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**Professional Paramedic Association of Ottawa**

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**T**his past May was one of the busiest months ever for the PPAO with multiple events surrounding Paramedic Week 2009. We are all looking forward to a little bit of a break with summer vacation. Here's how the past two months shaped up.

**Paramedics go Esquire**

As you may have heard in the May edition of Canadian Emergency News, the Professional Paramedic Association of Ottawa spent an incredible amount of energy over the last eight months working on a feature with New York-based Esquire magazine.

We figure that more than 240 collective hours were spent lining up the feature, writing executive briefs, in meetings, providing didactic training, completing clinical ride outs and working closely with the Hurst Publications fact-checking department to ensure the article is accurate and respects the legal expectations of the MFIPPA and PHIPPA legislation.

We asked Esquire how much they charge for advertising and were told \$75,000 per page, and that price does not include back covers or inlays.

So, President Darryl Wilton has essentially enabled the Professional Paramedic Association of Ottawa to pull a \$450,000 rabbit out of a hat by lining up this six-page article and successfully delivering paramedics to a previously untapped and brand new audience. Not bad for a volunteer Canadian paramedic organization eh?

The feature is expected to have a very

interesting view of paramedicine and we have been guaranteed it will clearly carry the professionalism, excellence and deep passion of a number of Ottawa paramedics who were lucky enough to cross paths with writer Chris Jones and photographer Mike Schreiber on calls.

Exercising patience, the editors decided to put off the paramedic feature until their August 2009 issue, which just happens to be one of the best months for the magazine.

The August issue of Esquire should be on news stands during late July, shortly after this edition of CEN arrives in your mailbox, so run out and buy one now!

**Riverside South tree planting**

In 2008, the community of Riverside South began the first phase of a multi-year plan to plant 10,000 trees along the pathways and ponds throughout the neighbourhood.

This year, paramedics were personally invited to participate in the community-

building event by Riverside South Councillor Steve Desroches and MPP Jim Watson.

Thanks to a very prime parking spot, the paramedics were able to tour hundreds of children and parents through the ambulance and information display. The medics were also able to show their green thumbs by planting a few trees while on site.

Rogers TV was also present and filmed the paramedics (along with Ottawa Police Officer Walter Duhme) extending a big hello to Rogers viewers from the tree-planting event.

We would like to thank the Honourable Minister Jim Watson, Councillor Steve Desroches and his assistant Christine Taylor for extending the invitation to attend this fun event. Thanks also go out to Micah Rietschlin, Tammy Dupuis, John MacNeill, John Keylor, Robin St Pierre, Jason St Pierre, Suzanne Noël and Darryl Wilton our tree-planting volunteers. All photos can be found at [www.OttawaParamedics.ca](http://www.OttawaParamedics.ca).

**HELP Fund Spin-a-Thon**

Making her first attempt into organizing a PPAO event, Ottawa Paramedic Sylvie Rochon decided to coordinate a Spin-a-Thon to raise money for the Helping Every Local Paramedic Fund.

As a spinning instructor, Sylvie thought her paramedic colleagues might be interested in experiencing an insane four-hour spinning class while at the same time raising money for a good cause.

With the help of some excellent advertising through posters, e-mail and talk about just how much fun spinning is, Sylvie managed to garner up a full crew eager to pedal.

Initially, there was talk about a little "crazy team attire" competition. Rumour had it certain teams were going to show up in inventive workout gear such as one-shoulder unitards, pre-applied defib pads and '80s style exercise thongs. Even though none of the partici-



**THREE SHELL CANADA EXECUTIVES**, Councillor Steve Desroches, MPP Jim Watson, PCP Micah Rietschlin and PCP John MacNeill get in on the ceremonial dig.



**ABOVE LEFT: VICE PRESIDENT SYLVIE ROCHON** instructs a spinning class. **Above right: Paramedics Fergus Graham and Paul Morneau** cooling down.

pants actually showed up in anything too outrageous (I think the threat of photography scared them), the rumours helped enlist a few extra participants eager to join the fun.

Over the course of four hours, spinners made their way through a variety of simulated hills and flat roads all in the name of charity.

