



Maturity begins when we're content to feel we're right about something, without feeling the necessity to prove someone else is wrong.  
**Sydney J. Harris**

## WRH is the People's Choice at OHA Innovations Expo Again!!!

Windsor Regional Hospital's submission called 'A Problem With Parts Was Part Of Our Problem' won the 2011 People's Choice Innovation Award for recognition of excellence and innovation in Health Care at the recent Innovations Expo in Toronto. The submission outlined the tracking, monitoring and quality improvement changes that were put into place to promote the reduction of irreplaceable specimen errors. Specimen handling is an error prone process that must be clearly defined in any organization. The result was an overall 50% reduction in O.R. irreplaceable specimen error rates. A definition of irreplaceable specimen (parts) include difficult or impossible to recollect specimens and placing the patient in danger if not being able to be recollected. Attendees at the Innovations Expo voted for the best poster at the Expo. Congratulations to all those involved in making this practice work at Windsor Regional Hospital!

## Period of Purple Crying

Windsor Regional Hospital, in partnership with the Windsor Essex County Health Unit, recently launched a media campaign to increase public awareness about Shaken Baby Syndrome Prevention. For the month of November babies born at Windsor Regional Hospital will be given "PURPLE" knitted caps donated by local groups involved with the Rotary Club of Windsor Roseland to raise awareness about the prevention of Shaken Baby Syndrome, the most serious and the most common form of infant abuse. Along with this initiative, Southwestern Ontario hospitals and health units have also come together to increase public awareness about this "Period of PURPLE Crying". The Period of PURPLE Crying, is an education program in which parents and caregivers are educated both in hospital and in the community regarding normal newborn crying patterns.

## Morbidity and Mortality Rounds

The Medical Quality Assurance Committee invites you to attend Morbidity and Mortality Rounds on Wednesday, November 23rd at 5:00 p.m. in the Met Campus Auditorium. The presentation by Drs. Dhar, Chevalier and Schneider will focus on Advance Directives. All members from individual multi-disciplinary teams on all units are encouraged to attend. Contact Corry O'Neil for more information at ext. 52414.

## National Philanthropy Day—November 17th, 2011

Friday, November 17th, 2011 is National Philanthropy Day. WRH Foundation's Cornerstone of Caring Chairperson, Ted Farron will be honoured by the local chapter of the Association of Fundraising Professionals as Outstanding fundraising volunteer of the year. To date the Cornerstone of Caring Campaign has raised \$5.7 million in cash and pledges. Congratulations are extended to all WRH volunteers and staff who contribute to development efforts!!!

### Did you know?

Windsor Regional Hospital's specialized mental health program will be accepting new patients this month. To begin with, a number of patients will be transferred from London to Windsor Regional Hospital's Tayfour campus.

The new Toldo Mental Health Building will have a capacity of 65 beds.

**Tribune is a publication of the Public Affairs Department of Windsor Regional Hospital.**

**Submissions can be made to [gisele\\_sullens@wrh.on.ca](mailto:gisele_sullens@wrh.on.ca) or by calling ext. 52008.**