

# ST. JOHN IN CANADA TODAY



St. John Ambulance  
SAVING LIVES  
at work, home and play

SPRING 2006

Official Publication of St. John Ambulance In Canada

Vol. 4 — No. 1



Photo courtesy of CplIssa Paré

Her Excellency the Right Honourable  
Michaëlle Jean, Governor General  
of Canada

**The Lord Prior Eric L. Barry presided over the investiture of Their Excellencies the Right Honourable Michaëlle Jean, Governor General of Canada and Mr. Jean-Daniel Lafond at Rideau Hall on April 12, 2006. The ceremony also marked the installation of Her Excellency as Prior of the Priory of Canada.**



St. John Ambulance is working closely with the federal government's Public Safety and Emergency Preparedness Canada [PSEPC], Salvation Army and Canadian Red Cross to prompt families to take the necessary steps to get prepared for a natural or manmade disaster. The key challenge is to create peace of mind by taking three basic steps, including preparing or buying a St. John Ambulance Emergency Kit.

*If a disaster happens in any of our communities, it may take emergency workers some time to get to people in the most desperate need first. This means that we should all be prepared to take care of ourselves and our families for a minimum of 72 hours — hence, the name of the new guide "72 Hour Emergency Preparedness Guide."*

By taking a few simple steps today, we can become better prepared to face a range of emergencies.

### **Step #1 Know the risks. Know your region.**

Across Canada, we face a number of hazards, from earthquakes to blizzards to hurricanes. In addition to natural disasters there are other types of risks, such as blackouts,

### **Get prepared for a natural or manmade disaster. The key challenge is to create peace of mind by taking three basic steps.**

industrial or transportation incidence, and the possibility of acts of terrorism on Canadian soil. Get prepared for all types of emergencies.

### **Step #2 Make a plan.**

Every Canadian household needs an emergency plan. It will help you and your family to know what to do in case of an emergency. Plan how to meet or contact one another and discuss what you would do in different situations. The new 72-hour guide will include a planning

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ST. JOHN IN CANADA TODAY  
Vol. 4, No. 1 — Spring 2006

**Official Publication of**

**St. John Ambulance in Canada**

St. John in Canada Today is published by the Priory of Canada, for Canadian members of the Most Venerable Order of the Hospital of St. John of Jerusalem and those affiliated with St. John Ambulance Community Service and Training.

**Mission Statement of this Publication**

St. John in Canada Today is a bilingual, bi-annual corporate publication designed to inform and engage the readership with compelling stories about how St. John Ambulance equips people with the skills and confidence they need to help save lives — at work, home and play.

**Editorial Committee**

Terry Wardrop, Les Johnson, Diane Szlabey, Colleen Greer, Chris Chan, Jennifer Godin, Kimberley Ghosh, Brandy Chouinard and Jennifer Lavoie

Thank you to everyone who contributed to this edition of St. John in Canada Today.

**Next Issue: Fall 2006**

The focus of the next issue will be "Community Involvement."

**We invite your articles, comments, and suggestions.** Please write to:

Editorial Committee, St. John in Canada Today  
St. John Ambulance  
400-1900 City Park Drive  
Ottawa, Ontario K1J 1A3  
**Fax:** 613-236-2425  
**Email:** stjohnincanadatoday@sja.ca  
*Please include a telephone number where you can be reached during the day.*

**Submission deadline:** June 30, 2006

# Mailbag

**My wife and I took your "Save That Child" course in February 2005 in Abbotsford BC, just before the birth of our daughter. I have had some previous basic first aid training, but my wife had none.**

When our daughter Annelaina was two days old, we brought her home from the hospital and all seemed fine. That same evening she stopped breathing, as a result of mucus (left over in her lungs from the birth process) she aspirated back into her airway. She choked as it blocked her airway completely. Fortunately, my wife immediately noticed her in distress and began infant choking protocols to help her. I took over as my wife called 911 and I continued, also using an aspirator to clear out as much mucus as possible. We continued frantically and while on the phone with 911, our daughter went limp twice in my arms before the paramedics arrived. We did not give up and managed to establish a partial open airway. When the paramedics arrived, she was immediately transported by ambulance to the hospital emergency room and the doctors and nurses took over. Thankfully, after a few days in the pediatric ward she came home with no long term ill effects.

