

# Call to Action

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In June 2011, Renfrew Victoria Hospital issued an invitation to members of the public to participate in information sessions aimed at encouraging empowerment in health care matters.

RVH's vision resulted in a unique three-way partnership between Renfrew Victoria Hospital, the RVH Foundation and the community—named Call to Action (CTA). Individuals in the community who expressed interest in getting involved formed a group to encourage others not only to take ownership of their health, but also to play a role in striving to provide state-of-the-art health care.

The Call to Action is a grassroots movement led by the representatives from our community. It aims to empower people with knowledge and a better understanding of the health care sector and challenges facing a small community hospital striving to bring quality care to our area.

It is a call to members of the community to take control of their own health and, in doing so, become advocates for the services and needs at RVH.

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**“We are very fortunate to have a health care facility that wants us to take action.”**

—Cecie Whalen, CTA Community Representative

**What has CTA accomplished to date?**

The first outreach of the CTA initiative shared information with women, their families and friends about breast cancer, the importance of breast screening and the Ontario Breast Screening Program (OBSP) at RVH, and the benefits that could be realized with new state-of-the-art digital mammography equipment.

CTA representatives actively spread the word through presentations to community groups, organizing events and fundraising to help meet the costs of bringing the new technology to our hospital—a capital equipment cost that was not eligible for government funding.

**What's next?**

CTA is just getting started. The community representatives quickly saw how much there is to learn and share and will continue to reach out with initiatives, helping you make an informed investment in your health care.

**"It has been exciting to watch the Call to Action volunteers grow in their roles and take ownership for all aspects of the CTA movement—planning fundraising events, reaching out to community groups with education, and spreading the word about the CTA initiative. Their professional approach and sincere interest is a great asset to our organization, and I'm looking forward to their ongoing partnership with RVH as they continue their work."**

- Julia Boudreau, RVH Vice President of Corporate Services



A view of some of our supporters. In true community spirit, many individuals and organizations have embraced the 'ACT' in the Call to Action initiative by getting involved. Thanks to all those who organized, participated, and made valuable contributions.

## Digital mammography update

The success of the CTA digital mammography initiative is reflected in the number of women who booked their first mammogram after attending a CTA information session.

The benefits of the new technology are easy for Phil Crozier, RVH Digital Imaging Lead Hand, to list, beginning with the images that are produced. "To me, the number one benefit is the incredible quality of the images over analogue mammography," says Crozier, adding that decreased radiation dose is also a key benefit.

**Since the live date of the new equipment (March 21, 2012), more than 2,200 mammography exams have been performed.**

## Supporting one another, supporting RVH

The Arnprior and District Breast Cancer Support Group brings women with breast cancer together, providing a safe place for sharing, caring and listening with love. Formed in 1996 by Elta Watt and friends who have made it their mission to help support others on the cancer journey, the group also supported the RVH Digital Mammography project with a donation of \$7,000. Monthly meetings are held every third Tuesday at the Arnprior Library, and new members are welcome to join. Please call Elta Watt at 613-623-7455.



Arvelle Taylor, Elta Watt and Norma Girdwood celebrated 50 years of survivorship last year.

## Calabogie commitment to RVH

The Calabogie Lions Club is one of many organizations that have a longstanding tradition of supporting the Renfrew Victoria Hospital. With a constant membership of about 30, the club keeps busy in its community raising funds through events like bingo, tent and bar service, tent rental and pancake breakfasts.

Since its initial purchase of bedrails in 1983, the club has committed more than \$50,000.00 to projects for our community hospital—pledging support to the Building Fund in 1990, Capital Equipment Campaign for the ER expansion in 2000, Dialysis Unit and recently supporting the Digital Mammography Campaign. Recently, the club donated \$1,500 to the Tree of Lights.



Presenting the donation are John Gervais (Donation Chair), President Bert Morrow, and Barrie Nichols (Treasurer)

## Spreading the word

One of CTA's new awareness focuses will be on RVH's upcoming Dialysis Expansion project and the infrastructure improvements and enhanced services that will evolve from it. Ultimately, the group hopes—with the assistance of RVH professionals—to reach out to all members of the community, meet their needs and inquiries, and provide presentations and information sessions on all health care services available at the hospital.

