

WWW.HEALTHPROMOTION.ORG.AU



MEMBER COMMUNIQUE

SEPTEMBER 2016

The AHPA® branches, Board and its committees work hard throughout the year to support and promote the health promotion profession and advocate for good health promotion policy, research and practice. This Communiqué provides an opportunity to keep you informed about what's been happening over the past couple of months.

A highly skilled & sustainable health promotion workforce

Connecting the Dots: Tradition to Innovation, Making it Matter 2016

The AHPA national conference was held in June. More than 300 delegates attended the event, which was held in Perth overlooking Scarborough Beach. The conference celebrated the 30th anniversary of the inception of the Ottawa Charter. Delegates were treated to a range of performances and activities throughout the conference, a range of innovative presentations and concurrent sessions, pre conference workshops and dancing, dancing and more dancing at the conference dinner.

Awards and Oration

The **Eberhard Wenzel Oration** was this year presented by AHPA Life Member, Professor Chris Rissel and in keeping with the conference theme was entitled: *'Tradition to Innovation, Making it Matter'*. Chris spoke eloquently and knowledgeably about the evolution of health promotion related to the Ottawa Charter, touched on key historical milestones, discussed opportunities we have in the future, and drew on examples from the NSW context. A transcript for the presentation can be found here: <https://www.healthpromotion.org.au/about-ahpa/orations>

The **Glen Paley Memorial Award** was established to recognise individual achievement within AHPA, contributing to its mission of "Leadership in Health Promotion". The Award provides an opportunity to recognise the valuable contribution and commitment of Board and Branch Committee members, to the operation of the Association and its membership. The inaugural winner in 2016 was Melinda Edmunds who impressed the judging panel with her passion and proactivity for health promotion and the Association.

The **Ray James Memorial Award** was presented to Annabel Axford and Dr Drew Carter for their paper entitled: *Building workforce capacity for ethical reflection in health promotion: a practitioner's experience*

Thanks

As with all events of this magnitude, they don't organise themselves. Our sincere thanks go to the Conference Co-Convenors Melinda Edmunds and Dr Melissa Stoneham and the other organising Local Organising Committee members-Lisa Rooke, Asha Singh, Linda Portsmouth and Laura Hunter, as well as all of the members of the subcommittees and our key sponsors, Healthway, Vic Health and WA Health who helped make the event a success. More information on the program can be found here: <http://ahpa2016.com.au/program/>

Scholarship reflections can be found towards the back of this edition of the Member Communiqué

World Public Health Congress 2017

AHPA is active in planning for the World Public Health Congress 2017. Board Member Andrew-Jones Roberts is representing the Board on the Conference Organising Committee. AHPA is also ably represented on the Scientific Committee with Dr Nikki Percival (QLD President), Associate Professor James Smith (NT Branch President), Associate Professor Jonine Jancey (HPJA Editor in Chief) and Professor Li Ming Wen (NSW Branch) all participating. Excitingly, more than 1100 abstracts have been received for the Congress which demonstrates the scope of interest from around the world. Abstracts are currently being reviewed and keynote speakers and workshops and panel discussions being locked in. See the Congress website for more information <http://www.wcph2017.com/>

IUHPE 2019

AHPA is also talking to IUHPE about getting involved in the World Health Promotion Conference in New Zealand in 2019. We are also making final decisions about where and what format the 2018 conference will be in. Watch this space for updates soon!

A strong & responsive professional organisation

The AGM was held in July and several Board members were welcomed and farewelled.

We thank Dr Florin Oprescu and Elisha McGuiness for their time as Board members particularly with the REET, Professionalisation and Branch Presidents' Committees.



Welcome Melinda Edmunds and Dagmar Schmitt to the Board. Melinda comes to us from her roles as President of the WA Branch of AHPA and Dagmar has a long history with AHPA as a member of the NT Branch and a member of the Editorial Board of the HPJA. Dagmar is currently the acting Director of the Health Development Branch in the NT Department of Health. Melinda is currently a Project Officer with the Public Health Advocacy Institute of WA. We are also delighted to re-welcome Jenny Philip Harbutt to the Board. Jenny has undertaken a previous term with the Board and once again takes on the role of Company Secretary. Jenny is currently the Manager of State Partnerships with the Country SA Primary Health Network.

The Board will be meeting in Adelaide in November for its annual face-to-face to discuss strategic issues and progress activities from the operational plan.

