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Between Us

The Perley and Rideau Veterans' Health Centre ♦ OTTAWA, ONTARIO

AUTUMN 2010

Moses Cardash is the Perley Rideau's artistic fur designer to the stars

By Brant Scott

Moses "Moe" Cardash is a life-long bachelor at 87 who is quick to laugh about where he has been and where he is going.

Asked about his choice to stay single, Moe chuckles, "I had really good running shoes." His dry delivery is reminiscent of that legion of Jewish comedians who have populated North American stages for decades. Moe has managed to keep his cup half-full in the wake of a heart attack in 2008 and the recent loss of both legs due to acute circulation problems.

Moe's parents brought him to Canada in 1924 from Romania at the ripe age of one. His father, a veteran of World War 1, was a tailor and demand for clothing made him popular in his chosen country. Moe has lived in Ottawa ever since, and many know him for the "Cardash Creation Furs"

See page 2



ARTISITIC FURRIER: Moses Cardash created large fur murals that attracted buyers and impressed fellow artists.

Perley Rideau CEO provides details on new residences and services for seniors

Perley and Rideau Veterans' Health Centre CEO and executive director Greg Fougère is enthusiastic about expansion plans for the Russell Road health centre.

"We're on a journey to make the Perley Rideau's vision for a hub for seniors care and services a reality," says Fougère. "We are proud of our history of providing a high standard of care and a breadth of services to the community. The strategy to create a Seniors' Village will further enhance the value of the Perley Rideau to the community it serves."

The Board of Directors has adopted a plan to build two residences to cater to seniors who need supportive accommodations and programs. The

See page 12

Inside Between Us

- How to donate 3
- Ray Desjardins 4
- Family Physio 6
- Réjeanne Fairhead 8
- Guest House invitation 9
- Transitional care 10
- Summer youth program.. 14
- Family Council 17
- Memorial tributes 20

Moses Cardash: Artistic fur designer to the stars ... *continued from page 1*

sign over the business that thrived on Rideau Street near Nelson during the 1970s.

Moe took courses in New York City to learn how to skin animals, scrape and block the pelts, and trim and sew the furs. While most furriers were content with making clothing to protect Canadians from their harsh winters, Moe took it one step further. He designed and created large scenic murals from fur that depicted outdoors Canadiana, including geese in flight and deer in their natural habitat. His murals were displayed at the Central Canada Exhibition in Ottawa for many years. So unique were his creations that one of his murals was the official gift to a U.S. astronaut during a visit to Canada.

Moe's bent for artistic dexterity and concentration sent him to war even before he applied it to the fur trade. He was posted in Yorkshire, England with the RCAF as an Instrument Mechanic on Halifax bombers. Moe checked the aircraft between flights to ensure the bombs would hit their targets and the boys would be able to navigate their way back to safety. Air force ground crews during World War II led a safer life than the crews aloft, but their roles were equally strategic and essential.

If few can explain the synergy that is the glue of friendship, witness the relationship between Moses Cardash and Martin "Moses" Vaillancourt of Gatineau. Moe was there to help when Martin was seeking a mitzvah – a worthy deed. When



KEEPING BOMBERS ON COURSE: Moses Cardash spent World War II in England as an Instrument Mechanic working on Halifax bombers. He calibrated the navigation equipment so bomb aimers could hit their marks and navigators could bring the big birds safely back to Yorkshire.

Moe needed a lift to the supermarket three years ago, Martin answered his call for assistance. The two men have been very close ever since, despite their considerable difference in age.

"He's my right-hand man," says Moe. "Martin can remember more about my past than I can. We've spent many hours talking together and I don't know where I'd be without him." Moe also enjoys frequent visits from his two sisters, Lilian and Bessie, who reside in the U.S.

Moe speaks highly of the doctors, care-givers, staff and volunteers at the Perley and Rideau Veterans' Health Centre where he resides. Given his complicated health issues in recent years, he says the Perley Rideau has helped him to maintain a comfortable and active lifestyle.

"I love it here," he smiles. "This is the best place I could possibly be." **BU**



There are so many ways to help us help others each day

By Paul Finn, Managing Director
The Perley and Rideau Veterans' Health Centre Foundation

Our donors represent a cross-section of society -- some are young, some are elderly, some are war veterans, some kept the home fires burning.

They do have one thing in common. Perley and Rideau Veterans' Health Centre Foundation donors want to make a real contribution to the comfort of our residents. Their generosity is seen and felt in our hallowed halls every day. Without the support of those who give to the Foundation, this would be a much, much different place.

Giving to your favourite charity is less complicated than you may imagine. Choosing the right gifting avenue to match your lifestyle and circumstance is important to you and the Foundation. Giving to charity should not be a burden – it should instead provide you with a unique pleasure that cannot be achieved in any other way.

