



Nursing, Education and
Health Promotion Services

The WONS Health Review

February 2009 Edition 18

Workplace / Community Education

Free education sessions on:

- Cervical Screening
- Breastscreening
- Women's Health

Clinics

- Mobile free cervical smear clinics.
Certain criteria applies
- Clinics in all Auckland areas

Courses

- **Free** 1 Day Immunisation
Information Course
- **Free** 1 hour PHO/GP Cervical
Screening Updates
- **Free** Cervical Screening
Information Course
- Women's Health Short Course
- Cervical Smeartaker Course
- Health Professional Updates

Elearning

- Cervical Screening Update **Online**
- Health Updates **Online**

New !

See www.wons.org.nz

For more information on any of the above
courses or for a copy of the

WONS Education 2009 pamphlet

please call 846 7886 ext 0 or

email admin@wons.org.nz

www.wons.org.nz

Whanau Ora Waka Ama



Waka Ama Have a Go' Day

*In association with the
'Onehunga Bay Festival'*

When: Saturday 28 March

Where: Onehunga Bay Reserve
Beachcroft Ave
Onehunga

Time: 10.00 am – 4.00 pm
Registration 10.00 am

Fund raising

**How you can help us work with
women in need:**

- Donation
- Grant
- www.fundraiseonline.co.nz
be a fundraiser at an event
for WONS and ask your
friends and family to
sponsor you!
(walk, run or sky dive for
WONS)
- Women's Health
Conference sponsorships
- Online auctions
product/service/donation/
Sponsorship
- Pamper hui
product/service/donation/
Sponsorship
- Professional expertise and
mentoring
- Product or service
- Buy a tee shirt
- Volunteers
- Organise an evening or
dinner party for WONS
- Gold coin "mufti day" at work

PINK MONTH

East Tamaki Healthcare's "Pink month" has proven to be a very effective PHO initiative to improve cervical and breast screening rates for high priority women. It was held from 1st of Nov to 30th Nov 2008, mainly to improve the health of women. Main emphasis were on issues related to sexual health, family planning, screening for gynecological cancers (i.e. cervical and breast cancers), education on healthy eating and healthy action, and upgrading patient information on daily records. In addition, Human Papiloma Virus (HPV) vaccinations were offered for those who are eligible.

Women attending pink checks in the month were also offered blood sugar screening, measurement of vital parameters (such as Height, Weight and BMI). All the women in the eligible age groups were encouraged to undertake the pink checks during the month and all those who participated were given a small gift as token of appreciation. In addition, a draw was run to select winners, for whom special gifts were given (i.e. car seats, weighing scales, first aid kits, hampers etc).

Outcomes:

- Total of 3802 pink checks were done in the month
- 818 cervical smears
- 474 mammogram referrals

Participation by ethnicity in the pink checks showed a good balance of ethnic communities covered by the ETHC population (47% Pacific, 15% Maori, 20% Indians & 19% others).

How we made a difference in the pink month:

1. Responsive environment (decorations to suite the occasion, warm/friendly reception etc.).

2. Marketing the concept to recipients and opportunistic approach.
3. Targeting the hard to reach population (Maori/Pacific).
4. Incentives to encourage participation (gifts to all).
5. Healthy competition between centers of ETHC.
6. Availability of trained staff to offer services (i.e. smear takers in all centers).
7. Individual champions and nurses taking the leadership.
8. Team approach and can-do attitude.
9. Constant monitoring and feed back on performance.



Congratulations to the East Tamaki Healthcare staff for a job well done.

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