



News Release

For Immediate Release

Speaking French a Privilege according to Chiropractor Yves-Martin Robichaud

CHARLOTTETOWN, PEI, April 13, 2016 – The purpose of the Étoile Santé (Health Star) campaign of the PEI French Health Network is to promote, recruit, and make people aware of health professionals who offer French-language health services on Prince Edward Island. The Health Network, which is continuing this initiative for a second year, is pleased to announce that its Étoile Santé for April is chiropractor Yves-Martin Robichaud.

Dr. Robichaud is not only a practitioner, but he owns two chiropractic clinics, one in Shediac, New Brunswick, and the other in Charlottetown.

At his Charlottetown clinic, Dr. Robichaud sees patients two days a week – on Tuesdays and Thursdays. “I regularly have Francophones on my appointment list,” he said. “I enjoy it when I can speak French with clients, and I think they appreciate it, too.”

It was one of his clients who nominated him for the PEI French Health Network’s Étoile Santé campaign. “During my first appointment, this chiropractor put me at ease right away by speaking to me in French,” the client said. “Since French is my mother tongue, I felt better talking to him in French about my medical situation. He’s a professional who makes his patients feel comfortable at the very start of their visit.” According to her, Dr. Robichaud is well appreciated by his French-speaking clients from across the Island.

Chiropractors’ tools are their hands. “The treatment we provide consists of a series of manipulations to straighten, correct, maintain, and strengthen the body, and the entire frame,” he said. “When a new client comes to see a chiropractor about pain, the chiropractor does not treat the “pain” but the person. I always start my assessment with a questionnaire, to find out more about the person’s health, lifestyle, repetitive activities, diet, sports engaged in, work, quality of life, etc.”

Dr. Robichaud is warm, open to new ideas, and a committed Francophone. He enjoys discovering French expressions and is very interested in the French language and Acadian culture. He was influenced by his ancestors, particularly his grandmother, who taught him that it is a duty and a privilege to speak and live in French.

Yves-Martin Robichaud’s contact information can be found in the bilingual service provider directory at

www.santeipe.ca/repertoire. People are encouraged to nominate health professionals who actively offer French-language health services on Prince Edward Island for a chance to win \$500. For more information on the Étoile Santé campaign or to nominate someone directly on the PEIFHN's website, go to www.santeipe.ca.

The PEI French Health Network is a non-profit organization that collaborates with various partners in order to improve access to quality French-language health services and programs for Prince Edward Island's Acadian and Francophone population. The organization brings together representatives from target community groups, educational facilities, health professionals, health service managers, and the provincial government. It is also one of 16 networks that make up the Société Santé en français. The PEI French Health Network is funded by Health Canada within the framework of the Roadmap for Canada's Official Languages 2013-2018: Education, Immigration, Communities.

-30-

Photo: Dr. Yves-Martin Robichaud

Media contact:

Patricia Richard

Tel.: 902-854-7444