

# News from the West

**Newsletter of the Australian Health Promotion Association (WA Branch)**

December 2014



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Note: Some computers may not pick up hyperlinks so emails and web addresses have been included in full to assist with accessing links.



## FROM THE EDITORIAL TEAM

Welcome to the second and final edition of News from the West for 2014. The WA Branch has bid farewell to Jamie Cavill as Branch President, and welcomed Melinda Edmunds into the role. We wish Jamie all the best with the new addition to her family, and thank her for valuable contribution to the committee over the past years. Emma-Lee Finch and Fiona McDougall have stepped down from their roles on the Finance Audit and Risk Management and Scholarship subcommittees (respectively) to take on ex-officio roles, with Kirsty Cave and Lauren Zappa joining the committee on the Advocacy and Partnerships and Capacity Building and Excellence subcommittees (respectively).

The WA Branch is continually striving to adapt and listen to feedback from its members. As such, we've reduced the number of newsletter editions to two per year, with the recently established WA Branch e-News disseminating important information between editions. To help showcase the quality and diversity of health promotion projects that are currently happening around Western Australia, we've also included a number of longer articles in this edition.

Read on for updates from across Western Australia, from sexual health in the Kimberley (pages 10 and 25) to cervical cancer screening promotion in the Great Southern (page 15). We also hear from our six AHPA (WA Branch) and Healthway Scholarship recipients, including our four Aboriginal recipients Nelson Baker, Korrine Bennell, Julieanne Berg and Tyra Thomas.

With the festive season upon us, we wish you a happy, healthy and productive end to 2014. We look forward to working with you all again next year.

Happy reading,

Lauren, Becky and Amber

# PRESIDENT'S REPORT

Melinda Edmunds

President, AHPA (WA Branch)

As we come to the conclusion of the second half of this year I am pleased to present an update on the WA Branch. I firstly would like to thank Jamie Cavill for her time on the committee and supporting me in taking over as President of the branch in July. Nominating for the role of President was not a decision I made lightly, however for me it was about taking the unique opportunity to support the health promotion sector and providing a voice to our members. I have been fortunate to have many great informal and formal mentors in my career to date who have always encouraged me to have a voice, stand up for what I believe in, and be a leader. I am now asking you, as a member of AHPA, to do the same. The WA Branch is embarking on an exciting advocacy campaign where we require your cooperation as a member to support the health promotion sector during a time of uncertainty with changes to prevention budgets and sector structures. We want you to support our campaign and make health promotion a priority. The key messages for this campaign are:

- Health Promotion helps people to make healthier choices.
- Health Promotion is making the healthy option the default option.
- Health Promotion provides the opportunities to choose a healthy lifestyle.
- We keep people out of hospital (the majority of disease and injury can be prevented and health promotion covers it all).

We will begin the strategy by providing training to our members and some non-members at the upcoming Community Advocacy and Media Workshop run in partnership with the Public Health Advocacy Institute of WA (PHAIWA).

The WA Branch has also been active in the area of capacity building and excellence. The branch hosted a student careers showcase in partnership with the Public Health Association Australian (PHAA) (page 05). The branch also partnered with PHAA to present Healthway Fellow Melanie Barwick.

We are fortunate to have funding from Healthway to provide Scholarships for both graduate and Aboriginal health promotion professionals. It has been exciting for the Branch to have had an amazing response to this program in 2014. This year we have awarded four Aboriginal and Torres Strait Islander scholarships (from across WA including Kimberley, South West, Midwest and with Child and Adolescent Community Health) and two graduate scholarships. This newsletter edition provides a great overview of the projects that our recipients have been involved in. Recruitment for the 2015 graduate scholarships has also just concluded and the successful recipients will be formally announced at the coming AGM.

On 4th-5th September delegates from Australia and internationally attended the 22nd National Australian Health Promotion Association and 18th Chronic Diseases Network Conference, Equity @ the Centre in Alice Springs. It was fantastic to see a great WA representation at the conference. The conference had many thought provoking speakers including keynotes Dr Sharon Friel and Shelley Bowen. There were a number of take home messages as you will see from Emma Douglas's article on page 03. For me, the conference highlighted the importance of working in collaboration. We need to work smarter together to achieve better outcomes. The Branch often works in partnership to run events, conduct advocacy initiatives and be heard within and beyond the sector and we encourage others to do so.

Social media was a big part of the conference with the opportunity for health promoters to come together to send a united voice to those in other states and overseas. It was a fantastic way to share key learnings and spark interesting conversations.

At the conference, AHPA presented Professor Peter Howat a life membership in recognition of his distinguished, meritorious and special service as a mature leader in health promotion in Australia and their significant contribution to the purpose and objectives of the Association. Professor Howat has had an outstanding career in health promotion since 1976. Professor Howat has been a great supporter of the Australian Health Promotion Association throughout its history and a member since its inception. He was a member of the Western Australian Professional Health Educators Association (1985 - 90) (the forerunner to the Australian Association of Health Promotion Professionals and the Australian Health Promotion Association) and Inaugural President (1985 - 1988). Professor Howat has continued to support the WA Branch in his role on the Strategic Advisory Group and his experience is highly valued by all. I would like to sincerely congratulate Professor Howat for his hard work and thank those who supported his nomination.

