



Caring for babies with RSV (Respiratory Syncytial Virus)

▶ There is currently a lot of RSV (Respiratory Syncytial Virus) circulating in our community. RSV is a common winter respiratory virus that mainly affects young children, but because it wasn't present in our community last year our under 2s have not been exposed to it before and haven't built up any immunity.

The illness causes children to have laboured breathing, making them feed less and become unsettled. Severe symptoms can last for up to four days and you should seek medical attention if you are concerned your child's breathing has become too fast, they're not feeding properly, or they aren't producing as many wet nappies as usual. The virus is no longer contagious after eight days.

Things you can do at home to help your child's breathing include propping up their mattress so they are slightly elevated, using a humidifier or chest rub such as Vicks, and ensuring they drink plenty of liquids.

As with most illnesses, the best way to prevent the spread of RSV is to keep children at home when they aren't well and to follow good hygiene practices.



Telephone triage

We are currently experiencing a huge increase in demand for same-day doctor appointments which has prompted a need for more telephone triage.

When you phone Fifth Avenue for a doctor's appointment, your call will be referred to your doctor who will determine whether your concern can be addressed without the need for a physical examination.

You will be seen if a physical examination is necessary, but you can also help us by planning ahead for an appointment if you can and by using the patient portal Health 365 to make appointments, check test results, and request repeat scripts.

"If you don't have a fever, you can manage mild symptoms such as a scratchy throat and runny nose by staying home from work and using cold remedies such as paracetamol and lemon and honey drinks," says Dr Luke Bradford.

Welcome to Fifth Avenue!

▶ Fifth Avenue Family Practice welcomes two new nurses to our team – Brenda Newman and Krystal Ransom.



Brenda Newman has joined the Fifth Avenue team as a nurse practitioner two days a week, alternating with her role as a diabetes specialist at the Western Bay of Plenty Primary Health Organisation.

Brenda trained as a nurse in the late 1990s and will be a familiar face to many after 15 years with Accident and Healthcare in Second Avenue, including working at the Tauranga Surgical Clinic, and City Centre Medical (now Healthcare on Fifteenth) on-site.

She has also done some district nursing and work in the diabetes space with the Kaitiaki Nursing Service.

“My Dad had type 2 diabetes, but I also worked with someone who had type 1 diabetes when I was training to be a nurse. It’s a complex long-term condition – very multi-faceted – and something that can affect many organs in the

body. I enjoy supporting people in their management of diabetes,” says Brenda.

Brenda recently graduated as a nurse practitioner after completing her master’s degree in nursing with first class honours and will be working with some of our patients with long-term health conditions.

When she’s not nursing Brenda also runs an Airbnb holiday rental and enjoys getting away with her family to spend time on their yacht moored in Whitianga.

While she’d love to play golf, tennis, and volleyball, her busy lifestyle doesn’t allow it so she uses her spare time to spend quality time with family and friends, go to the gym, and indulge her passion for good coffee.



Raised by her grandmother with a Māori world view (te ao Māori), Fifth Avenue’s new nurse, Krystal Ransom, is keen to

ensure Māori whānau have equitable access to healthcare.

Krystal (Ngāti Kahungunu, Ngāti Pakapaka) has recently relocated from Dannevirke to Tauranga with her three young sons to be closer to whānau.

She previously nursed at Palmerston North Hospital, Hato Paora College in Feilding, and as an outreach immunisation nurse for the Tewakahuia Manawatu Trust, working with hard-to-reach families in the MidCentral region.

This is her first job as a practice nurse and she is keen to develop her knowledge and skills further.

“I’m passionate about Māori health and keen to give back to my people,” says Krystal.

“I’m really pleased to see that Fifth Avenue has very similar whānau values.”

Outside of work, Krystal can be found supporting her boys on the rugby sideline and trying to fit in the occasional visit to the gym. She is also studying towards a postgraduate certificate in pharmacology.

And soon to be welcoming back...

Keep an eye out for Dr Katharina McGrath who will shortly be returning from maternity leave, and Dr Irina Bardsley who is returning from the United Kingdom.





He Waka Eke Noa Rōpū (group) from left, Tawharangi Nuku, kaumātua and guides our rōpū, WBOP PHO Equity Programme Lead Michaela Kamo, Nurse Practitioner Julia Perry, Dr Tania Stokes, WBOP PHO Director Māori Health Kiri Peita and Dr Todd Hulbert. Absent: Lead Receptionist Debbie Irving.

