

# 「愛心護傳」運動

## We Love We Care Campaign

6 Years' Experiences on Enhancement of  
Organizational Caring Culture in Nursing Team

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# Background

In 2010



## Performance Quality??



# Literature Search

- Positive caring relationships in nursing team are essential and fundamental to create healing environments
  - Maintain staff energized,
  - Enhance caring behaviours to patients
  - Improve health services outcomes

Reference:

Paige et al (2010). Nursing work environment and nurse caring: relationship among motivational factors

AACN Standards for Establishing & Sustaining Healthy Work Environment

Renate et al (2014). How nurses and their work environment affect patient experiences of the quality of care: a qualitative study



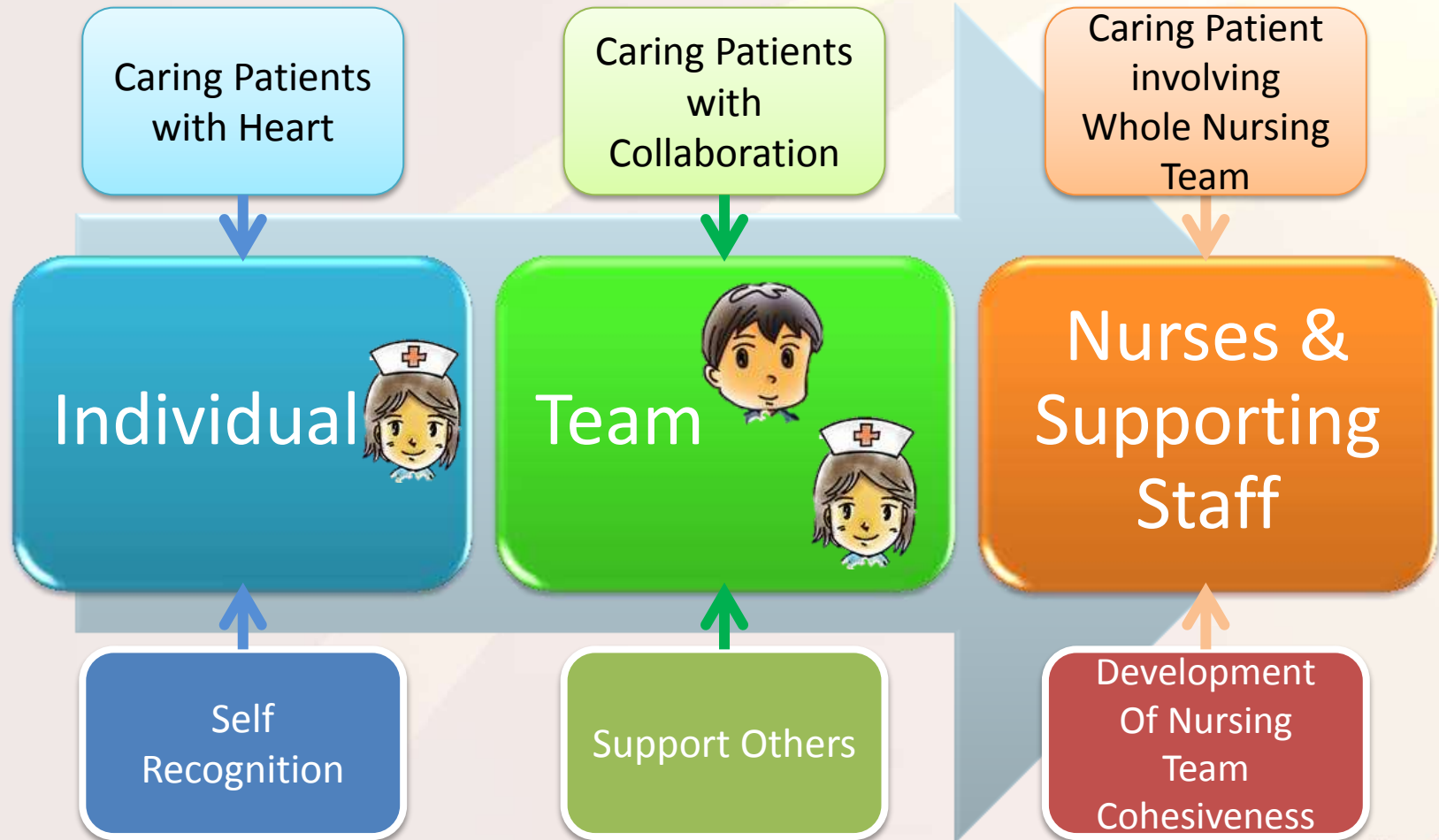
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## We Love We Care Campaign

