



# Annual Review 2014





# A Message from the Chairman



Dear colleagues and friends,

It is a pleasure to introduce our Annual Activity Report for 2014. In this brochure, you will find highlights of the activities of our organisation over the year. This is already the third version of our Annual Review. We hope you will find it interesting and that it will contribute to a better understanding of the various activities of our members and their successes in bringing to bear our common values through actions and projects.

While our member organisations hinge on one single aspiration to help people in everyday life as well as in crisis situations, the actual range of services – that are based on the Christian values of the Orders of St John – is very broad: ambulance services, help to the homeless, hostels for the families of hospitalised patients, retirement homes, hospitals, first aid and first aid training, youth work, humanitarian assistance, disaster relief and many other related activities.

Accordingly, JOIN aims to help its members cooperate on as many issues as possible, exchange best practices in this field and facilitate when necessary their access to the relevant institutions of the European Union.

In 2014, JOIN welcomed the Four Orders of the Alliance of the Orders of St John as full members of the organisation.

The heart of JOIN's activities revolves around its working groups where representatives of our members exchange best practices and develop JOIN projects.

During the year under review, our working groups held several meetings, amongst others:

- In the PR and Marketing Group experts from JOIN members were able to learn from other JOIN members about successful initiatives, such as Superhands, an Austrian Johanniter project to provide assistance to young carers, a campaign to sell Home Alarm Systems by Johanniter Germany or St John Ambulance England's closer focus on lobbying in the UK.
- The JOIN Youth Group developed the idea for an international first aid competition for JOIN members, and will further develop it in 2015.
- Upon the initiative of the JOIN office, 2014 saw a new working group on International Cooperation evolve, connecting different JOIN members with international projects and developing ideas for cooperation on common activities such as fundraising. As this report shows, already now there is substantial cooperation within JOIN on international activities, be it by JOIN members raising funds for operations of other JOIN members in Africa or Asia, or JOIN members training together for rescue operations after natural disasters. This is most certainly an area which holds great potential for increased cooperation in the future.

Naturally, the Volunteer Swap that had started in 2011 continued in 2014, to allow even more volunteers from JOIN members learn about their sister organisations across Europe and experience the international nature of St John.

The Board of JOIN held two meetings in Brussels and an extended Board meeting where the heads of the working groups reported on and discussed their progress and challenges with the JOIN Board.

The Annual General Meeting took place in Budapest. The meeting provided an excellent platform to discuss the activities of the JOIN office and explore new opportunities for cooperation within JOIN.

I hope you enjoy reading this report. The JOIN Board looks forward to continue serving the St John ideal by supporting our member enterprises also over the next twelve months.

A handwritten signature in black ink that reads "C. Velten-J". The signature is written in a cursive, slightly slanted style.

**Christian Velten-Jameson**

# JOIN Volunteer Swap

## JOIN members assist at the London Marathon

London, 16 April 2014

With the help of 1,200 volunteers from English JOIN member St John Ambulance, as well as some volunteers from German JOIN member Johanniter-Unfall-Hilfe, volunteers from JOIN members looked after thousands of runners during the Virgin Money London Marathon on 13 April. The exchange was part of the JOIN Volunteer Swap programme.

St John Ambulance first aiders worked alongside the Virgin Money London Marathon medical team and the London Ambulance Service and dealt with everything from

blisters and sprains to more serious medical problems. The teams of first aiders, doctors, nurses and paramedics provided cover with 45 ambulances present and 52 first aid posts along the marathon route. There were also 36 cycle responders along the course this year, making it the biggest ever deployment of the Cycle Response Unit.

Among the St John Ambulance volunteers were also two German volunteers from Johanniter-Unfall-Hilfe who took part in the Volunteer Swap programme. Angela Wallenstein and Karsten Becker from Hamburg are both Advanced First Aiders and so were able to be fully involved in the event. They supported a medical care centre near Buckingham Palace, just a few hundred metres from the finish line. This gave the volunteers an opportunity to see how St John Ambulance provides assistance at such a large event.

This year's runners included nearly 200 supporters of St John Ambulance who raised approx. £300,000 for charitable purposes.

"Our volunteers still have every reason to be proud of rising to the challenge of our biggest first aid effort of the year", St John Ambulance's London Events Manager Katherine Eaton said after expressing her sincere condolences to the family and friends.



▶ St John Ambulance volunteer assists a runner.

## Kings of Leon, Linkin Park and First Aid

Nuremberg, 10 June 2014

As part of the JOIN volunteer swap, St John volunteers from Austria supported their German colleagues from Johanniter-Unfall-Hilfe in Nuremberg in providing first aid and medical services at Rock im Park festival, a renowned music festival with over 100,000 visitors.

The Johanniter were responsible for visitors' wellbeing at the center stage, which featured performances by rock stars such as Metallica, Linkin Park, Kings of Leon and Iron Maiden. Due to unusually high summer temperatures and continuous sunshine, collapses and other medical issues related to the heat kept the rescue teams busy. However, due to the excellent organisation on-site, it was not necessary to call in any reserve teams.

Aside from work, volunteers also had the opportunity to

socialise after the headline acts had finished. Johanniter's campsite in Nuremberg – located in a bunker right next to the festival site – featured a midnight barbecue as well as a pool to help volunteers unwind. Therefore, it is not surprising that the volunteers' feeling can be summed up as: "Thanks, it was fantastic!"

The local Johanniter in Nuremberg were so happy with the smooth cooperation that Johanniter Austria were invited to support next year's Rock im Park as well.

The following volunteers from Austria were on duty: Gerald Akinson (Vienna), Volker Schäfer (Innsbruck), Daniel Schwaiger (Innsbruck), Raphael Span (Innsbruck), Anna Teuffenbach (Innsbruck), Anna Vetschera (Vienna), Marius Weber (Innsbruck).

## JOIN Members from Austria, England and Poland at the Berlin Marathon

Berlin, 1 October 2014

Teams from JOIN members in Austria, England, Poland, in total 39 volunteers, supported German Johanniter volunteers in providing first aid coverage on both days of the Berlin Marathon with a total of 390 volunteers. The exchange was part of the JOIN Volunteer Swap programme.



