



# The PHOnetic

For anyone interested in primary health

TPHO's Fortnightly Newsletter,  
Issue 21, 31 Oct 2007

## Hope is not a Strategic Plan E



"Strategic plan B: We chop down all the office plants and grow vegetables."

**It's taken Turanganui Primary Health Organisation two years and three drafts to finalise a Strategic Plan. Why bother, asks The PHOnetic. Aren't Strategic Planning meetings a waste of staff time, with resulting 50-page documents usually consigned to the recycling bin? Turanganui PHO CEO Keriana Brooking begs to differ.**

"Hope is not a strategic plan," says Chief Executive Keriana Brooking as she adds the final touches to Turanganui Primary Health Organisation's Strategic Plan for 2007-2010.

At nine pages long (four, if you count only the nitty gritty) Keriana believes the Strategic Plan and the process that went into it gives Turanganui PHO a systematic method for achieving its goals.

"Of course some people like to engage, and others don't, but maybe just even having the conversations at any level is what matters most."

The Strategic Plan was created by the PHO's board members over a period of weeks. Most discussions took place during monthly board meetings, and the final components were added at a dedicated Strategic Planning meeting in September.

Turanganui PHO's Board members are: Johan Peters, Ken McFarlane, Tracey Tangihaere, David Scott (chair), Pene Brown, Albie Stewart, Reweti Ropiha and John Macaskill-Smith.

Board Chair David Scott says providers and staff working within Turanganui PHO shouldn't think for one minute that the process was a talk-fest. "Each Board member was asked to do some homework, some research, on a specific area of health and make a presentation to the rest of us on where or why a system might be failing, and if necessary, what they wanted to do to improve it."

"While constrained with much of our spending, Turanganui PHO is now in a position where it has some untapped monies available and we need to prioritise its use. We have worked hard at establishment and consolidating the early programmes along with building a positive relationship with GPs. Now it's time for all the general practice and Turanga Health staff and our stakeholders to move forward with a shared vision. We should also never lose sight of the fact that responsibility for ones health also involves other providers such as pharmacies, physiotherapists, osteopaths etc."

David says a growing focus on best use of untapped funding is part of the reason the Turanganui PHO Board has created a Finance Audit and Risk Committee and contracted the services of financial advisor Chris Torrie from BDO Spicers, formerly McCullochs.

Keeping everyone on target during the strategic planning process fell to business facilitator Sheryl Smail of Pivotal Professional and Business Services.

Skilled outside facilitators like Sheryl bring objectivity and fresh ideas, says Keriana. "They stimulate discussion, are non-threatening and can ask the really tough questions that often don't get asked. Yes they cost money, but they also add experience to ensure that you have a successful planning process."

Keriana says Turanganui PHO will concentrate on turning the goals for 2007/2008 into a reality before focussing on the outlying two years. "There is no point looking too far ahead, going for the full Monty. Anyone who has been involved in monitoring the success of a strategic plan will know that life just ends up getting in the way".

Click here to read the [Turanganui PHO Strategic Plan 2007-2010](#). A 20-second overview is below.

### Turanganui Primary Health Organisation Strategic Plan 2007-2010.

Turanganui PHO's Strategic Plan has the following as 2007/08 key initiatives. Alongside each initiative is the vehicle for achievement.

- Reduce impact of chronic illness (HealthRight)



### Community News

This section of our newsletter is devoted to you and your projects. If you would like to advertise your event, seminar or meeting, email details to [The PHOnetic](#).

On 6 September 2007 the Unsolicited Electronic Messages Act 2007 came into force. We want to be sure you are happy to continue receiving our fortnightly newsletter The PHOnetic.

If you wish to continue receiving The PHOnetic you do not have to do anything.

If you do not wish to receive this newsletter, please click [here](#) and send an email requesting that you unsubscribe.

Alternatively you can request an addition to The PHOnetic's email distribution list.

**Let's Talk About Gout** with guest speakers Dr Tony Merriman and Dr Jade Hollis-Moffatt, Otago University. St Andrews Church Hall, Cobden St, Thursday 1 November, 5.30pm. To register please contact Cheryl 868 1060. In association with Arthritis New Zealand.

**Living with Cancer**, a programme for people living with cancer, their families and friends. Over six weeks, a series of workshops exploring issues and various ways of coping with and understanding cancer. Wednesdays, 31 October - 5 December, Cancer Society Rooms, 6.30pm. For more information contact Gisborne Cancer Society, 867 1795.

**Free Mobility Scooter Workshop**, 8 November, 10am-2pm at Holy Trinity Hall, light lunch provided. Topics covered include maintenance, care and accessories, safety, the law, funding, seating, and manoeuvring. Please call Jenny at LIFE Unlimited Disability Resource Centre on 863 2836 to register.

**Tairawhiti Healthcare Chaplaincy Association Inc**, Annual General Meeting, Gisborne Hospital Chapel, Tuesday 13 November, 2007, 7.30pm.