In the end, the sweat and lactic acid build-up were all worthwhile as the event raised \$1557 for the HELP Fund. An oversized cheque was presented to HELP Fund founder Steve Hallam during the after party held at Darcy McGee's Pub.

Congratulations to the following paramedics who toughed it out (some for three hours) on the bikes: Andrew Fenton, Michelle Newell, Hilton Radford, Paul Morneau, Normand Robillard, Pierre-Paul Arcand, Yannick Roussel, Fergus Graham, Tyler Leslie, Reid Purdy, Micah Rietschlin, Scott Stephens, Krista Shipman, Francois Cote, Ed Ouston, Katherine Tar, Chris Bugelli, Jacob Mulder, Shannon O'Neill, Patrick Melchin, Andrew Hemlin, Marc-Andre Da Ponti, Ben Ripley, Andre Mollema, Chelsea Robertson, Joel Ethier, student Chantal Blouin and a number of other very fit spouses and volunteers.

Special thanks also go out to the following sponsors who provided various donations for the event: Dora Boukaris (SunLife Financial), John Karn (Co-operators), Peter

Waldolf (Sales Rep/Century 21-Action Power Team), Lawyer Todd Plant, Chiropractor Bryan Watson, Goodlife Fitness (Place D'Orleans), Filosofi, Kinetic Solutions and Darcy McGee's Pub (Orleans).

Last but not least, thank you to the spinning instructors, Murray Powell, Brian Robitaille, Anya Pavlova and of course, our new Vice-President, Sylvie Rochon.

Congratulations Sylvie for coordinating an extremely organized, fun and successful Spin-A-Thon! All photos can be found at [www.OttawaParamedics.ca](http://www.OttawaParamedics.ca).

### Ronald McDonald McHappy Day

Several paramedics and paramedic students volunteered to serve up a whole lot of Big Mac attacks during Ronald McDonald McHappy Day.

Each year, community personalities are invited to work alongside McDonald's staff in order to raise money for various children's charities across the country. This year, we helped to raise \$28,400 locally for the Children's Hospital of Eastern Ontario and Ronald McDonald house. Across Canada, over \$2,910,000 was raised.

Thank you to Laura Bechberger, community relations/marketing representative from McDonald's for the invitation to join in this great fundraiser and to our participants: Paramedics Dan Shugar, Joel Ethier, Chelsea Robertson, Bruno Gendron as well as paramedic students Carl Surprenant, Francis Brunet and Chantal Blouin.

Everyone had a blast! All photos can be found at [www.OttawaParamedics.ca](http://www.OttawaParamedics.ca).



**DAN SHUGAR** serves up a meal to a happy customer.



**PARAMEDICS BOMBARDED** by curious on-lookers and tourists in Ottawa's Byward Market.

### Byward Market public relations

Every year, our brave volunteers have to contend with the cold and rain at our Byward Market paramedic display.

Our volunteers eagerly demonstrated equipment and educated the public on the role of paramedics. This year, we even had the Treatment Rehab Unit available for tours and the public was amazed with the sophistication and skills that Ottawa paramedics possess.

Thank you to our soggy but happy volunteers Micah Rietschlin, Alexandra Hopkin, Tyler Leslie, Simon Downham, Ben Ripley, Kristopher Kurs, Dominique Ouellet, Israel Coderre, Jean-Philippe Lambert Ste-Marie, Nathan Barkhouse, Phea Ou, Richard Corbett and Trish Kermath.

Hundreds of balloons and post cards were handed out and the public was excited to see first hand what it is that paramedics do. We even received a number of compliments via our website.

All photos can be found at [www.OttawaParamedics.ca](http://www.OttawaParamedics.ca).

### Paramedic public relations

The month of May saw us pull off another extremely successful National Paramedic Week. One problem: The PPAO had too many public relations events to fit into one week so many events had to run into the month of June.

Algonquin College paramedic students Janel Swain and Rosemary Bentley combined forces to coordinate the 2009 paramedic and preceptor appreciation barbecue which took place over two days at the Ottawa paramedic headquarters. This event rolled out over 280 hamburgers, 162 hot dogs, 336 drinks, 12 Cost-

co size bags of chips, four veggie platters, saw 16 hours of hard core grilling and raised \$660 for the HELP Fund after expenses. We would also like to thank Algonquin College Paramedic Program Coordinator Jim Whittle for his support over the last two years. Wow! Awesome job!