The Branch has had an exciting year. We now move towards planning day for the Branch and begin the process of updating our operational plan. Planning had also begun for our annual AGM in February. I would encourage all members to be involved in the initiatives of the Branch and provide feedback wherever possible. We are here to represent you.

Melinda Edmunds  
President



# EQUITY @ THE CENTRE: CONFERENCE REPORT

Emma Douglas, AHPA Conference Scholarship Recipient

Consultant - Aboriginal Health, Diabetes WA

I felt very privileged to have had the opportunity to attend Equity @ the Centre through an AHPA WA Branch scholarship. There were some key themes that stood out to me throughout the conference, with equity being the primary focus. Professor Sharon Friel highlighted the overwhelming evidence that suggests addressing equity is the key to improving health outcomes. Professor Friel encouraged us all to be legendary leaders and proposed a game plan for achieving health equity. I often struggle to apply the high level discussions and issues covered at conferences to my every day work, so I found this take home message from Professor Friel especially valuable “explicitly raise and push equity in all aspect of your work.”

Another key theme was the importance of developing and maintaining positive partnerships, both within health and with other sectors. Many speakers raised the issue of the vital importance of clear communication and mutual goal setting between organisations and services working with communities. I currently live in a remote community and have seen firsthand how the potential improvement in health outcomes is diluted when services are not delivered in a coordinated manner. I believe all health professionals have a role to play in addressing this issue. I encourage you to connect with organisations and people working in areas of health that are relevant to your work and begin to explore potential partnerships and strategies for working together.

Two keynote presentations addressed language as a social determinant of health, I found these speakers to be particularly inspiring and enlightening. Professor Kerry Taylor shared a quote that really struck a chord with me “Our people are dying because we can’t understand what doctors are saying to us.” Professor Taylor highlighted the issue that training for health professionals around language, cultural awareness and communication with Aboriginal people is lacking. She also questioned why interpreter services are not used for Aboriginal clients more often. Professor Kerry further suggested that to Close the Gap, first we need to find a way through the communication gap.

Dr Anne Lowell and Yolngu elders, Lawurra Maypilama and Rosemary Gundjarranbuy showcased an excellent example of a community lead project that addressed language and improved the health literacy of community members. The project involved developing videos in language that were used by local people as a tool to educate the community. It was very moving to hear the perspective of local community members speaking about their experience with doctors and other health professionals.

It was also great to see the Diabetes WA Aboriginal Health team so well represented at this conference with my presentation on the Strong Culture project, and two other presentations from our team on the DESMOND program (Diabetes Education and Self-Management for Ongoing and Newly Diagnosed) and the Community Drinking Water project. I encourage you to visit our website [www.diabeteswa.com.au](http://www.diabeteswa.com.au) for more information on these initiatives, and get in touch with us if you see any opportunities to work together.

## A PERSONAL REFLECTION: PHAA CONFERENCE 2014

Dr Melissa Stoneham, Deputy Director  
Public Health Advocacy Institute WA

So it started off with a promise – the Public Health Bill would be read this year or early next year! Smiles, tweets and cheers came from the WA delegates. This great start was then followed up with a very entertaining presentation from David Jernigan, Director, Centre on Alcohol Marketing and Youth. Some of my tweets from this session were:

*"David Jernigan shows upsized alcopops being like a 6 pack in one can"*

*"If people drank responsibly alcohol companies would around half its market"*

*"Jernigan talks about Astroturf groups – fake grass roots. Big alcohol industries influencing consumption in so many ways"*

Fast forward to Tuesday and the next big keynote for me was Karl O'Callaghan APM, Commissioner of WA Police who spoke on enforcement and public health and how they can work together. He highlighted a number of case studies where the two can co-exist. He followed the fabulous June Oscar so Fitzroy Crossing was one of those. My tweets included:

*"Karl O'Callaghan says sensible approach to policing saw 50% reduction in crime in Fitzroy Xing"*

*"WA Police Comm says WA Police not geared for prevention-we r streetsweepers but Fitzroy an exception"*

*"Too many parents giving in to kids re alcohol restrictions. If alcohol is a drug, parents are drug dealers"*

*"Karl O'Callaghan congratulates Healthway 4 buyout of alcohol sponsorship of WA cricket"*

But it wasn't just the keynotes who were the highlights, many local WA practitioners and researchers presented interesting and innovative papers and posters. It was great to see some local government people presenting, and a good balance between research and practice-based projects. The conference was a great opportunity to meet new people, reacquaint with old friends and be exposed to a wide range of public health interventions. Well done PHAA.

