

GRAND ROUNDS

It's a brand new year and if you haven't heard yet, everyone at RVH is anxious to continue educating our community about all of the exciting programs and health care projects happening at the local hospital.

You can now hear all of the latest news and events happening at RVH by tuning to 96.1 myFM. The new partnership between the radio station and hospital began in late November and is a very unique initiative for both organizations, comments Barb Desilets, RVH Foundation Director.

"This approach is enhancing the existing methods of communication we already have established at the hospital using an alternate form of media," she adds, in reference to their newly redesigned website, plus print publications like the Talk it Up Victoria newsletter and the long-running bi-weekly Grand Rounds columns that appear in the Renfrew Mercury.

In June 2011, the Call to Action initiative was born and now with RVH strongly linked to a variety of media platforms, 2012 will be devoted to continuing to educate the community, says Desilets.

"That was our goal with the Call to Action initiative and of our Learn, Know, Act message. Using the radio, we have yet another

fabulous education tool that ties in very well with the Learn concept," she notes.

Along with the on-air clips which air each day at approximately 8:20 a.m. and 7:20 p.m., a website has been developed with video clips that provide even more information and an in-depth look inside the inner workings of the hospital.

"We're very happy to be in this evolutionary new partnership with Renfrew Victoria Hospital. One of our top priorities, as a community radio station, is to inform and update our listeners about important topics. With the RVH radio ads and video clips, we are helping to provide valuable health care and local hospital information to the public," comments Jon Pole of myFM.

All radio segments conclude with the announcer telling the listener they can learn more by visiting www.rvhrounds.com. The RVH Rounds site also links back to the main hospital website at www.renfrewhosp.com.

As part of the collaboration, myFM takes care of filming all of the video footage and maintaining the website, explains Desilets.

So far, the two- to three-minute video clips have highlighted the Tree of Lights

campaign, Employee Health and Wellness, The Rules of Hand Sanitizing, Recreation Rehab Therapy, The Sleep Lab, The Digital Mammography Campaign, Getting Involved, and Behind the Scenes looks at the employees at RVH.

Desilets appreciates the support and participation from many of the dedicated staff at the hospital so far with the project and is open to suggestions and input for future episodes.

Future segments will coincide with Grand Rounds topics and continue following the achievements of the hospital throughout the year.

To find out more, visit www.myfmradio.ca and click on Renfrew. A link to RVH Rounds is provided below the recent news stories.

"This is a unique partnership between our hospital and myFM. I am personally very excited about this initiative. There are so many exciting projects at RVH and it remains an ongoing challenge trying to get the information out to our community in a timely manner. With the support of myFM we will be able to provide up-to-date information to the community," says Randy Penney, RVH President and CEO.

