



Southern Regional Health Authority

Compassion | Accountability | Respect | Efficiency

3 Brumalia Road, Mandeville, Manchester, Jamaica WI
Tel: (876) 625-0612-3 / 962-9491 / 962-8232 | Fax: (876) 962-8233
Website: www.srha.gov.jm



Mandeville Regional Hospital
32 Hargreaves Avenue
Mandeville
Ph: 962-2067/2744/1094
Fax: 625-8493

May Pen Hospital
1 Muirhead Avenue
May Pen
Ph: 986-2528/7708/6938
Fax: 986-2650

Black River Hospital
45 High Street
Black River
Ph: 965-2224/2212
634-3700
Fax: 965-9294

Percy Junor Hospital
Spalding P.O.
Clarendon
Ph: 964-1181/2222/2322
Fax: 964-1548

Lionel Town Hospital
Bustamante Drive
Vere, Clarendon
Ph: 986-3226
Fax: 986-3373

Chapelton Hospital
Chapelton P.O.
Clarendon
Ph: 987-2215

Manchester Health Dept.
Race Course Rd.
Mandeville
Ph: 962-2288/7033
625-3433
Fax: 962-2171

Clarendon Health Dept.
1 Muirhead Avenue
May Pen
Ph: 986-4548/7869
Fax: 986-9713

St. Elizabeth Health Dept
High Street
Black River
Ph: 965-9174-5
Fax: 965-2701

PRESS RELEASE

May 31, 2019
FOR IMMEDIATE RELEASE:

Nurses Challenged to Rebrand With Right Attitude

Experienced Senior Human Resource Director at the Ministry of Health and Wellness, Ms. Gail Hudson is urging nurses, the largest group in the public health sector, to rebrand with the right attitude.

Ms. Hudson made the challenge to more than 300 nursing students and nurses in central Jamaica at the third staging of the Southern Regional Health Authority (SRHA) nursing symposium, which was initiated to enhance care delivery skills within the nursing profession.

Speaking on Tuesday, May 21 at the Golf View Hotel in Manchester, Ms. Hudson told the nursing group that rebranding allows individuals to see themselves as a product, therefore placing more value on self.

“You are your own unique product, be acceptable for your words, actions and attitudes. Create a marketing plan for yourself and become a visionary” Ms. Hudson said.

Describing the nursing profession as a noble one, Ms. Hudson encouraged the nurses to be committed to the profession that they have chosen and remain true to self.

“It is important to do soul searching and ask yourself, am I understanding the ethics of my profession? Do I know what this profession means? Learn from mistakes and keep a positive attitude because without the right attitude you are going nowhere too fast” the human resource director reasoned.

For his part, Regional Director of the SRHA, Michael Bent noted that the SRHA is committed to ensuring that its greatest asset, its staff members are provided with the resources, training and opportunity to be on the cutting edge to provide quality and effective health care.

(more)

Chairman: Wayne Chen; Vice Chairman: Michael Stern **Board Members:** Marcus Greenwood, Krishan James, Stafford Haughton, Lorraine Green Mason, Lennox Powell, Dr Lloyd Reynolds, Winston Maragh, Dr St Aubyn Bartlett, Dr Lundie Richards, **Directors: Regional Director and Secretary:** Michael Bent; **Regional Technical Director (Ag.):** Dr Vitillius Holder; **CEO Mandeville Regional Hospital:** Alwyn Miller; **SMO, Mandeville Regional Hospital:** Dr Everton McIntosh



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The symposium, which is a partnership between the SRHA nursing executives and the nursing departments of the Northern Caribbean University and the Knox Community College in Manchester. The symposium focused on the theme, "Awakening Nurses to Maintain a Positive Practice Culture".

Picture 1



Nurses and student nurses pay keen attention at the nursing symposium.

(more)

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Picture 2



Senior Human Resource Director at the Ministry of Health and Wellness, Ms. Gail Hudson urges nurses to rebrand with the right attitude.

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For more information contact:
Latoya Laylor Brown
Public Relations Officer
Southern Regional Health Authority
Tel: 962-8232/779-2663
Email: latoya.laylor@srha.gov.jm