# AHPA/PHAA (WA BRANCHES) CAREERS SHOWCASE 2014

## Rochelle Tobin

Australian Health Promotion Association (AHPA) + the  
Public Health Association of Australia (PHAA) WA Branches

AHPA and PHAA (WA Branches) partnered to deliver this year's Careers Showcase, titled '*How to get that job... where to look, how to apply and what employers are looking for*'. The event had guest speakers, a panel discussion and provided students with the opportunity to network with staff from leading health agencies.

The event was a sell-out, with fifty nine students attending. Students heard from three speakers including Professor Tarun Weeramanthri from the Department of Health, who talked about the importance of being present, Dr Jo Clarkson from Healthway who encouraged students to seek out a mentor and Rochelle Tobin, one of this year's AHPA WA Branch Scholarship recipients, who highlighted that every professional interaction is a potential job opportunity. Students then had the opportunity to pose questions to the panel on 'how to get that job'. The panel included the aforementioned speakers as well as Dane Waters from Health Communication Resources, Julia Stafford from the McCusker Centre for Action on Alcohol and Youth, Sarah Bailiff from the Cancer Council WA, Toyah McCarthy from the City of Wanneroo and Melissa Panuccio from Child and Adolescent Health Services.

The record level of attendees indicated how valuable this event has become to students. Feedback from the students has been overwhelmingly positive, with many commenting on how much they valued the opportunity to hear from those working in the field.

AHPA (WA Branch) would like to thank everyone who attended the event, especially the speakers and panellists for taking the time to sharing their experiences with tomorrow's health promotion practitioners.

*Rochelle Tobin addressing  
students at the event*





# AHPA (WA BRANCH) + HEALTHWAY SCHOLARSHIP PROGRAM: 2014 RECIPIENTS

## Ear health in the Pilbara

Gemma Brooks

WA Country Health Service – Pilbara Population Health

The levels of ear disease in Western Australia, in particular rural and remote Indigenous communities, remains too high by the standards set by the World Health Organisation. Telethon Speech & Hearing (TSH) have partnered with the WA Country Health Service (WACHS) to educate the local Pilbara community on ways to prevent middle ear disease in children through the development and dissemination of 'Ear Health Education Packs' for Parents, Teachers and Health Professionals.

The AHPA (WA Branch) graduate scholarship allowed essential components of this project to be completed during February 2014 - August 2014. In the six months leading up to this, a comprehensive needs assessment was undertaken. The components completed during the scholarship included the production and piloting of education resources, developing dissemination plans and strategies which incorporate sustainability and developing and implementing evaluation measures. Due to unexpected delays in the production of resources, the full dissemination of the 'Ear Health Education Packs' was unable to be completed during the scholarship time frame, however valuable baseline data was able to be collected.

The experiences made possible through this scholarship have proved very valuable, with many competencies developed as a result of the opportunity. Since August, the resources have been printed with full dissemination across the West Pilbara planned for early 2015.

References available upon request.

## Promoting healthier beverage choices

Rochelle Tobin

Public Health Advocacy Institute of WA and Diabetes WA

One of this year's AHPA (WA Branch) graduate scholarship recipients, Rochelle Tobin, worked with the Public Health Advocacy Institute of WA, Diabetes WA and Nirrumbuk Aboriginal Corporation to promote healthier beverage choices in two remote Aboriginal communities in the Kimberley. Soft drink consumption in Aboriginal communities is high, and it is thought that a lack of access to potable water may be a contributing factor. Strategies included the installation of water fountains in close proximity to community stores and working with store management to promote water over soft drink. In-store observations were also undertaken to identify which groups within the community were purchasing soft drinks.

This project encountered a number of challenges to implementation. These included; a change in store management; beverage company marketing tactics; and water fountain maintenance. Despite this, the project found that the consumption of soft drink in both communities was high, ranging from 325ml to 349ml per person per day. Store observations showed that young people purchase a large amount of soft drink, with 55-57% of all soft drink sales being to people under the age of 25.

In Djarindjin in September, an average of eight litres of water per day was dispensed from the fountain. Data is currently unavailable from Bidyadanga as the water meter is faulty. However, verbal feedback from the community has indicated that the water fountain is frequently used, particularly by children.

Diabetes WA and PHAIWA will continue to work towards increasing access to potable water and reducing the accessibility of soft drink in remote communities into the future.

# Iron Deficiency Anaemia in Aboriginal Children

Tyra Thomas

Child & Adolescent Community Health, Aboriginal Health Team

Hi, my name is Tyra and I have worked in community health for the past 12 years. I am originally from One Arm Point and came to Perth to develop my career with the vision to return home one day. I truly enjoy my work in Aboriginal Health and will continue further study to provide the support that is much needed within our community.

I recently applied and was successful in obtaining a scholarship from AHPA (WA Branch). The scholarship project will focus on raising awareness of the impact of iron deficiency anaemia in parents and carers of Aboriginal children aged 0-5 years. Currently, iron deficiency anaemia remains prevalent in Australia especially among high-risk groups, including; Aboriginal children, young women and pregnant women. The vision is to have health information that will be accessible and interactive by creating a smartphone application. This method will assist in promoting awareness of iron deficiency anaemia, with the hope of influencing behaviour change for improved health outcomes.

