After nearly two months of preparation, Norfolk General Hospital began the production of a Nursing Radio Recruitment Campaign on Thursday May 2nd. The purpose of the campaign is to attract more qualified nurses to Norfolk General Hospital. In a time of global nursing shortages, recruitment and retention has become an increasingly demanding challenge in Ontario, especially for those hospitals located in rural communities. Funding cuts, working conditions, an aging workforce, higher educational criteria, declining enrollment, advanced technology and higher acuity of patients in hospitals, have all been contributing factors in the growing shortage. It is predicted that by the year 2011 Canada will have a short fall of 78,000 nurses. The Radio Recruitment Campaign is meant as a creative approach to reaching out to potential candidates. It includes partnering with four local radio stations broadcasting 30 seconds radio announcements featuring 6 NGH Nurses. May 12th-June 8th advertisements will air on CD 98.9FM, Simcoe. May 19th through to June 13th you can hear our talented nurses on Easy 101 and Country 107.3 FM Tillsonburg. To anchor our 4 week Radio Recruitment Campaign, Norfolk General Hospital will run a 30 second advertisements on FM 92.1 CKPC Brantford from May 26th to June 20th.

In addition to radio and print advertisements, the hospital will feature a banner web advertisement on the CD 98.9FM website that will function as a direct link to our Available Nursing Position section at WWW.NGH.ON.CA. WWW.CD989.COM receives approximately 40,000 visits per month. It is one of the most visited websites in Norfolk County.

More pictures on page 4
The outdoor construction season has arrived at Norfolk General Hospital. On April 21st, the replacement of the A Wing roof began. It’s been approximately 25 years since the roof has been resurfaced, a job that involves the removal of fiber glass insulation, loose gravel and 4 ply tar. In the process an air handler unit that was dedicated to the accounting office has been removed with the current supply being directed from the corridor system.

The new roofing system is ‘cold applied’. It does not require the use of torches, tar kettles are avoided when possible. The smell is virtually non-existent.

This work by Flynn Roofing, involved the temporary elimination of a section of the Emergency laneway parking adjacent to the Administration and Accounting offices. Contractor trucks and equipment were parked in this area for the duration of the project, which was anticipated to be 4 to 6 weeks. A material staging area had been set up just outside of the Physicians’ entrance door and ladder access to the roof will be set up in this same area.

All staff is asked to be extra cautious in areas of new construction.

Blue Star Ford Lincoln, in Simcoe hosted a 2 Day Charity Test Drive Event on Friday April 25th, and Saturday April 26th. An amount of $10.00 was donated to a registered charity for each test drive.

19 local charities including the Norfolk General Hospital Foundation registered for this first time event. General Sales Manager Kyle Kowtaluk says they will definitely host this event again following this years success. Just under 150 participants took part, including Communications Development Officer, Jason Harnett, shown in a white convertible Ford Mustang.

www.bluestarford.com
On Wednesday April 30th the Annual Meeting of the Volunteer Association to the Norfolk General Hospital and The Norfolk Hospital Nursing Home was held at the Army, Navy and Air Force Club in Simcoe. The night was a celebration of volunteerism and dedication to our Hospital and Nursing Home. After a delicious full course turkey dinner, Sherri Schira-Ladosz, Director of Volunteers at NGH and Linda Novinka, Past President NGH NHNH Volunteer Association, welcomed all those in attendance and introduced special guests and dignitaries. Awards were presented to Volunteers who have dedicated their time and energy to NGH and NHNH. The Hour and Service Pins were the first awards to be handed out, Outstanding Service Pins, presentation of Local Life Memberships and acknowledgment of Provincial Life Recipients, followed.

It was also an evening to bid farewell to former Volunteer Association President, Linda Novinka and welcome the incoming President, Betty Brooks. "It's a combination of happy and sad," said Novinka, who plans to step back, devote more time to her spouse and perhaps take a holiday. Linda says she learned a lot from the experience and made friends with many wonderful people. Newly named President, Betty Brooks will now take on a two year term for the Association. "Feel free to give me a dingle with concerns of our organization or for just a chat," said Brooks.

