



## MEDIA RELEASE

### ROYAL VICTORIA REGIONAL HEALTH CENTRE HONOURED FOR EXCELLENCE IN HEALTHCARE COMMUNICATIONS

May 9, 2014 — Royal Victoria Regional Health Centre (RVH) has been recognized by the national Health Care Public Relations Association (HCPRA) for communication excellence in two categories.

RVH's "Bug Busters" campaign was awarded first place for best multi-media production in the Canada-wide competition. The ongoing safety campaign reinforced RVH's comprehensive approach to infection prevention and control through a video parody of the movie *Ghostbusters*, a newly-recorded song, a series of comic strips, posters and ongoing "Bug Buster" recognition for hand hygiene champions.

RVH was also awarded second place honours in the Strategic Communications category for its comprehensive **MY CARE** strategic plan launch. The award-winning communication plan reinforced the health centre's patient-centred approach through products such as a video, **MY CARE** book, posters, dedicated website and a robust "embed and sustain" phase which continues to communicate the importance of putting patients first.

"**MY CARE** is based on the philosophy that patients can expect the safest, most positive experience possible at RVH and both communication plans reinforced our unwavering commitment to safe, high quality, patient-centred care," says Suzanne Legue, chief communications officer, RVH. "Our communications plans and products reflect the exceptional, highly-skilled and dedicated people who work, practice and volunteer at RVH."

The prestigious awards are presented annually to recognize excellence in healthcare communications across Canada. In the past decade, HCPRA has recognized RVH with seven awards for its communications efforts. This year's awards were presented at the HCPRA's national conference in Ottawa.

"Communicators are important members of every healthcare team and their role in telling their organization's story and connecting with stakeholders is key," notes Judy Brown, HCPRA president. "RVH's submissions again demonstrated a unique and creative approach to the role."

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