



Health professionals and Self-Mx – an untapped resource
and why we need this campaign

Sarah Mooney

Advanced clinician (Cardio-Respiratory), Clinical Lead: Healthy Hearts

Complex journey across continuums



Health professionals as change agents

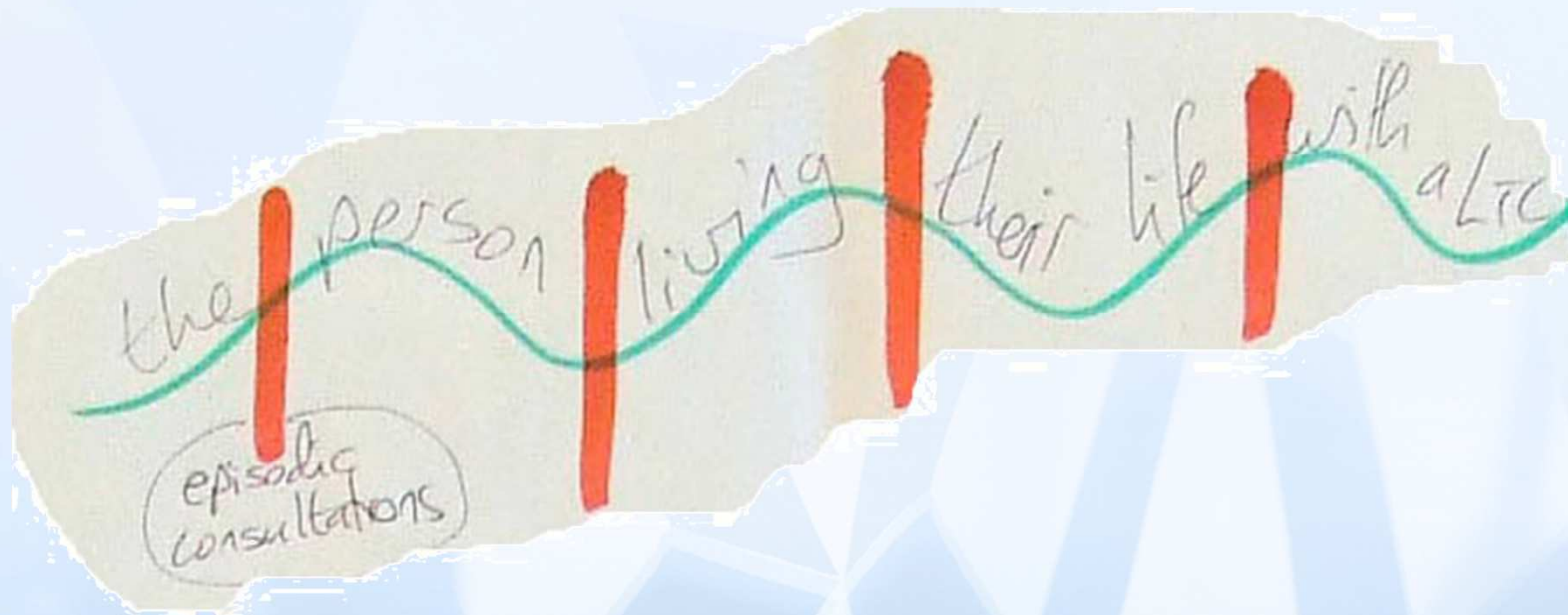


Why should we focus on health professionals?

- Ability to influence person across continuum
- Inherent interest in quality, optimising health, job satisfaction

How can health professionals influence Self-Mx?

- Multiple 'touch-points' within the health care system





Opportunities for health professionals

- CM Health 'touch-points'
 - 125,000 admissions 2012-2013 (>3 hours)
 - 4050,000 outpatient clinics
 - 110,000 district nurse visits
- CM Health staff:
 - 3819 clinical staff (doctors, nurses, allied health, midwives)
 - 534 health care assistants
 - 2319 'other' ie support services from housekeepers to CEO
- CM Health population:
 - 54,290 people identified with 1+ LTC (2011 data)
 - 512,130 residents (11.5% of total NZ population)