Here are some donation strategies available to you:

- **Annual giving:** You can make an annual gift or join the Perley Rideau's Giving Plan. We can set up a plan to debit a pre-planned amount from your bank account or credit card. This is a popular choice.
- **In-memoriam:** Many people choose to donate a sum of money in memory of a friend or family member who is no longer with us. We are pleased to provide a special card to the family of the deceased.
- **Special events:** Some groups and individuals help us by organizing a special event such as an auction, golf tournament or tea to raise proceeds for the Foundation.

- **Corporate support:** Private- and public-sector organizations can make annual contributions, or match employee donations. They also participate in our special events or set up a plan for employees who want payroll deductions allocated to us.
- **Gift planning:** This kind of support comes to us in the form of bequests, life insurance policies, annuities, gifts of securities or properties, and charitable remainder trusts. This is a final act of kindness that leaves a legacy that keeps working long after the donor is gone.

As our population ages and the “baby boomer” generation enters its twilight years, the Foundation’s need to provide special goods and services to residents is ever growing. The boomers are evolving and can no longer refer to the elderly as “them” – the elderly are becoming “us.” This mammoth demographic is poised to constitute the seniors of tomorrow.

And it’s our chance to set a good example for the generations that follow.

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Ray Desjardins: the marketing maven with the Midas touch and heart of gold

By Brant Scott

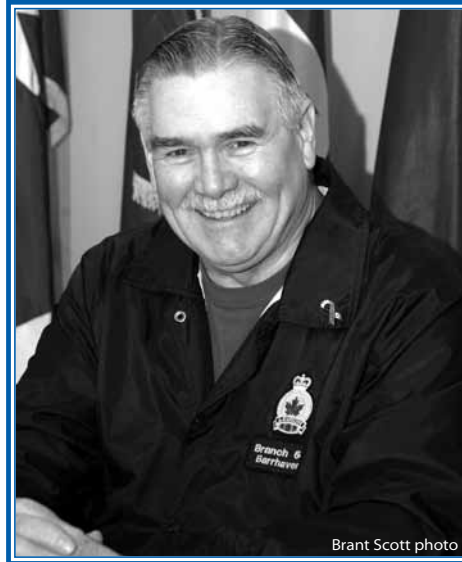
Some people can motivate, others can inspire, and others simply get the job done.

Then there's Ray Desjardins, who can do all three without breaking a sweat. Ray is the chair of the Perley and Rideau Veterans' Health Centre Foundation board of directors, and his volunteerism fairly sweeps the city. He learned his marketing chops during 35 years with the Canadian Tourism Commission and that education and experience underpins every project he touches.

Ray has made an on-going contribution to the Royal Canadian Legion in Ottawa for many years. He co-founded Branch 641 in Barrhaven just five years ago. The branch burst its seams and recently moved to a Fallowfield Road strip mall. Branch 641 now houses its nearly 350 members in 4,300 square feet. That's a lot of warm bodies without even holding a membership campaign.

Of the 10 Legion locations in Zone G-5, Branch 641 is already the fifth largest and growing every day by word of mouth. With the number of wartime veterans on the wane, the Legion is not your typical growth industry. But, Ray and his ilk love to swim upstream and make things happen.

The 69-year-old marketing maven is an important conduit between the Legion and the Perley Rideau. Many Legion branches give generously to the health centre Foundation to make life more comfortable for residents. Ray suggests that veterans are veterans everywhere, whether they



populate the dart boards at a Legion branch or the beds at the Perley Rideau.

The way Ray reads demographic trends, the ranks of veterans are actually expanding with the inclusion of Canadians who served in the armed forces since the Korean War. He counts himself among Canada's primary reserve, having served with the Cameron Highlanders of Ottawa from 1957 to 1964 during the Cold War.

Ray is an inspiration to many because he has faced raw adversity and stared it down. When some people encounter serious health complications, they take themselves out of the game to quietly warm the bench. Not so Ray Desjardins. After courses of chemotherapy and radiation for colorectal cancer 14 years ago, Ray had a colostomy operation that changed him physically and mentally. Add the complications of Diabetes 2, high blood pressure, an artificial left hip, and a recently detached retina, he could be forgiven for refusing to get out of bed in the morning. Ray is living proof that inspiration can be shared with others – he knows what it's like to both provide it and receive it.

“You could be depressed about not having shoes, but then you go out and meet somebody who doesn't have feet,” says Ray. “I helped to start the Colorectal Cancer Support Group in Ottawa and am a member and certified lifetime visitor in the local Ostomy Support Group to help others prepare for the adjustment. You can't help

others unless you've faced this yourself. I say, 'you can sit on your butt and die if you want, or you can get up and be a survivor and get on with it.' I called an ostomy hotline years ago when I was ready to jump off the roof and one lady talked me back. I thought if she can do that, so can I."

Ray Desjardins's positive attitude and marketing acumen gives him the Midas Touch for bringing projects to life. His contribution to the Perley Rideau Foundation's marketing and communications effort escalates by the month. Foundation Managing Director Paul Finn says Ray is the go-to guy for both ideas and follow-through.