## Call to Action model



### Learn: about important health care processes, issues and services

RVH Statistics, March 31, 2012	
Annual budget	~\$40,000,000
Patient days	16,937
Emergency/outpatient visits	31,696
Clinic visits	13,446
Dialysis treatments	16,203

### Know: the challenges faced by community hospitals

- Equipment costs are the same as big city hospitals: e.g., CT Scan, Digital Mammography, Cardiac Monitors
- Operational costs continue to increase: e.g., 2% to 5% annual inflation of supplies and utility rates, etc.
- Revenue remains static: 0% increase in Ministry of Health funding in fiscal year 2012–2013, and predicted for 2013–2014

### Act: take charge, make a difference

- Get involved: Consider joining the CTA initiative
- Invite CTA to speak to your group
- Host or participate in events supporting RVH
- Become an advocate: Spread the word about RVH programs and services

### Current dialysis unit at RVH



The proposed nephrology centre expansion will offer many benefits, including increased square footage for the provision of more stations/treatments to match increasing demands, improved functionality for physicians and staff, and increased space and privacy for patients.



The doctor is in! Queen Elizabeth Public School's Junior and Senior Kindergarten class during hospital day. Their teacher is Michelle Wyatt and Joanne McGregor, Early Childhood Educator for the class, is also a CTA Community Rep.

## Investing in tomorrow's health care, taking action today

**M**onthly giving provides a convenient way to give, while supporting your commitment to your health care. You decide an amount that works for you, and the rest is easy. Simply complete the form below and drop off or mail to the Foundation OR complete the secure online form at [https://www.rvhfoundation.com/secure\\_online\\_donation.php](https://www.rvhfoundation.com/secure_online_donation.php)

Your gift can be automatically withdrawn from your bank account or charged to your credit card each month and you will receive a single tax receipt at the end of the year.

Your gift will continue unless otherwise advised. You can increase, decrease or cancel at any time by contacting the Foundation office at 613-432-8939, ext. 276.

**"Our goal is to make it easy and affordable for individuals to support a cause that is meaningful to them. The monthly giving program can also be used to direct to a specific cause or gift. Once you have signed up, a simple phone call or email can redirect your fund for that month and gift cards can be supplied or sent."**

—Barb Desilets, RVH Director of Development

### A small gift grows your community hospital

Make an investment in health care. Your monthly donation will help us in striving to provide the highest quality of care in your community hospital.



### Here's what RVH supporters are saying:

I made RVH my charity of choice over ten years ago. When I heard the Call to Action group speak about the challenges, it validated that I made the right choice. The process is easy and I almost forget about it until my receipt arrives.

It makes me feel good to give to the organization that my loved ones and I have needed so many times.

I chose to become a monthly donor to confirm my commitment to the Renfrew Victoria Hospital. The planning is easy, I do not miss my \$5.00 per week and my receipt shows up in time for tax season. I have peace of mind, my charity of choice is looked after and it makes my life easier.



Renfrew  
Victoria  
Hospital  
Foundation

You can choose an area of the hospital that is important to you, and your gift will be directed there, or you can give to the area of greatest need.

I would like my gift to support: \_\_\_\_\_

You can also make your donation online at:  
[https://www.rvhfoundation.com/secure\\_online\\_donation.php](https://www.rvhfoundation.com/secure_online_donation.php)

**Thank you for your support**



I will join the monthly giving club by giving \$\_\_\_\_\_ per month

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Street \_\_\_\_\_ Apt. \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Credit Card: I would like my payments automatically charged each month to my credit card.

Name as it appears on card: \_\_\_\_\_

VISA    MasterCard    Other

Number: \_\_\_\_\_ Security code: \_\_\_\_\_ Exp. date: \_\_\_\_\_ / \_\_\_\_\_

Signature: \_\_\_\_\_