Membership Fees-LOCK IN 2015 PRICES

As a one off special in 2016 & to celebrate 30 years of the Ottawa Charter we are offering an Individual membership "two years at the 2015 price, locking in \$380 for 2 years".

Research, Evaluation and Evidence Translation: June saw the release of second virtual issue "Looking back, looking forward" introduced by Professor Chris Rissel and celebrating 30 years of the Ottawa Charter <http://www.publish.csiro.au/he/content/virtualissues?id=1622> The REET Committee held a face to face meeting in Perth coinciding with AHPA National Conference and discussed the Work Plan for 2016-2017, including increasing the HPJA digital reach to members. The REET Chair and the Editor in Chief Associate Professor Jonine Jancey met with Dr Brietta Pike, Senior Publisher CSIRO and discussed the needs of the journal going forward including a premium membership option for corporate members. An Editorial Board meeting was also held in June. The HPJA 2015 impact factor has been released as is now 1.231.

Professionalisation: An online provider has now been commissioned and advertising for the five committees attached to the NAO have now been advertised. We look forward to lots of interest from the health promotion community in supporting the accreditation of the workforce. Look out for the advertisements.

Mentoring: A national approach to mentoring has now been adopted allowing sharing of resources and access to a larger pool of mentors. Mentoring is now underway with 46 individuals being mentored from around Australia.

Effective advocacy and partnerships for health promotion issues

AHPA has established a national Advocacy Committee and is always looking for extra pairs of hands to participate. Some recent initiatives included:

- Re-developing the AHPA election health promotion investment infographics
- Investing in national preventive health research with partners and led by FARE
- Joint media statement with CAHA and DRS Reform Society on Global Health and Coal Statement
- Response to the national Chronic Conditions Framework
- Signing on to the the Chronic Disease Prevention in Australia: Statement of Commitment
- Vic President, David Towl attended the AHPC Forum on Chronic diseases in Australia
- Board member Suzanne Gleeson, will attend the Health Leaders Meeting and Roundtable Discussion in Canberra in October regarding Climate Change, Health and Wellbeing

Congratulations to David Templeman, who has been elected as the new President of the Public Health Association of Australia. Our thanks to Professor Heather Yeatman, for her stewardship of PHAA over the past few years. We look forward to working with David and the team over his term.

DID YOU KNOW? AHPA is a proud partner of the Climate and Health Alliance. Founder & Executive Director, Fiona Armstrong has been recognised as one of the Financial Review's 100 Women of Influence. Congratulations!

HAVE YOU VISITED OUR WEBSITE?
<https://www.healthpromotion.org.au/>

FOLLOW US ON TWITTER OR INSTAGRAM:
@AHPA_AU

Thank you to all Board members, Branches and Committee members for your work thus far in 2016. To our supporters, partners and especially our members- thanks for your ongoing commitment to AHPA. We can't do it without you!

Contact us: members@healthpromotion.org.au

National Conference Scholarship Reflections

This was my very first AHPA conference and thanks to the generosity of the Indigenous scholarships sponsored by Curtin University I was very fortunate to attend the 2016 National conference in the beautiful seaside suburb of Scarborough, WA. Nyungar Elder Associate Professor Ted Wilkes graciously gave the Welcome to Country and spoke of his connection to the land and waters on and around the conference setting. I found that every subsequent moment I spent looking at the views, or listening to the ocean, I recalled his words and felt such privilege to have the Nyungar country fill my senses. Our MC's, the two Mel's explained the gorgeous dot artwork and theme for the conference – "Connecting the Dots, Tradition to Innovation, Making it Matter" and how the presenters would connect their projects and work back to the principles of the Ottawa Charter. We were treated to a rendition of The Dot Song, specially composed for the occasion and sung to us by the Madjitiil Moorna Choir, which cheerily and quietly permeated through the venues sound system in the following days. An enormous cake was also revealed to celebrate the 30th birthday of the Ottawa Charter, gorgeously iced with the dot painted Swan conference theme. I reflected that 6 years previously I would not have even known what the charter was, yet here I was, singing happy birthday. I think I eventually got a piece of it...