We just wanted to say thank you to your organization for making basic



Annelaina Kundu-Thomsen

child first aid/CPR training affordable and accessible to everyone. We were always told by friends to take the standard parenting classes, but no one ever spoke of infant first aid. We have since recommended the training to all of our family/friends with children, especially those with newborns or who are expecting.

Although we do not speak about it, we know that without our action (through your training) the outcome would have been far worse.

**Our "healthy and happy" little girl gives us great joy every day thanks to you. Arun & Dana Kundu-Thomsen (and Annelaina too) Chilliwack, BC**

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*Share your experience with St. John Ambulance. We welcome your testimonials letters, comments and suggestions. Please send to The Editorial Committee.*

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The Honourable René J. Marin, at the Investiture into the Order of Ontario

In the world today, as we have seen from 9/11, Tsunami Disaster, and Hurricane Katrina, the skills we teach are essential to life. Moving forward and in line with the Strategic Plan, it is my goal to ensure that we raise the public's awareness of St. John Ambulance, share our strengths through a culture of excellence, become a learning organization, strengthen our resources, recognize our achievements, and continue to promote our relationships within the volunteer community.

**I look forward to working with you as we strive to become an evermore valued, efficient and proactive organization. Together, we make a difference.**

*The Honourable René Marin, as Chancellor, is the principal elected office of the Priory of Canada and Chair of Priory Council (also known as the Board of Directors). He first volunteered for St. John Ambulance in 1980 and was admitted a member of the Order of St. John in 1984. His interests, beyond the law and Francophone affairs, include education for people with disabilities, health issues, community action, arts and culture. His career achievements include a District Court judge, a local judge of the High Court of Justice, Deputy Solicitor General of Canada, first Chair of Canada Post and a Chair of the RCMP External Review Committee. He now pursues his judicial duties on a part time basis, and in addition to being Chancellor for the Priory of Canada, is actively involved in assisting international agencies in establishing a rule of law in developing countries.*

## From the Chancellor

**"People often ask me, what does St. John Ambulance do?" and I respond, "St. John Ambulance empowers people to save lives."**

Whether you are at work, home or play, St. John Ambulance gives you the tools to take action. Through first aid and CPR training we help you learn to create a safer environment, teach you about injury prevention and give you the confidence to help someone in an emergency situation.

We do this everyday through our volunteers, students and staff members. I take great pride in knowing that I am one of many who belong to such a caring organization.

THE HONOURABLE RENÉ J. MARIN  
CHANCELLOR OF THE

*Priory of Canada*

IS PLEASED TO INVITE

*Members of the Order of St. John  
and St. John Ambulance to the*

**2 0 0 6  
I N V E S T I T U R E  
D I N N E R / D A N C E**

*in support of the charitable  
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**Friday, June 23, 2006  
Room 200, West Block,  
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**Cocktails at 6:00 PM  
Dinner at 7:00 PM**

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Decorations (Miniatures)*

**Reserve now!**

**Ticket cost \$120.00**  
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(613) 236-7461**



**PRO FIDE  
PRO UTILITATE HOMINUM**

# Special Paws for Special Kids Program™

By: Mel Whitesell, Director, Community Services and  
Christine Kaskiw, Coordinator of Volunteer Services,  
Manitoba Council



*Christine Kaskiw with her three Therapy Dogs*

In March 2005 the Community Service department received an inquiry from a local Winnipeg Autism School Cluster Program to see if St. John Ambulance provided specially trained Therapy Dogs to visit children with autism.

Fortunately Volunteer Coordinator, Christine Kaskiw and her husband have three German shepherd dogs. Their Therapy Dogs work at her husband's personal care residence and have also been trained on a private basis for their number one duty — therapy work for their 14 year old son Andrew who has autism and special needs. Christine also has taken several behaviour management courses for autism and has participated in autism research studies and conferences.

