

# Media Relations

Prepared by: **Bianca Turai**  
Public Affairs Advisor  
Ministry of Health

May 2014

# A little about us

- Advisory role to:
  - MoH departments
  - Minister's Offices and
  - LHD's/Pillars
- Proactive and reactive media and issues management

# WoHP in the media

- Since February 2014 there has been 42 mentions of WoHP in various media
- Not a household name – YET

## Four-hour turnover aim for ED patients

**SAM NORRIS**  
 Maitland Hospital will join the Whole of Hospital program which aims to improve patient flow. But Opposition Leader John Robertson said the program would not mask budget cuts the government had made. The program trialled elsewhere last year aims to either admit

Mrs Skinner said, "I am very pleased with the performance boost for hospitals which participated in 2013 – and delighted to announce Maitland Hospital will join the program." Mr Robertson seized on Bureau of Health Information fig-

CANTERBURY-BANKSTOWN

## Speedier hospitals

**SHORTER EMERGENCY TIMES**

Adam Vidler

TREATMENT times for emergency patients shortened at Canterbury and Bankstown-Lidcombe hospitals during 2013. erage. Bureau figures show people awaiting urgent elective surgery had to wait an average of 13 days in the October-December 2013 aver-

## Hospital performance there's good news and there's bad news

By ROBERT CRAWFORD

SHOALHAVEN District Hospital received a mixed report card for the last three months of 2013. Bureau of Health Information statistics from October to December showed there had been an increase in treatment times for

There was better news on the elective surgery front with 100 per cent of urgent and non-urgent cases treated on time, while semi-urgent cases fell just short of the mark at 99 per cent. On average urgent patients waited 11 days for elective surgery. 64

"Our ED times were among the bottom few and we don't want to be there again." But she said the reduction in elective surgery waiting lists had been encouraging. \*Patients are receiving elective

## Hospital is getting better

THE emergency department at Port Macquarie Hospital is on the way up - literally.

The latest figures show a dramatic improvement in performance, with the number of people treated within four hours increased from 59.7 per cent in January 2013 to 68.1 per cent in December 2013 - an improvement of



Health

# Why promote WoHP in the media?

- To instill confidence in the public that we are working innovatively to provide the best possible health outcomes for our patients
- To fill space where a negative story could go
- To congratulate the hard working and dedicated staff who strive to make the program work

# WoHP in the media cont....

- Ministerial releases/ announcements
- In response to reports
- Proactive efforts by LHD and MoH media teams



**John Ajaka MLC**  
 Minister for Ageing  
 Minister for Disability Services  
 Minister for the Illawarra

---

## MEDIA RELEASE

---

Wednesday 30 April 2014

### **SHOALHAVEN HOSPITAL JOINS PRESTIGIOUS STATEWIDE PROGRAM**

Minister for the Illawarra John Ajaka, Member for South Coast Shelley Hancock and Member for Kiama Gareth Ward today joined staff at Shoalhaven Hospital to welcome its inclusion in the state's prestigious Whole of Hospital Program.

The NSW Government introduced the Whole of Hospital Program to 23 sites last year, including Wollongong Hospital, to enhance the flow of patients through emergency departments.

# Reports

- Australian Institute of Health and Welfare
- Bureau of Health Information
- National Health Performance Authority
- Australian Medical Association
- Auditor Generals

# Who's who in your zoo?

- Who is your LHD media manager?
- Do you have a relationship with them?
- No? - Well go introduce yourself – they want to hear from you and have many ideas on how to promote your efforts. Just as you are an expert in your field, your LHD media contacts are experts in theirs
- Yes? - Set up a regular meeting to share success stories and set up media opportunities