The PPAO would like to say thank you to the following paramedics and students who volunteered to promote paramedicine during the months of May and June with many of these individuals participating in multiple events.

Names are listed in alphabetical order by first name: Alexandra Hopkin, Amanda Hagmann, Andrea Thompson, Andrew Fenton, Andrew Gleeson, Andrew Whyte, Ben Ripley, Benoit Jolicoeur, Bruce Binda, Bruno Gendron, Carl Surprenant, Cassie Willard, Catherine Tourangeau, Chantal Blouin, Chantale Dumas, Chelsea Robertson, Chris Bugelli, Chris Stroud, Christian Goudreault, Claudine Coughlin, Dan Archambault, Dan Kaplansky, Dan Shugar, Darryl Wilton, David Ennis, Dean Zieman, Dena O'Hara, Dominique Ouellet, Francis Brunet, Francois Cote, Garth Tourangeau, Hans Oberholzer, Israel Coderre, Janel Swain, Janice Woods, Jason St Pierre, Jean-Philippe Lambert Ste-Marie, Jennifer Kortko, Jeremy Doherty, Jill deBoer, Joel Ethier, John Keylor, John MacNeill, Katelin Hetherington, Krista Shipman, Kristopher Kurs, Kristopher Prince, Lynea Finn, Mary Stanistreet, Matt Ouellette, Meredith Boulay, Micah Rietschlin, Michelle Newell, Mike Bowen, Mike Janczyszyn, Natalie Labelle, Nathan Barkhouse, Nicci Thibaudeau, Patrick Lamoureux, Phea Ou, Reid Purdy, Richard Corbett, Rob Wilson, Robert Mallett, Robin St Pierre, Rosemary Bentley, Shannon O'Neill, Simon Downham, Stephane Perras, Suzanne Noel, Sylvie Rochon, Tammy Dupuis, Tara Vanderlinden, Thula Kandasamy, Trish Kermath, Tyler Leslie, Yannick Roussel and all of the other volunteers we did not have available when this article had to be submitted in May.

We have more community requests for paramedics throughout the summer so stay posted for our next update.

The [OttawaParamedics.ca](http://OttawaParamedics.ca) website is plastered with photos and a lot of information about our paramedic public relations initiatives. Here is a quick snapshot of how busy the members of the Professional Paramedic Association of Ottawa were over the last couple of months:

- May 02 - Spin-a-Thon
- May 02 - Earth Day Tree Planting-Riverside South
- May 04 - Ecole la Verandrye
- May 06 - Ronald McDonald McHappy Day
- May 06 - Nepean High School Career Day
- May 07 - PARTY Program
- May 11 - Mary Honeywell Elementary School
- May 14 - PARTY Program
- May 15 - Sirens for Life Blood Drive Launch
- May 16 - Start of National Paramedic Week
- May 16 - Byward Market Paramedic Displays
- May 17 - Byward Market Paramedic Displays
- May 21 - PARTY Program
- May 21 - PPAO Annual General Meeting
- May 21 - Riverside Park Nursery School
- May 22 - Farley Mowat Public School
- May 24 - End of National Paramedic Week
- May 26 - A Lorne Cassidy Public School
- May 27 - iDRIVE Provincial Video Launch
- May 27 - West Carleton High School Community Foundations
- May 28 - PARTY Program
- May 28 - Paramedic Appreciation BBQ (Day 1)
- May 29 - Paramedic Appreciation BBQ (Day 2)
- May 29 - Sirens for Life Blood Drive Finale
- May 30 - Motorcycle Ride for Dad
- May 30 - Headquarters Tour
- June 04 - Terry Fox Elementary School
- June 04 - La Verendrye Primary School
- June 05 - St Catherine Public School in Metcalfe
- June 12 - Stittsville Public School
- June 12 - Steve Maclean Public School
- June 13 - Ray Friel Recreation Complex in Orleans
- June 14 - Anaphylaxis Event at Headquarters
- June 18 - MF McHugh Education Centre
- June 18 - Better Beginnings, Better Futures Community Celebration
- June 21 - Touch-a-Truck by Mothercraft

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