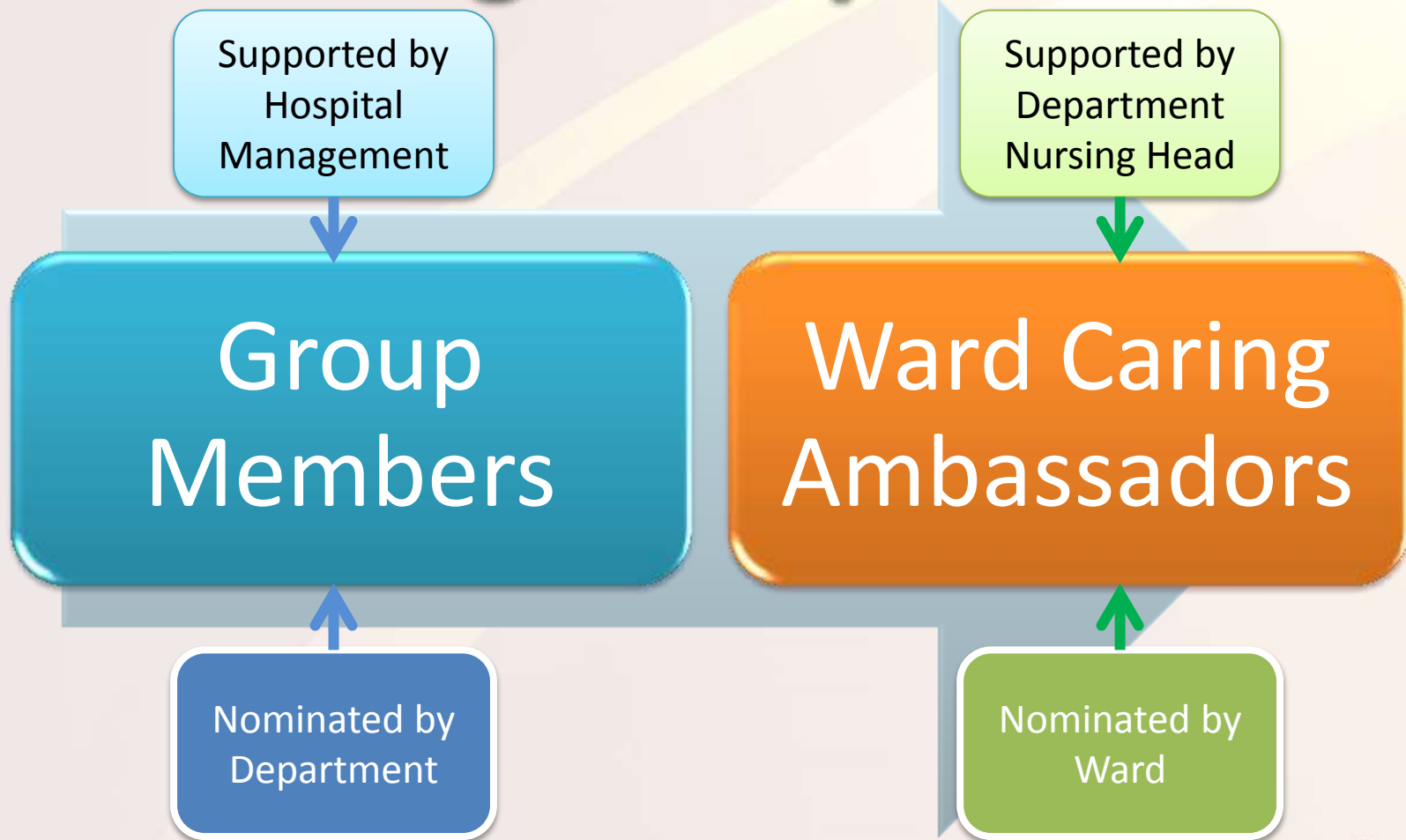
- A nursing group named “We Love We Care”, worked with Nursing Services Division, has strived for achieving the ultimate goal since 2010.
- Aim: enhancing organizational caring culture of nursing staff through promotion of caring, collaboration & appreciation at workplace.