To view more pictures of the Volunteer Association Awards go to www.ngh.on.ca

There is a Chinese proverb that says: If you want happiness for an hour -- take a nap. If you want happiness for a day -- go fishing. If you want happiness for a month -- get married. If you want happiness for a year -- inherit a fortune. If you want happiness for a lifetime -- help someone else.

As your table favours reflect -- you are all stars. So take them home -- hang them in a window and let them shine -- just as you do each and every time you give of yourself!

Linda Novinka – Past President NGH NHNH Volunteer Association

Special Recognition
5000 Hour Service Pin
Betty Goode
Forty Year Service Pin
Dulcie Crane
Congratulations to all!

Betty Brooks looks ahead to the future challenges of the Volunteer Association as the newly elected President. Those challenges will included filling critical leadership roles in the organization and continuing to recruit new members. Although Brooks is a little nervous about this new endeavor, she is overall, very exited about filing the prestigious role as President and looks forward to the great opportunities ahead. Betty thanks her family for being so supportive and asks all Volunteers to feel comfortable in approaching her. "Have fun, enjoy what you are doing," says Brooks who shares a real passion for The Norfolk Hospital Nursing Home, a sector that she previously worked in. When asked what she gets out of Volunteering, Brooks responded, "joy, seeing Volunteers smiles."
Plans are well underway for the 19th Annual Norfolk General Hospital Foundation Golf Tournament. This year the tournament will be held on Tuesday July 22nd and Wednesday July 23rd at the Norfolk Golf and Country Club in Simcoe. The two day event will help raise funds for the Norfolk General Hospital Foundations general equipment fund. It also meant to provide a great game of golf, camaraderie and bring community awareness to our hospital.

In the past, this tournament has been supported by many local and regional businesses that maintain a dedicated relationship with the Norfolk General Hospital Foundation.

Our many thanks go out to all the committee members and volunteers who continue to dedicate their time to the success of this annual tradition.

If you would like more information about the 19th Annual Norfolk General Hospital Foundation Golf Tournament, please visit our website.

www.ngh.on.ca

*If there’s a story in your department, please let us know*
“You can call me Len, or better yet, Grandpa.” Grandpa it was, and off the tour began. Four outnumbered boys marched alongside sixteen girls from the Grade One Class at St. Cecilia’s in Port Dover. “They’ve been very excited about coming to the hospital,” said Mrs. Burtch, a teacher chaperone with the group.

First stop, the Kitchen. “There’s some pretty hot items in here, so please put your hands at your side ladies,” said Grandpa, as the class had been divided into two sets. Our group, all girls! In the Kitchen, the dishwasher was a very popular item. “Over 700 meals a day are prepared in this kitchen,” stated Grandpa.

The tray line was next and then onto the giant walk in refrigerators. The children got their first peek at some of the frozen treats stored at the hospital, yummy! During the tour, Grandpa took every opportunity to educate and interact with the group. The kids were very enthusiastic about answering his questions and sharing their stories in return.

At the Gym, the students were greeted by Patti Bruder, an Occupational Therapist at NGH. “What do we do in a Gym?” asked Patti. The class gave some excellent answers, including exercising and lifting weights. Patti let the class know that in the Gym Therapy/Rehab Department, they also help patients learn to walk again. It was time to try out some of the equipment for themselves. The girls took turns hopping down the bars on one foot, next they got the opportunity to try out a pair of crutches, walkers, and canes. “We’ve got some natural crutch walkers here,” said Grandpa. The group thanked Patti as she handed out Disney stickers to the students for being great participants.

In the Obstetric Unit, a proud father displayed his new baby girl. The group of girls quickly swarmed the new dad and his prize possession. “She’s so cute,” the girls said.

