



British Columbia REPORT BACK TO THE COMMUNITY

2014-15



**CANADIAN
RED CROSS
CROIX-ROUGE
CANADIENNE**

MESSAGES FROM THE INTERIM CHAIR, B.C. & YUKON ADVISORY COMMITTEE AND THE PROVINCIAL DIRECTOR



Message from the Chair

Recently, I was reflecting on our ski season and one of our worst-ever snow bases and realized how that is yet another indication of how climate change is affecting us, the way it's affecting people around the world. Luckily, we did not suffer huge disasters or loss of life in B.C. and Yukon.

And, as a disaster and humanitarian organization, it has been a good opportunity for us to continue our work to be better prepared for emergencies.

With the support of the provincial and federal governments, we hosted the training for the Canadian Red Cross field hospital for the first time in B.C. We also strengthened our relationships with local authorities to support more small- and medium-size disasters in more communities.

Of course, our work also extends far beyond our borders here in B.C. In 2014-15, the spread of Ebola across West Africa triggered a truly global response and B.C. delegates went to fight this health emergency in the Red Cross Ebola treatment centre in Sierra Leone. More than 10,800 people died in the outbreak, but reported cases have dropped significantly since the start of 2015.

Every day, we build on the strength of our personnel, donors and partners to mobilize the power of humanity. Together, we deliver a variety of programs and services that make a difference in people's lives. Thank you for being part of it.

A handwritten signature in black ink, appearing to read 'C. Consiglio'.

Cassandra Consiglio
Interim Chair, B.C. & Yukon Advisory Committee



Message from the Director

Recently, someone asked me what keeps us motivated at the Red Cross when faced with so many needs. I replied that when I go to work, it's to be with people who have one goal: helping others. But I would now add that building on strength is another motivator.

Sitting with a family devastated by a disaster, we get to ask people "What do you need for your recovery?" We know that giving people a chance to tell their story and plan their next steps with someone is an essential component. The Red Cross provides assistance and also builds on the strength that people affected by disasters have within themselves, their families and in their community.

We teach teenagers how to change lives by stepping in to stop bullying among their peers. We build on their strength and desire to live in a respectful community.

When we see a child standing tentatively at the side of a pool, we see their strength as a potential swimmer and perhaps even a rescuer one day. And when we see all those people looking for the right placement for chest thrusts, we know they cared enough to take CPR training and could build their strength to become potential lifesavers.

This report is full of examples of people working together to build on the strength of their community, their families and themselves to help others. And it is full of stories of people with amazing strength navigating challenges with the support of others.

Thank you for your support to this important humanitarian work.

A handwritten signature in black ink, appearing to read 'K. Nemrava'.

Kimberley Nemrava
Provincial Director, B.C. and Yukon



DISASTER MANAGEMENT

Thanks to support from the Province of B.C. and the Government of Canada, the Red Cross held our Health Emergency Response Unit (ERU) International Delegate training for the first time in B.C. Red Cross delegates from across the province and around the world trained to be ready to deploy with the field hospital anywhere in the world within 48 hours.

Two other important trainings took place at this time: the Ministries of Justice and Health and the Red Cross tested the plans they had been developing together on how to deploy the ERU to B.C. **in the event of a catastrophic disaster.** Also, 60 Red Cross specialists practiced setting up a disaster command shelter, which is part of the Red Cross' role in a medium- to large-scale disaster in B.C. and Yukon.

When residents of Likely were affected by the **mine tailing pond breach**, Red Cross volunteers worked with the Cariboo Regional District Emergency Operations Centre to distribute the 18,000 bottles of drinking water that Save-On-Foods had donated!



In August, a **tour bus crash on the Coquihalla highway** injured dozens of people, most of them visitors from Asia. In partnership with Health Emergency Management BC, the Red Cross activated its TELUS 24-hour call centre and our multilingual volunteers helped relatives in China learn the condition of loved ones.

"I suffered the bus crash... 56 people [injured]. To me, just after a terrible accident so many strangers gave me warm and touchy feeling, make [my] tears fly. Thanks Red [Cross assist] me so much."

from the thank-you note from one injured passenger



The Red Cross is also growing in its role as an **Emergency Social Services (ESS)** provider. This year, the District of Squamish and the Resort Municipality of Whistler both signed agreements with the Red Cross that will enable them to better provide immediate assistance for people impacted by fires, landslides, floods or other emergencies. Under these new agreements, the Red Cross will build local teams of trained volunteers that will be ready to support those communities immediately after small-scale disasters affecting up to 25 people.



RED CROSS BY THE NUMBERS



Canada-wide stats

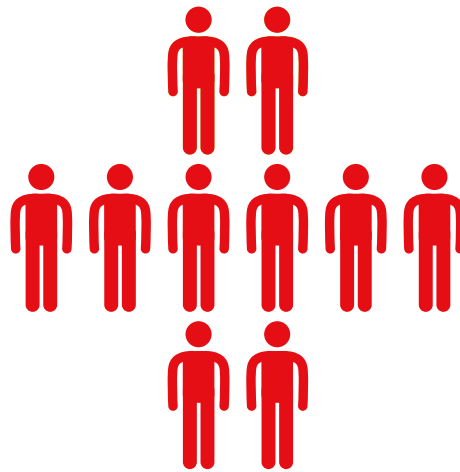


British Columbia
stats

OUR STRENGTH

is in our volunteers and donors

 around
20,000 VOLUNTEERS
from coast-to-coast



 in British Columbia
**1,600
VOLUNTEERS**

READY TO RESPOND

when disaster strikes

 **39,121**
Canadians directly
assisted following
a disaster



 **673 PEOPLE**
assisted following a disaster
in 119 B.C. communities

READY TO SUPPORT

those in our communities



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Restoring Family Links
program helped reunite