► Polish and German St John volunteers in front of the Brandenburg Gate.

All in all, 365 volunteers from German JOIN member Johanniter-Unfall-Hilfe staffed 16 help points along the route as well as 9 in the finish area in order to look after the 40,000 runners as well as more than a million spectators who were present along the course. Ten emergency ambulances, two emergency medical service vehicles, 15 patient transport ambulances, ten motorcycles and two bicycles were present. There were also two Maltese ambulances supporting the event. In addition, there were two Johanniter field kitchens next to the course, providing the runners with much-needed water and tea.



► Austrian Johanniter volunteers at the Berlin Marathon.

On the Saturday, the mini-marathon and the skaters' marathon were held. JOIN members' services were required in 211 incidents and eight patients had to be transported to hospital. They were also needed on Sunday during the main marathon event, when they assisted 763 people and transported 37 people to nearby hospitals.

In addition to the two major events, St John volunteers worked at five more events connected to the Berlin Marathon. These included: Berlin Vital Expo at Tempelhof airport on 26-28 September, the Organiser's „Get-Together" on the Friday evening, the Breakfast Run on Saturday morning, and the closing parties for the skaters on Saturday and for the runners on Sunday.

Dirk Dommisch, the head of Johanniter at the Berlin Marathon summed up the event at the final press conference on 29 September: „This year, the medical service worked harmoniously, many helpers have been coming for years and they know the special requirements of the Berlin Marathon. Experience can be shared and



► Volunteers from Johanniter-Unfall-Hilfe Germany (left) and St John Ambulance England working together.

friendships have arisen between St John members and the helpers from the Marathon organisers." Jürgen Lock, CEO of SCC and organiser of the Berlin Marathon, confirmed this, "This was a high quality event - by all parties."

The Berlin Johanniter branch was supported this year by 258 other German Johanniter members from all over the country. In addition, there were also 30 members from the Polish St John organisation Joannici, seven from Johanniter in Austria and two volunteers from St John Ambulance in England.

The marathon weekend of 27 to 28 September could count on excellent weather with a cloudless sky, plenty of sunshine and warm late autumn temperatures. It was perfect for runners and supporters. Five records were set, including a new world record for the marathon by Kenyan Dennis Kimetto.

# Selected Activities 2014

## Austrian JOIN member secures 50,000 EUR for Philippines reconstruction

Philippines, 25 October 2014

Last year, Typhoon Haiyan caused tremendous destruction in the Philippines. 11 million people were affected and problems resulting from this natural disaster are still ongoing. JOIN members in Germany and Austria have been working together to help the reconstruction efforts.

At the time of the typhoon, the German Johanniter International Assistance sent a team to the island



► Schoolchildren on Leyte also benefited from JOIN members' support.

of Leyte, particularly to the badly-hit city of Ormoc, to provide much-needed medical care. The typhoon was the strongest ever recorded in the country and killed 6,300 people in the Philippines alone. Leyte was particularly affected with many of its towns and cities completely destroyed. Johanniter has been supporting their reconstruction ever since.

Johanniter in Austria recently secured a 50,000 EUR development grant from the City of Vienna to continue with the rebuilding in San Juan district on Leyte. The local primary school and classrooms will be newly equipped. There will be new toilets, hand-washing facilities and water treatment plants to ensure safe drinking water is available in the district. In addition, the local population, especially women and children, will be trained in the use of potable water systems.

The cooperation between the Austrian and German JOIN members particularly in securing funding and facilitated by JOIN has made all this possible.

## Austrians pass on ambulance to Hungarian JOIN member

Vienna, 7 August 2014

Austrian JOIN member Johanniter-Unfall-Hilfe passed on an ambulance it no longer uses to Hungarian JOIN member Johannita Segítő Szolgálat. In the past, the Austrians had already transferred several ambulances to JOIN members in Latvia and Hungary. The Hungarian St John association will use the ambulance for training purposes and also to assist in first aid coverage at events.

The Austrian Johanniter are aware that vehicles no longer usable in Austria due to high maintenance costs can still be operated by JOIN partners for quite a few years. As labour costs in Hungary and Latvia are significantly lower, maintaining and repairing emergency vehicles is a lot more inexpensive than in Austria. This enables the well-equipped patient transport ambulances to be operated on a sound economic basis in Hungary and Latvia. The ambulance was transferred to the Hungarian organisation at favourable terms and conditions below market price.

Johannes Bucher, President of the Johanniter-Unfall-Hilfe (JUH) in Austria remembers how it all started for the Austrian St John organisation: "In 1974 the Johanniter in

Germany helped us jump start our enterprise with one of their emergency vehicles. This first ambulance provided our volunteers with a great experience and motivation for their work with the JUH".

For Johannes Bucher, transferring the vehicles at favourable conditions and predominantly to JOIN partners is an important sign of solidarity and cooperation with JOIN partners that all aim to fulfill the mission of the Orders of St John.



► László Porcsalmy, president of Johannita Segítő Szolgálat (left), takes over the ambulance from his Austrian colleagues.

## JOIN members deploy rescue dogs in simulated earthquake

Jászberény, 4 August 2014

Rescue dog teams from JOIN members in Austria, Germany and Hungary took part in an international rescue dog exercise in Hungary from 31 July to 4 August. The exercise simulated an earthquake in the region around Jászberény in Hungary.

Disaster exercises like these are an important preparation for real operations. The teams are able to gain practical experience in crisis management.

"International exercises do not only provide a good setting to practice searching for missed persons, but also to test operational logistics and cooperation



of teams among each other", says Margit Handl, head of the rescue dog team from Vienna, "the volunteers gain valuable experiences in how large operations are coordinated after disasters and in this way are able to prepare for real operations".

The evening debriefings are an important part of the exercises during which the participants are able to analyse and improve their performances from the day.

► One of Johanniter Austria's rescue dogs in action.

