Create Caring Culture in SOPD
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Introduction
Nurses play an important role in providing nursing care and health promotion to clients. However, due to extensive workload and quick pace of operation needs, resulted in high attrition rate, high sick leave rate and more incidents of injury on duty. In addition, complaints towards staff attitude were increased, and poor morale was observed. A care culture promotion campaign was launched in 2014 at PYNEH SOPD to increase staffs’ job satisfaction and motivate them to provide high quality service.

Objectives
In 2010, World Health Organization (WHO) has stated the framework and model of healthy workplace not only focus on physical, but should incorporate mental and social health of employees. By the collaboration of workers and managers, healthy workplace promotion can be sustained to protect the safety and well-being of all workers. Besides, a healthy work environment creates a safe and respectful environment for the workers to enhance their job satisfaction and also benefit patient outcomes (Dickson, 2007). Thus, for the staff wellness and patient safety, the initiation of caring culture aimed to create a healthy work environment to arise staff’s morale and team spirit.

Methodology
The campaign was initiated in 4 phases. 1. Awareness arousal which included a kick off ceremony with a role play, selection of Clinic Ambassador and slogan competition to promote caring culture. 2. A supporting staff enhancement program in caring culture to enhance their knowledge. 3. A monthly experience sharing in each clinic to appreciate and recognize staff good work. 4. An observational survey to observe staff attitude at work. The survey focused on four areas including 1) the facial expression, 2) listening skill and patience, 3) answering skill, and 4) staff’s understanding and knowledge in patient’s enquiry and concerns.
Result
92 staff attended the kick off ceremony. 3 best slogans were selected from 47 competitions. Staffs were warmed up and prepared for the coming activities after an amusing and joyful role play. Total 74 staff attended the enhancement program including clerical staff and supporting staff. A pre and post-test contained 10 identical questions used to test the effectiveness. Results showed that 28% of staff got 5-10 correct answers in pre-test, but 94% of staff got 8-10 correct answers in post-test. The observation survey showed that 99% of staff had average and above rating by which 53% was good and excellent. Through the promotion of caring culture to create a healthy work environment for our staff, we hope more and more staff can be influenced and showed their caring to their colleagues and patients.