

Focus

St. John Council for Ontario



Issue No. 11 • Fall 2002

WORLD YOUTH DAY

**St. John team performs
AED rescue**

**SJA-trained students save
pals from choking**

The Queen's visit

**St. John to train Ontario's
Community Emergency
Response volunteers**





Spirit of World Youth Day Lives On for EMS Co-ordinator

World Youth Day (WYD) may be over, but for Ric Rangel-Bron, WYD Co-ordinator for Toronto Emergency Medical Services, the work goes on. As he signs off on some of the final reports, Ric speaks enthusiastically about the event that took over 18 months of his working life.

Still fresh in his mind, is infectious spirit of the young pilgrims. "They really had everyone caught up in the fellowship of World Youth Day," says Ric, Commissioner of St. John Ambulance, Toronto District, one of the agencies that formed a committee to develop a health services delivery plan for the event. "This spirit certainly spread to our members, even when they were cold, wet and hungry. Throughout the event, St. John volunteers continued working for 12 hours, or more, without a break and with little complaint."

From July 18 to 23, 1,200 SJA volunteers took part in activities across the country with 650 members providing patient care while others drove vehicles, organized supplies and worked in administration. "At the mass alone St. John had 400 providers," says Ric, "Nobody else could have supplied that many trained people without a significant impact on other services that the public needs."

During the mass, four field hospitals, offering a total of 400 beds, were set up with doctors, nurses and an x-ray machine. Extra beds had to be

added to provide IV therapy to the large number of people who became dehydrated. "We also treated numerous cases of heat stroke and chest pain," says Rick. "The most serious case was a 15-day-old baby who became critically ill from heat related exposure."

Although the event attracted fewer pilgrims than expected, Ric says that WYD was largest gather-

ing of people ever to hit North America. "It was even bigger than the Olympics in duration and population, with multiple crowds at venues across the Greater Toronto Area and the country." He says that thousands of people took part from coast to coast with the papal mass attracting 900,000 worshipers. "It was a great event for the community at large and great for St. John Ambulance Community Services."



St. John Ambulance helped to develop health emergency services for World Youth Day and provided 650 patient care providers for the event.

A history of St. John in Canada

From the 1915 fire on the cruise ship *Noronic* to the 1965 Beatles Concert at Maple Leaf Gardens, St. John has played a major role in Canada's history. *Yesteryears* is a new book that traces the history of St. John and its service to the community, including its efforts during the aftermath of Hurricane Hazel, the Ice Storm and the Woodbridge DC-8 crash.

A beautifully produced, scrapbook-style book, *Yesteryears* may be ordered from Harry Hammond, KStJ, 161 Plewes Rd., Toronto, Ont. M3K 1L2. 416-635-8005. (1-9 copies \$28 each; 10-24 copies \$25 each; 25 and above \$20, each including taxes, handling and shipping). Cheques should be made out to St. John Ambulance in Trust.

Cantonese Opera Night



A June performance by the Kam-Chee Cantonese Opera Group at Toronto's Leah Posluns Theatre raised \$20,000 for St. John Council for Ontario. The event, organized in partnership with the Canadian Chinese Congress (CCC) and Council, was well attended by leaders of the Chinese community and members of St. John, including cadets who took non-singing roles in the opera. Shown with costumed cadets are (left to right) Banky Tsang, CCC Honourary Chair; K.Y. Cheung, CHIN radio producer and event MC; Roger Lindsay, Council President; Fung Fai Lam, Honourary CCC Chair, Deputy Provincial Commissioner for Council and member of the General Arrangement Committee of Opera Fundraising; and Stanley So Vice-Chair of CCC, CFMT News Anchor, and event MC.



Council's new CEO leads an active life

When Terry Wardrop is away from St. John, you'll probably find him with a hockey stick or a spade in his hands.

A member of the Burlington Old Timers Hockey Club, Council's new CEO has spent some of his happiest moments on the ice. "At one time I played five games a week," says Terry who has also coached and managed minor teams.

When he's not chasing a puck, Terry, who became CEO in late July, loves to work outside. He and his wife Jeanette are currently landscaping the garden of their Burlington home. "We've put in over 50 cubic yards of top soil, 20 tons of brick and stone as well as hundreds of plants. We're also renovating the house," says Terry who finds this work a breeze after building his previous home from scratch.

The father of an adult son and daughter, Terry has a great interest in young people. He volunteers with a youth counselling group and has spent many years volunteering in the not-for-profit and educational sectors.



