



Helen Mason

Healthy, thriving communities, Kia Momoho Te Hāpori Ōranga.



11 November 2016

Your Work Matters

In the 1960s President John F Kennedy visited NASA at Cape Canaveral and there's a fabled story about his exchange with a janitor during his visit.

"What do you do?" the President asked the man.

"Well, Mr President, I'm helping to put a man on the moon."

The janitor could see how what he was doing was contributing to NASA's larger goal. It illustrates the idea that a workforce motivated by a strong sense of higher purpose is essential to engagement.

Recently I've been thinking a lot about staff engagement. We often talk about spending a third of our lives at work. I think it's more like 50% if you sleep for eight hours (which hopefully most of us do!). So how do we ensure that our teams find joy in their work? What role does the concept of higher purpose play?



The evidence is that having a clearly defined sense of purpose is second only to pay and benefits in importance to employees. It ranks above job opportunities. In a recent survey two-thirds of people said a higher purpose motivates them to go the extra mile.

A couple of years ago accounting firm KPMG reviewed their purpose and defined their purpose statement as: "Inspire confidence. Empower change". They knew they needed this to be more than a nice new catchphrase. The employees needed to experience it themselves.

They started with a simple question: What do you do at KPMG? With the answers they then created posters to celebrate the difference their teams make on behalf of clients, communities and society.

They reframed their roles so that their teams could see themselves as members of a profession that helps millions of people. They encouraged everyone to share their stories. Their goal was to gather 10,000 stories by Thanks Giving (November 24). They met their goal by the 4th of July and by Thanks Giving had 42,000 stories. Once they were asked, their teams couldn't wait to share their stories.

In KPMG's annual partner survey, 90% reported that the higher purpose initiatives had increased people's pride in KPMG. Scores on an employee engagement survey rose to record levels as well.

This got me thinking about our work here at the BOPDHB and I asked some of my colleagues to think about their roles and how they would describe what they do. Here's Arthur Dominick's response to my question: What do you do at BOPDHB?:



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"The standard you walk past is the standard you accept."

Lieutenant General David Lindsay Morrison AO (born 1956), retired senior officer of the Australian Army, named 2016 Australian of the Year.

I'd encourage all of you to take the time to remember why you're really here, to reflect on how the work that you do each day, does in fact save lives, enables people to get well and ensures the resources we have are used to achieve the biggest health gain we can.

Your work matters to our patients, our clinical staff and our communities.

I'd also encourage you to take the opportunity to share your stories at the Creating our Culture sessions at the end of November.

Smoking on Campus

Our DHB is committed to healthy living and promoting this in the workplace and in the community. In previous newsletters, I've talked about my concern that some staff continue to breach BOPDHB policy in relation to smoking, where their uniforms and ID tags are clearly visible to the public. I am also concerned about the impact of this conduct in relation to bringing our DHB into disrepute.

Our Smokefree policy and protocol are clear on expectations. If these expectations aren't met, it is a breach of policy, which means employees can expect to be subject to our investigation and disciplinary policies.

The standards are:

- Smoking is not permitted in BOPDHB workplaces, vehicles or grounds (refer to policy 5.4.2 protocol 1 Smokefree - Facilities Standards).
- BOPDHB employees and contractors who smoke must:
 - leave the grounds to smoke (within allotted break period)
 - remove distinguishing identification badges and cover uniforms while smoking to:
 - protect colleagues and the public from contaminants
 - uphold positive role modelling of healthy behaviour
 - wash face and hands to remove tobacco smoke contaminants and odour prior to returning to work

If you are a smoker, please ensure that you're familiar with the policy and protocol, and that you follow them.

We provide options to employees to support their smoking cessation and access to nicotine replacement such as gum, patches, spray and any other reasonable support through Occupational Health Services.

All relevant policies are found in this link.

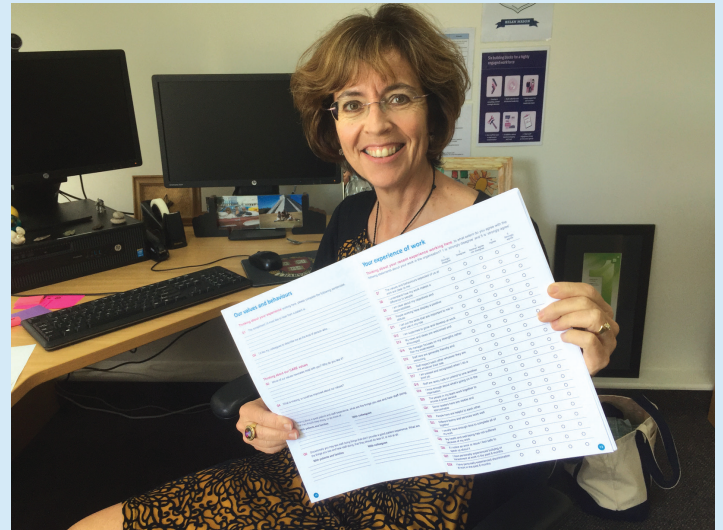
<http://docman/org/controlled/contdocs/5.4.2.pdf#search=smoke%20free>

Creating our Culture

Working on our staff engagement and culture is one of the Executive Team's strategic priorities and I urge you to engage and fully participate in the Creating our Culture programme.

We've introduced a new tab on the OnePlace front page for the Creating our Culture pages where you can complete a survey or book on the programme of events which will run from November 28 to December 2.

Ideally we would like every staff member to take part. It's our culture; we need to work with our colleagues, patients and whānau to create it.



"I've done my survey - have you?"