## EU Civil Protection Exercise 2014 in Finland

Brussels, 25 April 2014

"Flooding in Savolax" was the emergency that over 50 participants from all over Europe had to handle during the EU Coordination Exercise 2014 (EUCoordEX 2014) for civil protection in disaster areas which took place from 7 to 10 April in Kuopio, Finland.

Two JOIN members, Johanniter-Unfall-Hilfe Germany and Johanniterhjälpen i Finland, took part in the exercise by sending exercise participants or by being part of the organisation, preparation and management team. The 24-hour medical support was also carried out by Johanniterhjälpen i Finland. Johanniter-Unfall-Hilfe Germany supported the Crisis Management Centre Finland (CMC) before, during and after the exercise, as well as providing trainers, observers and a Technical Assistant and Support Team (TAST) for the exercise.

The aim of the exercise was to practice the coordination of European civil protection assistance modules, experts and relief supplies in a realistic disaster scenario. Therefore, the scenario of a widespread flooding disaster in the fictitious country Savolax was created. Four multinational EU expert teams, supported by TASTs, had to carry out different tasks, including setting up infrastructure and operation rooms, communication arrangements, and accommodation for the team members. In addition, the teams were assessed as they interacted with employees of various facilities (e. g. hospital, fire service and harbour staff) as well as the actors representing the fictional government of Savolax.

The location, the training ground of the CMC is also the Finnish fire service practices, offered an ideal setting with realistic conditions. Moreover, the weather offered an extra training bonus with extreme conditions and temperatures around -10 degrees Celsius.

JOIN Board member Dr. Arnold von Rümker accepted an invitation from the CMC and visited the exercise. He was impressed by the good work carried out by the St John members during the four days. Furthermore, he underlined that the exercise showed again that JOIN members' disaster response teams are well prepared and the assistance they provide is a valuable addition to international missions.



► JOIN members at the planning stage in the EU Civil Protection Exercise in Finland.

## Swiss St John supports health centre in South Sudan

South Sudan, 20 June 2014

The Swiss JOIN member supported one of German member Johanniter International Assistance's health clinics in South Sudan to help improve the health of women and children in the newly established state.

Patients in Diayanga in the district Nagero are treated in a cramped straw hut. Medicine cannot be stored safely and hygiene standards cannot be maintained. Examinations have to take place in an open room without any privacy which is only equipped with a plastic table. German JOIN member Johanniter International Assistance wants to change this and, thanks to a donation of 32,580 EUR from the Swiss Commandery of the Johanniterorden, is now in a position to construct a new health centre. In future, a facility with six rooms will offer space for consultations, preventive care for pregnant women, deliveries and vaccinations for children.



► As a result of the efforts of Johanniter International Assistance and the support of the Swiss Johanniter, women and children receive healthcare in South Sudan.

"We are aware about the situation in South Sudan through the newspapers. We are impressed by how Johanniter on the ground carry out their difficult work in the region. We particularly care about improving local health services for the people in South Sudan", Tony von Planta explains, President of the relief organisation of the Swiss Commandery.

Previously in 2012, the Swiss Commandery had also contributed to a primary health care project in South Sudan. They trust in the sustainability and effectiveness of Johanniter International Assistance mission in South Sudan and therefore are happy to support the construction of a new health centre.

Dr. Inez Kipfer-Didavi, Head of Africa Desk, and Ilse Pelkmans, project coordinator for South Sudan for Johanniter International Assistance, appreciate the support and the trust in their work. "We would like to thank the Swiss Commandery for their generous donation which enables vital health services for people living in remote areas. Newborn babies are able to receive vaccinations that will protect them from diseases such as polio, measles and tetanus. We will be able to reduce the risk of complications and deaths of pregnant women. More women will be able to deliver their children with professional help in a health station".

Together with strong partners the Johanniter can improve the healthcare system in the long term as well as population health particularly that of women and children.



## JOIN members and the Johanniter Orders support relief operations in the Philippines

Brussels, 5 January 2014

Johanniter in Sweden, the USA and Austria supported the German member Johanniter International Assistance as they provided relief to the local population following the devastating impact of the typhoon.

Through two medical emergency response teams operating for over three weeks, German JOIN member Johanniter-Unfall-Hilfe was one of the first NGOs to directly assist the population of the Philippines in the aftermath of Haiyan, one of the most violent typhoons to ever affect South East Asia. Other JOIN members and partners also contributed to the aid operation through donations. Swedish JOIN member Johanniterhjälpen has collected over 7,400 EUR with Austrian JOIN member Johanniter-Unfall-Hilfe contributing another 3,200 EUR. Members of the Order situated in the USA, through the USA Subcommandery of the Balley, provided over 12,000 EUR to support the German Johanniter in providing aid to the local population. The Swedish Order added another 2,700 EUR.

In total, typhoon Haiyan left over 3.3 million people without a home and rendered 46% of all healthcare facilities unusable. Together with their local partner organisation "Balay Mindanaw Foundation", a total of 19 specially trained volunteers from Johanniter-Unfall-Hilfe were able to treat more than 2,500 people, distribute food and water supplies to more than 4,500 families, as well as providing 60,000 people with basic medical coverage.

Although the two teams have now returned to Germany, Johanniter are still supporting the local population through their partner organisation Balaw Mindanaw Foundation.

## JOIN youth take part in a first aid camp in Hungary with a surprise exercise

Budapest, 8 July 2014

60 young people from JOIN members in Hungary, Wales, England and Germany came together at a camping site near Budapest belonging to the Hungarian St John association from 3-7 July. Together they took part in a first aid training weekend, during which they also had to respond to a surprise large scale exercise.

During the five days of the event, the participants practiced first aid skills in small workshops and international groups as well as completing activities on the theme of "History of a St John guild". Every group had a first aid rucksack with them at all times, as the "simulation can happen anytime". On the second night it happened with the sudden call of "The guild house is on fire!" The dining hall was converted into the supposedly burning guild house with the help of disco-smoke and red lights as the flames. All participants rose to the challenge well before falling into their beds exhausted at the crack of dawn.