Surgical Daycare was next on the tour. “We’re going to meet my favorite Nurse Kathy,” said Grandpa. Nurse Kathy explained that this was the spot you would come with your Mom and Dad and perhaps have your tonsils taken out. “You get to wear some wonderful pajamas and a beautiful hat while you’re here,” said Kathy. The Doctors and Nurses wear masks to prevent the spread of germs. To put someone asleep during surgery, patients are given special masks and intravenous, explained Nurse Kathy. The masks come in different flavors: cherry, strawberry and bubble gum for kids. “How many popsicles do you get?” asked one of the students. “As many as you want,” responded Nurse Kathy, who added that you can’t go to school for a week or make your bed! That went over quite well with the kids.

In the Emergency Room (ER), Len explained registration and showed the group the Triage. “It’s a French word, meaning that we take care of the sickest patients first.” Open sesame,” said Grandpa as a sliding door opened for a quick peek of the Ambulance Bay. “Do we have any Doctors or Nurses in the group?” asked Len, “We need lots of them!”

The next stop was the Gym, but first the students had to travel to the elevator and up to the 4th floor. For some, this was the first experience travelling on a lift. A Gym in a hospital “Sweet,” said one little girl. The children were fascinated about the smallest of details. “When you have a broken leg, what do you need to help you walk?” asked Grandpa Len, the hands shot up in the air. “Me, me, me,” whispered the anxiously awaiting students who easily guessed, crutches. “That’s correct,” said Grandpa, “you’re a smart group.” The stories started to roll again, “My brother fell of his skateboard once and had to come to hospital,” said one little girl. “Accidents happen,” explained Len. “The hospital is here to help.”

“One more stop and then its juice and cookies for good kids,” said Grandpa. “This is the best stop of the tour in my opinion.” The X-Ray Department was a lot of fun and educational. The students got to meet George the Skeleton, watch a fellow classmate propped up on the X-Ray machine, check out real X-Rays and meet Rosie the Doll, who gave the class a better understanding of breaks and stitches? The kids were very curious about George the Skeleton. Is he real? How did you get his skin off? When did he die? Where’s the food in his stomach? Is he laughing? Can we see Mrs. George? Grandpa took on the challenging questions and asked if anyone wanted to touch George, assuring them there’s nothing to be scared of.”

The staff has been wonderful with our tour groups,” said Len Lasko. “Rosie the Doll has been an excellent addition, the kids are very interested to see her and learn more about fractures, casting and stitches.” Lasko expressed his appreciation to Steve Egan, Director of Diagnostic Imaging, who has been instrumental in teaching volunteers the basics of the X-Ray Department. “It makes us better informed tour guides,” said Lasko. Having grandchildren of his own, you can easily see that Len is very comfortable around the children and enjoys talking with them and answering all of their sometimes unique questions. “We don’t want kids to be afraid of hospitals” said Len, adding that there’s a certain stigma that gets attached, and this is a great opportunity to get kids comfortable with a hospital setting. “Overall the kids have been very curious and enthusiastic. We like to encourage them by saying how great they are, and it works!”

Len Lasko is the Co-Chair of the Volunteer Grade One tours and has been involved with the program the last 3 years.

This year, Norfolk General Hospital welcomed over 500 Grade One students.
NGH Honours Nursing Excellence

As part of National Nursing Week, Norfolk General Hospital honoured its own on Thursday May 15th during the Nursing Excellence Awards. These awards are presented to one Registered Nurse (RN) and one Registered Practical Nurse (RPN). Nurses who were selected by their peers have displayed a real passion for their profession, they have went above and beyond, embraced change, promoted excellence in the workplace, communicated effectively and inspired those around them.

The RN Nursing Excellence recipient this year is Betty Carpenter, a 23 year employee at Norfolk General Hospital and a nurse for nearly 40 years in total spending 15 years of her career at West Haldimand General Hospital in Hagersville. Betty is a well respected, appreciated member of the team at NGH; she routinely goes above and beyond to help others around her. Betty is well experienced and always willing to share her knowledge with fellow colleagues including her niece Melissa Carpenter, a fellow RN at NGH. Congratulations for this achievement Betty!

