http://www.healthunitontario.ca/methicillin-resistant-staphylococcus-aureus-mrsa informação para pacientes-en-espanol.html)