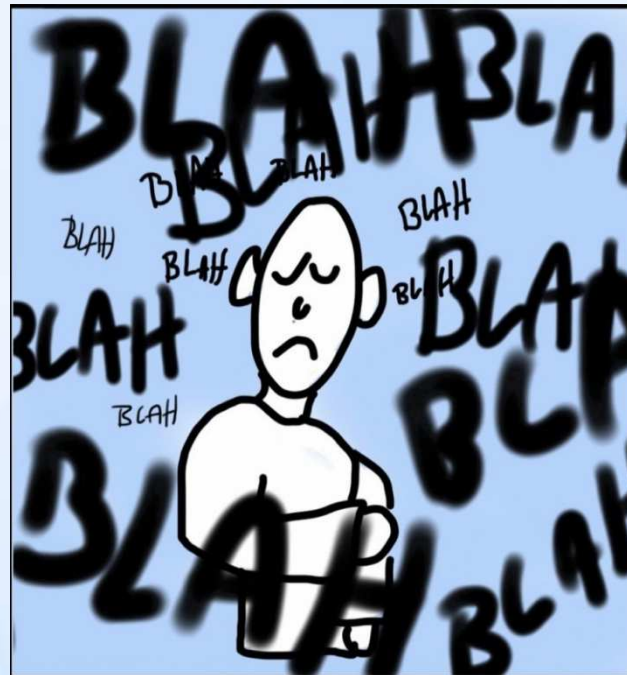
What does this mean?

Health professionals have **numerous** opportunities to promote Self Mx



Traditional practice culture

- **Health professionals:**
 - Knowledgeable and skilled in their clinical area
 - **LESS** knowledgeable and skilled in principles of learning/adult education/motivation



'Transforming' practice culture



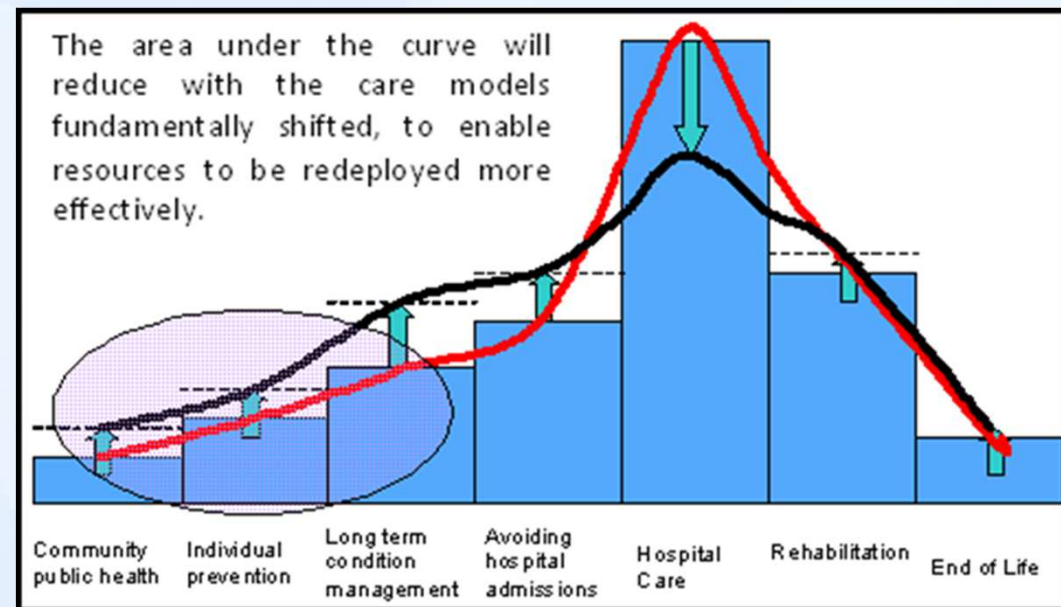
How can health professions be agents of Self-Mx?

- Providing knowledge and skills of education
 - Underpin with education principles
 - Concept of '3': 3 messages/3 times/3 ways
 - Apply simple strategies
 - 'Talk back'
 - Discuss barriers to learning and health priorities
 - What does this mean to you?
 - What stops you from?
 - Raise consumer expectations
 - 'By the time you leave this clinic room, you should:
 - » Understand about your ..
 - » Know what to do if ...
 - » Know who to contact if ...



Why do we need this campaign?

- Whole system approach to healthcare/delivery



(Diagram source: Bevan 2009 referenced Ministry of Health 2011)

The purpose zone of change in the diagram emphasises the opportunity for a refreshed approach to public health and population health programmes in Counties Manukau Health.

http://www.countiesmanukau.health.nz/AchievingBalance/Better-Health-Outcomes/Betterhealthoutcomes_home.htm



Why do we need this campaign?

- Whole system approach to healthcare/delivery
- Essential to include people who **ARE** the system
- Need a 'central' co-ordinator
 - Drive
 - Co-ordinate
 - Communicate
 - Evaluate
 - Disseminate






Why do we need this campaign?

- Whole system approach to healthcare/delivery
- Essential to people who **ARE** the system
- Need a 'central' co-ordinator
 - Drive
 - Co-ordinate
 - Communicate
 - Evaluate
 - Disseminate
 - Build/share on successes





Health professionals and Self-Mx – an untapped resource
and why we need this campaign

Sarah Mooney

Advanced clinician (Cardio-Respiratory), Clinical Lead: Healthy Hearts