

POWER OF MY ETHNIC NAME IN AOTEAROA

Pronouncing Māori, Pacific or other non-English names can be a real challenge for health professionals. If you do get your client's name wrong they can feel they are not being respected. CARE is an easy system to overcome this problem based on research conducted in Auckland as part of the Masters of Indigenous Studies, The University of Otago 2012.

Here's what a client said when a Health Professional got their name **wrong**



"The nurse doesn't care then I felt like a number rather than a person. My name is important to me. It matters that people try and say it right!!"

Here's what a person said when Health Professionals pronounced their name **RIGHT!!**



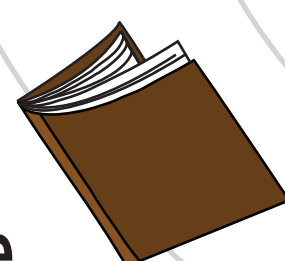
*"That they (Professionals) care, that they take the time out to pronounce my name properly and I think I am going to get **Exceptional Quality Service.**"*

ONE MORE FACT



The CARE approach works in partnership with the Health & Disability Code of Rights, Health Professionals Code of Ethics as well as in a Bi and multiple cultural practice.

Academic Reference



Stevens, A. (2012). *Power of my Maori name: Stories of indigenous struggles in white New Zealand*. Unpublished Masters research report, University of Otago, Auckland, New Zealand.

THIS IS FOR



Doctors



Nurses



Administrators



Counsellors



Other Professions

CARE STANDS FOR



C heck in

Ask your patient or client have you pronounced their name right? If not...

A pologise

Research indicates a genuine apology shows people you have Respect and Dignity for them.

R ectify Situation

Example: Ask the person to say their name again. Give a sincere attempt at pronouncing it. The evidence shows this builds a quality relationship with a person. They then tell other people of this "Positive Experience".

E valuate System

Look at how you can improve systems to get people's names right.

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