



Waitemata
District Health Board
Best Care for Everyone

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For immediate release

New look for Lincoln Rd landmark

One of Henderson's best known road signs has been pulled down and replaced with a modernised version outside Waitakere Hospital on Lincoln Rd.

The old sign was installed over three decades ago but feedback from the public indicated it was past its use-by-date, despite various efforts over the years to update logos and information.

The new look is consistent with a fresh design agreed on by the Waitemata DHB after a review of all its external signage in 2016.

The review was designed to make it easier for visitors and patients to find their way around and multiple signs have since been replaced at Waitakere as well as the North Shore Hospital and Mason Clinic.

Members of the public were consulted and a number of site tours were conducted before an overall approach was decided.

"We listened to what people told us and are now working to address the issues that we have seen through their eyes," Director of Nursing and Midwifery Jocelyn Peach says.

"People come to our hospitals and community facilities every day and need to find their way to specific places. We need to make sure that our signage and wayfinding supports their needs."

Ms Peach says a committee is now working on internal signage based on further feedback from the public, patients and Waitemata DHB volunteers.

Community advocacy group Waitakere Health Link is working closely with the Waitemata DHB to ensure community input and feedback takes place.

Co-ordinator Tracy McIntyre says all new internal signs will be consistent in colour and design – avoiding medical jargon and using internationally recognised symbols wherever possible.

Te Reo Māori translations will be provided where relevant.

“We look forward to feedback that says signage and wayfinding is improved and we’re on the right track,” she says.

CAPTION: Before and after – the new Waitakere Hospital sign on Lincoln Rd is part of a bigger Waitemata DHB project making it easier for people to find their way around

Ends

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