

Lessons on Attraction and Retention of Health Staff

Otlina Makondo¹ and Livingstone Makondo²

¹Department of Applied Management Sciences and Centre for Excellence in Learning and Teaching, Midlands Centre, Durban University of Technology, P.O. Box 101112, Pietermaritzburg, 3209, South Africa

E-mail: ¹<makondootlina@gmail.com> and ²<livingstoneM@dut.ac.za, livingstonemakondo@gmail.com>

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ABSTRACT This predominantly quantitative research paper interrogates the attraction and retention of health professionals at eleven randomly selected health centres in Gweru municipality, Zimbabwe. A total of distributed 205 twenty-item questionnaires were responded to by 194 participants. IBM Statistics Package of Social Sciences version 21 was used to analyse the data. It saliently emerges that the Gweru municipality (henceforth GM) health department was failing to attract and retain qualified health professionals due to the mismatch between job and person, limited or no growth opportunities, lack of appreciation, lack of trust and no support and coordination among co-workers and management. The emerging trends highlight the need for the creation of conducive work environment by the GM to ensure the existence of balance between work life and personal life of the health professionals.