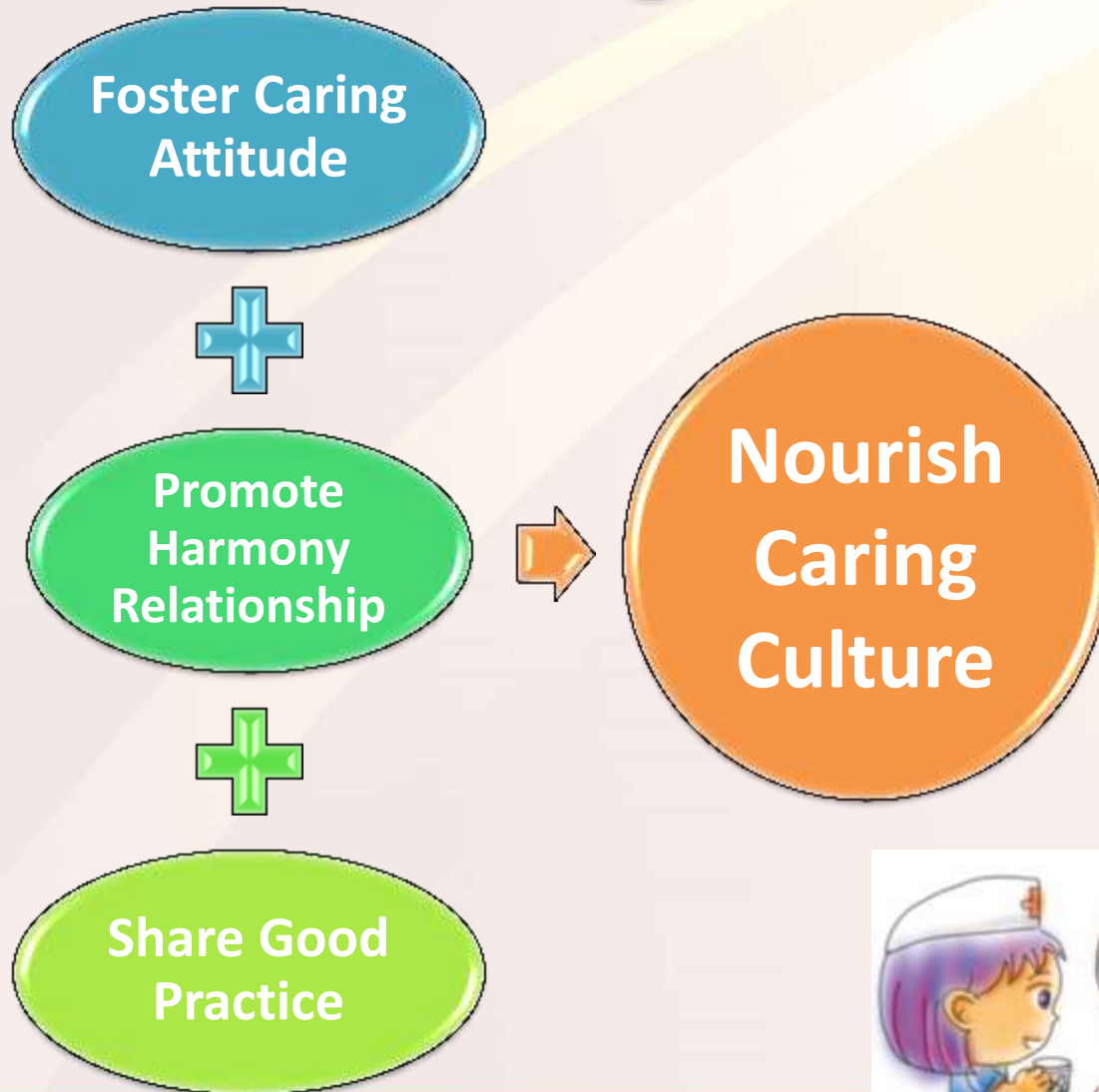
# We Love We Care Framework



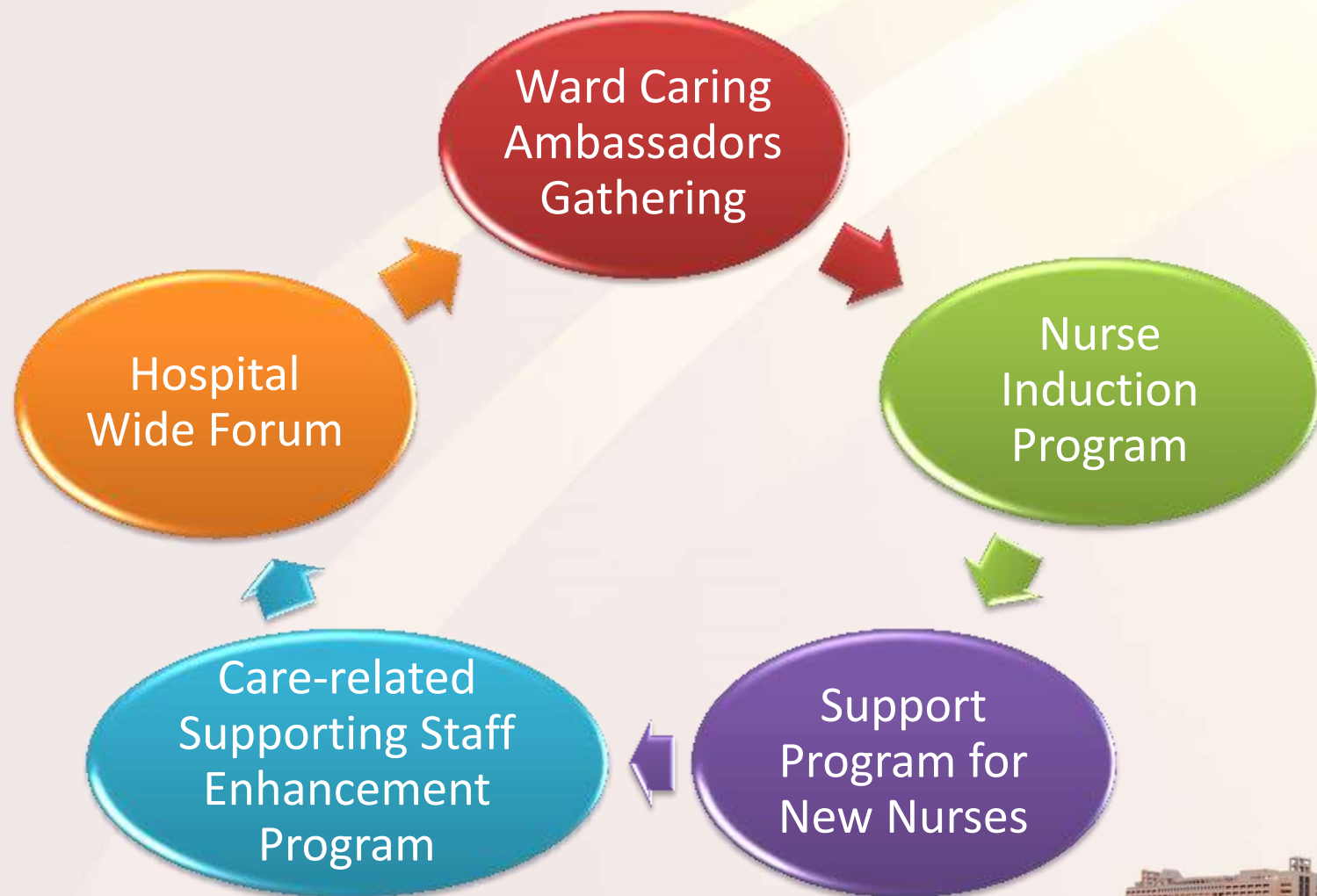
# Working Group Growth



# Strategies



# Share Good Practice





# Themes

2010 - 11 : 「用心齊心」 「Heart」

2011 - 13 : 「賞賞賞」 「Appreciation」

2013 - 15 : 「融容融」 「Harmony Relationship」

2015 - 17 : 「樂樂樂」 「Happy Work, Happy Staff」



# Miles Stone

2010-2011

2011-2013

2013-2015

2015-2018

「用心齊心」 「Heart」

Promote caring patient with Heart & Team Work



- Logo competition
- WLWC – PY Nurse Song
- Small gift to each nurse – Dedicated Diary
- Hospital wide sharing session



