

Friends

A quarterly newsletter for our donors and supporters

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NORTHERN REGION

SUMMER 2010



St John

first to care

Where does the money go?

The flashing lights of St John ambulances are a familiar sign of help at medical emergencies and community events. Yet St John relies on public support to ensure we can continue to care for you, your family and friends when you most need it.

While recent research revealed some charities receive a fraction of money collected, (with the rest retained by telemarketing companies and external agencies), St John supporters can be confident that donations are used to fund St John services and programmes.

“Fundraising is a core organisational activity and for us to succeed we face a range of challenges – competition, economic trends, a cashless society, public perceptions of charities, and competing priorities and time,” says St John Northern Region Fundraising Manager Linda Donaldson.

St John raises funds:

- for essential operating costs of our Ambulance service over and beyond the government funds that provide base operating costs
- to purchase new vehicles and equipment
- to fund community care programmes such as Friends of the Emergency Department (FEDS), Caring Caller, St John Health Shuttle and St John Youth
- to build and develop services and be able to offer them to more communities.

“People choose to support St John in different ways and we offer a wide range of ways in which they can support us. Depending on how they support us our donors can stipulate which part of St John they want their donation to go to,” Linda says.

“St John volunteers help to keep our costs down and we

also regularly audit fundraising activities to make sure that money raised goes to support core activities. As a charitable organisation we are accountable for every dollar that is donated to us.”

Financial support provided by trusts, businesses, community groups and the generosity of individual donors is crucial to the ongoing work of St John.

“People have a choice about what charity they want to support and whether it’s a million dollars or one dollar they donate. In supporting St John they will also support their community with any one of our services.”

From emergency and medical ambulance services to first aid at community events, a challenging Youth programme and a range of community services, St John touches many lives.

“When you make a donation to St John your money goes to support the services that will support you, your family and your community.”



Outstanding contributions and commitment

The announcement of St John Honours coincides with International Volunteer Day on 5 December – an acknowledgement of how much our volunteers mean to us. Volunteers are the vital link that helps keep the communities we serve strong.

From telephone friendship to therapeutic visits with animals to rest homes; from providing comfort and support in hospital emergency departments to providing emergency care at public events and in ambulances – St John volunteers impact on many lives.

St John Honours are awarded every year on merit to members, both volunteer and paid, who stand out from their peers. Sanctioned by Her Majesty the Queen, as the Sovereign Head of St John, these Royal Honours acknowledge outstanding contributions and commitment to care for New Zealand communities.

One of those to be honoured in 2010 is fulltime St John Advanced Paramedic – and summer holiday volunteer – Norman Upjohn. Over the upcoming summer months St John volunteers will keep our vital community services happening.

For St John, summer is an ever busy season, but volunteers like Norm will be there for all New Zealanders, helping to make your fun in the sun as safe and sound as it deserves to be. Should you need the services of St John anywhere at any time, rest assured our people will continue to care 24/7.

Like many volunteers Norm Upjohn also works fulltime. He just happens to work fulltime for our Ambulance service. During the past four to five years, during the summer

holiday period, Norm has volunteered his services to assist in the Hauraki / Coromandel District. He and his family have a holiday home in Pauanui and Norm makes himself available for backup and support to local volunteers and lesser experienced ambulance officers when Pauanui and the entire Coromandel Peninsula swells with swarms of summer holidaymakers.

St John provides Norm with a rapid response vehicle giving him the means to assist throughout the district – across Whitianga, Tairua, Pauanui, Hahei, Cooks Beach, Whangamata and so on.

Having willingly provided this service for the last few years it is now an expected resource that we provide to the district during the festive season. At other times throughout the year Norm assists local volunteers with training and coaching and has now become a local identity representing St John.

Norm has been an ambulance officer for 28 years, and is now an Advanced Paramedic and Operations Team Manager.