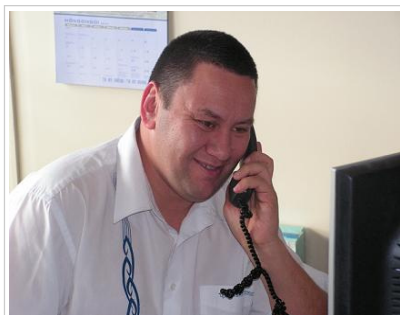
**Tairawhiti District Health Board Meeting**, Tuesday 20 November, 9am, Morris Adair Building, Gisborne Hospital.

**Hospital Advisory Committee TDH** Hospital Advisory Committee meeting, Monday 19 November, 1.15pm, Morris Adair Building, Gisborne Hospital.

- Integrate TPHO providers to improve access opportunities (improving referral pathways between general practice and Turanga Health)
- Reduce and prevent childhood obesity (Funding of Sport Gisborne's Healthy Kids Active Families programme)
- Review Western Rural Opportunities (Continue working with Tairāwhiti District Health on its process for ensuring ongoing free GP and nurse care in the Western Rural areas)
- Improve and maintain ongoing relationships and communication with key stakeholders (relevant meetings, The PHOnetic, other publications including the TPHO website, strategies for communicating HealthRight, media engagement)
- Design and implement quality frameworks and process for TPHO and TPHO providers (Quality Plan 11, Performance Management Programme, PHO certification, HealthRight, Performance Appraisals, establishing a qualitative PHO feedback process)
- Implement annual PHO performance review
- Long term capability planning (emphasising scenario planning and TPHO core functions).

**Community and Public Health Advisory Committee/Disability Support Advisory Committee** Tuesday, 27 November, 1pm, Morris Adair Building, Gisborne Hospital. Visit [www.tdh.org.nz](http://www.tdh.org.nz) for all TDH meeting agendas.

## Tama Wins National Scholarship, TH



**Tama is Population Health Manager at Turanga Health**

Congratulations to Turanga Health Population Health Manager Dwayne (Tama) Tamatea on being awarded New Zealand Basketball Foundations's 2007 Keith Mair basketball coaching scholarship.

The scholarship honours outstanding contributors to basketball and is designed to expose up-and-coming coaches to international and professional-level basketball in New Zealand. The scholarship is named after former NZ Tall Black coach Keith Marr.

As part of the scholarship Tama is invited to attend Harvey Norman NZ Breakers training in the lead-up to an Australian NBL game. Tama will attend the Breakers training and observe the club's programme for four days prior to his nominated game.

Tama is the coach of the Turanga Health Rising Suns, and a former player. Under his coaching this year the Rising Suns reached third place in the National Second Division Finals - its best ever result.

"I can pick any home game I like so I'm tossing up between the Brisbane Bullets (defending champions) Melbourne Tigers or the Sydney Kings.

"As well as flights and accommodation I get supplied with BNZ gear and have access, as an observer to as many team activities as possible including the home game."

## City Medical Wins! GP, PN, PM

City Medical Centre is officially the most Active Practice following this year's Green Prescription Active Practice Challenge.

The Sport Gisborne Tairāwhiti challenge aims to encourage GPs, practice nurses and medical centre staff to take up the challenge of becoming more physically active.

Dr Stu Hockey won the title of Most Active GP. Most Active Support Staff was Marla Williams from Kaiti Medical Centre, and Most Active Practice Nurse was Diane McMillan from Puhī Kaiti.

Congratulations to everyone who took part.

## Photographer, Former Health Reporter joins The PHOnetic E

Former Gisborne Herald health reporter Clare Webber has joined the editorial staff at The PHOnetic and editor Hayley Redpath couldn't be more pleased.

"Most adult workers now spend more time reading news and information online than they do consuming traditional media such as TV, newspapers, radio and magazines."

With Clare's background in photojournalism, as well as her understanding of the local health sector, The PHOnetic is best placed to become certainly a better looking, but also better informed news portal, said Hayley.

"From an employer's point of view it's key that people have quick and easy access and don't waste time surfing around. I like to think that The PHOnetic goes some way to unite Turanganui PHO provider staff and keep them up to date with formal and informal news. Clare will certainly help that process."

Clare has a Bachelor of Education in health and physical education, and English, as well as a Bachelor of Arts in psychology. She has a Diploma in Professional Communications (photomedia).

Hailing from Cairns, 30-year-old Clare completed all her training in Australia. She was enticed to New Zealand with the help of Whangarei-born husband Jeremy Webber. Jeremy is a doctor working in Gisborne Hospital's Emergency Department although he has a future interest in working as a rural GP. The pair have been in Gisborne for 18 months and have a 10-month old daughter, Sophie.



**Clare Webber and Hayley Redpath**

Clare's first article for The PHOnetic is on the district's need to entice young GPs to train, remain in, or return to, Gisborne. The article will focus on two young GPs and will be published in the next edition of The PHOnetic.

Hayley, whose company Redpath Communications Ltd is contracted to produce The PHOnetic, asked that General Practice and Turanga Health staff welcome Clare when she gets in touch.

## Snapped, Twice! E

Turanganui Primary Health Organisation Clinical Coordinator Shirley Keown was caught speeding twice this month...on the same day by the same speed camera!

Lesson learned, she says!

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