A pilot program was designed for six children in the Winnipeg School,

and a special name was registered for the children's program called Special Paws for Special Kids™. The five year old male, Maximus vom Canisphere, SJATD was selected as the program's primary Therapy Dog.

The school visits were conducted weekly, on Wednesday afternoons, to facilitate advance notice for the children to prepare them for Max's visits. "The initial visit was incredible, with the children instantly gravitating to Max and thinking that he was a big horse", says Christine. Max was a true gentleman, being sat upon and hugged tightly and was calm in the midst of excitable screams and squeals from the non verbal children who expressed their joy in seeing Max.

Over the ensuing weeks, the children were taught to gently pat Max

and often went for walks around the block, with three children holding Max's leash with Christine monitoring and guiding them. There was a definite element of calmness that was evident, particularly for some of the children who were having difficult days. It was noted that whether through signing or using their communication boards, Max became an immediate source of joy.

The teacher and her assistants noticed positive behaviours and expressions of empathy. Another boy who was scared of dogs progressed during the pilot project to walking Max and allowing Max to take a cookie from his hand. This was a tremendous sensory breakthrough and triggered unprompted words of communication along with some hugs.

The pilot autism program Special Paws for Special Kids™ was evaluated as a tremendous success with Christine and Maximus vom Canisphere being invited back for the 2005/2006 school year as a permanent part of the Autism Program. Her Honour Lenore Berscheid, B.A., M.ED, wife of the Lt. Governor of Manitoba, along with St. John Ambulance Manitoba Executive Director/CEO Steven D. Gaetz, BC, also visited this special program in December 2005. Future plans as funding is secured, include a specialized screening, training and placement program for Special Paws for Special Kids Candidates for Autism, Fetal Alcohol Syndrome (FAS) and other special needs requests. This program has inspired teachers to become St. John Ambulance Therapy Dog Volunteers with their Smiling Golden Retrievers at local nursing homes and their respective schools this fall.

*continued from cover*

template for this purpose. Keep the document in an easy-to-find, easy-to-remember place — e.g. with your official St. John Ambulance Emergency Kit.

### **Step #3 Prepare a kit.**

In an emergency, you will need basic supplies. You may need to get by without power or tap water. Be prepared to be self-sufficient for at least 72 hours. SJA Emergency Kits can be purchased at approved retail locations [www.sja.ca]. Your Emergency Kit should include:

- First aid kit
- Water or water purification tablets — at least 2 litres of water per person per day. Include small bottles that can be carried easily in case of an evacuation order
- Food that won't spoil, such as canned food, energy bars and dried foods
- Manual can-opener
- Flashlight and batteries
- Candles and matches or lighter
- Battery-powered or wind-up radio with extra batteries
- Special items such as prescription medications, infant formula and equipment for people with disabilities
- Extra keys for your car and house
- Some cash in smaller bills, such as \$10 bills and change for payphones
- A copy of your emergency plan and contact information

### **To learn more please visit:**

**Emergency Preparedness Week**  
www.epweek.ca

**Environment Canada Weather Office**  
www.weatheroffice.ec.gc.ca

**Safe Canada**  
www.safecanada.ca

## **St. John Ambulance Unveils Refreshed Brand**

By: Jennifer Lavoie, Director, Marketing & Communications

As Canada's standard for excellence in first aid and CPR services, St. John Ambulance plays an integral role in our society. Building on a 900 year tradition, St. John Ambulance has carefully crafted its identity so that it reflects our professionalism, service standards and ensures we are easily recognizable in times of need. Our volunteers, staff and partners are committed to protecting and nurturing the values that make up the St. John Ambulance name and brand. This commitment to our values means that Canadians receive the best quality training and expertise.

In 2006, a new chapter was marked in the St. John Ambulance story. In response to market research with stakeholder groups, St. John Ambulance has refreshed its brand to better reflect the:

- increased need for first aid and CPR programs
- growing diversity and capacity of our volunteers and communities
- urgency of national and international response to disaster assistance

We've developed a fresh, contemporary and professional image to support the unfailing confidence that Canadians place in St. John Ambulance.

