



Canadian Red Cross and Red Cross Care Partners Media Statement

TORONTO, Dec. 2, 2013 /CNW/ - The following statement was issued today on behalf of Canadian Red Cross and Red Cross Care Partners about the news that a ratification vote by SEIU Healthcare members has been rejected:

"Everyone recognizes that the only way this matter will be settled is at the bargaining table. The Canadian Red Cross/Red Cross Care Partners remain committed to achieving a renewed contract with our PSW employees represented by SEIU Healthcare. Our Community Support Workers are highly valued within our organization and we are working to advocate for a strengthened home care system as a critical aspect of the overall health care continuum.

"Our clients come first. We are committed to working with all stakeholders in the health care sector, including SEIU Healthcare, to provide health care where people prefer to receive it - in their own homes.

"The shift taking place within the health care sector - from hospitals and long-term care facilities to the home and community - is an important one, but not something that can occur overnight. We know that people prefer to age or recover from surgery or illness in their homes and that outcomes for patients are much better when they are able to do so. We salute the important role Personal Support Workers play in the delivery of services to our clients. They are a critically important part of our organization. We hope we can reach an agreement now so that we can continue to work with all stakeholders on the overall transformation of the system, to meet the changing needs of Ontarians."

About Red Cross Care Partners

Bringing together the Canadian Red Cross's tradition of compassion, experience and quality personal support services with the respected nursing and therapy services of CarePartners, this new organization is an innovative response to the ever-growing demand for home and community-based health care. Our comprehensive network of services are available to clients in urban, rural and remote communities across Ontario. Our dedicated team of nurses, therapists and community support workers deliver a broad range of expert and cost-effective services ranging from chronic illness management, nutrition, physiotherapy, to personal grooming and support, all aimed at helping to ensure clients enjoy the freedom and independence that comes with staying in their own homes.

About the Canadian Red Cross:

The Canadian Red Cross is a member of the International Red Cross and Red Crescent Movement, which includes the International Federation of Red Cross and Red Crescent Societies, the International Committee of the Red Cross and 188 national Red Cross and Red Crescent Societies. The Canadian Red Cross mission is to improve the lives of vulnerable people by mobilizing the power of humanity. In Canada, the Canadian Red Cross responds every four hours to disasters ranging from house fires to forest fires and flooding. Each year, Red Cross volunteers deliver tens of thousands of hours of community-based health services to those aging or recovering in their own homes from illness or surgery.

Red Cross Care Partners Backgrounder

- Red Cross Care Partners (RCCP, www.redcrosscarepartners.ca) was created in Fall 2012 through a consolidation between Red Cross' traditional personal support services with Care Partners' nursing and therapy services, creating one agency that can deliver, on an integrated and coordinated basis, all the home care services clients may require.
- For the Canadian Red Cross, home health care has long been a service offering and is clearly defined in the organization's priorities. CarePartners has been providing high quality in-home nursing services since 1984.
- Both organizations recognized that having the ability to provide a full continuum of care to clients in their homes will ensure the best possible care and the best outcomes for the people we serve. In order to do so, the decision was made to merge the homecare services of the two organizations for more integrated, client-centred care.
- The merger was consistent with the transformation underway in the home care sector whereby service provider agencies are being asked to deliver the full range of services to they can better coordinate care for clients.
- The personal support and homemaking services of the Canadian Red Cross have been transferred to Red Cross Care Partners. Canadian Red Cross is a part owner in this company. This initiative is a social enterprise of the Canadian Red Cross - a concept that is becoming well established as an innovative way for non-profit organizations to ensure sustainability while offering a clear social benefit. As a shareholder in Red Cross Care Partners, net profits will go toward supporting the work of the Canadian Red Cross.
- Services from RCCP - including personal support, chronic illness management, nutrition, and physiotherapy - are provided to clients in urban, rural and remote locations across Ontario.
- RCCP's Mission: We are dedicated to improving quality of life by supporting health, wellness and independence through the provision of compassionate client-centred health care.
- RCCP places the client/caregiver experience at the core by providing compassionate, client-focused care. Using a strength-based approach, clients/caregivers are empowered to lead their care and to assume management of their health through teaching, coaching and encouraging.
- RCCP is committed to exceeding quality expectations of clients/caregivers and funders. Individually and organizationally, we take ownership for our actions and results. We can be relied upon to deliver on our commitments and services.
- Client services may be covered through local Community Care Access Centres (CCACs) or clients may also choose to purchase services. RCCP can accommodate clients' needs across a spectrum, from one hour per day to 24-hour care.
- Regarding donations, Red Cross Care Partners does not hold charitable status and, therefore, will not rely on public donations to support its operations. Other critical services that support seniors and those aging at home such as transportation, health equipment loans and meals on wheels remain within the Canadian Red Cross and will continue to rely on the support of dedicated volunteers and the generosity of donors.
- All other programs and services of the Canadian Red Cross remain unchanged. These include disaster response; community support services such as transportation, health equipment loans and Meals on Wheels; first aid and water safety training; and violence and abuse prevention. These important programs and services will continue to be offered, thanks to the continued commitment and support of thousands of volunteers and the generosity of donors.

SOURCE Canadian Red Cross

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