

Innovative rugby recruitment pays off



THINK BIG: Waikato DHB's recruitment advertising was displayed on the Waikato Stadium grounds during two Super 14 games earlier this season.

AN INNOVATIVE approach to job recruitment which involved painting a giant job advertisement on the field at Waikato Stadium during two Chiefs Super 14 rugby matches, paid off for Waikato District Health Board last month.

Hits to www.waikatodhb.govt.nz rocketed up following the matches and in March were up 23 per cent on the previous month with the vacancies page accounting for nearly a third of all hits.

Media and communications director

Mary Anne Gill, who conceived and designed the advertising on the field, said the campaign was a success.

"We wanted health professionals to look at our website and see the benefits of working for Waikato DHB and living in the Waikato," she said.

"It paid off. We've analysed which pages they visited and which country and region they are from."

The campaign ran after the DHB's website designer changed its focus from a

patient focus to a job hunter one.

"Monitoring before that showed that 80 to 85 per cent of the people visiting our site did so to look at job or career options at Waikato DHB.

"We retained the patient information pages boosting the number of pictures and campus maps for ease of use."

The front page now says: Work. Life. Balance. Get it in Waikato."

One of the more recent innovations – a photo library launched in December – gets

more than 2000 hits a month suggesting visitors want to see what the DHB and Waikato have to offer visually.

"Our website is still very much a 'work in progress' and visitors will see a number of other changes in the following months particularly in the career side," said Mrs Gill.

"There's never been a better time to consider health as a career and we want our website to reflect that to young New Zealanders."

Transfusing art into the hospital community

INFLUENCING the lives of others for the better is part of what being an artist is all about.

Hamilton Boys' High School students have had that experience after donating their artwork to Waikato Hospital since 2004, but this year, wanted to extend the opportunity to all secondary schools within the Waikato District Health Board region.

Named 'Transfusion', a joint Boys' High and Waikato DHB competition will see year 12 and 13 art students donate their paintings to Waikato Hospital as well as Health Waikato's rural hospitals for patient, visitor and staff viewing pleasure this year.

"By donating artwork to the hospital, young artists can be assured of public appreciation of their work," said Hamilton Boys' High School head of art James Sutherland.

Mr Sutherland came up with the idea of getting his students to donate their work to Waikato Hospital five years ago, when his son was born there.

"I thought the hospital needed some colour and life, so approached Non-Clinical Services manager Brenda Peters about having some of my senior students do some work.

"Since then it has been a bit of a tradition at the school, and we are keen to encourage a culture of service to the community.

"For us, it is a great way to give something positive, tangible and lasting to society, and I feel a great sense of pride when I walk through the corridors of the hospital and see the works done by the students."

Works from the now Waikato-wide competition will be displayed at the Waikato Museum of Art and History from Friday, 3 July and Monday, 3 August, after which they will be used throughout all Health Waikato hospitals.

Entries to the competition must be sent to Boys' High by Friday, 5 June.

Visit the 'What's Happening?' section on the front page of Waikato DHB's website www.waikatodhb.govt.nz for more information and the competition's full terms and conditions.



TRANSFUSING WORKS: Year 13 students Letitia West of Sacred Heart and Bram Jacobsen of Hamilton Boys' High School are the faces of 'Transfusion' art competition.

On duty all hours at Waikato Hospital

A VISITOR to Waikato Hospital made the observation that Waikato Hospital is its own community on the hill and within it, there are pockets of little communities going about their duties largely unheralded.

Over the next few months we want to profile as many of Waikato Hospital staff as possible and find out about the other people who work out in our rural hospitals or in the communities.

With a staff of more than 5500, it could take us awhile to do.

We'll start with the duty managers at Waikato Hospital.

What do they do?

They provide 24-hour coverage of the hospital including central bed management processes, staffing, campus management and escalation of emergency processes.

Part of their work involves closely monitoring patient numbers in Emergency Department and when the department is overloaded, they assist with staffing needs, help move patients and request additional medical staff if needed.

They also keep in touch with other hospitals to prioritise transfers both ways, monitor the care of the dead policy, deal with police, funeral directors, patient complaints, media liaison, accommodation, organise after hours callouts for anything needing immediate repair such as lifts, electrical items electronic equipment, electronic door and monitoring equipment, glass and locks.

They respond to all emergencies, internal and external and escalate as appropriate.

Phew!! and on top of that they need to have a good working knowledge of Waikato DHB policies and procedures, great organisational skills, enjoy being part of a team, love dealing with difficult (and friendly) people, have initiative, stamina, broad shoulders and of course handle stress as if it's part of everyday working life, which it is in their cases.

Appeal to return unused hospital equipment

Waikato Hospital lends out numerous pieces of equipment to aid patient recovery on a daily basis – and is happy to do so.

It's when people do not return the equipment and departments have slim pickings that people miss out.

Waikato Hospital Occupational Therapy and Physiotherapy departments currently face this situation.

We have hardly any rehabilitation equipment left because previous patients are not returning it, says Occupational Therapy team leader Linda Shaw.

"We only have one shower stool, one over-toilet frame, and three wheelchairs left to issue to people being discharged from hospital at the moment.

"We've been making urgent orders to the suppliers which arrive relatively quickly, but we know that as soon as it gets here, we will have to issue it out again straight away because this sort of equipment is in high demand."

She said the cost of providing equipment such as wheelchairs, shower stools, walking frames, crutches and pregnancy support belts is high.

"Especially when we are constantly ordering new equipment because it hasn't been returned, or comes back broken."

Mrs Shaw said the cost of replacing a wheelchair was \$1200, walking frames cost a minimum of \$200 and a shower stool is \$104 bought new.

"All our equipment is labelled with stickers that identify them as property

of Waikato Hospital, but we continue to see them at garage sales and refuse stations."

Mrs Shaw and Physiotherapy team leader Kylie Parker are appealing to people who are no longer using Waikato Hospital issued equipment to return it urgently.

"A lack of equipment may delay other patients being discharged or mean that people will be sent home without the support they need."

Mrs Shaw said people could return equipment to the Acute Occupational Therapy department on level one of the Waiora Waikato Centre, Waikato Hospital or the Community Health Store.

Staff can also collect equipment. Please phone (07) 839 8975 to arrange collection.



ON DUTY: Back row: Judi Oliver, Raewyn Wilson, Maria Roberts, Len Knight. Front row: Fiona Platje, Jean Tabrum, Brenda McNamara.