"As chair of the Foundation board of directors, Ray helps everyone pull focus and reach consensus," says Finn. "Committees can be very effective, but sometimes group strategies produce more light than heat. Ray sets goals and works to complete his mission by providing incentive to others. He brings the heat when we need it most."

Ray worked his way up the food chain at Tourism Canada to Director of Marketing USA and the Americas before he retired in 1995. He is a lay chaplain at the Legion with close ties to his church, and he collects coins, trade tokens, medallions, wooden money and Canadian Tire coupons. One thing he doesn't collect is moss.

"I like to stay busy with church, community associations, the Legion, the Perley Rideau, and many other things," he says. "I think people



BIG MONEY: Royal Canadian Legion Branch 641 in Barrhaven presents a \$7,000 cheque to the Perley and Rideau Veterans' Health Centre Foundation. Paul Finn, Foundation Managing Director, gratefully accepts the donation from Branch 641 President Ernie Hughes.

should serve, rather than be served. It's how I get my high. I love to talk with an old vet, or a senior in my community, or a young kid in the cadet corps. I walk away six inches off the ground. That's my driving force and it keeps me going."

Ray doesn't buy into the demographic forecast that Canadians veterans will become a thing of the past. He says the Perley Rideau has long been synonymous with caring for veterans and there is reason to believe this will long be the case.

"We have over 500,000 members of the Canadian Armed Forces who have served since Korea," he explains. "Some are getting older now and will be looking for long-term health care. There's a drawing card at the Perley Rideau for vets, who are not just the people who went to war. What about all the folks who served in peace time and during the Cold War? Lots of Canadians served with NATO, NORAD and the U.N. Some of them are in their late 70s and early 80s now. They are our future residents. I'm talking about everyone who served in the Canadian forces and the

See page 16

Family Physiotherapy clinic helps maintain better health and mobility

By Brant Scott

Carol Leach and her staff are waging war against aches and pains.

The manager of the Family Physiotherapy Centre clinic at the Perley and Rideau Veterans' Health Centre says the battle against inactivity never ends. It's essential for everyone to stay active, and especially for the elderly. The clinic has two physiotherapists and eight physiotherapy assistants who help Perley Rideau residents and outpatients with musculoskeletal problems due to aging and misadventure.

Physiotherapy is available to all permanent residents at the Perley Rideau, as well as temporary convalescent residents and outpatients. While the Perley Rideau is one of Ontario's best known long-term health centres for veterans and community residents, it is also an important hub for local individuals seeking assistance with specific health issues.

About 90 percent of permanent Perley Rideau residents receive some form of physiotherapy treatment from Leach's team. Residents are allowed 150 treatments a year under the Ontario Health Insurance Plan (OHIP). When residents arrive at the Perley Rideau, Leach assesses the need for physio treatment and the best course of action. She has worked at the Perley Rideau location for two years and provides quarterly reassessments to ensure optimum treatment for each resident.

"Physiotherapy helps to increase strength, balance and coordination," explains Leach. "For seniors, it can help them to assist with their own transfers from chair to bed to bath. It can help avoid the need for a mechanical lift, which gives them more autonomy. The motion is the lotion – physio can really keep things going.

"It's really a social thing, too," she adds. "The seniors enjoy the classes, social interaction and the stimulus of being in a group. We use throwing, reaching and other actions to keep the body moving. Everyone has a different level of ability and we cater to each individual's needs."

Ten centres in Ottawa and beyond

Ottawa-based Family Physiotherapy Centre Inc. operates 10 "wellness centres," including the Perley Rideau location. The company provides employment for 130 health care personnel in Ottawa and eastern Ontario and serves more than 7,000 elderly clients at any given time.

Family Physiotherapy Centre owner and President Steve Brown says seniors from every walk of life require care that helps them minimize their pain and maximize their mobility.

"Physiotherapy intervention also helps reduce prescription drugs dependency," explains Brown. "Long waiting lists to secure a space in long-term care have resulted in retirement homes also having to offer care options that mirror those of long-term care.

"Physiotherapy is a proactive process designed to assist with the healing of existing musculoskeletal aches and pain," he adds. "More importantly, it provides a systematic program of care that helps residents maintain their mobility freedom for an extended period of time."

Brown, who received an "Agent of Change" award in July from Ottawa Mayor Larry O'Brien, says the law of nature imposes the deterioration of muscle mass and bone density in seniors over the age of 60.

"More often than not, a complete physiotherapy assessment reveals areas of concern," he says. "When treated properly, they can be controlled

and deliver sustainable improvement in overall flexibility and strength.

“Physiotherapy is a front-line health care profession that complements a long-term care home’s in-house restorative care programs,” he adds. “It also provides these homes with education on a variety of subjects, such as proper transfer procedures, back care for staff, falls prevention and recovery, and the effects of dementia on mobility and flexibility, to name just a few.”

Family Physiotherapy Centre also created the “Forever Young Physiotherapy and Fitness Program.” This community outreach service was created after years of experience in working with seniors in a variety of settings, including retirement homes, long-term health care centres and home care. The program’s content and strategies reflect the company’s experience and commitment to geriatric care.