911 PEOPLE
in Canada with their families
who were separated by conflict,
disaster or migration

READY TO PREVENT

injuries and abuse

 **697,382** Canadians took violence, bullying, and abuse prevention training.

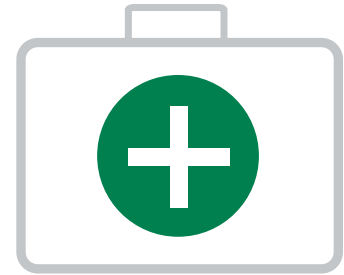
 **43,500+** took the same training in British Columbia




1,114,123 Canadians took Red Cross Swimming and Water Safety lessons



224,589 people took the same training in British Columbia



 **609,367** Canadians took Red Cross First Aid courses

 **81,940** people took the same training in British Columbia



HEALTH EQUIPMENT LOAN PROGRAM (HELP)



93,838 CLIENTS served
163,673 pieces of equipment loaned



FIRST CONTACT

24/7 refugee assistance phone line



249 refugee claimant calls



INTERNATIONAL OPERATIONS

Red Cross took part in **236** missions in **51** countries

Emergency and Recovery Activities

141 Canadian Red Cross delegates were deployed

4 Ebola Field Hospital Deployments were supported

Mother, New Born and Child Health, Disaster Preparedness and Violence Prevention

7,035,734 beneficiaries

7,178 volunteers

1,293 communities supported



HEALTH EQUIPMENT LOAN PROGRAM (HELP)



The HELP *Plus* program grew significantly over the past year. Our partnerships with Vancouver Coastal Health and Northern Health allowed us to open a new service site in Richmond and expand our space in Prince George. HELP *Plus* is able to lend larger equipment like hospital beds and patient lifts on a short-term basis. This expansion allows the Red Cross to help more people access the care they need at home and avoid lengthy hospital stays.

"We've been married 54 years and I couldn't imagine not being able to stay together now, at the end of life"

- Elderly man
on behalf of his wife.

The HELP *Plus* service was piloted with Fraser Health and, after two years of operation, Fraser Health conducted independent surveys to determine its impact. Results indicated that once patients started borrowing HELP *Plus* equipment, emergency room visits decreased by 45 per cent, inpatient admissions decreased by 44 per cent, and the overall, average length of stay in the hospital decreased by 22 per cent.



VIOLENCE AND ABUSE PREVENTION

In the build-up to **Pink Shirt Day** this year, Respect Education staged an impressive Twitter campaign and contest to get more youth involved in the anti-bullying effort. The **@RedCrossBC** Twitter account sent out daily bullying prevention tweets and youth who retweeted them or sent us their original bullying prevention tweets were entered into a prize draw. Our lucky winner received a prestigious Red Cross backpack for helping spread the message about bullying prevention.

“There is no greater pressure than peer pressure and in this case (it) is being used for something awesome.”

- Inspector Keith Lindner, Victoria Police Dept. speaking about the Beyond the Hurt Bullying Prevention Training program

INJURY PREVENTION

“With this program, we’re changing the chances of survival in the outlying Native communities.”

- Richard Elliot, project coordinator

to train **22 members** of **7 Vancouver Island First Nations** to become First Responders. All the candidates passed the intensive one-week training, the written and practical exams, and are now licensed First Responders! The project was so successful that we are expanding it to **many more communities** next year.



First Nations people living in rural and remote communities are usually limited in their access to medical services. Thanks to generous funding from the First Nations Health Authority (FNHA), the Red Cross worked closely with FNHA and several First Nations communities to launch a pilot project

INJURY PREVENTION



Preventable and the Red Cross partnered for the summer 2014 water safety campaign and launched it with an overturned boat media event. Along with Red Cross training partners around the province, we promoted the message: Before you think only other people drown, have a word with yourself.

OUR SUPPORTERS

We'd like to thank all our donors for investing in the work of the Canadian Red Cross. Thank you for making it possible for the Red Cross to provide life-saving and life-changing services to those in need across British Columbia. We would like to recognize the following individuals and organizations who donated at the major gift level and above.

Celtic Cross Charitable Foundation
City of Burnaby
City of Kelowna
City of Prince George
City of Victoria
CKNW Pink Shirt Day
Coast Capital Savings Credit Union
Columbia Basin Trust
The Cullen Family
Margaret Duncan

Government of British Columbia
Government of Canada
Government of Yukon
Marin Investments Ltd.
Bruce McDonald
McIntosh Properties Ltd.
Peter & Shelley O'Sullivan
Parvez Tyab Family Trust
Provincial Employees Community Services Fund
RBC Foundation

Cydney & Douglas Smythies
The NWM Private Giving Foundation
United Way of Greater Victoria
United Way of The Lower Mainland
Vancouver Foundation
Victoria Foundation
Wheeler Family Foundation
Anonymous (13)

Thank You!