The new visual identity unites the varied communications materials and electronic media under one modern, creative and inspiring banner. Using standardized colours, messages and graphic formats, the refreshed brand builds on the strengths and values of our overall corporate identity.

To ensure the brand is protected and nurtured, we've equipped our volunteers, staff and partners with graphic and language standards as well as support services to ensure we are communicating with the highest level of excellence and consistency.

COMMUNITY SERVICES

# ST. JOHN AMBULANCE VOLUNTEERS GIVE GENEROUSLY OF THEIR TIME SO THAT CANADIANS FEEL SAFER.

## Over 2,000,000 Hours Of Volunteer Time—One Very Big Thank You.

In over 300 communities across Canada, more than **25,000 St. John Ambulance volunteers** are working every day to help Canadians feel safer.

When a community need arises, they are there, ready and able to help. When a natural or human disaster strikes, our Responders are there with first aid skills, experience and leadership. When companionship is needed, our Therapy Dog members offer warmth and compassion.

**Thank you!**



**St. John Ambulance**

**SAVING LIVES**  
at work, home and play

[www.sja.ca](http://www.sja.ca)

For further information about St. John Ambulance in your community, please visit [www.sja.ca](http://www.sja.ca)

## After The Tsunami

By: Bill Alexander,  
National Emergency  
Response Service  
Coordinator

St. John Ambulance Canada has completed the first two phases of the assistance program to Sri Lanka following last year's Tsunami which consisted of three shipments of first aid kits, supplies and pharmaceutical and the deployment of an emergency response team, led by Mr. Lannon DeBest.

As part of the third phase, St. John Ambulance Canada will be providing a Disaster Management Training Program (DMTP) specifically designed to meet the political, environmental and organizational needs of SJA Sri Lanka. This will include the establishment of an emergency stockpile program and Medical First Responder training for a core team of Sri Lankan instructors. The project is co-sponsored by Canadian International Development Agency (CIDA), as portion allocated for the matched funding program, and by SJA Canada.

The International Secretariat has assisted in coordinating all efforts

towards an overall Sri Lanka assistance programs with Pories and sister organizations, including Johanniter Unfall Hilfe (JUH), to ensure that there has been no duplication of efforts. Dr. Jayatillaka, Chief Medical Officer and Mr. Samarage, CEO, Sri Lanka, have verified that through this program, their expectations for support will be met. Mr. Bill Alexander will be leading the team as Project Manager, contributing both his time and energy towards its success. Other key contributors include the Emergency Preparedness College with the development of the curriculum and the Public Health Agency of Canada in providing an overview of the setup and inventory management system of an emergency stockpile program. The fourth phase has five distinct phases including implementation, execution, monitoring and control, and project closure. Updates to the project outcomes as they relate to the above phases will be available on the website [www.sja.ca](http://www.sja.ca).

The overseas emergency response program is a new frontier for St. John Ambulance. Together with our partners, we want to ensure that SJA Sri Lanka will have the necessary systems in place to respond to a future emergency and to save lives with the tools in place.

ence. We recognize our volunteers as the foundation of St. John Ambulance. Our appreciation is extended to all of you for your time, energy, commitment and dedication to fulfilling the mission of St. John Ambulance.

Thank you for inspiring us all!



## Did You Know?

SJA first granted the RCMP national partnership status in 1922. This emerged from the desire to standardize the first aid and emergency response training throughout the organization. As a result it has become one of the fundamental building blocks on which SJA standards of humanitarian care has been built.

The RCMP, responsible for management of Canadian international civilian police peacekeeping, have ensured these skills are transferred wherever their global duties find them. Since 1989, Canadian police have been delivering international peacekeeping and training services across the globe.

From Namibia to Haiti SJA remains to fostering partnerships in delivering care — a founding value which is building new traditions across the globe.