Younger clients, too

While the Perley Rideau’s permanent residents are the benefactors of the company’s experience with seniors, Carol Leach and her team also deliver the magic of physio to short-term convalescent patients and outpatients. The 22 convalescent beds are frequently occupied by people of all ages who need physiotherapy to get on with their lives.

“Our convalescent patients are here for exercise,” says Leach. “The continuum for most of them is hospital, convalescence and then rehab. When they join us at the Perley Rideau, they’re expected to eat in the cafeteria, dress themselves and do physiotherapy five days a week. We often have younger people here who have



FAMILY PHYSIOTHERAPY: Manager Carol Leach and office administrator Marie Barkley are familiar faces at the Perley and Rideau Veterans’ Health Centre. They offer services provided by the Family Physiotherapy Centre. The well-equipped physio location works closely with Perley Rideau residents and community members.

been in accidents.

“We had a young guy in here who broke both arms and legs in a plane crash,” she continues. “Another fellow was injured at work and had his leg amputated. We also get 80-year-old short-term clients who fall and break a hip and once released from hospital, they need physio because they’re de-conditioned and have to build up their strength. Then, they’re out in the community again.”

Leach’s Perley Rideau team also provides assistance to walk-ins from the community who need physio assistance. Not coincidentally, the family members of permanent residents are frequent clients at the Family Physiotherapy Centre clinic.

For more information on physiotherapy and the people who provide it, visit www.family-physio.com **BU**

Réjeanne Fairhead: The tireless volunteer who blankets the Perley Rideau with comfort and joy

By Brant Scott

There are special people who make a difference in the world, and Réjeanne Fairhead chooses to provide comfort to others one afghan at a time.

Réjeanne has been crossing the threshold at the Perley and Rideau Veterans' Health Centre several times a week for 15 years to offer residents a helping hand. Every resident who calls the Perley Rideau home has received a visit from Réjeanne soon after they arrived on moving day. Réjeanne has acquired a reputation as the health centre's afghan delivery lady, and she brings with her much more than physical warmth to those who need it most.

The Perley and Rideau Veterans' Health Centre Foundation arranges for delivery of knitted and quilted afghans to keep each resident warm. This small gesture of kindness is one of many ways

that seniors are welcomed to their new home. Réjeanne is the face of the Perley Rideau who delivers the small comforters along with an important message: You are home now, we are here to help you, and we are listening.

Réjeanne's unique duties make her one of the few people at the Perley Rideau to make con-



BLANKET STATEMENT: Volunteer Réjeanne Fairhead delivers afghans to every new resident at the Perley Rideau. She enjoys several volunteer jobs at the health centre and helps out with bingo, card games, church services and special events.

tact with every resident in the health centre. She delivers an average of about 10 afghans a month and tries to open a dialogue with new residents. Many seniors come to know her well and request frequent visits to discuss how things are going.

“Most of the afghans are made by ladies in local clubs and organizations,” explains Réjeanne. “They come in many sizes and colours and some of them are really beautiful. I deliver them to new arrivals at the beginning of each month. The gift shop wraps them up for me and I drop them off as a little welcome gesture. Coming here is quite a big change for some old people and it gives us a chance to chat. It’s an adjustment period for them.

“It’s great, because I get to meet everybody who comes into the Perley Rideau,” she adds. “I drop by on the short-term convalescent residents, too, but they don’t get an afghan because they don’t stay here long. I talk with them and offer to give them a tour. I’ve got the best job in the place.”

Réjeanne’s husband died 10 years ago after serving in the Canadian Armed Forces army ser-

vice corps. She learned to focus her energy when she raised six children and worked 16 years with the provincial government. She continues to see family regularly and lives a full life enjoying her 12 grandchildren. Réjeanne has been recognized for her volunteering efforts by the City of Ottawa and she was profiled in the May 2010 issue of the local seniors’ magazine, *Forever Young*.

“I try to keep myself down to helping at the Perley Rideau three or four times a week,” she says. “I help with the bingo, the cards, the church, Christmas dinners and summer barbecues, meetings, and the meet and greet. This does a lot for me, too, because I feel I’m helping people. I get to know the people and they see me and want to talk. Some residents become friends. I get attached to them and it’s like being part of a big family, even though I already have another big family.

“My children are all in the Ottawa area, so I have a life besides the Perley,” she chuckles. “There are always lots of candles to blow out with 12 grandchildren, so we have a lot of fun along the way.” **BU**

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Perley Rideau launches pilot project to improve transition into long-term care

By Brant Scott

One of the worst days of your life just got a little easier.

The emotional stress on seniors and their families who finally arrive at the door of a long-term health centre can be crushing. Placing a loved one in long-term care for the rest of their lives can leave family members filled with sadness, guilt, doubt and feelings of failure. This is a recurring theme when seniors make this one-way trip into a strange new health care system.

Enter a new program now offered at the Perley and Rideau Veterans' Health Centre called "Partnership in Transitional Care." This bold initiative started in September and is designed to establish teamwork between the resident, family members, health centre staff and specially trained volunteers.