Formerly a Vice-President for George Weston Limited, Terry joined Council as Finance Director in July 2000. Before coming on staff, he worked as a consultant with clients in corporate governance as well as strategic and business planning.

A graduate of the University of Guelph and a Certified Management Accountant, Terry has completed the Corporate Financial Management Executive Education Program at Harvard.

Terry says he has three priorities for Council: improving communications; standardizing business practices (including financial reporting); and "eliminating redundancies" so members can take advantage of existing resources rather than duplicating programs and services. Over the next few months, he will be looking closely at these areas to determine the best ways of achieving these goals.

Bicycle team a hit with young people



At a time when most agencies are desperate to attract volunteers, at least one St. John unit has a waiting list. The Mississauga Branch's Bicycle Emergency Services Team (BEST) has a number of young people "anxiously waiting for a place", according to Branch Manager Dianne Rende.

The team started several years ago when funding from service clubs and bingos enabled the branch to purchase eight bikes and related equipment at \$1,000 per rider. Today there are over 15 bicycles and Peel Regional Police recently agreed to donate their bikes which are retired after three years of service.

"Our bikes not only serve an excellent transportation for duties covering large areas, but they also give us a great profile in the community, you see our BEST members at every park, parade and festival and cruising the Waterfront Promenade," says Dianne. "The Bike Team is also really effective in helping us recruit new volunteers. Young people see our volunteers on their bikes, uniformed and equipped, and looking fit and they want to join. As a result, volunteer enrolment has increased significantly.

IN MEMORIAM

Simon David Stainton Chilton (David)

After a long, tenacious and courageous fight with pancreatic cancer, David Chilton, Treasurer, St. John Council for Ontario, passed away on October 22, 2002.

David served as Council's Treasurer for the past two years and, in addition, was a valued member of Council's Board of Directors and Executive Committee. For these and other services he had been appointed an Officer of the Most Venerable Order of The Hospital of St. John of Jerusalem. He was dedicated to many charitable organizations, particularly those that involved children. David will always be remembered for his heart of gold; his infectious and provocative sense of humour; his unflinching courage; his great charm; his boundless optimism; his deep love for his family and friends and his unquenchable spirit.

Our prayers go out to his wife Meredith; his son Thomas and his mother Margo who were at his bedside as he passed away. He will be sadly missed, and fondly remembered by all who were fortunate to know and work with him.

"He loved truth, honour, freedom and courtesy"



Did you know?

Patient care competitions date back to before World War I The earliest known record of a competition in Ontario is 1918, when the Canadian Pacific Railway Police Team won what is known as the Shaughnessy Shield. The Ontario Open First Aid Competition became an annual event in 1971.



School safety talks pay off

Two Niagara Falls students recently saved the lives of classmates by performing the Heimlich Manoeuvre learned in a St. John Ambulance School Program.

Both incidents occurred last May and both involved a piece of apple stuck in a student's throat.

Brian Lavigne, 12, a Grade 6 student at Cardinal Newman Elementary School was horsing around with his Grade 6 classmates while they were eating snacks. Suddenly his friend DJ Blaney stopped laughing and started to choke. "Some of the other kids thought he was joking around, but I could see that he couldn't breathe or cough. He had his hands around his throat and looked a little scared and a little green."

Although Brian had never performed the manoeuvre before he was able to complete it successfully. After three or four thrusts a piece of apple flew out of DJ's mouth and, to everyone's relieved amusement, landed straight in the garbage can. DJ who'd said he'd been "very scared" didn't tell his parents what had happened. He says his father only found out when he read about it in a local paper. "He was really happy that Brian knew what to do."



Saving a friend
Michelle Cowles demonstrates how she performed the Heimlich manoeuvre on Laura Kranzel who choked on an apple during a recess at Orchard Park Elementary School, Niagara Falls. The students learned about the procedure during a St. John Ambulance presentation but never thought they'd actually need to use it. In an unrelated incident another student who had seen SJA's presentation saved a classmate from choking at Niagara Falls' Cardinal Newman Elementary School.
PHOTO: TOBI COHEN, NIAGARA FALLS REVIEW.

A few weeks later, at Orchard Park Elementary School, Michelle Cowles, 10, and fellow Grade 4 student Laura Kranzel were going out for recess after a teacher had helped them settle a disagreement. Laura was munching on a Granny Smith apple when a piece of it lodged in her throat. "I couldn't swallow or breathe. It's very

frightening not to be able to breathe," says Laura who immediately crossed her hands around her neck in the universal sign of distress she'd been taught in Girl Guides.

