

MEDIA CLIPPINGS - November 08

DATE	PUBLICATION	HEADLINE	DESCRIPTION	POSITIVE	NEGATIVE	NEITHER
01.11.08	Bay Weekend	HEALTHY KAI ON MARAE	a story on cooking classes being run on marae in the Eastern Bay.	X		
03.11.08	BOP Times	WINNIE "FACTS" DISPUTED	Letter to the editor by Ewen Lowden, castigating another reader who claimed Winston Peters was responsible for the expansion of Tauranga Hospital.			X
04.11.08	Katikati Advertiser	FREE HEALTH NIGHTS LOOK AT YOUR TOTAL WELLBEING	The BOPDHB has been mentioned in this story as we helped fund them.	X		
07.11.08	BOP Times	MURDER TRIAL FOR WOMAN	Experts from Tauranga Hospital are quoted as witnesses in a baby harm court case	X		
07.11.08	Whakatane Beacon	FIRST CLASS HOSPITAL HERE	letter to the editor about a first class experience in Whakatane Hospital Taupo	X		
06.11.08	Taupo Weekender	TOBACCO SALE FINES A WARNING: WHAKATANE	Article on sting on shops selling cigarettes to under-age youths (Toi te Ora)	X		
05.11.08	Bay News	INNOVATION WINNERS	a brief about our innovation awards.	X		
30.11.08	Drinksbiz	ROTORUA LOOKS TO CHANGES	Toi te Ora gets a mention over drinking in Rotorua (in Drinksbiz magazine)	X		
06.11.08	Opotiki News	HEALTHY KAI ON MARAE	a story on cooking classes being run on marae in the Eastern Bay.	X		
06.11.08	Turangi Chronicle	DAIRY OWNER SLAPPED WITH FINE	A dairy owner has been fined for selling cigarettes to under-age people	X		
06.11.08	Eastern Bay News	BLITZ ON HAND HYGIENE	A story about hand washing in TGA and WHK hospitals	X		
06.11.08	Eastern Bay News	A GIANT STEP TO SAVING LIMBS	A story about our Innovation Award winner	X		
06.11.08	Kawerau Voice	HEHA FOR HEALTH	A write up on HEHA	X		
06.11.08	Kawerau Voice	HEALTHY KAI ON MARAE	a story on cooking classes being run on marae in the Eastern Bay.	X		
07.11.08	The Weekend Sun	BREAST IS BEST	This is a piece about breastfeeding and our lactation consultant Aani Sherwin	X		
08.11.08	Bay Weekend	DONATION EARNS GETAWAY BREAK	A story about the winner of the Hospice Eastern Bay promotion	X		
11.11.08	BOP Times	SURVIVORS TALE OF FIGHT TRUE MOTIVATION	This young cervical cancer survivor has agreed to be the face of our HPV campaign in the region.	X		

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06.11.08	Bay News	SPREADING THE "EAT HEALTHY" MESSAGE	story about our new community-based dieticians.	X		
18.11.08	The Daily Post	HEALTHY LIFE NOW, BETTER LIFE LATER	Daily Post columnist Hawea Vercoe compliments Toi Te Ora's Donna Guy, on her work with schools promoting healthy eating.	X		
18.11.08	BOP Times	MORE SURGERY FOR HOSPITAL: RYALL	Tony Ryall wanting to increase elective surgery at Tga and saying there's been more money pumped in, but no extra surgery and he wants to find out why		X	
18.11.08	Kati Kati Advertiser	HANDS ON SENIOR NURSING	A story that we inserted as part of our nursing recruitment feature in the KK Advertiser.	X		
18.11.08	Kati Kati Advertiser	VARIETY THE SPICE OF LIFE	A story that we inserted as part of our nursing recruitment feature in the KK Advertiser.	X		
15.11.08	BOP Times	\$65000 AIDS HEALTH BOARD	A brief in the BOP Times about the Progressive Enterprises Fresh Futures fundraiser	X		
15.11.08	The Daily Post	SUMMER LAKE MONITORING BEGINS	A mention of Toi te Ora in the Daily Post in relation to testing water quality over summer	X		
27.11.08		NEXT GENERATION WIRELESS FOR PATIENT MONITORING	A story about the new patient monitoring system in our ED.	X		
25.11.08	Rotorua review	ALGAL BLOOM PRESENT IN LAKES	Routine early morning monitoring has revealed signs of toxic algal blooms in Lake Rotorua Toi te Ora staff said last week.			X
28.11.08	BOP Times	IF WATERS NOT CLEAR, DON'T GO NEAR, SWIMMERS WARNED	Toi te Ora public health service is warning people about using recreational swimming spots if the water is not clear.			X
30.11.08	Herald on Sunday	PATIENT JUMPS FROM MENTAL HEALTH UNIT ROOF	This is about the mental health patient who jumped off the roof of the inpatient unit at Tga a few weeks ago.		X	

SUMMARY

28 Articles including Radio and Television

23 positive

2 Negative

3 Neutral

Copies of all articles are available from the board secretary.