[www.rcmp.ca](http://www.rcmp.ca)

By: Insp. Paul Richards, RCMP

## Hats Off to Our Volunteers!

National Volunteer Week, April 23 to April 29, was sponsored by the federal government designed to recognize the vital role that volunteers play in the well being of communities across Canada. It was an opportunity to put the spotlight on Canadians who quietly and without fanfare make a meaningful differ-

# Building Bridges in the United States

By: Jennifer Lavoie, Director, Marketing & Communications and Rob Fraser, Director, Business Development

Distinguished guests, together with co-founders and staff from the American Safety and Health Institute [ASHI] and St. John United States and Canada priorities, celebrated the official signing of a new partnership in first aid training, at a reception, held in New York City, March 2, 2006. "It was a great pleas-

greetings and acknowledgements to the landmark occasion. Home Guard Inc. representatives provided each departing guest with a newly dual-branded emergency preparedness pouch.

For SJA, the decision to enter the U.S. market was largely client driven.

## Celebrating the official signing of a new partnership in first aid training, at a reception, held in New York City, March 2, 2006

ure to be in the halls of the United Nations celebrating the Alliance in health and safety of two widely respected organizations — ASHI and St. John Canada," said Honourable René Marin, Chancellor of the Priory of Canada. "The event took place at the UN because of the symbolism it offered," said Rob Fraser, Director of Business Development. "The Alliance offers global solutions, as does the UN."

Guests were escorted through security and along the historic chambers and salons of the UN by four, uniformed, first aid trained Boy Scouts of Upper Manhattan. While a late-season snow squall blanketed most of Manhattan, approximately 80 guests enjoyed refreshments, food and light jazz. Rob Fraser, hosted the official ceremony and was joined by the Lord Prior, U.S. Prior, and other dignitaries in bringing

With close to 70 per cent market share in first aid training in Canada, SJA has a number of large national training and product accounts that are multinational in scope. Many of these account holders have expressed an interest in having St. John provide a North American-wide solution, and in some cases, a global solution.

As part of its unique charter, the Alliance will provide support to the St. John Eye Hospital in Jerusalem, a center of excellence in ophthalmic medicine and education that provides the highest quality of care to individuals in the region. A portion of the proceeds from the sale of co-branded Alliance products will be donated to the Eye Hospital, which serves more than 5,000 individuals annually, including many underprivileged children from remote villages of the West Bank.

## St. John Eye Hospital — The Story of Haya

By: Dr. Maram G. Isaac, MD  
Consultant Pediatric Ophthalmologist,  
Jerusalem



Haya is an eight year old girl who was born with congenital glaucoma.



**St John**

**A WORLD OF EXPERIENCE**  
in health and safety at your doorstep

The Alliance means both organizations can now offer 6,500 training facilities across the United States and Canada and another 7,000 facilities outside North America. Thanks to the Alliance, there is a global network of more than 85,000 professional health and safety educators providing training in classrooms and online.

For more information, please visit [www.ashi-stjohn.org](http://www.ashi-stjohn.org)



Haya lives with her mother, father and two younger brothers (six years and three years) in the Hebron area, south of the West Bank. Haya was diagnosed with this disease when she was only two weeks old and had surgery when she was one month old. Haya's six year old brother has a milder form of the disease. The Hospital, when possible, provides the eye drops and glasses for free.

Congenital glaucoma is a hereditary disease that increases intraocular pressure and leads to vision loss if it is not treated. The condition is present almost at birth and if caught at an early age can be treated. The condition is treated by surgery; eye drops and regular check-ups are required for the remainder of the child's life. "In the paediatric eye

clinic in the hospital I perform around thirty glaucoma surgeries every year. The main difficulties in treatment are when the patient waits too long to be diagnosed or when the condition is severe despite early diagnosis," Dr. Isaac explained.

Providing treatment for all the families affected by this condition is expensive and the hospital is in constant need for support. "There is always a need for eye glasses and low visual aids."