"Laura turned a purple colour and I knew she was choking," recalls Michelle. I remembered what to do from the St. John Ambulance School Program the year before... After several tries, the apple came out of her mouth and she could breathe." Michelle says it was nice to feel she saved her friend's life and the two girls are now getting along much better.

Orchard Park principal Susan Szaszi says she had often wondered just how much students actually take away from safety programs. "But when you hear a story like this, it's worthwhile."

The Niagara Falls Branch, which takes the program into schools each May and June, has presented

Brian and Michelle with a Certificate of Appreciation and a St. John Life Saving Award and pin.

SJA team performs AED rescue at Cornwall Speedway

A team of St. John health care providers used an Automatic External Defibrillator (AED) to revive a spectator who collapsed at the Cornwall Speedway in September.

The incident, which took place just months after the providers had received AED training, is believed to be the first SJA Community Services rescue in Ontario.

Alerted by a young girl that "something was wrong with a man," provider Drew Bourgon, who'd been on duty in the grandstand first aid room, rushed to the scene but found the man unresponsive. He

immediately radioed SJA's AED-equipped mobile first aid unit. While waiting for driver Rheal Paul to bring the unit from its station at the centre of the track, SJA team

member Sue Hubert joined Drew in providing two-rescuer CPR. When the machine arrived, provider Stan

Andrews took control of it while colleague Daryl



Bazinet initiated the essential paperwork. A doctor and two nurses who'd been watching the race lent their support.

Following the machine's "shock advised" command, Stan shocked the patient who immediately began showing vital signs and vomited. The patient was immediately transported to the Hotel Dieu Hospital and later airlifted to Ottawa General where his condition was stabilized.

The man's wife, who was comforted by Sue during the rescue, later complimented St. John on "the compassion and professionalism" of its health care providers.



St. John to train Community Emergency Response Volunteers for Province

St. John is expected to play a crucial role in the Provincial Government's recently announced Community Emergency Response Volunteers (CERV) Ontario Program,

The program, announced by Bob Runciman, Minister of Public Safety and Security in September, will receive \$1 million annually in government funding to help municipalities develop teams of neighbourhood volunteers trained in basic emergency management principles and skills.

Volunteers will be trained in basic medical and lifesaving skills, general emergency and disaster response skills, light search and rescue operations, municipal emergency management programs and the psychology of a disaster. There will be team roles for people of every level of skill and fitness. Retirees will be among those targeted for recruitment, especially former firefighters, police officers and paramedics.

St. John representatives are currently meeting with officials from the Ministry of Public Safety and Security to discuss the provision of training and volunteer development. "It is envisioned that

St. John will train CERV candidates in life-saving first aid knowledge and skills," says Brian Cole, SJA's Community Services Manager. "We may also be able to provide volunteer community service opportunities to assist these teams to maintain their skill level and responsiveness."

In November, eight pilot program sites will be determined in communities of different sizes with varying local conditions. Twelve more pilot sites added in January 2003. The province-wide rollout of the program is scheduled for spring 2003.



Brian Cole, SJA's Manager of Community Services (left) and Carmie McCormack, SJA's Emergency Planning Officer are shown with the Minister of Public Safety and Security, Bob Runciman following the announcement of the development of Community Emergency Response Volunteer (CERV) teams in Ontario.

Camp PJ



A young camper competes in an obstacle race at Camp PJ, the first St. John provincial camp for Juniors. Youngsters from different communities spent two days at the Acton camp at the end of June, sleeping under canvas and taking part in crafts, sports, and skits.

Gator for Halton Hills

Congratulations to the Halton Hills Branch which recently added a MedicalBed John Deere Gator to the SJA fleet. The ATV-style vehicle, purchased with Trillium Funding, is equipped with emergency and communications equipment, lighting and a stretcher.

Emergency readiness put to the test in Thunder Bay

The Thunder Bay Patient Care Provider Unit put its emergency response skills to the test this summer when forest fires resulted in the evacuation of five northern communities. St. John personnel were at the Confederation College and Lakehead University receiving sites to provide emergency first aid to evacuees. Between July 24 and August 2 more than 500 people were evacuated, many of them First Nation elders and children. Evacuees were treated for a variety of conditions including nosebleeds caused by flying, insect bites, cuts, and a head injury.



Auto Extrication Course Teaches Life-Saving Skills

When there's a crash at a local speedway, St. John health care providers – often the only emergency personnel on site – may have to act quickly, before professional help arrives, says volunteer Ian Raven of the St. Thomas-Elgin Branch.