Creating open communication between all parties makes the transition into long-term health care less stressful and more positive. Although the program is still in its infancy, there is every indication it is a laudable success.

The Perley Rideau has been chosen as a pilot location for this program. With a waiting list of about 750 potential residents, families never know if or when the call for admission will come. And when it does, everyone has to move fast.

"Families get a call just 24 hours before admission time," explains project coordinator Nicole Lecomte. "We're often dealing with family members who are very tired because they've been providing care for an elderly person at home. This is a very vulnerable population

and there isn't much time to make decisions once the call is made."

The Alzheimer Societies of Ottawa and Renfrew County as well as Cornwall took the lead on this project in 2004 and have been busy putting the pieces in place for about three years. The program incorporates the input of 350 families who experienced the trauma of moving day. A task force comprised of several local agencies used their own combined knowledge and the 350 questionnaire responses to prepare and implement the program. It focuses on three stages of transition – preparation, moving day and the post-admission adjustment period for up to six weeks after the move.

Trained volunteers can assist

"We needed a better understanding of what those families had gone through," explains Lecomte. "Based on those findings, we developed many tools to make the transition smoother. We have a workshop for families to prepare them for the move, an after-the-move workshop and sup-



EASING THE TRANSITION: This group of volunteers helped introduce the innovative "Partnership in Transitional Care" pilot program at the Perley Rideau. It will soon be shared with other health centres.

port group, and we have an education workshop for health centre staff.

“We also have a wonderful group of 12 trained volunteers who meet new residents at the door and stay with them through the day as long as needed,” she adds. “Many of our volunteers have been through the old admission process with their own elderly relatives and are glad to be a part of this new program to improve the process.”

Lecomte started working at the Perley Rideau in 1995 as manager of the dementia program before she retired a few years ago. Dementia studies have come a long way in those 15 years and the Perley Rideau has since acquired a sterling reputation for caring for 160 dementia residents at any given time.

The Partnership in Transitional Care Program is offered to all new residents including those with dementia. Lecomte was convinced that implementing the program was important enough to put her retirement on the back burner. Earlier in her career, she worked as nursing manager for many years at the Montfort Hospital.

Sharing the knowledge

With the transition program now established at the Perley Rideau test site, Lecomte will share her expertise with other long-term health care centres and introduce the program elsewhere in the region. She says many health centres have existing admission programs to make residents feel comfortable, but none as comprehensive as the new transition concept.

Many of the 12 volunteers who themselves experienced the old admission system wish they'd had access to the new program when they transferred a loved one into the Perley Rideau.

“In our workshop, our volunteers talk with family members and tell them how they survived the transition,” says Lecomte. “There’s a lot of sadness and anger and grief that comes out. We talk about that with them before the move. We tell them how to get help and how to deal with those emotions.”

During the workshops, family members waiting for the call are advised what needs to be done prior to moving day. They are told to prepare a suitcase like a family that is expecting a baby. A “to do” list prepares families for what’s going to happen before, during and after moving day.

“We tell families what paperwork to prepare, the power of attorney, financial issues, and all the practical details,” explains Lecomte. “How are you going to drive to the health centre and where do you park? Some family members have been waiting for three years, they are tired and exhausted, they get the call and they get this terrible guilt feeling. If they say ‘no’ at that point, they will have to re-apply and wait another two or three years. Our program helps to avoid that kind of impulsive decision.

“Family members need to feel they are not abdicating responsibility for their loved one,” she adds. “We help to show families that they have a continuing role to play as part of the team. It works well for the family, for health centre staff, and most of all, the resident who is moving into a new home.”

For information on the next free “Preparing for the Move Workshop” at the Perley Rideau, contact the Alzheimer Society at 613-523-4004.

The Partnership in Transitional Care Program led by the Alzheimer Society in Ottawa and Cornwall was created with the following partners:

Champlain Community Care Access Centres
Ontario Association of Non-Profit Homes and Services for Seniors
Ontario Long-Term Care Association
Ontario Hospital Association
Ontario Ministry of Health and Long-Term Care
Ontario Community Support Association

Perley Rideau CEO provides details on new residences ... *continued from page 1*

\$40 million expansion project is the first phase of the Perley Rideau's vision to evolve into a comprehensive Seniors' Village over the next 15 years. The new seniors' residences are scheduled for completion within the next two years.

In an interview with *Between Us* editor Brant Scott, CEO Fougère responded to questions about the project plans that will soon unfold.

BU: How was the seniors' supportive housing project created?

CEO: In late 2007, the Ontario government announced \$700 million across the province for a new initiative called "Aging at Home." Under a previous strategic direction to "broaden and improve the scope of care for seniors," the Perley Rideau Board of Directors decided to apply for Aging at Home funding to pursue a plan to build supportive housing apartments for seniors. Fund-

ing was subsequently approved by the Champlain Local Health Integration Network and a Functional Program and business case were developed. All the planning work of the past two years culminated in a successful business case in August this year.