# Miles Stone

2010-2011

2011-2013

2013-2015

2015-2018

## 「賞賞賞」 「Appreciation」

Self Appreciation、Appreciation to Others、  
Appreciation from Others

1

「欣賞自己」  
**Self Appreciation**」  
Encourage colleagues  
to recognize their  
strength

2

「讚賞別人」  
**Appreciation to Others**」  
Encourage to recognize  
our outstanding colleagues  
and their good work

3

「獎賞大家」  
**Appreciation from Others**」  
Invite other disciplines,  
patients and volunteer  
groups to give their  
expectation and support for  
nursing team

# Miles Stone



## 「賞賞賞」 「Appreciation」

Self Appreciation、Appreciation to Others、  
Appreciation from Others



**我其實係好好o架!**

因為：(可填寫多於一個長處)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

我就係\_\_\_\_\_ (姓名)



# Miles Stone

2010-2011

2011-2013

2013-2015

2015-2018

## 「融容融」 「Harmony Relationship」

Enhance Harmony Relationship between Patients and Nursing Team, and among Nursing Colleagues

Personal Name Badge

Morning Greeting

We Love We Care Board in ward

Six Strategies of Promoting Harmony



# Miles Stone



Promote Happy Staff with Job Satisfaction  
樂 — 樂於召命 · Proud to be a Nursing Team Member  
樂 — 敬業樂業 · Respect our Job  
樂 — 樂在其中 · Happy to Work