To prepare its personnel, the Branch offers a two-day course in the Fundamentals of Auto Extrication. "We teach basic principles that facilitate the fast and safe removal of injured persons from vehicles whether the accident happens at a race track or on a public highway," says Ian.

The first day is in class. Topics range from the physics of auto collisions to assisting emergency services to carry out a smooth rescue. During a hands-on session students learn to use extrication devices and apply cervical collars as well as rescuing "a casualty" – a volunteer hanging from a seat belt in a car seat that simulates an upside down vehicle.

The second day is outdoors. "We've held it in sun, rain, snow and sleet and, in 2000, during a tornado warning," says Ian. "It's easy to learn skills in a warm, dry classroom, but accidents may happen in rain or snow and often in darkness." Students work through different stations to practice using hand tools, fire extinguishers, and Jaws of Life. They then work with vehicles (donated by a local wrecking yard) to practice their new skills.

The final scenario is a multi-vehicle accident with students taking the roles of the emergency personnel such as the incident commander, triage officer and treatment officer. "The idea is to teach communication skills which are crucial in an emergency."

Ian says that the course, originally developed by the St. Thomas Elgin Hospital Ambulance Service to train students in Fanshawe College's

Emergency Care Attendants program, is now in great demand. Community Service Units in other parts of Ontario have asked St. Thomas to assist them in setting up a program.

For further information contact Ian Raven at (519) 633-7641, firstaidelgin@hotmail.com or John Docherty at (519) 631-3296, jdocherty@hotmail.com.



Safer Auto Rescues

Students practice applying a Kendick Extrication Device (KED) during a session of the two-day Fundamentals of Auto Extrication course run by the St. Thomas-Elgin Branch.

The Queen



The Queen is shown in front of St. John Ambulance's display at the Festival of Ontario at the National Trade Centre, Exhibition Place, Toronto in October. The event, organized by the Government Ontario was set up to show the province's progress during the Queen's 50-year reign. Representing St. John's programs and services were Leslie Jack, Branch representative, Burlington; Sally Welsh, Therapy Dog representative, Cobourg; Bob Brathwaite, Patient Care representative, Toronto; Shaun McGrath, Bike

Patrol representative, Mississauga; Abi Sundaramoorthy, Youth representative, Toronto; and Cynthia Jones, Instructor representative, Cobourg. Representing Council and Toronto SJA were Roger Lindsay, President; Agnes Daniell, Provincial Commissioner; Terry Wardrop, CEO; Brian Cole, Manager, Community Services; Christopher Merry, Chair, Toronto; Ric Rangel-Bron, District Commissioner, Toronto; and Richard Bowden, District Manager, Toronto.



St. John can teach teachers

St. John Council for Ontario has been approved by the Ontario College of Teachers (OCT) as a Provider of Professional Learning Program Courses. The approval means that teachers can take specified St. John's courses to earn credits towards their annual certification.

Teachers are now required to take part in on-going professional development to maintain their certification. They may choose from a large variety of courses offered by different agencies. In order to become a provider, St. John had to pass through OCT's two-stage approval process. Last year, St. John was approved as "an agency offering training" to teach CPR as part of the curriculum requirements for teachers. This year, four of the programs offered by St. John Ambulance have been approved for credit by OCT. These are Basic Rescuer (Level C) CPR; Emergency Level First Aid with Heartsaver CPR; Standard-Level First Aid with Basic Rescuer CPR; and Standard Level First Aid with Heartsaver CPR.

"Noisy, but a lot of fun"



New moms are learning infant/child CPR through a successful new venture of the Burlington Branch. Advertised through churches hospitals and health units, word of the five-hour course soon spread. So far this year, the Branch has held 11 sessions, with every class full. The day includes a potluck lunch with dads, babysitters, nannies and other family members also invited to attend. "It's a very noisy day, but a lot of fun," says Leslie Jack, Burlington Branch Manager.

First Nations Training

Following the success of last year's certification of four new First Nations instructors, the Thunder Bay Branch, in conjunction with the Nishnawbe Aski Nations, plans to hold another instructor course before the end of the year. Last December, instructors from Cat Lake, Constance Lake, Sandy Lake and Wunniman Lake were certified. The goal this year is to certify eight new instructors from a range of First Nation Communities.

From the Sales Desk

Time to review your sales plan



In order, these are.