Overall the first aid camp was deemed a great success by all the participants. Niklas Gutknecht, member of the German delegation and the German federal youth leader-

ship was thrilled: "The community spirit and hospitality of the Hungarian St John association is very impressive. I am very much looking forward to further international St John projects".



► JOIN youth members learned about and performed first aid at the camp.

# Selected Meetings 2014

## JOIN Annual General Meeting 2014

Budapest, 25 May 2014

Delegates of St John charities and the Orders of St John came together from 22 to 25 May in Budapest for JOIN's Annual General Meeting (AGM) 2014. This year's AGM was hosted by the Hungarian JOIN member, Johannita Segítő Szolgálat.

At the meeting the different working groups presented their work over the last year. Jacco Kruithof from Johanniter Hulpverlening (Netherlands) represented the



► Members of the JOIN Board at the AGM, from left to right: Christian Velten-Jameson, Dr. Arnold v. Rümker, Johannes Bucher.

working group Volunteering, Gareth O'Gorman from St John Ambulance (England) spoke for the youth group, Guido Dost from Johanniter-Unfall-Hilfe Germany represented the group on international cooperation and Dr. Robert Brandstetter from Johanniter-Unfall-Hilfe Austria spoke for the PR & Marketing group. JOIN General Manager Daniel McCormack stepped in for the chairman of the Clinical working group to present their work.



► Delegates at the AGM in Budapest.

In his report, JOIN chairman Christian Velten-Jameson (Association des œuvres de Saint Jean, France) presented the general activities, exchanges and initiatives of the



► The Herrenmeister, Dr. Oskar Prince of Prussia, addresses the delegates.

network over the past twelve months. Daniel McCormack outlined the activities and working areas of the JOIN office over the past year, while emphasising the office's focus on EU funding opportunities and JOINT lobbying in Brussels. In the following discussions the delegates discussed current projects and other possible areas of interest, that also resulted in concrete new ideas for cooperation.

The delegates received the special honour of hearing the opening speech by Herrenmeister Dr. Oskar Prince of Prussia, head of the Johanniterorder, who was attending a parallel celebration of the Hungarian association of the Johanniterorder and was also able to participate in the JOIN AGM. Moreover, Deputy Secretary of State Attila Fülöp from the Hungarian Ministry of Social Affairs gave an overview of the Hungarian social system and the role of charities.

At the AGM, the delegates also debated on and approved amendments to the JOIN Articles of Association. Amongst others, the changes grant full membership status to the four Orders of St John, which means that JOIN now has a total membership of 20 organisations.

The delegates welcomed the opportunity for exchange and emphasised the many positive results. The next AGM is to take place in May 2015 in Paris.

## JOIN Board and working groups evaluate progress of JOIN in last year

Brussels, 15 March 2014

On 11 and 12 March the JOIN board and the JOIN working group chairs met in Brussels to discuss current developments within the network. After the working group chairpersons presented the work of their group in the past year and their plans for the future, vivid discussions helped shape new ideas. With the working groups as well as the JOIN Board represented, the participants also discussed JOIN's strategy.

In particular, Wiebke Kessens from Johanniter International Assistance presented her organisation's activities in the last year while emphasising on the emergency operations in the Philippines in November 2013 after typhoon Haiyan. While in the past the working group Humanitarian Assistance mainly comprised the German International Assistance department with irregular, individual bilateral cooperation with other JOIN members, a recent meeting in January attended by six different JOIN members was able to lift the working group onto a multilateral level of cooperation. The next meeting took place in December 2014 in London (see article on page 13).

Dr. Robert Brandstetter from Johanniter-Unfall-Hilfe in Austria reported on the activities of the PR & Marketing group. Apart from exchanges on best practice and informing other members on related activities, the group has put a new emphasis on lobbying. At meetings the JOIN office prepares an update on current development that could be of relevance to JOIN members and these are discussed within the group. Furthermore, the PR & Marketing group is developing a new JOIN intranet and advising the JOIN office on publications.

The JOIN youth group was represented by Gareth O'Gorman from St John Ambulance England. He presented the youth group's activities throughout the past year

– the highlight was First Aid Day, a joint event held in several JOIN countries to raise awareness about first aid particularly among young people. O'Gorman also outlined the group's plans for 2014 and 2015 which comprise a number of different exchanges.

As chairman of the working group Volunteering, Jacco Kruithof from Johanniter Hulpverlening in the Netherlands presented the Volunteer Swap in 2013 and spoke about the volunteering group's plans for 2014. In the first year, 13 out of 16 JOIN members had participated in different exchange activities reaching from first aid coverage at sports events to supporting a soup kitchen and a clothes distribution centre in Latvia.

In a separate Board meeting, the JOIN Board members Christian Velten-Jameson (Chairman, from Association des Oeuvres de Saint Jean in France), Ian Mackenzie (Vice-Chairman, from St John Ambulance England), Johannes Bucher (Johanniter-Unfall-Hilfe in Austria) and Dr. Arnold v. Rümker (Johanniter-Unfall-Hilfe Germany) continued preparations for the Annual Assembly that will be held in Budapest in May and discussed financial questions.

All the participants appreciated the work that has been done within the JOIN network in the last year. The annual exchange between the JOIN Board and JOIN working group chairs was introduced in 2012 with the aim of establishing a platform of mutual exchange and discussion. Like last year, the Board members as well as the working group chairs were satisfied with the productive discussion at the meeting and the opportunity to exchange ideas and best practices as well as look at JOIN's strategy as a whole.



► From left to right (standing): Daniel McCormack, Wiebke Kessens, Ian Mackenzie, Dr. Robert Brandstetter, Christian Imfeld, Gareth O'Gorman, Jacco Kruithof.  
From left to right (seated): Dr. Arnold v. Rümker, Christian Velten-Jameson, Johannes Bucher.

