



Service Priorities and Programmes
Electronic Presentations

Convention ID: 806

Submitting author: Ms Wai Fan HO

Post title: Department Operations Manager, Pamela Youde Nethersole Eastern Hospital, HKEC

Caring Culture Enhancement- We Love We Care Campaign in PYNEH

Ho WF(1), Yu DFJ(2), Pun KL(3), Poon YWL(3), Leung SKC(3)

(1)Department of Surgery, Pamela Youde Nethersole Eastern Hospital,

(2)Department of Psychiatry, Pamela Youde Nethersole Eastern Hospital, (3)Nursing Services Division, Pamela Youde Nethersole Eastern Hospital

Keywords:

Caring Culture Enhancement

We Love We Care Campaign

Introduction

Owing to the increasing workload, high expectation from clients and insufficient manpower, nursing and supporting staff are becoming exhausted, which does not only affect team relationship and team spirit but also quality patient care. The Nursing Annual Plan Working Group named 'We Love We Care' took up a "Nurse Team Building Enhancement campaign" from 2009. In the past few years, we promoted themes of team building and staff recognition to foster our caring attribute and team spirits. This year we emphasize harmonious climate in the workplace with extension from nurses to supporting staff.

Objectives

Our objectives are to enhance a harmonious workplace in which supports communication and true collaboration in order to develop a sense of "family" within a team in align with hospital culture of compassionate care.

Methodology

We developed several strategic activities: 1. Gain support from different levels of nursing team 2. Nominate ward harmony ambassador as coordinator to our working group 3. Conduct a kick off ceremony with experience sharing session to promote team work and the meaning of work 4. Open dialogue by promoting 'Morning greeting culture' 5. Hold a display board competition among wards with the theme ' We are a family' 6. Promote the campaign via e-channel with I-display and upload poster at CMS screen saver 7. Determine the outcome measurement of the campaign

Result

The kick-off ceremony was held on 8 Aug 2013, there were 466 participants. Fourteen department representatives conducted their sharing sessions in the forms of talk show, slide show and role play. They showed the collaboration among team members, appreciation from patients and colleagues and the caring attribute we concerned. All participants commented the atmosphere was warm, touching and impressive. Besides, there were 114 ambassadors nominated from each ward or unit. They acted

as glue persons to engage their colleagues to finish the communication board for competition. Total 49 pieces submitted out of 64 wards/ units. They posted up staff photos, wishes, blessing, encourage words in amazing graphic designs. Finally, 15 boards were awarded. The staff satisfaction survey (as baseline) was conducted in June 2013 on voluntary based with 1348 respondents. Interim progress results are presented through not only good staff participation and satisfaction survey but happy photos and exciting testimonials captured during meaningful activities. Contemporary caring is a challenging program as it involves cultural change and the positive mind set development. It is an on-going campaign and luckily it has been rolled out to our cluster hospitals in this year.