

Greetings from the Communications corner

Bernice Pontanilla, MAHCP Communications Officer



It's been a whirlwind seven weeks as the first communications officer for the Manitoba Association of Health Care Professionals, but I'm not complaining nor am I taking my foot off the accelerator.

My first month included a meeting with the Minister of Health, oversaw the press releases for a pair of important budgets, federal and provincial, attended the Rotary Career Symposium, and in the midst of all of that, gotten to know the wonderful staff and members of the MAHCP. I've been as busy as I was in my former journalism career, which has been great!

One of the things I've quickly learned is that the challenges facing our members are huge and, frankly, not enough citizens in our province know about them to effectively demand better of our political leaders.

I feel proud to be part of the team that will work on educating the public on the hard work, the caring and the compassion our members deliver on a daily basis, but my labour won't only be focused externally. I have as a goal the improvement of our internal communications as a union – such as the newsletter, emails and social media – so that every member can boast of being well-informed.

And if there's one aspect of journalism that I bring with me into my new role, it's that desire for feedback. Please drop me a line with your ideas, suggestions, questions or concerns at bernice@mahcp.ca.