## JOIN volunteering group plans Volunteer Swap 2014 in Vienna

Brussels, 27 February 2014

On 26 February, the Volunteering Working Group with volunteering experts from six different JOIN members met in Vienna to evaluate the Volunteer Swap projects of 2013 and to discuss future Volunteer Swap activities. In general the working group was satisfied with the project participation in 2013 and discussed ways of further improving the Swap programme in 2014.

Last year thirteen JOIN countries offered a Volunteer Swap activity. In total, seven Volunteer Swap projects

were carried out in six different countries. These projects ranged from first aid provision at marathons and festivals to a summer camp in Poland, with the Berlin Marathon one of the highlights with 24 volunteers from five different countries. 90 volunteers from seven different member countries participated in total and thus experienced the spirit of JOIN.

Furthermore, the working group exchanged experiences on volunteering databases and discussed opportunities arising from EU funds. Christian Imfeld from the JOIN office presented the new Erasmus + programme and underlined potential funding opportunities for the Volunteer Swap itself as well as the individual swaps. The working group agreed to further look into funding opportunities for future volunteering projects.

The meeting was hosted by Austrian JOIN member Johanniter-Unfall-Hilfe. At an informal meeting the evening before the working group members had the opportunity to meet JOIN Board member and President of Johanniter-Unfall-Hilfe in Austria, Johannes Bucher as well as Michael Auss, an Austrian St John volunteer who has already taken part in a Volunteer Swap himself.



► From left to right: Dr. Robert Brandstetter, Jacco Kruithof, Imre Szabjan, Jürgen Schill, Uldis Rucevskis, Christian Imfeld, Chris Reed, Daniel McCormack.

## PR & Marketing group meets in Trieste

Brussels, 10 March 2014

This year's annual meeting of the PR & Marketing group took its members to Trieste, where representatives from five different JOIN members were kindly hosted by Irene Cimmino from Italian JOIN member SOGIT.

As usual, the participants updated each other on PR & Marketing activities in their organisations and presented ongoing and/or future campaigns. The opportunity to discuss specific issues and learn from other organisations was particularly appreciated.

The JOIN office prepared an update on relevant developments in Brussels concerning future legislation or public consultations and JOIN General Manager Daniel McCormack reported on several directives that had recently been passed by the European Parliament (award of concession contracts, and accessibility of websites) and their implications for JOIN members. He also spoke about two public consultations to which the European Commission has invited different actors to comment on particular questions, namely the ongoing consultation on the current VAT system and its exemptions as well as a



► In Trieste, members of the PR and Marketing group updated each other on ongoing initiatives

consultation on patient safety and quality of care in the EU.

A new JOIN intranet was also part of the agenda, as well as providing support and advice to other working groups on PR & Marketing-related issues. The participants also took home various action points to be completed before the next virtual meeting.

## Fundraising and International Cooperation experts come together in London

London, 10 December 2014

The Fundraising and International Cooperation Working Groups met in London on 4 and 5 December to share best practice and develop joint projects. They also held a joint meeting on the second day to discuss ways that the two groups could work together.



▶ JOIN members provide support to communities around the world. A new St John International initiative focusses on mother and child health in several Sub-Saharan countries.

The meetings brought together representatives or presentations from St John Ambulance England, St John of Jerusalem Eye Hospital, Johanniter Germany, Johanniter Hulpverlening, Johanniter Austria, St John International/the Most Venerable Order of St John and the JOIN office.

The fundraising group exchanged knowledge as well as developing new ideas. St John of Jerusalem Eye Hospital spoke about their experience hosting events, in particular their recent successful Gala Fundraising Dinner. Both groups discussed the success of current cooperation and all felt it was important that this be expanded in the future.

The groups heard about a new initiative from St John International on mother and child health. They have a current successful project running in South Africa which is being used as a pilot project and they hope to expand the initiative to Kenya, Uganda and Zimbabwe.

One of the participants presented a joint international fundraising scheme of a different major charity and the group discussed how JOIN members could develop their own joint fundraising project.

In separate group meetings and a joint discussion, the participants developed working plans on fundraising for international projects, aiming to generate new opportunities for all JOIN members.

# School First Aid

First aid is a vital skill that many St John charities have made a key priority and for some, it is their main focus. First aid has been shown to improve someone's ability to survive an accident or a medical emergency and it gives ordinary people the ability to save lives and make a difference in their communities. JOIN members are proud to have trained millions of people in first aid and lifesaving skills throughout Europe.

Despite the obvious importance and many benefits, many people have no knowledge of first aid and surveys across Europe have repeatedly shown how many worry about what to do if they were first on the scene of an accident. In some countries like Germany, 80% of the population have had some kind of training in first aid but for many European countries, only 5-10% have had this opportunity.



▶ JOIN members teach school children how to react in unexpected situations.



▶ Children are taught first aid skills at school by St John Ambulance.

One of the ways that JOIN members have tried to tackle this issue is by school first aid initiatives. Even young children in the first few years of school have the ability to learn useful first aid skills and some children have saved lives using them. Older students also will benefit from the increased confidence and practicing problem solving that first aid teaching brings. Later on, young people may also join the St John youth organisations and learn more advanced first aid skills as well as working at events to help protect the public. Teaching first aid to students of all ages at school means that many more people become potential lifesavers trained in first aid and teaches young people a skill that they will need for the rest of their life. Each JOIN member has their own method of working in schools to promote first aid.

In addition to their individual efforts, JOIN members also work together to provide first aid training to students and young people. The Youth Working Group exchanges information and best practice on first aid programmes for young people and schools as well as organising events

such as the JOIN First Aid Days, First Aid Camps and other international projects to come in the future. The PR and Marketing Working Group also focusses on this area and has been discussing the importance of including first aid in schools through countries' national curricula. Last year in June, members from Germany, Hungary, Latvia and Wales joined together for a First Aid Day. Their international effort aimed to teach the general public, particularly youth and young people, basic first aid skills through various events including competitions and camps.



▶ Learning about first aid is a skill that students can use for the rest of their lives.