BU: Does Ottawa need supportive housing for seniors?

CEO: The planned residences respond to an identified community need. A feasibility study, based on the needs of seniors who are over 75 years of age and live in a six kilometre radius from the Perley Rideau, demonstrated that there is a great need for this project.

BU: What kind of demand is there?

CEO: There is a current potential demand for rental of independent supportive living apart-



BIRD'S EYE PERLEY RIDEAU: The two white arrows show where the two new accommodations will be placed near the existing health centre building. Russell Road and the Perley Rideau's main entrance driveway are located on the left.

ments of an estimated 2,140 seniors with incomes over \$30,000 and a potential rental demand for affordable independent supportive living for 1,940 seniors. Studies have shown that 70% of seniors moving into assisted living housing come from the neighbourhood, with the remaining 30% moving from other areas to be closer to adult children.

BU: Where will the apartment buildings be built and how large will they be?

CEO: A single residence linked to the north side at the Perley Centre building entrance was one of the plans being contemplated earlier this year. Since then, this residence has been reduced from eight to five floors with 94 apartments (currently called building A). The height of the eight floor residence was a concern expressed by the Riverview Park Community Association and some neighbours. The additional three floors have been designed as a separate residence for 45 seniors' apartments on the easterly edge of the property adjacent to Russell Road (currently called building B). There will be a total of 139 apartments, which is the number of apartments needed to achieve a viable business case.

BU: Who will these new accommodations be targeting?

CEO: Building A will feature 40 apartments (four areas with 10 apartments each on different floors) with specially designed common dining and living room areas with assisted living. They will provide support to people affected by early to moderate dementia. Currently, this type of supportive housing is almost non-existent in Ottawa and seniors are being admitted prematurely to long-term care homes. Ottawa has the longest waiting list for long-

term care homes in Ontario, and these planned supportive housing residences and the assisted living to the community will help alleviate some pressures.

BU: Will this initiative have a ripple effect across Ottawa's health care system?

CEO: Yes, it is expected to contribute to a reduction in seniors being prematurely admitted to a long-term care home, fewer emergency department visits and a decrease in seniors inappropriately waiting in acute care hospitals for a more suitable place to live with the needed support system. This is one way to help increase improved community access to long-term care homes, emergency departments and acute care.

BU: How is the development approval process going to work?

CEO: A viable business case was achieved in August, and the Board of Directors subsequently approved the project. The site plan application was submitted to the City of Ottawa in September. The city is communicating with community associations and local community newspapers and requesting comments. The city will also erect Site Plan Control signage for community notification. The Perley Rideau's Community Liaison Committee, chaired by a Board member and made up of neighbours close to the perimeter of the site, has been receiving and commenting on site concepts over the past two years. The Committee met on October 18 to receive a presentation on the site plan submitted to the city, and preliminary comments were received. The Perley Rideau will continue to work with, and be sensitive to, the surrounding community. A community open house will be held this fall so that more neighbours can see and comment on the plans.

See page 14

BU: Will more parking spaces be needed to accommodate the increased population at the Perley Rideau?

CEO: There will be 86 additional parking spaces added for the residences. Some additional capacity currently exists, mainly in the northwest corner of the property.

BU: Will the Pullen/Saunderson path be maintained?

CEO: Yes, the path will be maintained. This was a priority issue for some members of the Community Liaison Committee. This path will move slightly west between the entrance road and Pullen to accommodate the additional parking spaces to support the new residences.

BU: Will private residences on adjacent streets be affected by the height of the buildings?

CEO: The architect has completed an assessment of the shadowing effect of the new residences. There is absolutely no shadowing for any neighbours.

BU: Will the new buildings incorporate responsible environmental design?

CEO: The residences will be built to a LEED Silver standard to minimize the effect on the environment. Renewable ground-sourced geothermal energy is planned for heating and cooling of the residences.



Courtyard elevation entrance



Russell Road elevation rear

BU: When will this project get underway?

CEO: The goal is to tender the project in January 2011, for a construction start in early March, 2011. It is critical that construction begins by March as this is required to obtain \$5.4 million in government infrastructure funding for 45 affordable apartments of the 139 apartments. This is important as the Perley Rideau is a non-profit organization and depends on government support, in addition to Infrastructure Ontario financing.

BU: How long will the construction take?

CEO: Building A will take approximately 18 months to build, and building B will take about 12 months. Building B will likely be the first to be built, with some parallel site civil services and construction work on building A during to the completion of building B.

See page 18

Summer Youth Volunteer Program 2010 brings enthusiastic energy to seniors

By Brant Scott

Many teenagers are content to wile away the summer playing video games or serving burgers and fries to tourists.

Not the so the intrepid crew of 30 high school students who signed on for the Summer Youth Volunteer Program at the Perley and Rideau Veterans' Health Centre this year. It takes special youngsters to share themselves with senior citizens for no remuneration. The 2010 crop of youth volunteers received rave reviews from residents, staff and volunteer services.