- 1. to establish and maintain a quarterly sales renewal program.** This means: (a) using your data flex to generate the appropriate reports (b) following the four-stage sales process to secure as many commercial re-certifications as possible and (c) upselling the product. A number of branches have expanded their renewal program to include public CPR students as the CPR database is more recent than the public first aid course database.
- 2. to reach out to all national/provincial accounts identified in your Key Account Profile book.** Make sure you have trained all the TD, CIBC and Blockbuster branches in your trading zone. Contact the health and safety reps for each of the school boards in your jurisdiction to advise them of your PLP status.
- 3. to generate new business.** Now that you have covered the two areas above, you are ready to prospect for new business. First, become comfortable with ACT contact management. Second, locate business databases for your market. Then, identify the top 20 per cent of businesses that would generate 80% of

new revenue. A good way to do this is by the number of employees. Follow the four-step sales process to reach out to this prospective market, and to qualify potential customers. (a) call (b) mail piece (c) follow-up call (d) follow-up mail piece. Finally, set a quarterly alarm to remind you to call and follow up.

- 4. to initiate sales promotions.** Now you are ready to think about consumer-specific sales promotions. Target about a quarter of the businesses on your database. The best place to find out what's worked in the past is your sales collateral catalogue. The promotions listed here are tried and true. The SJA branch listed on the flyer will be able to tell you more about their promotion. Don't be afraid to reach out to fellow branch managers for ideas, advice and support.

Good selling!



Phillip Griffiths
Director of Sales & Marketing

By now, Branch Managers will have received their 2003 business plan template. As a significant part of the plan is dedicated to establishing measurable sales objectives, it's a good time for a review.

Remember, stay focused on St. John's core competency *first aid* before developing other revenue streams. Because branches have limited resources, you must think smart, and apply these resources to objectives offering the greatest rate of return.



Durham Residents Recognized for Bravery



Last winter, OPP Constable Shaun Gellespie and friend Brian Giffin and their wives had been looking forward to leaving the cold of Whitby behind to enjoy a holiday on Margarita Island, Venezuela. Saving lives was not on the itinerary. However, with disregard for personal safety, the two men rescued Sylvie Lauren, a young French tourist, who was caught in an undercurrent. The two men are shown with their wives, Michelle and Paulina, after receiving the St. John Council for Ontario Special Certificate of Commendation from Maribeth Seabrook, Chair of the Durham Region Board during the Region's award night in June.

Tips from the Branches

Dressing Up Baby

Everyone loves a beautiful baby, so when the Peterborough Branch noticed its baby manikins



looking a little the worse for wear they knew something had to be done. The problem was the babies' outfits. "They'd become soiled across the chest from the constant finger pressure of people practising CPR techniques," says Branch Manager Janet Cantello.

With no room for new baby clothes in the budget, the Branch hit on an affordable solution. They purchased a bag of second-hand infant sleepers "At \$10 for 20 sleepers we were able to outfit all our infant doll-type manikins," says Janet. "They're much easier to remove and wash than the outfits that came with the manikins."

Not only did the babies get a new look, but the Branch's junior manikin now sports a small child's track suit which cost just 50 cents.

"It's a great idea," says Janet, "I wish we'd used it before."

If your Branch has a tip to share, please contact Focus.

St. John forms partnership with Daimler Chrysler

St. John Ambulance has formed a national car seat safety partnership with Daimler Chrysler. The *Fit For A Kid* program, announced in September, will provide a free car seat inspection service at five star dealerships. The program was developed by the National Car Seat Safety Coalition.

At the request of Transport Canada, St. John will train and certify dealership personnel to become Child Restraint Inspection Technicians.

Dianne Rende, Manager of the Mississauga Branch is among the instructors from each province trained to deliver the two-day certification course on the correct installation of car seats. "I hope to teach others to deliver this training in the near future," says Dianne. "It's a great opportunity to offer a much needed community service, and an opportunity to sell a certification course to the community."

Dianne is acutely aware of the need for the program as a result of the branch's experience on the Peel Car Safety Committee which runs community car seat clinics. "Our clinics reflect national statistics that estimate only one out of every five children in motor vehicles is secured properly," says Dianne. "This indicates that caregivers are still having trouble understanding car seat directions and applying them to their cars."

In Canada, an average of 70 children under five die annually in motor vehicle collisions and a further 4,000 children are injured.

Focus

Managing Editor: Daniel Eustace
Editor: Gillian Kearney

Focus is the official newsletter of
St. John Council for Ontario.
Submissions, comments and requests to
reprint information should be sent to:

Phil Griffiths

St. John Council for Ontario

46 Wellesley St. E.,

Toronto, Ont. M4Y 1G5.

Tel: (416) 923-8411 or 800-268-7581.

Fax: 416-923-6633.

E-mail pgriffiths@on.sja.ca. Website
www.sja.ca.

Charitable registration

#108022237RR0001.