



UNIQUE IDEA FOR FUNDRAISING

Northern Newsflash

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Morris and James Healing environment sponsor for North Shore Hospital

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**Totem feature @
Diabetes
Services**

2 In 2001 M&J joined the newly formed NSHF as one of its first major sponsors in a healing arts programme at North Shore Hospital.

3 Art in health is proven to make a significant positive impact on the recovery from illness. The NSHF has a long term project to create a wellness environment at the hospital. This is achieved through changing the environment and creating positive imagery through décor, art and nature.

M&J joined the programmes as its most enthusiastic sponsor. Anthony Morris, the founder of Morris & James agreed to allow his distinctive art form themes to be used as the main focus at North Shore Hospital. The partnership has seen a transformation in many parts of the hospital.

It is most evident when entering the main foyer, with M&J tile product branding the décor with exquisite hand made tiles reflecting the Waitemata District Health Board corporate values shown in tile art form. The tiles were reproduced from images created by Ailsa Reilly (10yrs old

A Healing Gardens project providing both internal and external garden courtyards and spaces feature a wide variety of M& J product from bird baths and bird feeders to beautiful terracotta oil jars.

Taking art in healing to a different level, the Radiology Department hosts a unique “diversionary” tile mural. This large tile wall mural provides a focus specifically for children visiting the X Ray Department. Often they are suffering recreational injury and are in discomfort. This specialised tile mural, designed by an M&J staff member allows children to be distracted with its bright tactile images, games and educational alpha &



numeric features. The mural also hosts the tiles depicting all the cities and coastal icons, which allow parents to story tell. The mural is also most admired by the adults waiting for X ray as well.

A tile mural project on the general floor areas encourages grateful hospital users to donate towards tiles to create large tile murals at the reception areas to the wards

The concept here is that, in place of chocolate and floral tributes for the staff, a contribution towards a permanent thank you can be shared and enjoyed by all.

Contributions towards individual tiles go towards making up these 4 x 2 metre art forms of local coastal, flora and fauna images.

M& J also joins the hospital in providing a major exhibit in the front of the hospital where art exhibition cases are in place. Here multi media art works are on show for patients, family, visitors and staff. All this exhibited product is also available for sale

The healing arts programme continues to grow as donation involvement allows. Each level in the hospital will eventually be brightened with M&J images giving North Shore Hospital a truly unique identity reflecting art forms from one of the most well known and admires tile and pottery companies in New Zealand

Vital \$150,000 gift for women

March was a red-letter day for the Anne Young Breast Clinic at North Shore Hospital as they accepted a cheque for \$150,000 from The New Zealand Breast Cancer Foundation for a dedicated ultrasound machine.

The ultrasound machine is an important diagnostic tool, crucial to any breast clinic, and will ultimately help save the lives of many women in an area covering 475,000 residents.

This newer technology is far more sensitive than previous technology and provides clearer images of smaller lesions. It also enables very accurate visual guidance for biopsies.

The Breast Clinic provides ultrasound scanning for a minimum of 2,000 women annually for possible breast cancer. The fundraising for this project was a joint effort of the North Shore Hospital Foundation and The New Zealand Breast Cancer Foundation and the generous donation is a result of 12 months of targeted fundraising

“ We are very proud of the level of care provided by the Anne Young Breast Clinic, where mammography, ultrasound, x-ray and biopsies are carried out in once place, instead of patients having to travel all over town.

The tremendous support we have received from The New Zealand Breast Cancer Foundation means we can improve the level of care even further without having to wait many months or even years for extra health funding.”.

Dr Trevor Chan, Clinical leader of Radiology at North Shore Hospital says about 200 women are expected to be diagnosed with breast cancer in their area alone each year, and they are grateful for any help in the fight against a disease which claims too many lives.