He also worked in the Emergency Ambulance Communications Centre as an Emergency Medical Dispatcher and Team Leader, and has worked with Clinical Education as a Training Services Tutor. Norm is highly regarded as a clinical coach, mentor and role model for new ambulance officers and all who work with him.



Norman Upjohn



Excellence in all things

Clinical excellence underpins the foundation of our organisation's reputation. St John members are bound not only to pursue excellence in the daily delivery of their service, but are also encouraged to constantly challenge their skills and develop excellence to the highest degree.

St John Clinical Training courses certainly follow the age-old adage of 'practice makes perfect' and incorporate regular simulation exercises into their training.

A mass casualty incident (MCI) set up at Mt Wellington Fire Station recently involved ambulance officers undertaking National Diploma in Ambulance Practice training. They attended to nine 'patients' including a baby manikin to simulate a deceased infant.

A two-vehicle 'crash' had left survivors with a range of injuries – with colour-coding determining their response status.

Clinical Education Tutor Sarah Werner says while patient treatment is an important part of the exercise, the MCI is also about scene management as well as providing an opportunity to

co-respond with other emergency service providers. Both St John and the Fire Service worked alongside one another in extricating patients from the vehicles.

Said Sarah, "Students are put in a realistic situation and have the opportunity to make real-time decisions and test their skills."



St John Operations staff volunteer as patients for National Diploma students

Paint by numbers

In the last financial year (1 July 2009 – 30 June 2010) a total of 2,648 volunteers committed their time and their energy to St John Northern Region, be it performing duties within our emergency Ambulance and Events services or providing support for one or other of our community programmes.

Our regional performance statistics over the same period paint a pretty active picture:

- 154,513 patients treated and transported by ambulance officers
- 6,479,116 kilometres travelled by ambulances
- 124,424 emergency incidents attended
- 2,950 events serviced
- 18,783 students trained in first aid
- 13,794 children participated in the St John Safe Kids programme
- 1,293 Health Shuttle client trips
- 2,067 Youth members.



One of over 1,000 Health Shuttle client trips made last year

First aid tips for summer: sunburn

As shorts and jandals are coming out of the wardrobe, St John has some timely first aid tip reminders if you or someone you are with gets sunburnt.

Says St John Medical Director Tony Smith, "St John attended to 161 serious sunburn incidents at events last summer."

- › the best treatment is prevention by keeping covered
- › once sunburn has occurred there is no useful treatment to reduce the burn or take away the damage
- › relieving creams or ointments can be used provided there is not severe blistering

- › keeping the skin well moisturised may provide some relief and may reduce peeling
- › seek medical aid if the person is feeling very unwell, or if large blisters appear as a result of the sunburn.

The outstanding level of support that we receive from the communities we serve helps to make our work possible at all times – even over the busy summer season. St John has the resources available to respond quickly.

"Competence and calm efficiency"

"Immediately after a mild stroke I experienced first hand the kind, professional and knowledgeable conduct of St John volunteers. They were outstanding. (We) were very highly impressed by their competence and calm efficiency and in particular their ability to attend to the business at hand while maintaining a calm and reassuring demeanour. These were obviously very special people. I have nothing but praise for them."

"To the ambulance officers who attended to my grandchildren and family friends at the accident, please accept my heartfelt thanks. Your calmness of spirit and your compassion and empathy, plus your skills in helping people during very

highly distressing circumstances is most appreciated. You are wonderful people, providing a wonderful service to the community. Once again, thank you so much for everything you did. God bless you all."



› We welcome your support

If you would like to make a donation please call **0800 ST JOHN (0800 785 646)**

An automatic donation of \$20 can also be made through your phone bill by calling **0900 ST JOHN (0900 785 646)**



St John

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Contact us on **0800 ST JOHN (0800 785 646)**

- › to advise us of changes to your address, email or phone details
- › to let us know your mailing preferences
- › to make a donation
- › to volunteer for St John or find out more about how St John works within your community

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