#Hello my name is campaign co-founder comes to Tasmania

When UK doctor Kate Granger entered the health system as a cancer patient in 2013, she noticed that very few health care workers took the time to introduce themselves to her.

Knowing the difference a warm smile and an introduction can make to patients, Kate and her husband Chris Pointon started the ‘#Hello my name is.....’ campaign to remind health care professionals of the importance of introductions as a starting point for person-centred, compassionate care.

The campaign has since been adopted in health care systems throughout the world, including more than 85 services and organisations across Tasmania, as well as at the University of Tasmania as part of student training.

While Kate sadly lost her battle with a rare and incurable form of cancer in 2016, her husband Chris continues to travel the world to talk about Kate’s experiences and the campaign.

Chris will give a series of public talks in Tasmania in October, as well as speak to the University’s Faculty of Health students.

University of Tasmania School of Health Sciences Senior Lecturer Dr Shandell Elmer, who has been a driving force behind the establishment of the #Hello my name campaign at the University, said people should never underestimate the importance of a friendly introduction in a patients’ journey.

“In the business of our everyday work lives we tend to take it for granted that people know who we are or forget the importance of introducing ourselves,” she said.

“We underestimate the importance of making that connection from the very first point of contact.”

Tasmanian support for the campaign is part of an initiative of the Building a Health Literate Tasmania Network, which was established under the umbrella of 26TEN (Tasmania’s strategy to improve adult literacy and numeracy).
The Network is supported by the University of Tasmania, Public Health Services-Department of Health and Human Services, Primary Health Tasmania, 26TEN, TasCOSS, Tasmanian Health Service and Colony 47.

**What:** Chris Pointon Public Lectures.

**When and Where:**

**Burnie** 2 October; 9.45am-4pm; Burnie Arts and Function Centre (as part of the Health Creators Forum organised by the Building a Health Literate Tasmania Network)

**Launceston** 3 October; 11am to noon; University of Tasmania Newnham Campus

**Hobart** 4 October, 2017, 5.30pm-7.15pm; Medical Sciences Precinct, Lecture Theatre 2
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