Haya's parents are grateful to the hospital for helping their children retain their vision. Without the Hospital service they know that neither child would be able to see. The Hospital's friendly atmosphere and the staff's kind manner towards the family has made the visits easier,

especially for Haya's mother, who spends a lot of time with her two children at the hospital.

**Last year SJA, with your help, was able to raise \$13,373.32 in support for the Eye Hospital. Please continue to give hope to families like Haya's and support the St. John Eye Hospital. Please forward your cheque payable to St. John Ambulance, National Office, 1900 City Park Dr., suite 400, Ottawa ON K1J 1A3 and identify your donation by designating it to the "St. John Eye Hospital — Paediatric Care".**

## Friends of the Emergency Room

By: Sandi Misselbrook,  
Manager, Volunteer  
Services

The Friends of the Emergency Room pilot program in Alberta proved to be a resounding success! St. John Ambulance Alberta Council adapted the highly successful New Zealand Friends of the Emergency Department program with 99 percent of the patients and companions reporting the project as being valuable.

The Friends volunteers provide kind, caring, and non-medical support to lower stress levels for the patients and their companions



*(From left to right) Doris T., Karen J., John H., Donna R., Amy G., Friends of the Royal Alexandra Hospital*

awaiting services in emergency waiting rooms at two pilot sites.

The Royal Alexandra Hospital site, Capital Health Region, has agreed to continue the friends volunteer partnership with St. John Ambulance. The Foothills Medical Centre, which served as the second pilot site, has, as a result of the wonderful activities of the Friends, deployed its own volunteer program into the

emergency waiting rooms — so the much appreciated service will continue to benefit the community.

Three other Alberta Health Regions have expressed an interest in the Friends of the Emergency Room program so look for further updates!

# Setting New Directions

By: Terry Wardrop, Interim CEO, National Office

Over the last three years, St. John Ambulance (SJA) has been building a strong foundation to support the increasing growth and needs for first aid and CPR programs. The building blocks include the creation of a new governance structure, improved customer relationships, new supplier relationships and the establishment of key strategic relations and partnerships.

## Supporting the burgeoning growth and needs for first aid and CPR programs and providing key direction and guidance into a new strategic plan for 2006-2008.

Furthermore, consultative stakeholder forums provided key direction and guidance into a new strategic plan for 2006-2008. The five core goals included are supported by their respective primary objectives:

### First Aid Centre of Excellence

St. John Ambulance will continue to be the expert in first aid services and a critical contributor to the prevention of injury/illness at work, home and play; and as a result, will be the chosen provider of first aid training in Canada.

St. John Ambulance will provide high quality and innovative first aid products to meet the needs of all Canadians.

### Community Service — Meeting the Needs of Canadians

St. John Ambulance will be a leading health and safety volunteer organization making it a place that volunteers of all ages and groups will want to be a part of. All volunteer roles provided will be challenging, rewarding, meet the needs of the volunteer and will be supported by the best available tools.

### Order of St. John — Honouring its Value

To ensure that the highest honour of volunteer recognition, admission to the Order of St. John, with its respective honours and awards, is appropriately utilized, delivered and valued by the organization, its members and by Canadians, as an esteemed award within the Canadian Honours System

To strengthen the growth and development of the Order of St. John, internationally in continuing its mission "to prevent and relieve sickness and injury and to act to enhance the health and well-being of people of all races and creeds anywhere in the world."

### First Aid Research and Development

St. John Ambulance will explore the establishment of SJA in Emergency Disaster Preparedness and its role as a primary provider of volunteer first responder health services.

### Organizational Leadership

St. John Ambulance will ensure the best practices in the governance of the organization, including succession planning and sustainability of organizational resources that meet the strategic aims of the organization. This will help ensure continuous improvement and establish its role as one of the top not-for-profit employers in Canada.

St. John Ambulance in each community in Canada is working together to achieve these goals.