I can't say I had a favourite session or presenter, the speakers were all so informative and knowledgeable but the very first keynote presentation given by Kathy Burns from the Barkly Arts Centre had me wondering how can you top that?! Her enormous effort and achievements in engaging and upskilling her Media Mob team in Tennant Creek and the ways she has gone about connecting community to the arts and vice versa was inspirational to listen to and see. Any wonder of the successes she has achieved, given the passion she so obviously feels about the arts and community, especially overcoming barriers like distance and isolation. The topics shared by all the keynote speakers raised my consciousness about many issues I had not often thought about or contemplated, like Dr Gary Fooks' revealing presentation on the corporate social responsibilities of huge organizations and their underhand or sometimes blatant behaviour in hoodwinking us as consumers and health advocates. The tireless work and commitment of Dr Kevin Buckett over so many years on the incredibly complicated issues involved in working with the food industry to promote healthier food choices and how the health star ratings has developed. Dr Buckett says recent research indicates consumer awareness has increased and he expects good evidence for change will come out of the 2019 June review. The shame I felt when listening to Dr Audrey Aumua at how little thought or responsibilities we spare our Pacific neighbours in their struggles to deal with the impacts of loss of traditional life, the challenges they face with climate change and extreme weather emergencies and how that impacts on their physical and mental health. The enormity of Dr Aumua's working field is mind blowing - 27 million miles of ocean, her organisation's role in offering help to 26 countries and territories, all with differing governing systems and 200 different languages, in order for them to work together to answer the big science questions they face. How impressed and captivated I was in not knowing for five or more whole minutes what Dr Rhys Jones was saying to us as he spoke his introduction in traditional Maori language, and with a tinge of envy, found myself once again reminded of the differences each of our countries take to celebrate and embrace our respective Indigenous cultures. His insights into the impacts colonisation had and still has on the health and wellbeing of Indigenous peoples was insightful, and his encouragement to incorporate more cultural traditions in our health interventions reaffirms my own personal vow to always listen to and respect my community's part when working together to improve health. Dr Jones' presentation style was so enjoyably engaging, I think I was too mesmerized to take notes!

I had recently attained my Certificate IV in Health Promotion and so the many sessions offered at the conference gave me an ideal opportunity to increase my knowledge and expose myself to the many wonderful people, projects and programs being run across the country. And what a selection there was! I was fairly run off my feet getting to them, which was just as well as the catering at the conference was amazing, we definitely didn't starve. My plan of attack was to attend a) as many of the Indigenous sessions as I could to gain as much knowledge around community engagement techniques and tips, b) get to those presenting on issues my work colleagues would find valuable to their focus areas such as nutrition, schools, and CALD community engagement, c) learn about innovative techniques such as use of apps and digital resources to spread health messages or online portals to aid teaching, and d) seek out as many of the Victorian Health Promotion presentations to build on my networking pool.

I tended to gravitate to sessions our Population Health team would find useful, and I managed to present back to them within 2 weeks of returning from Perth. One of my colleagues who works with a group of Urdu women, found my report of a peer education project for Karen women that Lucy Forwood presented to be especially interesting. As my team also works with refugees, the Monash Health led volunteer program for Asylum seekers presented by Alana Russo, was also well received. Colleagues who work with schools heard about the Whittlesea Council tobacco education project that Maggie Kirby and Sarah Sheridan presented on their partnership with schools, the Victorian Aboriginal Health Service and the Plenty Valley Community Health Service to support schools to promote tobacco education and raise awareness of secondhand smoke exposure to vulnerable communities in that local area. I also gained a lot from their presentation about engagement practices and project management and think their experiences will assist me in the future. Next time I attend a conference I will be sure to pack an exercise book or journal for note taking, and I will remember to include the date and time of all sessions and spend a bit more time reviewing at the end of each day. I definitely got a lot from the experience, many thanks AHPA and Curtin University for giving me this opportunity.

National Conference Scholarship Reflections

The 2016 Australian Health Promotion Association conference was held in Scarborough, Western Australia, a beautiful beachside suburb of Perth. Conference co-conveners Melinda Edmunds and Dr Melissa Stoneham set a fun and engaging tone for the conference by enthusiastically embracing the connecting the dots theme through costume and song.

This was my second AHPA conference, the first in Alice Springs two years ago. This year I was attending as a research student in the field of health promotion evaluation, so my immediate focus was to see how evaluation was being conducted and used around Australia.

The concurrent sessions included fantastic examples of health promotion program evaluations. I really enjoyed seeing how existing strategies were adapted and expanded, for example the community of Roebourne had adapted the Act Belong Commit Campaign, and some of the challenges and successes in translating weight loss interventions designed for research into a 'real world' setting.

The importance of scaling up, and expanding our effective strategies was highlighted by Professor Chris Rissel in his keynote address. Chris reflected on the history of health promotion in Australia and showed how effective programs can be implemented across the state. Chris's presentation reminded me of the importance of sharing information about effectiveness so that we can adapt strategies that work to other regions.