News from our Māori health working group, He Waka Eke Noa

He Waka Eke Noa is a rōpū committed to creating a warm and welcoming environment at our practice, exploring ways in which we can learn, develop and change as a practice to improve health and wellness for our Māori whānau (urihaumate/patients). We truly believe that if we get it right for our Māori whānau, we will get it right for all. The outcomes from our hui, with our kaumātua rōpū in December, has been ongoing as we address each idea and suggestion put forward. We are very honoured to have the knowledge of shared information to assist the practice in making a difference.

On another note, 35 of our employees attended Te Tiriti o Waitangi and cultural training recently. We are beginning our co-design project as we go to press and we are very proud to say that we have a very large team of equity champions that are continuing their development of Te Reo Māori by incorporating it into their everyday life. Honouring Te Reo Māori, as one of our national languages, is important to our patients and to our staff. When we greet you with 'kia ora' it is a greeting wishing you good health.

We will keep you updated throughout the year and look forward to continuing our journey together.

A day in the life of a Fifth Avenue Family Practice GP

A typical day for our GPs involves more than 30 in-person and telephone consultations, about 20 repeat prescriptions, myriads of clinical paperwork, and the odd meeting thrown in for good measure.

While we try to address paperwork such as requests for laboratory tests and repeat prescriptions as soon as possible, sometimes we may have to deal with more urgent presentations.

"Everything to do with a person's health comes through us with an action to complete," says Dr Luke Bradford.

"For every hour we are seeing patients there's another half an hour of follow-up paperwork. There's a lot of work going on in the background. We would ask patients to understand that we're not deliberately holding them up and that when we're running late it's because people genuinely need our time."

Sometimes patients will be asked to attend their appointment in our respiratory cabin in the carpark. This is to help prevent the spread of respiratory diseases such as COVID-19 and is for the safety of all.

He Waka Eke Noa | We are all in this together

Childhood immunisations

While we have understandably been focussed on COVID-19 over the past 12 months it is important to keep up with childhood immunisations to prevent serious illnesses.

“The only way to keep these illnesses out of our community is through childhood immunisations,” says Dr Luke Bradford.

“They’re entirely safe and it’s important to get them on time. If you’re having difficulty getting your children immunised during business hours, please talk to us to make alternative arrangements.”

Children need a variety of immunisations at six weeks, three months, five months, 12 months, 15 months, and four years. A change to the New Zealand Immunisation Schedule last year means the MMR (measles, mumps, and rubella) vaccination has changed from being given at 12 months and 4 years to now being given at 12 months and 15 months.




COVID-19 vaccination

COVID-19 vaccination for people in Group 3 – including Māori and Pacific kaumātua and their whānau, anyone aged over 65 years, people with disabilities, and those with underlying health conditions – is well under way and the COVID-19 vaccine booking system is now live for Group 4 – those aged 60 years and over – and for people aged 55 years and over from 11 August.

Vaccinations can be booked online www.bookmyvaccine.covid19.health.nz or via 0800 28 29 26 and you will be able to choose whether you receive your vaccination at the community vaccination centres in First Avenue, Baypark, Iwi-based clinics, or here at Fifth Avenue.

“We don’t have COVID-19 in the community, so please be patient; there will be a vaccination available for everyone,” says Dr Luke Bradford.

If you are in Groups 1 to 3 you can also continue to book your vaccination through the Bay of Plenty District Health Board on 0800 829 000.



Cervical smears

Are you overdue for your cervical smear?

Despite our prompts, we have noticed a downturn in the number of our female patients coming in for their cervical smears.

From July 2023 women will have the option to self-test, either by herself in privacy when she visits her healthcare provider for a screen, or it can be taken by a clinician if she prefers. Until then the smear is still required to be done by a clinician.

Cervical screening is recommended every three years for women aged between 25 and 69. It has reduced incidences of cancer by 50 per cent and mortality rates by 60 per cent since the national screening programme was introduced in 1990.

The risk of delaying cervical smears was highlighted recently with the case of MP Kiri Allan who has just returned to work after treatment for stage-three cervical cancer. In a social media post Kiri spoke of not keeping up to date with her cervical smears and ignoring her pain and symptoms.

Dr Diana Ford says for those who have had negative experiences with cervical smears, especially if they have experienced any pain, this can act as a barrier.

“We would urge you to come in and discuss it with us so we can come up with a plan to improve your next smear experience.”

Please call reception on **07 578 7087** to make an appointment for a phone consultation with a GP. A time will be made for the GP to ring you back.



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www.fifthavenue.co.nz