### A team in action is a wonderful thing!

*Did you know that 79 percent of cardiac arrests\* and 1/3 of all injuries\*\* occur in the home? St. John Ambulance is responding by making it a goal to have one person in every household in Canada trained in first aid and/or CPR.*

\*Heart and Stroke Foundation, 2005

\*\* Economic Burden of Unintentional Injury in Canada, 2003

# New First Aid Training Material on the Way

By: Les Johnson, Director, Client & Charitable Services

The major training agencies in Canada (St. John, Red Cross, Lifesaving and Ski Patrol) jointly determined the impact of the new CPR protocols introduced in December of 2005. Work is now well underway on the creation of next generation of training materials offered by SJA. CPR guidelines are reviewed every five years to make sure that protocols follow the scientific evidence proven to provide the best first aid for someone who is having cardiac or breathing problems. Based on these protocols,

revisions are made to all relevant audio-visual and written materials offered by St. John Ambulance.

Footage for the new DVDs was shot over a three week period in Vancouver in January and includes animated sequences as well as live action. The student activity books have been revised to better function as reference guides while still maintaining self and instructor directed learning. The First on the Scene manual has also been revised with a new cover and includes

material on automated external defibrillation. Instructor Guides have been rewritten to capture the protocol changes and also to reflect new ways to deliver the curriculum.

Without a doubt, this new generation of materials promises to bring a fresh new look and delivery methodology to the classroom. The majority of Provincial & Territorial Councils will begin using the new materials starting in September after workshops have been provided to Instructors.

## The Next Generation of www.sja.ca

By: Kimberley Ghosh, Special Projects and Policy Development

St. John Ambulance is about to launch the next generation of www.sja.ca. Visitors to our new website will be able to visit any St. John Ambulance Provincial/Territorial Office, Branch Office or National Office website through one web address. Each St. John Ambulance office website will offer customized

information, including featured programs, products and information about volunteer services they provide in their communities. Through a common look and feel resulting from our new branding platform, standard sections and visual representation of our key services will enable visitors to find the information they need. The "go live" date is currently scheduled for Fall 2006.

This is a significant endeavour for St. John Ambulance as everyone will be able to see the cumulative efforts of our new brand application. Stay informed by visiting the intranet site or contacting the Provincial/ Territorial office.



New SJA Homepage

## THANKS TO OUR SPONSORS!

St. John Ambulance acknowledges the kind and generous efforts of those who have helped create this edition of St. John in Canada Today. If you would like more information about sponsorship opportunities, please email: [stjohnincanadatoday@sja.ca](mailto:stjohnincanadatoday@sja.ca).

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# KATRINA



Canadaville, Louisiana

The Priory of the USA, working together with The Priory of Canada and the Canadian Red Cross Disaster Relief Fund, furnished a total of \$25,000 worth of medical supplies to disaster areas. Supplies sent from Canada were provided to key distribution centres in Tuskegee, Alabama; Baton Rouge, Louisiana; and Jackson, Mississippi.

The Priory in the USA contributed \$10,000 to assist in this errand of mercy. The balance of the funding was provided through St. John Ambulance Canada and the Canadian Red Cross.

Mr. Rob Fraser, Director of Business Development for St. John Ambulance Canada, worked closely with the new Priory Hospitaller in the USA, Mr. Laird Mortimer, to execute a plan that ensured the accountable distribution of the donated items and their speedy delivery. Many thanks to the coordination of ground efforts provided by members of the Priory in the USA, Father Louis Skipper in Alabama, and Mr. David Pitts in Louisiana, at the distribution centres.

A total of 125 types of emergency medical supplies were offered to each of the locations. These gifts were designated to replace emergency supplies that had been totally consumed in hospitals, clinics, ambulances and police/rescue vehicles.

In addition, each of the three distribution centres received 200 blankets. Furthermore, as part of the relief plan, 50 family first aid kits were provided to 50 new homes, as part of the Magna International



Chris Smith builds a new house in Canadaville, Louisiana

Corporation Project, known as Canadaville, which included a prefabricated town for displaced Katrina survivors.

Repurposed from *The Order of St. John Priory in the United States of America Newsletter, Special Edition, Fall 2005*

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1900 City Park Dr., Suite 400 Ottawa, Ontario Canada K1J 1A3