Leslie Forrest is this years RPN Nursing Excellence Award recipient. Leslie is a great example of an RPN. She is a nurse who cares about every patient and colleague; she is always looking on the bright side, a problem solver who wears a smile all day. Leslie is kind, courteous and professional, she works very hard to excel in her profession and is a terrific mother to her family. Leslie has been an employee with Norfolk General Hospital for 35 years. Congratulations for this achievement Leslie!

Nursing Week at NGH

Norfolk General Hospital (NGH) and The Norfolk Hospital Nursing Home (NHNH) celebrated National Nursing Week May 12th to May 18th. Over 200 Full-time and Part-time Registered Nurses and Registered Practical Nurses are employed at NGH and NHNH. National Nursing Week is an opportunity to celebrate a profession that makes enormous contributions to our health system and to the lives of Canadians every day.

At Norfolk General Hospital activities were scheduled throughout the week to coincide with the recognition of our nurses. Some of these events included a special breakfast, Wellness Fair, Wine and Cheese with Comedian speaker Meg Soper, and the Presentation of The Norfolk General Hospital Excellence Awards. In addition to the week’s activities, The Norfolk General Hospital and Nursing Home accepted donations for the Norfolk Women’s shelter.

Frank Paylor

For More Pictures of Nursing Week Visit WWW.NGH.ON.CA
Nurses Week Celebrations

This year The Norfolk Hospital Nursing Home Staff got the opportunity to celebrate and be celebrated during National Nursing Week 2008. Staff were treated to goodie bags supplied by Roulstons, RT Services, 3M, DEB Canada and SCA. These were enjoyed by everyone.

The Residents Council of NHNH sponsored a BBQ Lunch with Bill Lewis and Tom Thomson acting as Master Chefs.

Under the direction of Carrie Spicer and JoAnn Stephan, a variety of fun events were planned over the week. These included a candy pail guess, a colouring contest for children and grandchildren of staff, a staff trivia challenge, match the house to the staff member contest and an opportunities to make bead bracelets to share. Residents also got involved in the hat day celebration and paraded the halls for all to enjoy. The ultimate survivor pool returned this year and was set up with elimination draws on each shift for the entire week. Prizes were donated by Silver Cross, Hill Rom and other suppliers.

The administration team of NHNH treated staff to coffee breaks during the week with a buffet of goodies for all to enjoy.

It was great to see the bonding and smiles that occurred during this special week of recognition. Staff got an opportunity to learn a little bit more about each other and share our friendships as a team. Way to go NHNH.

Volunteer Association Annual Raffle

Volunteer Fundraising Coordinator, Jane Miller, showcases the prizes featured for this year’s Annual Treasure Mart draw. The prizes will be drawn November 15th, at The Aud in Simcoe. Tickets are $2.00 each or 3 for $5.00. Third prize is a handcrafted framed and etched mirror (24” X 30”) donated by Mr. Rudy Arsenov (Value $150). Second prize is a Queen sized Handmade Quilt, compliments of the Volunteer group (Value $800). The grand prize is a solid Oak China Cabinet with beveled glass, donated by Mr. Rudy Arsenov, valued at approximately $1,500. Get your tickets today from any Volunteer.
Comedian and professional speaker Meg Soper entertained Norfolk General Hospital on Thursday May 15th as part of the National Nursing Week celebrations. Meg stressed the importance of having a sense of humour working in health care, "You need it to survive", said Soper.

Meg is an expert on the subject of striking balance within our hectic lives. Over the past two decades she’s worked as a health professional, become one of Canada’s foremost stand-up comedians, and raised a family.

The Oakville Registered Nurse has appeared as a feature performer at events across North America, and has shared the stage with such celebrities as Ray Romano and Ellen DeGeneres. She has appeared on the CBC Television Network, Women’s Television Network and Prime TV, as well as being featured in many radio programs and comedy festivals. Meg has a tremendous ability to connect with her audience and take every event to a higher level.

"It's the patients who keep me grounded; they find humour in the weirdest places. I had a patient ask me why they didn't have cancer of the fat; wouldn't that be great if they could take all of that out?"