## St John Ambulance – England

JOIN member St John Ambulance has been involved in the teaching of first aid since their creation in 1877. In addition to their youth programmes including Badgers (5 to 10-year-olds) and Cadets (10 to 17-year-olds), SJA work in schools to reach many more children and students. Their aim is for "every young person to have the opportunity to learn basic lifesaving skills at school". They try to accomplish this through various methods from in-school training to resources for schools, first aid competitions to a national 'Big First Aid Lesson'.

### Big First Aid Lesson

The 'Big First Aid Lesson' was launched in 2014 and this interactive programme was streamed live into classrooms across England with 32,384 students taking part in asking questions, hearing real life first aid stories and learning important lifesaving skills.

### Teach the Difference

In 2014, over 90,000 school children were trained in first aid by St John Ambulance's experienced schools team. They also had the chance to take part in the annual first aid competition organised for primary and secondary schools. Hundreds of thousands more were able to learn these skills through access to specially prepared training materials on SJA's 'Teach the difference' website. The



► English schoolchildren learn about first aid.

free resources including presentations, videos and lesson plans allow schools and youth groups to provide a modular course covering all types of first aid knowledge for students from 7 to 16-years-old. Younger children have the chance to learn important life skills for emergency situations in 'The Adventures of Johnny Wright', a set of interactive photo stories that show how Johnny deals with four common first aid scenarios and how you should make an emergency call.



► St John Ambulance teaching CPR to students.

## Johanniter-Unfall-Hilfe - Germany

### School First Aid Service

JOIN member Johanniter-Unfall-Hilfe in Germany runs a school first aid scheme called „Schulsanitätsdienst“ or School Medical Service, which aims to be a collaboration between JUH, schools, and students who are trained to provide emergency medical help to fellow pupils and staff within schools. Students in each school are trained by Johanniter in first aid and learn how to quickly respond to an accident and the school may in turn rely on motivated and qualified first aiders.

This initiative is popular with over 570 schools and nearly 9,000 students taking part all over Germany. The student first aiders provide fast and safe assistance to ill and injured students and teachers whilst also assisting at school events and expeditions. Teachers have found that the scheme has benefited students in other ways, providing opportunities for young people to take responsibility for themselves and others as well as strengthening leadership, communication and organisational skills.

The „Schulsanitätsdienst“ can be integrated into the school in various ways as official school work or as an extracurricular activity. The school usually provides an

equipped medical room and support for training whilst qualified JUH instructors deliver a first aid course specifically designed for students running a school medical service. JUH also provides emergency equipment. They engage in regular follow-up meetings providing further education and training as well as reflection and debriefing following an emergency.



► Members of the school first aid service (Schulsanitätsdienst) help a teacher in Germany.



► Members of the school first aid service (Schulsanitätsdienst) performing first aid on a fellow student.

Students are introduced to the idea of volunteering further in this area and many have gone on to hold roles within Johanniter Jugend and Johanniter-Unfall-Hilfe.

### First Aiders of Tomorrow

The German JOIN member has another programme aimed at teaching younger children at school and even kindergarten about first aid. The “Ersthelfer von Morgen” or “First Aiders of Tomorrow” programme teaches children as young as 3 years old how to make an emergency call, perform simple first aid and how they can avoid accidents. The 16,000 children who take part every year learn through a child-friendly mix of games and creativity including teaching by two puppets called Jona and Joni!



## St John Cymru Wales

St John Cymru Wales is the main charity teaching first aid in Wales and they have a special focus on training school children and young people and they "believe that it is never too early to start learning first aid". Although first aid is included on the National Curriculum, the teaching of the subject is not compulsory but St John Wales wants to "see all children leaving school with the skills needed to save a life...first aid is as essential as learning to swim". They conducted a Schools Appeal in the course of 2014 to raise money for this much-needed work and have already made progress in achieving their aims.

The charity has pledged to train 1,000 pupils at one school in Chepstow alone in 2014 following a legacy. One of the pupils who attended the First Aid Awareness Programme spoke of the benefits of the course, "It's good to know that if I ever get in an accident at least one person will know what to do." Whilst in Gwent, over 6,000 pupils will be taught live saving skills after a partnership scheme was launched this year between Gwent Police and St John. Over 200 Police Community Support officers have been trained to deliver the St John Cymru Wales package to over 200 primary schools within Gwent.

## Johanniter-Unfall-Hilfe - Austria

Austrian JOIN member, Johanniter-Unfall-Hilfe, also runs an extensive programme in schools and kindergartens teaching first aid to all ages.

### "First aid is not rocket science!"

They say that "First aid is not rocket science!" and so children aged 4 years and up can learn through play to recognise an emergency as well as the important skill of how to make an emergency call and what information they need. They can even learn simple first aid measures that they can do themselves. The specially trained Johanniter instructors come to the kindergartens and schools to show the children the inside of an ambulance as well as teach first aid.



► Students providing first aid.

### Young Lifesaver

St John Cymru Wales are hoping that the training offered by Gwent and also Dyfed Powys Police will encourage teachers, school staff and youth group leaders in Gwent and elsewhere in Wales to offer further first aid training to their pupils under the Young Lifesaver scheme for young people between the ages of 7 and 16 years. The scheme, launched in November 2014, allows schools and youth groups to run their own Young Lifesaver course using the comprehensive resources created by the JOIN member. It allows children to not only learn first aid and receive a certificate but it also develops self-esteem and promotes positive relationships. St John Cymru Wales have also been working with the Welsh Rugby Union to deliver first aid to local schools; following the training, the school children have the opportunity to visit the training grounds of the Welsh rugby team. The Welsh Rugby Union also hopes to roll out The Young Lifesaver sports award to all their local rugby clubs.

### SchulSaniDienst

For older pupils, JUH run a „SchulSaniDienst“ programme, training students to be school paramedics to deal with accidents and illnesses at school from the classroom to the sports field. The students are the first emergency contact at the schools and provide quick and professional assistance until the emergency services arrive if necessary. Students take part in a 16 hour long training that particularly focuses on the causes of frequent accidents including minor injuries like cuts and abrasions as well as more serious issues such as asthma attacks, respiratory arrest and head injuries. This training can also be put towards the first aid requirements for driving licenses, sailing licenses and youth leader training.