Interactive media has become an integral part of the social and educational platform within the Aboriginal community, and the development of a smartphone application allows the community to self-educate and share information whilst on the move. Utilising this method is ideally suited for today's technological environment.

References available upon request.



*Portrait photo of Tyra Thomas –  
Bardi Women, One Arm Point*

## Childhood dream now a reality

### Korrine Bennell

#### WA Country Health Service (WACHS) – South West

I am the project officer for the Young Mums Nutrition Program (YMNP) which is based at WACHS - South West, Bunbury Tower. Adapted from Tasmania's 'Family Food Educators: Family Food Patch' program, the YMNP delivers strong healthy key messages to the community about children's health and well-being. The program focuses on training volunteers in a five week course to use healthy eating options in their child's diet with accordance to the Australian Dietary Guidelines.

The objective of this program is to create awareness of obesity in young children, by providing an educational and practical program for volunteers and young mums. Participants will be able to be more confident with foods, manage their child's health and diet, become more creative with foods, and learn about the diversity of foods between various cultures. The program is currently in its early stages, however will be delivered throughout the Bunbury and South West region.

It has been a pleasure working at the WACHS - South West at the Bunbury Tower for the past few months. I have always hoped that one day I'd work at the tower ever since I was a small child, and now it has become a possibility. My family have always supported me and my aspirations, and without it I know I wouldn't be here with this great job opportunity. My family provide me with a sense of belonging to country and they also keep me grounded. I believe as I am a Noongar person I am able to communicate with both Indigenous and Non-Indigenous organisations in a cross-cultural manner, which allows me to form stronger networks in my community.

*Korrine Bennell (pictured on left) with Tennis great and Wimbledon champion Evonne Goolagong Cawley at a children's sport and health clinic in Bunbury.*



## Red Dirt Youth: A photovoice project

**Katy Crawford and Nelson Baker**

Kimberley Population Health Unit

The Kimberley Population Health Unit (KPHU) has partnered with the Kimberley Training Institute to investigate the strengths of young people in the region. Using the photovoice participatory action research model as a formative evaluation tool, the aim of the project is to identify strengths and protective behaviours that can be built on for future sexual health promotion strategies. Participants are given cameras and attend photography workshops before taking photos of their environmental and social surroundings, with short narratives accompanying the photos.

An integral part of the project is the involvement of AHPA (WA Branch) scholarship recipient Nelson Baker. As a young local male, Nelson has been able to connect with the male participants to provide support and guidance. Likewise, females have had the support of KPHU health promotion team member Katina Coffin.

The project has also been fortunate in gaining the services of photographer Rachel Taylor, who is experienced in participatory photography projects. The collaboration between the project team and Rachel has enriched the project beyond initial expectations.

So far project has two groups engaged, and a further group is planned for early 2015. The first exhibition is scheduled for late November in Broome.



*Nelson Baker at a Derby rodeo condom distribution point (find out more about this project on p25!)*



## Wanggajimanha - Working Together

**Julieanne Berg**

**Geraldton Regional Aboriginal Medical Service (GRAMS)**

My name is Julieanne Berg and I am a proud Yamatji woman from a small town called Cue in the Murchison & Midwest Region. I moved to live in Geraldton some twenty years ago seeking greater education and employment opportunities for my kids and myself.

For the past 2 years I have been employed as a Healthy Lifestyle Officer with the Wanggajimanha Tackling Tobacco and Healthy Lifestyle program which is currently based at and supported by Geraldton Regional Aboriginal Medical Service (GRAMS). I like the name of our program Wanggajimanha (a local "Wadjarri" word meaning talking and working together) as I think it reflects the holistic delivery of the health promotion and programs when we are working with our people.

I really enjoy my job as it has opened doors into the area of health promotion and in September this year I was a successful candidate selected for an AHPA Aboriginal Scholarship. I feel privileged to have been given such a great opportunity and I am looking forward to working with the Australian Health Promotion Association (WA Branch).

Through this scholarship I will expand my efforts in the Midwest by improving health promotion around the areas of nutrition and increasing physical activity among Yamatji people. I will also be able to provide support to the expansion of wellness clinic services and a weight management program.

One of the greatest challenges working in health promotion, I believe is "Getting people to change their current outlook on health. The small changes that are made now by making small nutritional changes beginning at home and also incorporating a feasible exercise routine will enable Aboriginal people to live a lot longer and their families and communities to prosper."



*Julieanne Berg*

# DEVELOPING EFFECTIVE ADVOCATES

Julia Stafford

McCusker Centre for Action on Alcohol and Youth

Public health advocates seek to change upstream factors such as laws and policies that influence the health outcomes of populations. The need to effectively advocate for measures that will improve health is clear, but how do we learn to be effective advocates?

I explored this theme with the support of the Foundation for Alcohol Research and Education's Ian Webster Scholarship. I gathered information from public health advocacy leaders in Australia and elsewhere, through interviews and published literature. There is no one mould of an effective advocate. However, there seem to be some characteristics that effective advocates share and these may provide direction for advocates-in-training. A selection of these is suggested here.

