



# NEWS NETWORK

North Simcoe Muskoka Regional Women & Children

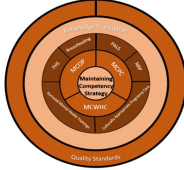
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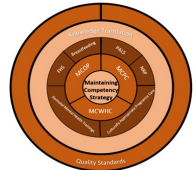
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### Network Proposes New Name - Feedback Welcome



Our Network has engaged in branding discovery work to help develop a Network logo and a new name. Feedback received included: **Keep it Simple & Direct** - The current name is far too long and does not define what services it offers to women & children – Health-related services. The name needs to be concise and not abstract as the Network does not have the resources (financially or human) to educate and build a brand that requires a lot of explaining.

#### Suggested Strategic/Creative Brand Direction

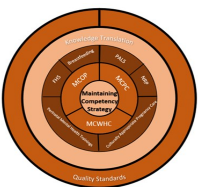
**Option 1** Main Name: Women & Children’s Health Network, Qualifier > North Central Ontario — Straightforward, easy to understand and clearly defines who the Network is intended for and its main benefit – Health. The primary identity will use the Main Name and the geographical qualifier will be a secondary element to define the areas served.

**Option 2** Alternate Name: Women & Children’s Health Collective, Qualifier > North Central Ontario - Similar to the above but the word ‘Network’ is replaced with ‘Collective’ for a more contemporary, slightly abstract approach that provides more of a community feel. However, the true interpretation of a ‘network’ becomes a little less defined.

Logo and tagline/slogan work will follow.

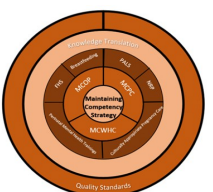
If you have any feedback to help inform Steering Committee’s decision on our new name, please send along to [MALightfoot@osmh.on.ca](mailto:MALightfoot@osmh.on.ca)

### Network Sponsored Fetal Health Surveillance Courses — Register Today



The Network is sponsoring Fetal Health Surveillance seats this Fall. The course dates and sign up information for the courses provided by the OSMH team is available in the poster attached—October 5th, 25th & November 8th. The sponsored seats will be first come first serve so sign up today! Open to all Midwives, Nurses, and Physicians caring for obstetrics patients within the region. Note: course covered by the Network, exam to be covered by individual attendees.

### Network Sponsored Neonatal Resuscitation Program PLUS Course — Save the Date



There will be 25 seats available for the upcoming September 21st NRP PLUS course. Save the date as registration details will be available soon. Note: course covered by the Network, exam to be covered by individual attendees.

What is NRP PLUS? The PLUS component of this course was developed to focus exclusively on the post-resuscitation/pre-transport stabilization care of sick infants. The curriculum was created specifically with level 1 partners in mind.

In this component, the focus is on common post resuscitative complications that can and do occur with the goal to educate and assist the health care providers taking care of these fragile infants with information and strategies to improve the high level of care these infants require.

Feedback on this issue? Is there upcoming education opportunities or News you would like to share with the Network? Email Marnie Lightfoot, Director—NSM Regional Women and Children Network [MALightfoot@osmh.on.ca](mailto:MALightfoot@osmh.on.ca)