



Service Priorities and Programmes Electronic Presentations

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The Power of Appreciation and Recognition

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Introduction

Never underestimate the impact of appreciation and recognition; it needs to be built into the organization's culture. Nursing literatures demonstrated that positive feedback and recognizing staff had benefit in creating a positive practice environment, where could feel being valued and appreciated. The Carrot Principle study - use recognition to engage their people, retain talent and accelerate performance, found that if staff had been praised recently; productivity, morale, and level of engagement were more likely to be high and employees were more likely to stay with the organization. This result also supported by nursing literatures and reflected that recognition was the key element in staff retention, organizational commitment, and healthy work environment. To nurture an appreciation and recognition culture among nurses in Hong Kong East Cluster (HKEC), Nursing Services Division of HKEC had initiated a cluster-wide program named “賞.悅 @nurses.hkec” during the period from 3Q13 to 1Q14. This culture building program had gained positive feedback in enhancing nurses' team spirit and sense of belongings.

Objectives

1. To nurture an appreciation and recognition culture. 2. To enhance nurses' team spirit and sense of belongings. 3. To create a positive practice environment.

Methodology

The program was implemented concurrently in HKEC cluster hospitals and GOPCs. Total 57 nurses, on addition to core group members, were recruited as ambassadors to promulgate the program and build the appreciation culture in cluster hospitals and GOPCs. A series of 4 activities were delivered by phases, started with a kick-off ceremony, warm-up with a self-appreciation and recognition activity “賞賞自己”, highlighted on appreciate nursing colleagues and peers “護相欣賞”, and closed with a celebration ceremony. Event-oriented appreciation card was designed to facilitate written appreciation. Souvenirs and awards were prepared for encouragement. A satisfaction survey was employed to measure the effectiveness of the program.

Result

Results: Over 700 nurses of HKEC participated in the program with 4-folded appreciation cards were collected and displayed in respective cluster hospitals for sharing. Through the program, majority of the participants agreed that (1) appreciation culture in workplace was increased; (2) recognition could enhance staff morale and team spirit; (3) overall satisfied with the program. Most of the participants recommended expanding the culture of appreciation and recognition to supporting staff and other healthcare disciplines. Conclusions: Sincere appreciations never grow old. Ongoing, meaningful appreciation and recognition provide an effective, low cost means to enhance morale and encourage higher levels of performance. A structured appreciation and recognition program do provide a treasure opportunity for acknowledging our valuable staff members, peers and colleagues.