Effective advocates:

- Understand the science, are able to critically analyse research, and always stay within the boundaries of the evidence.
- Understand the political context, including who makes decisions, how decisions are made and the broader agendas of governments.
- Don't put political bias into their work. All political parties can and have acted to improve public health.
- Understand what influences decision makers. They do their homework to find out the decision makers history on the issue and why they might care.
- Build relationships – with journalists, community champions, people within government and others who can work behind the scenes and publicly to move the issue forward.
- Work in teams with complementary skills.
- Are effective communicators. They make scientific information relevant to decision makers and the public.
- Are prepared to publicly praise government decisions that are in the interest of public health, and criticise when they're not.
- Maintain their energy on an issue; they plan for and celebrate small wins.

Above all, effective advocates learn by doing, reflect on their experiences and sticking with it. Advocacy can often be tough, but look to your colleagues, and bodies such as AHPA, and PHAA for inspiration and support. Together we are a strong voice.

# POLICY CAN HELP IMPROVE HEALTH OUTCOMES FOR CHILDREN IN EARLY YEARS SERVICES

R Sambell, Dr A Devine and Dr J Lo

Edith Cowan University

Attendance at Early Years (EY) Education Centres\* is increasing with a record number of Australian children (1,030,970) in approved childcare in 2012. About one in four children (27.6 per cent) aged 0 to 12 years attended childcare. Children who spend more than eight hours in care on a daily basis should be offered at least three meal opportunities, which represent a significant portion of their daily food intake. It is well known that children's food intake in their early years has a significant impact on their future health outcomes, in particular, chronic disease and cognitive ability. It therefore begs the question as to why there is currently a lack of policy, from government and related organisational bodies that prescribes detailed recommendations for food provision in EY settings.

There is limited research addressing food group provision in EY education and care settings in Australia. Therefore, in 2013 a pilot study of eight EY centres was conducted to determine a suitable method to collect food provision data and compare this data with recommendations that >50% of the Australian Dietary Guidelines' (ADG) standard food group serves were provided to children whilst in care. Data was collected by recording raw ingredient weights of foods offered to children. Ingredients were categorised by food group and summed and servings per child were determined for morning tea, lunch and afternoon tea. Food group provision by day and by centre was compared to ADG recommendations for 2-4 year old children to determine level of provision.

This study determined a suitable method of data collection to determine food group provision. It also highlighted a significant food group under provision of meat or meat alternatives and dairy, vegetables and cereals, when compared to recommendations from the 2013 ADG. Children were being provided with <50% of the serves of several food groups which has implications for future health outcomes. There was also significant variation in food group provision between days and centres. These results are very similar to a study conducted 13 years ago that reported inadequate calcium and iron intake, which implies very little has changed.

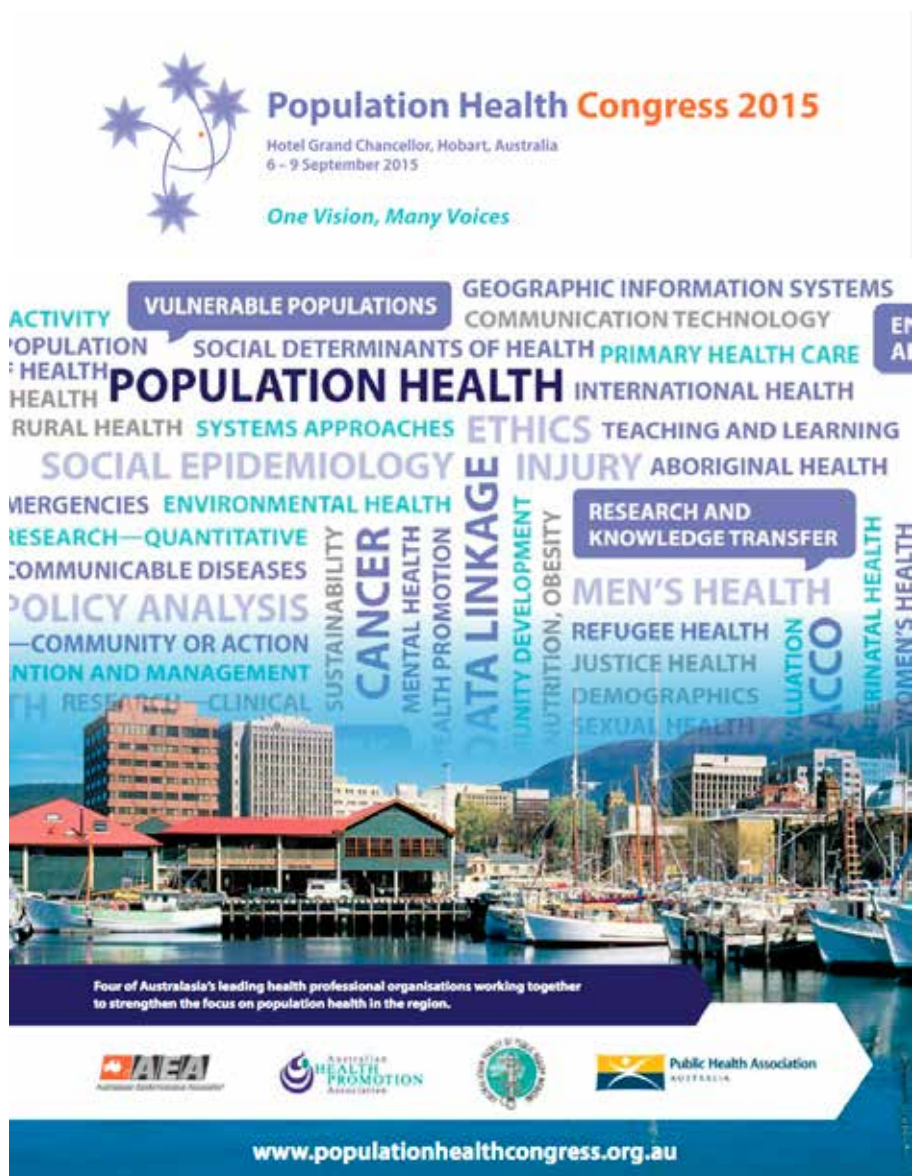
Anecdotally this study found that the language of 'food groups' was much easier to understand by EY employees. The willingness of EY managers to provide healthy food choices to children, coupled