The theme of sharing and learning from each other continued throughout the conference. It was great to see ideas being shared between the audience and presenters, and contact details being swapped between delegates to continue the conversation after the conference.

I had my own opportunity to share the work I've been doing in a workshop together with Associate Professor Ben Smith, and it was really inspiring to see so many people engaged in the topic of capacity building for evaluation.

Two keynote speakers who presented on topics complementary to health promotion were another highlight of the conference. Kathy Burns presented the work of Barkly Regional Arts, and demonstrated the benefits to small regional communities through engagement with the arts and media. Kathy's presentation was a reminder that 'health promotion' occurs in many other sectors, and the outcomes of confidence, capacity building and employment, were all achieved through engagement with the arts and media programs of Barkly Regional Arts.

On the final day, I particularly enjoyed Dr Audrey Aumua's presentation highlighting the health and environmental challenges facing the Pacific region. Audrey demonstrated the importance of partnerships and coordinated approaches with our neighbours. Dr Rhys Jones gave a thought provoking talk, encouraging us as health promoters to decolonise our practice. Rhys prompted us to think about our own beliefs and value systems that drive our work, and to consider the impact that health promotion from a Western belief system might have in perpetuating inequities between Indigenous and mainstream populations. Rhys reminded us by learning about, and engaging with Indigenous knowledge we may find new and effective ways of working in health promotion.

Presentations about communicating research and program outcomes really had an impact on me, as I was attending the conference for the first time as a researcher. Dr Mel Stoneham spoke about blogging research findings to reach practitioners more directly, James Kite discussed how research can influence policy, Micaela Driberg gave advice about how to discuss your work with politicians, and Sunni Wilson presented the popular WA Indigenous Storybook. All these examples showed that practitioners, decision makers and the community make use of different forms of information and that we have a responsibility to share our stories through different channels. Finally, the inclusion of sessions designed to generate debate and reflection were a popular addition to the program this year. The topics raised by presenters became great talking points during the breaks. Many people I spoke supported the inclusion of these highly engaging sessions at future meetings.

Joanna Schwarzman-AHPA VIC Conference Scholarship Recipient 2016

National Conference Scholarship Reflections-Melanie Smith, AHPA SA Conference Scholarship Recipient 2016

Scarborough Beach WA was a picturesque setting for the 23rd Australian Health Promotion Conference and a great place for a 30th birthday party! Happy Birthday Ottawa Charter. The Ottawa Charter signifies an important milestone for our profession and this was duly acknowledged throughout many of the presentations. The conference format, themes and presentations providing opportunity for reflection on issues and approaches that have shaped the health promotion field while also focusing on contemporary issues and practices. Over the past 30 years we have developed greater awareness about systems thinking and the need for complex and innovative solutions to public health challenges. Evident to me was the relevance of the traditional themes of the Ottawa Charter to today and the value of the principles of the Ottawa Charter as a guiding framework for action to address contemporary issues.

While contexts and issues have become more complex the importance of empowerment and enabling has remained constant. Empowerment and self-determination and the importance of the connections between people, place, spirit and culture was at the heart of the powerful welcome to country conducted by Professor Ted Wilkes. People, community and the importance of ongoing and concerted action on addressing the social determinants of health continued as themes throughout the conference. This was further corroborated by the presentation given by Kathy Burns, Artistic Director, Barkly Arts Centre in the NT. Kathy used powerful personal recollections to demonstrate the connections between the arts and health, illustrating the power of arts to build community confidence, connections and capacity. Another powerful theme for me was the crisis in global health resulting from climate change. The pace, scale and devastating impact of climate change and the nexus with non-communicable disease in the Pacific region was the subject of a powerful keynote. This insight made evident to me the enormity of the challenge experienced by Pacific nations and the imperative for stronger political leadership and policy to address non-communicable disease as part of broader economic, environmental and social issues.