After the initial training, annual workshops allow the school paramedics the opportunity to refresh knowledge and share experiences with peers. The „SchulSaniDienst“ allows pupils to act on their own initiative and it is excellent experience for future education and career plans.

The importance and benefits of the scheme were recognised when Johanniter Tirol were awarded in 2014 the Social Prize of the Bank of Austria for their SchulSaniDienst programme. Their prize included a 16,000 EUR award which will enable them to further extend the project and involve more students in first aid training.

## Johannita Segítő Szolgálat – Hungary

Johannita Segítő Szolgálat, has been involved with teaching first aid in schools since 2009. In 2014 the organisation's first aid programme for schools was broadened since the introduction of the country's compulsory voluntary work of 50 hours for students as this provided further possibilities to deliver first aid to students. Hundreds of students have received lifesaving first aid training through the Hungarian JOIN member with some pupils taking up the free 30 hour basic first aid course.

Johannita Segítő Szolgálat needed to hire a new education officer due to the high interest in the programme with many courses being oversubscribed. Nearly 200 students took part in over 10 schools during the course of the year and many of the schools have already indicated that they would like to take part in a long-term collaboration with further training.

### First Aid Day

The Hungarian JOIN member has been involved with many other initiatives involving young people and first aid such as the Europe-wide St John First Aid Day. They ran a first aid course for 20 socially disadvantaged children aged between 8 and 12 in one of the most deprived districts of the capital Budapest. Other first aid courses throughout the country led to great interest in the annual First Aid Simulation camp. This event took place in July 2014 where 60 young people from Hungary, Wales, England and Germany came together at a campsite near Budapest where they took part in a first aid exercise weekend with a number of scenarios including a surprise large scale exercise to deal with when a simulated fire started overnight.

## Johanniterhjälpen i Finland/Suomen Johanniittain apu – Finland

JOIN member, Johanniterhjälpen i Finland has for many years visited schools in southern Finland providing emergency first aid-training for both teachers and students but since 2014, when Johan Nyman was recruited as operations manager, the project has become one of their key operations.

### School project 2015

In addition to the general first aid-courses offered, a specific first aid-concept for schools has been developed. With funding from "Ridderskapet" and other foundations, multilingual course material in Finnish, Swedish, English and German has been created and presented on USB sticks specifically for a school and youth environment. The course consists of multimedia presentations combined with interactive discussions and practical team assignments, including showing the students exactly how the band Queen and their "staying alive" lyrics can help them save a life.

The first aid-concept aimed at Finnish- and Swedish speaking schools in southern Finland includes a professional first aid kit developed by the experts at Johanniterhjälpen i Finland as well as the emergency first aid training and memory stick. The staff and students are taught how to use the contents of the first aid kit and after the training it is donated to the school.

The project has been well received by all the schools and has been described as "best course I've been to". Demand for the course is higher than Johanniterhjälpen can offer. They currently have 6 qualified trainers and are looking to recruit more to continue the successful project into 2015.



▶ School First Aid trainers in Finland with their kit.

# JOIN's Work in 2014

## The JOIN Board

The JOIN board is made up of representatives from JOIN member organisations and is elected by the General Assembly for a period of two years. Its main tasks include supervising the work of the JOIN office and the General Manager, dealing with strategic questions and managing JOIN's relations with the Alliance of the Orders of St John.

The current Board is composed of Chairman Christian Velten-Jameson (Association des Oeuvres de Saint-Jean, France), Vice-Chairman Ian Mackenzie (National Volunteering Liaison Officer, St John Ambulance England),

Johannes Bucher (President Johanniter-Unfall-Hilfe in Austria) and Dr. Arnold v. Rümker (President Johanniter-Unfall-Hilfe Germany).

The Board meets regularly at face-to-face meetings or holds conference calls. In 2014, apart from meeting at the AGM, the Board held two meetings in Brussels – one with the chairpersons of the working groups – and several conference calls.

The term of the current board ends at the Annual General Meeting in May 2015.

## Working groups in 2014

Given the aim of JOIN to derive benefits for its members from increased exchange and cooperation, the working groups are one of the most important institutions in JOIN. The working groups provide a platform where JOIN members can exchange knowledge and experience on any given issue, and also offer a space where JOIN members can set the thematic foundation for common projects. By combining resources within the network, JOIN can realise projects for which individual members might not possess the capacity.

Moreover, the working groups also guarantee a participatory and transparent structure within JOIN as participation in the working groups is not only open to all members, but also strongly encouraged.

The working groups meet on a regular basis. While a face-to-face meeting allows for a more thorough and personal exchange at least once a year, regular Skype and telephone conferences ensure close exchange between the working group members.

In 2014, five working groups were operative within JOIN.

### Clinical Working Group

As its name suggests, the JOIN clinical working group deals with all clinical and medical cooperation within JOIN. The group is made up of chief medical officers of JOIN members and its main aim is to exchange information on medical developments within the JOIN organisations as well as on the respective national levels. In addition, the group works on joint projects and together with the JOIN office is currently exploring several lobbying and funding opportunities on European level. The Clinical

group is currently headed by Dr. Louis Lillywhite, chief medical officer of St John Ambulance (ENG).

### International Cooperation

While development cooperation and humanitarian aid has always been a substantial part of JOIN members' services, there had not been any JOIN-wide discussion on how to mobilise different resources within JOIN for international projects before 2014.

Motivated by positive cooperation examples in the past (for example fundraising for natural disasters, participation of personnel from other JOIN members in international rescue teams from JOIN members or joint application for European funds), several JOIN members met twice in 2014 to identify potential cooperation areas in international cooperation on a JOIN level. The participants identified joint fundraising as one of the promising cooperation areas and agreed to further develop these in 2015. The group also aims to raise awareness within JOIN about the various international projects JOIN members implement worldwide.