with effective policy and guidelines for benchmarking provision of foods in EY settings would assist with establishing adequate provision guidelines for all centres. This would be strategic and allow for stakeholder collaborations and preserve the health of our future generations.

\*Long Daycare Centres for the purpose of this article

For more information, contact Ros Sambell on (08) 6304 5424 or [r.sambell@ecu.edu.au](mailto:r.sambell@ecu.edu.au).

References available upon request.



# FROM NEVER TO NOW A SIMPLE GENERAL PRACTICE- BASED ACTIVITY TO IMPROVE REGULAR CERVICAL SCREENING PARTICIPATION

Libby Foster, Regional Education Officer  
Cancer Council WA

In April this year, Cancer Council WA - Great Southern, received funding from the WA Cervical Cancer Prevention Program Small Grants Program 2014. This enabled the implementation of a project aimed at improving regular cervical screening participation, as well as increasing community awareness, and confidence in the importance of Human Papilloma Virus (HPV) vaccination. Cervical screening participation in the Lower Great Southern Region is low at only 53.4% (WA 55.6%).

The two-pronged approach used a small general practice intervention, and a community-based health promotion and education strategy entitled, 'Women and Cancer: Upstairs Downstairs.' The focus was on five towns in the lower Great Southern, from Denmark to Ravensthorpe; separated by a distance of 340 kilometres. Women's health services in this region are provided by general practice or hospitals.

Six general practices, a total of 38 General Practitioners (GP), agreed to participate in surveying women in their waiting rooms. Surveys were badged for each practice and timed to coincide with when the mobile BreastScreen WA van was in town.

Any woman arriving for an appointment was given a bright clipboard containing the Women and Cancer – Prevention and Early Detection survey. The purpose of the surveys was three-fold. Firstly, to pick up never screened or under screened women, secondly, to prompt a conversation with their GP and finally to provide information to the GP so that the patient record could be instantly updated.

Two simple questions were asked with the options; 'Have you ever had a breast screening mammogram?' and 'Have you ever had a Pap smear?' The surveys incorporated timing for the



BreastScreen WA van visit and the phone number for an appointment. The call to action was "Please make a Pap smear appointment before you leave today". To date, a total of 211 surveys have been completed.

At the completion of the project, all six practices provided feedback via a SurveyMonkey questionnaire. Results show that all respondents recalled that the surveys were developed and provided by Cancer Council WA and indicated that they enabled conversations between GPs and patients about cancer screening. All practices considered that the surveys could be repeated: potential frequencies ranged from annually (3 practices); every second year (2 practices); or each time the BSWA van was in town (1 practice).

**Most importantly, every practice noted that the surveys succeeded in picking up women who had never had a Pap smear.**

*"The ongoing commitment in Denmark towards getting the message across regarding ongoing health screenings by not only a committed group of health hub members but both the doctors' surgeries should be commended. It is extremely important that the message regarding both cervical and breast cancer as well as other health areas is ongoing and without the support from our medical practitioners this would not be possible.*

*Denmark is extremely lucky to have such a group of pro-active health industry workers and with the backup of organisations such as the Cancer Council WA and BreastScreen WA hopefully we will be able to eventually see a decline in these dreadful diseases."*

(Christine Venkatachalam, Practice Manager at Dr Jane James Surgery)

A full report on the project and evaluation measures can be obtained from Libby Foster, Cancer Council WA - Great Southern on [libby.foster@health.wa.gov.au](mailto:libby.foster@health.wa.gov.au) or (08) 9842 7513.