Of special note and a proud moment for South Australians was the acknowledgment of Annabel Axford as the recipient of the 2016 Ray James Award. Well done Annabel and well deserved! The Eberhard Wenzel Memorial Oration "Tradition to innovation- making it matter" was also memorable. The oration delivered by Professor Chris Rissel, AHPA life member and Director of the NSW Office of Preventive Health provided insight into the evolution of health promotion since the development of the Ottawa Charter in 1986. I was reminded of the enduring relevance and symbolism of the Ottawa Charter themes and how that are reflected in contemporary health promotion philosophy and methods. Chris described a number of milestones in our profession over the past three decades and I reflected on how these milestones impacted on my own professional journey. The adoption of the precede- proceed model developed in the early 90's provided a model and a process for understanding and applying the health promotion planning cycle and it certainly became quickly adopted in our work providing rigor and a theoretical underpinning. The seminal work of Marmot 1999 also had a major impact on our work, giving us new paradigms to think about the politics and the economics of health, providing a new language that facilitated political energy for advocacy and action. This saw a shift in resourcing and planning approaches to focus on the "causes of the causes" and prompted new approaches, new partnerships and increased accountability. The establishment of the Global Commission on the Social Determinants of Health 2005-2008 further garnered policy shifts focused on tackling the unequal distribution of power, money and resources.

Dr Gary Fooks, Aston University, UK presented a thought provoking plenary exposing the industry tactics used to manipulate policy, presenting some alarming examples of the commercialisation and commodification of health harming products. He deconstructed the manipulative tactics including "displacement frames" such as fast food companies supporting active lifestyle initiatives in attempts to shift perception of the primary driver from foods to sedentariness and highlighted the pervasive and subversive tactics used to infiltrate including funding.

I attended numerous concurrent sessions all of which offered insight and practical application. The sessions exploring research to practice were particularly valuable. James Kite presented a refreshing and challenging perspective on the need for a paradigm shift in academia, outlining the barriers to efficient and timely translation of evidence to practice including the lag time from evidence, to implementation, the disconnect between publication and public impact and the barrier that the sheer volume and repetition of information creates and how this - can be confusing duplicative and unhelpful for policy. An important point raised was the lack of currently published literature that includes information on cost effectiveness. He emphasised the importance of including policy relevant information in evidence paper to increase usefulness, application and relevance. Questioning the "publish or perish" paradigm was also the subject of a presentation by Dr Mel Stoneham from the Public Health Advocacy Institute of WA. Mel encouraged delegates to consider how to make findings matter, to consider the medium of communication and the impact and effectiveness of current publication styles. Mel encouraged academics to consider alternative dissemination strategies for evidence and to use this more effectively particularly in relation to advocacy.

The 23rd AHPA conference was a success. The combination of sessions and themes worked coherently and was a valuable and memorable professional development and networking event. Congratulations and thanks to all involved in putting together a highly successful event. My grateful thanks to AHPA for the opportunity to attend.

National Conference Scholarship Reflections

In attending my first national conference I'd just like to thank AHPA again for giving me the opportunity to be part of such a well-planned event.

As a student, my initial expectations of these once stiff, collared, corporate events changed as I became immersed by the conference theme. My general impression was that the venue was well sought out, the event app featuring presentations and working schedules was unique, as well as the strategy for growing the event community using social media integration platforms. Specifically, I noticed the Twitter event tweets during Congress offered positive word-of-mouth feedback that promoted the event.

The Opening Ceremony brought an authentic and confident introduction that I felt bypassed the typical superficial pleasantries, and I felt it brought a stimulating conversation afterwards with the influence to get others to listen and deliver real value. In my view, the Welcome to Country by A/Prof Ted Wilkes delivered a reality check on the industry-wide issue that we all face, and the Heart of Community Arts presentation by Kathy Burns perfectly displayed that a creative and innovative engaging arts program used in the right way can have wide-spread positive effects to the whole of the community. This plenary itself was most interesting for the simple reason that it was a close message from home in the Northern Territory, and seeing the opportunities that the Barkley Regional Arts created for the community and service organizations was quite inspiring.

The following day, I was intrigued by the presentation from Dr. Gary Fooks who examined how transnational companies, such as the food, tobacco and alcohol industries impact on Australian health policy on different levels by using tactics in manipulating perspectives around health outcomes, such as Corporate Social Responsibility (CSR). Moreover, the philanthropy of what companies use to gain their profits, and how they make them was made clear and concise, particularly with his Industrial Epidemics 'Vectors' approach.

The panel discussion following Gary's presentation helped make better reference to other platforms of Corporate Policy and Marketing in detail, but what caught my attention was Claire Pulker's take on the food industry and the market forces of food governance. This got me to question more about functional foods, explore what trades in food and agriculture are increasing, and the basic rationality for these by our government. For me this has influenced my decision to take action on the food and agriculture of my community with the goal to present an interactive nutritional program that teaches the basics of food, cooking and the importance of play for children.