Providing assistance to the elderly does not come naturally to most teens. Many believe they have nothing in common with those who walked the earth before computers, the beloved iPod and even television. But a few open-minded teens are celebrating the spring-time of their lives by providing comfort and joy to seniors in the autumn of their lives.

The Summer Youth Volunteers typically assist with recreation, creative arts, church services, physiotherapy, visiting, and helping out wherever they're needed.

"Some students join us for the program because they plan to go into medicine later on," says Elia Touesnard, who is the Perley Rideau's co-ordinator of volunteer services. "They can get valuable experience here

in long-term health care. Others have joined us with no specific future plans, and then opt for a future in health care because they enjoyed themselves so much here."

The Perley and Rideau Veterans' Health Centre Foundation applied to the Community Foundation of Ottawa to fund the project.

"The Foundation finds funding for this great program each summer," says Paul Finn, Foundation managing director. "The residents tell us that having the teens around gives them a real lift. The seniors love to talk and attend activities with the young people. And, it helps the students pass the minimum requirement of 40 hours of volunteering at school. This great program seems to work for everyone." **BU**



YOUTHFUL ENERGY: The Summer Youth Volunteer Program 2010 was a wonderful success. Front row: Sulaf, Deba, Catherine, Nicole and Natalie; Middle row: Peter, Sherley, Blandine, Kiya, Wendy, Jessica and Callum; Back row: Ben, Kohl, Adam, Derek, Marty, Phoenix, Sarah, Faiza, Dina and Alex.

Ray Desjardins: the marketing maven with the Midas touch ... *continued from page 5*

RCMP. They are part of the federal military, too.

“We will always have veterans at the Perley Rideau,” he adds. “They might not be supported by Veterans Affairs Canada, but they’ll be supported by their Canadian Forces pension plan, the Legion and other military associations. There will always be veterans here, even if they’re paying the full rate. We’ve got to be careful we’re not throwing the baby away with the bathwater.”

Ray says it’s important to support the Foundation because it provides residents with the “ex-



COMMUNITY ACTIVIST: Ray Desjardins is a frequent speaker at the Royal Canadian Legion and Perley Rideau events and meetings. His 35-year career in marketing with Tourism Canada makes him a valuable community asset for fundraising for veterans.



BUILDING A LIFE: Ray Desjardins served with the Cameron Highlanders of Ottawa in the reserve from 1957 to 1964. He married Carolyn Himes in June 1962 and they have two children and twin grandchildren.

tras” that enhance the quality of life at the health centre.

“This is a charitable foundation in a not-for-profit health centre,” says Ray. “The Perley Rideau is not in the business of making money. It exists to provide the best service possible to its residents. When we ask for Foundation donations, we are asking for services that the government cannot currently provide through our tax dollars. That extra level of service we provide is because of our donors. They help to purchase the extra equipment, rooms and services that provide that very special edge.

See page 19

New Family and Friends Council advocates for Perley Rideau residents

The Family and Friends Council is a new partner in the care and service of residents at the Perley and Rideau Veterans Health Centre.

Many long-term care homes in Ontario have either a family council, or a family and friends council. This new group has a mandate to work with Perley Rideau staff, volunteers, residents, and their families and friends. It will endeavour to improve the quality of life at the health centre by advocating for and supporting residents and their families.

“We will assist staff to promote a continuing environment of compassionate care and innovative thinking to enrich the lives of residents,” explains interim steering committee member Katherine Stewart. “Last February, staff put a call out to families of residents to discuss the formation of a family council. We are most fortunate to be working in a health centre where so many things are being done well, but there’s room for improvement in every health care home.”

Provincial government amendment

The Ontario government amended its Long-Term Care Homes Act to encourage developing family councils as of July 1 this year. Perley Rideau family members responded very positively to this statutory initiative and were fully supported by staff. Six volunteers joined forces to create an interim steering committee to guide the development. They decided to promote an inclusive membership under the name Family and Friends Council.

Since the first meeting in February, the Family and Friends Council has been brainstorming to identify the concerns that matter most to residents and their families. The council has listened to Perley Rideau staff discussing such diverse issues as the use of restraints, to hairdressing and

barber services. The Alzheimer’s Society provided input on a new project called “Partners in Transitional Care,” which prepares individuals and their families for a move into a long-term care home.

The new council has also been learning from other long-standing family councils in the Ottawa Carleton region. Representatives from the Garry J. Armstrong Family Council and the Granite Ridge Family Council, and the Chair of the Champlain Region Family Council Network attended meetings to share their ideas and lessons learned. The Perley Rideau’s executive director and CEO Greg Fougère and members of his staff have attended regularly to provide updates on a range of issues, including the impact of the new provincial legislation.

Public input welcome

To evolve into a vital partner in the care and service of residents and families, the interim steering committee and council members are reaching out to others.

“We are seeking ways to work together to advocate, support fundraising and educate,” says interim steering committee member Doreen Rocque. “The council will work with and support the existing residents’ councils. We will work with volunteers, management, staff, the Board of Directors, and the Ministry of Health and Long-Term Care. We hope to engage all partners and stakeholders in the Perley Rideau community and beyond.”