*Christine Venkatachalam, Practice Manager at Dr Jane James Surgery*

# PLEASE LIKE ME: QUALITATIVE EVALUATION OF MAKE SMOKING HISTORY FACEBOOK PAGE

S Beasley, K Mooney, S Pettigrew & C Clayforth

Cancer Council WA

The Make Smoking History (MSH) Facebook page was created in September 2012. Page content includes campaign material, motivational quotes and images, news stories, personal testimonies and quit tips. A qualitative analysis was determined to be the most appropriate method to find out who was interacting with the page and which posts generated the most interaction. The primary Facebook interactions are likes, comments and shares. This research focussed on comments, as comments take more effort than a 'like' or 'share' and provide greater depth of information.

There were 181 posts and 563 comments collected over the first year of the MSH Facebook page, 48% by males, 49% by females and the remainder by organisations/unknown. NVivo 10 was used to code the Facebook posts and their comments into themes.

Results:

The majority of people commenting on MSH posts are ex-smokers, indicating the page is being used more for reinforcement than cessation.

Ex-smokers commented more on posts themed:

- Positive impacts of not smoking
- Loved ones
- Personal testimony

Current smokers commented more on posts themed:

- Negative impacts of smoking
- Policy and legislation

Policy and legislation themed posts were more popular with males, who also made eight times as many comments on prohibition than females. Posts themed 'loved ones' were twice as popular with females than males. Most comments were made during business hours, which was also when most posts were uploaded. Males commented twice as often than females between 6am-9am, and females commented twice as much as males between 9pm-12am. The results of this research will direct future Facebook activity.

For more information, contact Sarah Beasley on (08) 9388 4370 or [sbeasley@cancerwa.asn.au](mailto:sbeasley@cancerwa.asn.au)



*Make Smoking History WA Facebook page*



*Adjustable workstation – sitting position*



*Adjustable workstation – Standing made it easier to communicate with co-workers*

# “I’M STILL STANDING: YEAH, YEAH, YEAH!” QUALITATIVE INSIGHTS INTO EASE OF USE OF ADJUSTABLE WORKSTATIONS

Dr Justine Leavy, Assoc Prof Jonine Jancey + Rochelle Tobin

WACHPR, School of Public Health, Curtin University

A few years ago, standing around at work would have landed you in your supervisor’s office with a “please explain”. Fast forward to 2014. Supervisors are suggesting staff stand more and sit less. Research on occupational sitting suggests adverse health effects associated with sitting for long periods, especially at work. These risks have shown to be independent of leisure time physical activity. Put simply, those who meet the physical activity guidelines and are active every day still have an increased risk of poor health if they sit for long periods of time at work. As part of the ‘Uprising Study’ Curtin researchers are seeing if standing throughout the day improves physical and mental health.

Sit-to-stand workstations were fitted to each employee’s desk for a period of 4 weeks. Employees attended focus groups (n=15) and supervisors participated in a face-to-face interview (n=8).

Overall the employees reported enhanced general well-being, improved workability and some disadvantages including too much movement in the keyboard.

*“I felt physically better and that helped mentally as well”*

*“I always want to nap at two o’clock so I stood up and that would really push me through”*

Supervisors reported general health and wellbeing, work engagement, injury prevention and management as key themes.

*“...he seemed like he was enjoying work more, he was more focused and happier.”*

*“Staff seemed happier, and the energy was different, more positive”*

*“...started a conversation in the office about health, footwear, back care...”*

Workers were motivated to use workstations for the potential health benefits. The retro-fit design had negative and positive implications. Organisations should consider adopting a coordinated approach that includes ergonomics, health and safety and interior design consultants to support movement in the workplace.

For more information, contact Justine Leavy on (08) 9266 9285 or [j.leavy@curtin.edu.au](mailto:j.leavy@curtin.edu.au)

References available upon request.



# TAKE THE CHALLENGE HEALTH CAMPAIGN

## Carla Prott + the Fabulous Fives

### Our Lady Star of the Sea Catholic Primary School

The students from Our Lady Star of the Sea Catholic Primary School were eager to 'Take the Challenge' this term. The challenge provided them with an opportunity to explore the various aspects which contribute to creating a healthy lifestyle; encouraging them to develop a holistic understanding and, at times, challenge their previous thoughts.

The Year Five class was one of many classes who enthusiastically participated in the challenge. They were involved in a range of enriching activities and were very surprised by some of the things they discovered. Among other things, they presented an assembly item to the school promoting a healthy balance between physical activity and screen time, were gob smacked when they realised the amount of sugar found in 'healthy' fruit drinks and created their own 'no smoking' rap!

However, as the end of the challenge grew closer, the Year Fives felt it was a waste keeping their newly found knowledge to themselves. This is where the 'Year Five Live Life' campaign was born – a school wide campaign aiming to promote all of the 'healthy lifestyle ideas' to the rest of the students in our school. Chloe, Jack and Corey were responsible for creating our winning logo and basis of our campaign, 'Live Life'.

"We decided on the apple, the water bottle and the sneakers because we thought that each symbol represented something to do with a healthy lifestyle. The apple represents healthy eating, the water bottle represents drinking lots of water and the sneakers represent physical activity," said Chloe.

