

The benefits of surfing the top of the wave NZNO style

View the primary health care cardio wave ride thus far ...

How do we build shoulder, leg and back strength and stabilise our core to ensure we remain champions?

Chris Wilson, Industrial Advisor PHC Sector

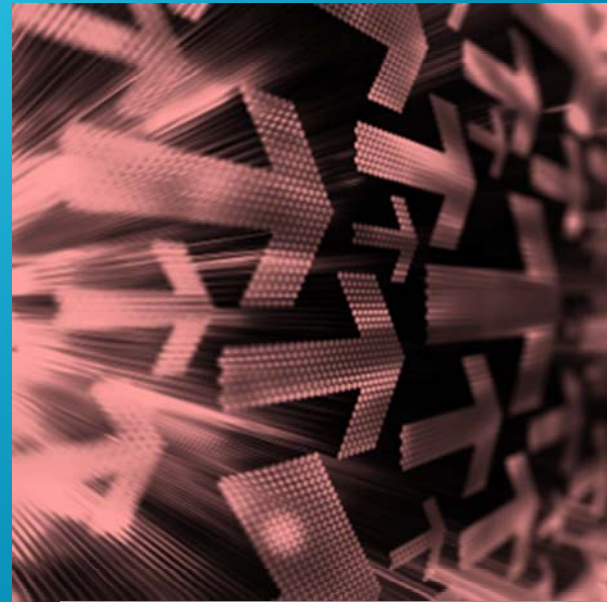
Angela Clark, Professional Nursing Advisor




It's great cardio


Overview of PHC Activities

- Submitting on and influencing change
- PHC MECA and Te Rau Kōkiri MECA
- Collective Agreements
- Advanced member leadership



Stabilise Your Core





NEW ZEALAND
NURSES
ORGANISATION

EMPLOYMENT
POSITION STATEMENT

Evolving Primary Health Care Services

Better, Sooner, More Convenient Primary Health Care is the current Government's initiative to deliver a more personalised primary health care system. It is changing the way New Zealand has traditionally delivered primary health care. NZNO acknowledges that change can be positive, enabling new initiatives and the development of new services. NZNO will continue to advocate for universal and equitable access to primary health care for all New Zealanders.

NZNO supports the development of new models in the delivery of primary health care services under the following conditions:

1. There is a regional approach to safe, quality primary health care services (this includes those services delivered by Māori and Iwi providers.)
2. All staff, both clinical and administrative, have the opportunity to assist in the development of options and proposals
3. Nursing positions are included in clinical governance structures, with opportunities to extend, enhance and develop nursing practice
4. Extensive and timely consultation is undertaken with staff, unions, Tangata Whenua and communities
5. There is a sound economic and human resourcing rationale for the proposals
6. An impact analysis is presented with all consultation documents
7. There is a clear strategy to redirect financial savings into clinical service delivery
8. Integration of public services does not increase the cost to the client or the taxpayer
9. Integration of public services does not lessen conditions of employment or compromise clinical leadership and professional support structures for staff
10. Services to clients, Māori, high needs populations and the community will be enhanced and equitable
11. Staff and clients experience minimum disruption and public safety is not compromised

Attention is drawn also to the NZ College of Primary Health Care Nurses Practice Position Statement: "Maximising the Nursing Contribution to Positive Health Outcomes for the New Zealand Population" located on the NZNO website at:

<http://www.nzno.org.nz/Portals/0/Maximising%20the%20Nursing%20Contribution%20to%20Positive%20Health%20Outcomes%20for%20the%20New%20Zealand%20Population.pdf>

NZNO Employment Position Statement:
Evolving Primary Health Care Services
New Zealand Nurses Organisation PO Box 2128, Wellington 6140. www.nzno.org.nz
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Stabilise Your Core

care  The right levels of staffing and the right mix of skill and experience are required to care for every patient.	workplace culture  Building positive and healthy relationships with employers and colleagues will improve workplace culture.	quality & safety  Quality and safe care is important – excellent care is always the top priority.
leadership  Everyone has the ability to lead – and staff should be encouraged to take roles of authority and to use the full authority of their role.	it's elementary! <h2>healthy workplaces</h2> <p>are achievable with the seven steps to success</p>	
skill  Extending knowledge will improve patient care. Support is required for staff to get the knowledge and skills needed.	team  Good patient outcomes rely on a whole team. Planning together as a team will achieve better results.	working tools  A safe environment and the right technology are important. Staff need to be involved in decisions about what's needed and where.



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Healthy workplaces

ACHIEVING HEALTHY WORKPLACES IN THE PRIMARY HEALTH CARE SECTOR






Build Shoulder and Back Strength

PHC New Graduate Project

- **Organiser / Professional Nursing Advisor meet with 3rd year students and NETP**
- **Develop a “Tool Kit”**
- **Promote early support through Membership Support Centre**
- **Raise issues with DON and CNO**



Build Shoulder and Back Strength

PHC Senior Nurse Project

- DHB Senior Nurse titles and role descriptors
- Factors that are used to evaluate roles
- Sample Job Descriptions
- Key points for reviewing your job description
- Pay comparison information



Increase Leg Strength

- 10+ member workplaces
- PHC delegate training
- National Delegate Committee





...the Adrenaline Rush of the Wave



MAKING THE
DIFFERENCE
IN HEALTHCARE

<http://www.nurses.org.nz/>



Problem identification

Members have identified two issues on which action is required:

- Publicly promote the value of nursing and nurses, and
- Elevate the professional association profile of NZNO.

The contribution of nursing and the value that it adds continues to be largely unrecognised and when tough choices or decisions are made about health system change frequently nursing becomes the first target and the nursing voice is unheard by those in power



Campaign purpose

The primary purpose of this campaign is to reinforce professional pride, promote nursing, raising its profile and image publicly. In addressing this goal, a secondary benefit will be that the professional association profile of NZNO will be lifted also.



Activities so far....

- Project team established
- Market research focus groups
- Campaign slogan and branding developed
- Resource development
- Leader identification, development, activation
- Member awareness & involvement





And.....

- Professionalism research
- Website development
- YNY Awards
- Member engagement
 - Staff buy-in
 - Member champions
 - Member engagement



Next phase...

- Media engagement
- Social media involvement
- Advertisements in media

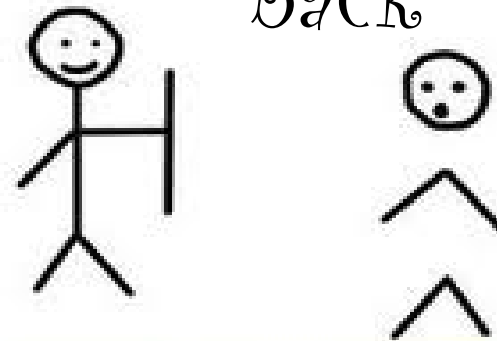


Role of the campaign champions

The campaign champion is the key member leadership role within the campaign. This role will promote the professional image of nursing and

- work with NZNO's wider membership to raise awareness of the campaign and foster its aims; and
- will raise the visibility and professionalism of nursing in the public domain.

*We've got your
back*



What we need from you

Support for the project – member engagement and promotion of -



Website: www.nurses.org.nz

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