Lisa Cruikshank and Helen Mawn

from the
New Zealand Breast
Cancer Foundation
hand the

cheque for \$150,000 to
Paul Lochore, Chairman of the
Hospital Foundation
and Dr Dwayne Crombie CEO



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Exciting plans for new Knowledge facility



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The Waitemata DHB is charged with improving the health status of the population within its catchment. One of the largest contributors to the achievement of this goal is good management of the knowledge relevant to the treatment of illness and the maintenance of wellness. 2005 sees the exciting launch of a drive to construct a new centre for expert knowledge use and clinical research.

The centre will provide access to relevant written and electronic information about health care and illness prevention through its library services. It will provide opportunity for learning and spreading the knowledge through audiovisual presentation in state of the art lecture and seminar facilities. Through these facilities the considerable amount of information that already exists about what is most likely to make a healthy difference for any person can be readily accessed.

Dr Wayne Miles will head up the Knowledge Centre Team, he explains;

“The centre will provide a venue for a review of the way that the information is used and will help review the service design and service delivery. It will thereby facilitate the exploration of new and better ways to use existing knowledge.

There are also a lot of yet to be answered questions about what treatments will help. The centre will foster the creation of new knowledge through well conducted clinical research. It will assist in the design of research, the appropriate conduct of research and the spreading of the results of the research.

The centre will be developed to serve the needs of the Waitemata community, its hospitals, its community providers, its Primary Health networks and especially those in the community who have health issues. It will forge close links with other health providers through New Zealand and internationally. It will also have a close relationship with relevant academic institutions.

We look forward to this new development which will help to ensure that the right treatments and advice are given to the right person at the right time by the right service.”

Unique idea for fundraising

A major facet in the capital fundraising campaign to raise funds for specialised equipment for a Cardiac Investigation unit @ North Shore will be an international celebrity auction entitled "Hands & Feet for Hearts" This involves taking impressions of celebrity hands or feet from individuals well known in their fields of endeavour. The images are cast and gold plated ,then placed in stylish shadow box frames ready for bidding. The finished products will be showcased internationally on internet.

A live auction will be held as part of an extravaganza function to be held at The Bruce Mason Centre on November the 5th. This event will be a showcase fusion of talent drawn from across the North Shore & Rodney Districts. Currently collecting all the images from people such as Mark Todd (Olympic Equestrian) Bernice Mene (Silver Fern), Sir Wilson Whineray (All Black Captain) and a host of other celebrities, is Denise Flett, a WDHB employee (pictured here casting Mark Todd's hand) who is creating these art pieces for the foundation.

It is hoped full community ,business and corporate support for this project will allow cardiac services to be extended to ensure the WDHB residents can access extended cardiac investigation procedures to be as soon as they are needed without the patients needing to travel to Auckland City to access them.



It's Live For 2005

New Zealand's 2005 Top Hospital Games will be hosted by **NORTH SHORE HOSPITAL**, in Takapuna, "**The Lifestyle City**"

Get organised, take a break, before or after the competition. Treat yourself and enjoy the beaches, cafes, nightlife, entertainment, sightseeing and shows

Top Hospital 2005 Programme

The games are happening Oct 21– 22, 2005 at Taharoto Park Takapuna. 0900-1600hrs

Friday :

Early evening registration + **DRINKS & NIBBLES**, Takapuna AFC Clubrooms, Taharoto Park and then enjoy the Takapuna night life strip

Saturday:

0800: Assemble on the shores of Lake Pupuke next to North Shore Hospital. Team parade to Taharoto Park, very near by. Mayoral welcome

0900: Games commence

Series of ten variety games events with up to 1000 competitors

1630: Games close

1900: Saturday night "**PARTY TIME**", **BRUCE MASON CENTRE**

- Cocktails
- Fabulous food
- Prize-giving
- Top Auckland live band and dancing.
- Cash bar

The North Shore Hospital Foundation now presents a news column

THE FOUNDATION

FOCUS

in the North Shore Times every second Friday of the month.

Each quarter the

HEALTH REPORT is published , a health themed insert carrying news from Health Foundations in the North ,South and West

CHECK IT OUT

KEEP UP WITH THE NEWS FROM YOUR

REGION

TOP HOSPITAL

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ON INTRANET &

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