Following on the third day, Dr. Audrey Aumua presented about the Pacific community witnessing radical changes in the environment and health services. I got a strong impression from the presentation that natural disasters are an increasing sensitive matter, specifically climate change and food security. Lastly, Dr. Rhys Jones's presentation 'Tradition as Innovation', disseminated the process that starts with us as health professionals to unlearn and re-learn the implications for health promotion of colonisation, and it connected the dots well between health, sustainability and equity.

In addition, demonstrating that the conference mindset was to be environmentally conscious was a win for me. Aside from just embracing green events, my personal endorsement would look at adopting other facets of the event, such as staging the processes down to local and organic catering, using recycled and sustainable materials where possible. Personally, I believe this provides a stronger ambience and could allow for individuals to build relationships with new audiences via this common interest as well as strengthen health promoting ties with existing members. Altogether the quality of work that was put in the slides, the delivery of content, and diversity of topics covered enhanced my own objectives of how to gain organizational support for equity and sustain strategic partnerships.

Ben Christie- AHPA NT Conference Scholarship Recipient 2016

National Conference Scholarship Reflections

After reflecting on my experience at the National Conference, one thought stands out in my mind: 'Harness good intentions,' expressed in presentations by both Associate Professor Ted Wilkes and Dr. Rhys Jones. Before attending the conference I thought I would walk away with an experience focused on best practice, evaluation, and current research, which were all represented within sessions. In the end, I walked away with a much deeper experience, connection and appreciation for our line of work and study in health promotion.

The conference not only highlighted core health promotion practices, but it also challenged people to draw on a greater sense of self, understanding of cultures and relationships between people and environments. Spreading messages of good will and celebrating Australia's culture were poignantly reiterated from the conference theme of 'Connecting the Dots', to the Dot Song, sung by the Minjital Moorna Choir, to the impactful presentations by the keynote speakers, making for a symbolic and unique experience.

You would think the act of harnessing good intentions would be so simple to continually implement day-in and day-out, while in actuality, it comes loaded with layers of complexity. A part of harnessing good intentions is to learn from past traditions, such as Indigenous cultures, in order to apply knowledge toward future health and community practice. As described by Dr. Rhys Jones, taking the time to learn from our roots, values and beliefs and reflecting on tradition is a part of continually giving ourselves booster shots to be the best versions of ourselves. Dr. Jones' presentation started my thought process on how I could learn more from other cultures and traditions and self-reflect on my own hidden biases, stereotypes and blind spots. As awareness of oneself is essential for future innovation and building a strong community to tackle inequalities, taking the time to learn from other cultures can help unlock answers to some of society's wicked problems, such as climate change and poor health. This is the basis for harnessing good intentions, reflection, learning from others and applying it to the greater good.

Another aspect of learning from tradition and culture was beautifully narrated by the conference opening speaker, Kathy Burns from the Barkly Arts Centre. Kathy illustrated how traditional art, nature, culture and customs can be connected through song, dance or visual art to positively influence some of the greatest social inequalities. I was inspired by Kathy's work and truly believe that the Barkly Arts Centre highlights the influence we can have on health by stepping outside of the traditional box of health promotion to address greater social determinants of health. In addition to improving the health of remote Australians, the Barkley Arts Centre is striving toward building a community identity and sense of connectedness between current generation of Australians with Aboriginal traditions, teaching about the culture and creating amazing pieces of art in the process.

A final standout message from the conference that made an impact on me was the session on corporate social responsibility, which was opened with reflections by Dr. Gary Fooks and followed with a panel discussion on major food and gambling corporations. This session reiterated how transnational companies can shape the environment and lifestyle choices of society. Companies such as McDonalds and Coca Cola are instrumental in diverting public attention to avoid the health and social harms of their product. This session reinforced how important it is to be an educated consumer and to speak-up and act with intentions to harness good for others. This is particularly the case when we need to be the voice for those that may not be as fortunate to have a strong or influential voice of their own.

In all, this conference dared me to contemplate 'Am I taking the steps to challenge myself, understand my biases and harness good?' At times, this can be an uncomfortable exercise to practice, though through my studies and reflection from the conference, I believe it is essential to be the change we wish to see in the world. As I work toward a career as a health promoter, this conference experience not just expanded my academic skills but reminded me to continually stop and reflect. In doing so, I hope to continually take the steps to harness good intentions for all.

Catrina Wold-AHPA WA Conference Scholarship Recipient 2016