The descriptive personalities of some of the characters we work with; including the Drill sergeant, Miss Congeniality, the Wheeler and Dealer, (knows the schedule like the back of their hand.) The Sire (carrying the weight of the world on their shoulders,) Chatty Cathy, (transmit only, get her started and let her go.) The Uni-clerk (nothing phases them, unless you sit in their chair) and finally the, One year till retirement.

"Keep doing what you're doing; celebrate the people who make you laugh."

Meg Soper

"If you can survive it, you can laugh at it."

Meg Soper

Excerpts
Do you ever call someone praying that you'll reach their answering machine? When will you be out, I'll try you back then?
Everybody say this together with a big smile on your face "I am so angry right now." Isn't that a great way to shoot negative thoughts out of your head?

Meg Soper

"Laughter the Best Medicine, Motivational-Comedian Dazzles NGH"
EMERGENCY PREPAREDNESS WEEK @ NGH

This year ‘Emergency Preparedness Week’ was held May 5th to May 11th.

On Friday May 9th, two Fire Extinguisher Training sessions were held at Norfolk General Hospital by Maintenance employee, Dan Wardell. Dan has overseen the sessions for the past few years at the hospital and is no stranger to firefighting. He previously served on the Simcoe Fire Department for 13 years.

What better way to acknowledge Emergency Preparedness week than by participating in training that can benefit you in both your home and work life.

In Dan’s hands on training sessions, participants are taught the various classifications of Fire Extinguishers. ABC and D.

A– Ordinary Combustibles

B– Flammable Liquids

C– Energized Electrical

D– Flammable Metals

Wardell also shows participants what to look for on an extinguisher. Making sure your tip is clear, the gage is reading in the green area, the pull pin is in place and the extinguisher has occasionally been shaken (a good practice to apply.)

PASS, represents the steps that should be taken when a fire extinguisher is needed:

P– Pull pin

A– Aim at the base of the fire

S– Squeeze trigger

S– Sweep base of the fire in a back and forth motion

Following these steps, back away from the fire.

This year, 19 participants took part in the training sessions. "It's good to have someone from each shift comfortable with a fire extinguisher," said Wardell. These sessions give hands on experience in a panic situation. By following these simple steps, a structure fire could be avoided and most importantly the loss of life."

Bak Pather is shown sweeping in a back and forth motion.

Bak Pather, Evelyn Dobler and Dan Wardell combine forces to extinguish a hot spot.

SIMCOE TAG DAY SUCCESS!

The Simcoe Branch of the Volunteer Association were out in full force on Friday May 2nd with their Annual Tag Day. This year funds will go towards hospital equipment. Following the day long canvassing at various locations throughout Simcoe, $4,300 was raised. "This is one of the best years to date," confirmed Sherri Schira-Ladosz, Director of Volunteers and Clergy, "only one year was higher in 2001, Volunteers raised $22 more."

Great work Volunteers!

Thank You for Your Support!

Volunteers Jane Hunter & Eva Smith at Roulstons
2008 Hygeia & Hollobon Award Winners—Halifax AHP Conference

Internal Newsletters
First Place
Spectrum–Kingston General Hospital, Kingston, ON
Second Place
The Echo–Rouge Valley Health System, Toronto, ON
Third Place
Employee Links–Bloorview Kids Rehab, Toronto, ON

Annual Reports
First Place
St. Joseph’s Health Care - London, ON
Second Place
London Health Sciences - London, ON
Third Place
BC Cancer Foundation–Vancouver, BC

Websites
First Place
www.cvh.on.ca-The Credit Valley Hospital, Mississauga, ON
Second Place
www.kingstonhospitalfoundation.ca Kingston Foundation, Kingston, ON
Third Place
www.rougevalley.ca/rvhsf - Rouge Valley Health System, Toronto, ON

The scenic shoreline of Halifax Nova Scotia, the site of the 2008 Association For Healthcare Philanthropy and Health Care Public Relations Association of Canada Conference.