Family and Friends Council meetings are held on the first Wednesday of every month at 7 p.m. (except summer) in the Perley Rideau boardroom. Elections will be held soon to finalize an executive and formalize terms of reference. To contact the council, please email familycouncil.prvhc@gmail.com or call 613-730-3429. **BU**

Perley Rideau CEO provides details on new residences ... *continued from page 14*

BU: Will the project provide value to seniors who reside near the Perley Rideau?

CEO: Yes, assisted living services will be provided to seniors within the residences as well as to surrounding homes in the neighbourhood. Services to seniors' homes in the neighbourhood will begin prior to construction, and are expected to be in place by early 2011.

BU: What are assisted living services?

CEO: Assisted living services meet the needs of seniors who can reside at home and require the availability of personal support and homemaking services on a 24-hour basis; 24 hour urgent/on-call response; security checks or reassurance services; and care/service coordination. Personal Support Services include dressing, personal hygiene, assisting with mobility, assisting and monitoring medication use and other routing activities of living. Homemaking services include shopping, housecleaning, and meal preparation that are necessary to maintain people in their own residences, but that they are unable to perform safely for themselves. Assisted living services do not include professional services such as nursing, physiotherapy and occupational therapy, which are provided through the Community of Care Access Centre and other organizations. A combined maximum of 180 hours of personal support, homemaking and CCAC professional services will be available.

BU: Are there other local advantages?

CEO: This project will support job growth at this difficult financial time for many people.

BU: Are the residences being built by a private developer?

CEO: No. The Perley Rideau, a not-for-profit corporation, will tender and contract for the construc-

tion of the two residences.

BU: Has any investment in the project been made so far?

CEO: Yes, the not-for-profit board of directors of the Perley Rideau has invested over \$1 million to date, in addition to the Aging at Home funding we received from the Champlain Local Health Integration Network. By December 2010, over \$ 2 million will have been committed.

BU: Is the Province of Ontario supportive?

CEO: Yes, the Minister of Health and Long-Term Care has approved the Perley Rideau as an agency to provide assisted living services/supportive housing for high-risk seniors. This approval was required for the Champlain Local Health Integration Network to provide close to \$1.7 million annually for assisted living/supportive housing spaces.

BU: Will local residents have a chance to discuss the project with the Perley Rideau?

CEO: We have already had discussions with neighbourhood representatives on the Community Liaison Committee. Their input so far is reflected in the design, including the reduction in height of building A from eight to five storeys. And, an information session for the neighbourhood will be announced soon by the Ward 18 Alta Vista City Councillor.

BU: Where can people send questions or comments?

CEO: I welcome questions or comments directly at gfougere@prvhc.com. As well, the local City Councillor and the City planning department will be welcoming comments as part of the site approval process. **BU**

Ray Desjardins: the marketing maven with the Midas touch ... *continued from page 16*

“We are the gold standard of long-term care and we’re going to become the gold standard of dementia care in the future,” he adds. “The Seniors’ Village is taking the concept further and will take it out into the community. We are now a centre of excellence, and soon that will be widely known. We’re so good at it. This will eventually become a place where people will come to train and be accredited for long-term and dementia care.”

Ray says the Perley Rideau is poised to provide a health care continuum for all people. It will include community out-patient care, assisted housing for seniors who require minimal care, and full-time, long-term care for advanced dementia. Residents will be able to graduate from

one level of care to another as part of that continuum.

“This is a purpose-built facility and there’s nothing like it anywhere else in the city,” explains Ray. “You can see it when the staff is working with the residents, there is a level of respect. The arts and craft program, the garden program and the music program are things that you don’t see in other facilities at the same price. It’s not there. For me, selling the Perley Rideau is a very easy thing to do.”

The Foundation is preparing to raise funds toward the \$40 million assisted housing project that’s scheduled to begin this spring. With all that community outreach on the horizon, Ray Desjardins will be there at the head of the class. **BU**



ON THE BALL: Corporal Travis Thomson of CFB Kingston presents Perley and Rideau Veterans’ Health Centre Foundation Managing Director Paul Finn with a cheque for \$1,700. The money was raised from the 7th Annual Ball Hockey Tournament organized by the Land Force Doctrine and Training System (LFDTS). This event has raised more than \$10,000 to date and demonstrates the respect that Canadian Forces men and women have for the veterans who served before them.

The Perley and Rideau Veterans' Health Centre Foundation

Perley Rideau
Foundation

Memorial Tributes

June 15, 2010 to October 8, 2010

Honour someone special with a donation to
The Perley and Rideau Veterans' Health Centre

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Together we improve
the well-being of
the people we serve

The Perley and Rideau Veterans' Health Centre is a 450-bed long-term care home with 250 beds designated for veterans

Greg Fougère

Executive Director and CEO

Peter Martin

Board Chairman

Paul S. Finn

Foundation Managing Director

Ray Desjardins

Foundation Chairman

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