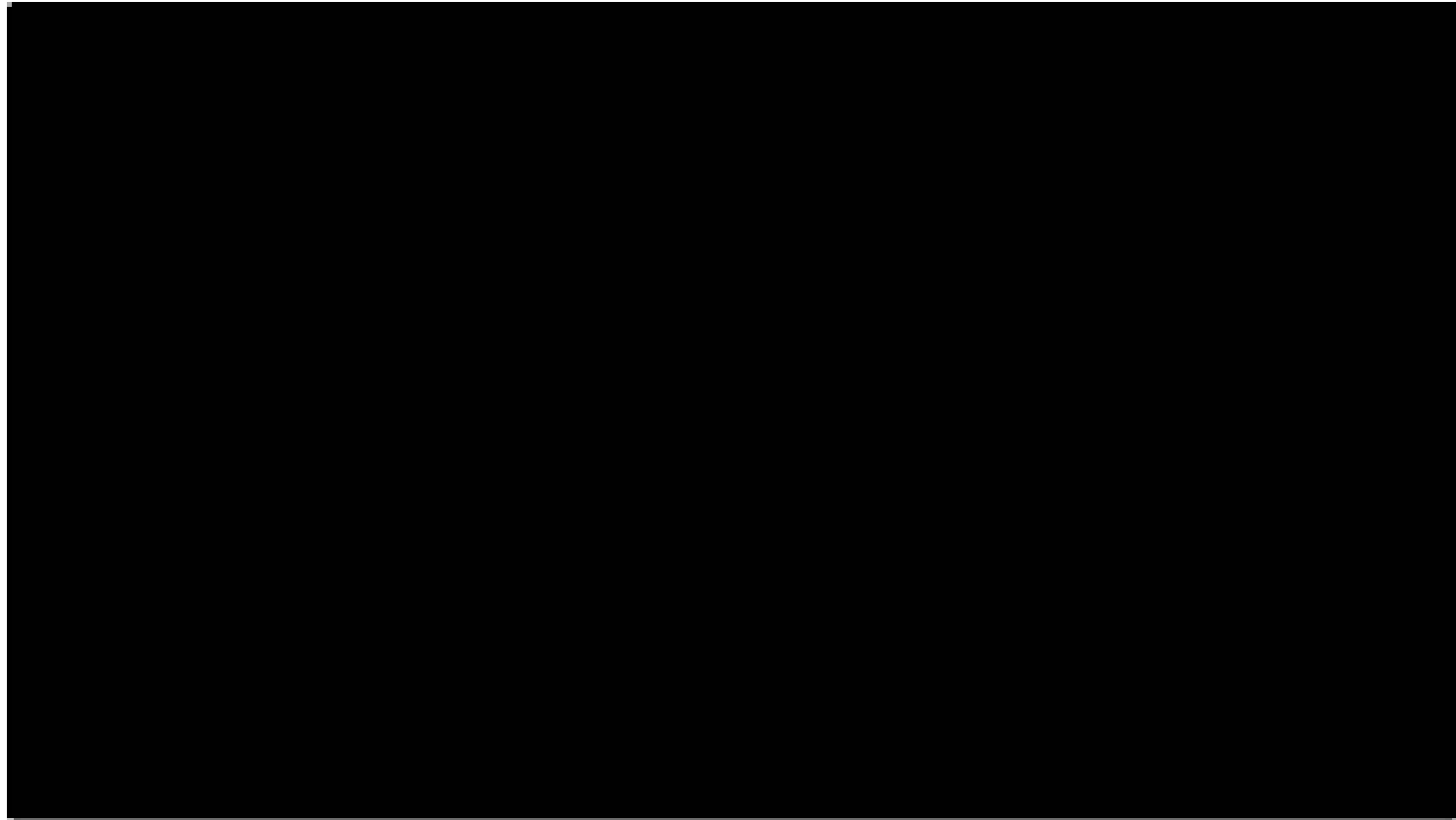
# Video - Our Journey

2010 - 2013 Video show



# Video - Our Journey

2013 – 2015 Video show





# Outcome

- A staff satisfaction survey was conducted in 2013 & 2015
- Pre and post response rates were 59% and 57% respectively.  
(Number of return: 0)
- Although there was a decrease in staff attrition rate from 2010 to 2014, it was still significant.

**Decreased  
Staff Attrition Rate by  
2.8 %  
(2010: 9.6%; 2014: 6.8%)**



# Recognition and Achievement

- 2012 - PYNEH Most Appreciated Team Award
- 2014 - HKEC Outstanding Team Award
- 2014 - the Campaign was rolled out to HKEC
  - Appreciation Campaign “賞悅運動”



# Our Big Family



**Thank you**