### PR & Marketing Working Group

This working group, headed by Dr. Robert Brandstetter (Johanniter-Unfall-Hilfe, AT), deals with all issues concerning JOIN's press work, the website, publications as well as corporate identity (CI) and corporate design (CD). In the past, for example, it developed the JOIN logo and helped develop brochures on JOIN activities. The main purpose of the group lies in sharing experiences, best practices and know-how on related topics. The working group provides a platform where JOIN members can share resources and material aimed for PR and

marketing purposes. Related issues such as fundraising and the JOIN-internal purchasing of medical equipment have also been part of the group discussions.

In 2014 the working group met in person in Trieste in March and held several Skype meetings. For more details on the face-to-face meeting in Trieste, please see page xx. In addition, with support from and acting on the initiative of the JOIN office, the working group also dealt with network-strategic questions such as interest representation and EU funds and joint lobbying.

### **Volunteering Working Group**

The volunteering group decides on organisational issues concerning the Volunteer Swap and any other kind of exchange of volunteers between JOIN members. These activities enrich the individual volunteering experience, enhance cooperation and understanding between the members and enable JOIN members to work together in an efficient and practical way. Moreover, the working group also deals with all other issues regarding volunteering such as legal guidelines and recruitment of volunteers.

Former chairperson Jacco Kruithof left the volunteering group at the end of 2014, after many years of leading the group and decisively contributing to its achievements, amongst these JOIN's contribution to the European Year of Volunteering and the design, setup and realisation of the JOIN Volunteer Swap.

### **Youth Working Group**

As the name suggests, the working group youth discusses common interests in JOIN member's youth activities such as first aid trainings and competitions, youth exchanges etc. The working group also facilitates numerous bi- and multilateral exchanges between young members of JOIN organisations.

In 2014, the working group organised a first aid exercise near Budapest, hosted by the Hungarian JOIN member Johannita Segitő Szolgálat, where children and adolescents from several JOIN members participated. In 2014, Gareth O'Gorman from St John Ambulance England headed the group.

## **The JOIN Secretariat in 2014**

The JOIN Secretariat is located in Brussels, at the heart of decision making in the European Union. This enables the office to observe relevant European policy developments at first hand and report these back to its members, as well as to advocate the positions and interests of JOIN and its member organisations directly to decision makers.

The Secretariat also acts as a communication and information centre for JOIN members, e.g. by publishing the monthly newsletter JOINews, by running an informative website and by replying to enquiries on European matters put forward by JOIN's members. The JOIN office identifies relevant EU funding opportunities for its members, as well.

In addition, the Secretariat maintains close contact with NGO partners, the Brussels offices of national and regional representations and with the members of the Orders of St John who work and live in the "European capital".

In 2014, the office further consolidated the focus on lobbying and funding on European level, priorities a questionnaire had identified in 2013.

In terms of funding, the JOIN office has continued to promote European Union funding opportunities within the network and coordinated a joint application for European funds for a European-wide JOIN First Aid Competition together with the International Projects and

Cooperation unit from Johanniter-Unfall-Hilfe Germany. In collaboration with JOIN members the JOIN office has also been in touch with different departments within the Commission to identify interesting project opportunities for JOIN members.

With regard to lobbying, JOIN General Manager Daniel McCormack organised several working meetings of staff from JOIN members to Brussels with representatives of relevant Directorates General of the Commission. The JOIN office has also been in contact with the Commission on various issues such as occupational health and safety, civil protection or research. Moreover, the JOIN office has continuously monitored relevant public consultations by the European Commission and raised awareness about opportunities to influence EU legislation.

Throughout the year, the JOIN office maintained its representative character for members in Brussels. Upon request of the JOIN members, the General Manager and his assistants took part in various meetings on European level, for instance in the areas of humanitarian assistance, development cooperation, civil protection, research and innovation and care on behalf of several JOIN members.

In 2014 the JOIN office team consisted of General Manager Daniel McCormack and several assistants, Christian Imfeld, Helen Gayor and Dr Jessica Wright.

# Perspectives on 2015

In 2015, the JOIN office aims to remain the motor for cooperation among St John charities in Europe. In this light, the working groups continue to be a priority for JOIN and the Brussels office will support them in the best way possible.

In the area of international development and humanitarian projects, for instance, the JOIN office aims to build on the successful meetings of 2014 - that brought together project officers and fundraisers from a broad range of JOIN members - and support further joint collaboration on international projects and raise awareness about cooperation opportunities in this field within the network.

The JOIN office also aims to further connect JOIN members in the area of research and innovation amongst

each other. By participating in research consortia and applying for European funding, JOIN aims to bring its members closer to innovative, cutting-edge research in various relevant service areas.

Naturally, the JOIN office will maintain one of its classical functions, that of facilitating exchange between the different members. The JOIN office will continue to coordinate the JOIN Volunteer Swap and promote its benefits for JOIN members and their volunteers. In the area of youth, the JOIN office aims to further encourage JOIN members to apply for European funding to carry out JOIN-wide youth exchanges.

The Annual General Meeting in 2015 will be hosted by the French JOIN member Association des Œuvres de Saint Jean and will take place in Paris from 7-9 May.

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p. 17 – JUH Germany/Michael Bellaire; p. 18 – JHJ Finland.

# About JOIN

Johanniter International (JOIN) is a partnership of 16 national charity organisations in Europe and the Middle East, which were originally founded by the Orders of St John, and the four Orders of the Alliance of the Orders of St John. Member organisations provide national and international services such as emergency medical services, first aid, social care, youth work and international assistance, in addition to services for elderly, poor and disabled people in need. The shared approach of JOIN members to humanitarian welfare and social aid is based on the member organisations' Christian heritage.

The work of JOIN charities is made possible through the combined efforts of over 100,000 volunteers and professionals who believe that our societies need people that care for other people. JOIN is made up of charitable organisations that rely on fundraising to continue their work. Activities and projects are funded by donations from individuals, companies and foundations across the world.

The central office is located in Brussels, Belgium. Its purpose is to advocate the interests of St John charities within the institutions of the European Union and facilitate Europe-wide cooperation as well as international projects.

For further information please contact our Brussels office.