The Year Five students thoroughly enjoyed sharing their knowledge with other students in our school via posters, TV commercials and their classroom blog. Most importantly, they are applying what they have learnt to assist them in making healthy lifestyle choices. Caprice, who thoroughly enjoyed developing our health campaign, also said, "I was so surprised to learn how much sugar is in fruit drinks. Now when I go shopping, I always check the packages and am more careful about how much sugar I drink!"

The Year Five class is already looking forward to completing the challenge again next year!

For more information, contact Carla Prott at [prott.carla@cathednet.wa.edu.au](mailto:prott.carla@cathednet.wa.edu.au)



*Students getting involved in  
Take the Challenge.*



# LIGHTS, CAMERA AND ACTION FOR YOUTH ANTI-SMOKING FESTIVAL!

Natalie Quinn + Sandy Oliver

National Heart Foundation, WA Division

The first screening of the Smarter than Smoking Young Directors' Festival television commercials will be held across two Gala Award Nights in November at Armadale Grand Cinemas and Event Cinemas Morley.

More than 600 students from 18 primary and secondary schools in the North and South Metropolitan areas are contesting the title of Best Television Commercials. After six months of brainstorming, scriptwriting, storyboarding, production and editing, the judging panel met in October and critiqued the student entries on how well they met the brief.

The panel included representatives from WA's leading health agencies: Healthway, South Metropolitan Population Health Unit, North Metropolitan Population Health Unit, Heart Foundation, Australian Council on Smoking and Health, School Drug Education Road Aware and members of the Youth Committee.

The Festival is an innovative approach to learning where students develop technical skills. Other benefits include increasing their knowledge of the health and social issues associated with tobacco use.

With SMART School Grant funding from Healthway and media expertise from Murdoch University and Film and Television Institute, the Festival puts students in the director's seat to produce 30-second anti-smoking television commercials.

The schools who participated in the Festival in 2014 were Willandra Primary School (PS), Kingsley PS, Beckenham PS, Westfield Park PS, Serpentine PS, Challis PS, Marri Grove PS, Lumen Christi College, Roleystone Community College, Armadale Education Support Centre, Rockingham Senior High School (HS) and Canning Vale College, Balga Senior HS, Swan View Senior HS, Wanneroo Secondary College, West Beechboro PS, East Wanneroo PS and Roseworth PS.

For more information, Sandy Oliver on (08) 9382 5947 or [sandy.oliver@heartfdoundation.org.au](mailto:sandy.oliver@heartfdoundation.org.au)





*Wanneroo Senior High School students filming their Smarter than Smoking Young Directors' Festival ad.*

# SADDLING UP FOR SAFE SEX ACROSS THE KIMBERLEY

Katy Crawford + Pippa Broughton

Kimberley Population Health Unit

Kimberley rodeo-goers got up close and personal with safe sex messages and free condom distribution at this year's events.

In response to the Kimberley having the highest rates of sexually transmitted infections (STIs) in the state, a safe sex campaign was launched at this year's regional rodeo events. The aim was to increase the availability of, and access to, STI resources and services to young people aged 15 – 30 years old. Posters depicting a cowboy and cowgirl, along with messages promoting safe sex and where to access local health services were displayed at event sites, along with discreetly located condom trees and condom wallets.

The sexual health promotion team at Kimberley Population Health Unit (KPHU) in partnership with Kimberley Aboriginal Medical Services Council (KAMSC) in Broome coordinated the campaign. Consultation was sought with regional health services, rodeo committees and local young people, to guide the planning and implementation of the campaign. All five major regional rodeo events in Kununurra, Halls Creek, Fitzroy Crossing, Derby and Broome participated.

The overall feedback from the campaign was positive, with participants stating that the posters were relevant to the target group, fun, and engaging. Large numbers of condoms were taken, with over 3,000 recorded from the combined rodeos.

With regional rodeos attracting large crowds of young people, including those from remote and isolated communities or stations, the events provide an opportunity for reaching people who would otherwise have limited or no access to health services or education. The messages were simple but effective in raising sexual health awareness and safety through an informal and non-confrontational process.

For more information, contact Katy Crawford on (08) 91922256 or [katy.crawford@health.wa.gov.au](mailto:katy.crawford@health.wa.gov.au)

*Right: One of the campaign posters  
displayed at the regional rodeos*





A joint initiative between WACHS Kimberley Population Health Unit and the Kimberley Aboriginal Medical Services Council



# MEMBERSHIP BENEFITS

## Are you a member? What does membership entitle you to?

Membership to the WA Branch of the Association can serve you and your profession in a number of ways including access to:

- Professional development workshops and seminars at a reduced fee including reduced registration to the Annual National Conference
- National conference scholarship opportunities
- News From the West, our WA Branch newsletter, produced three times a year
- An exclusive mentoring program
- A listserver for members which provides postings of current employment opportunities, news of events and developments in the field and networking news
- Health Promotion Scholarships
- Social and networking events with other practitioners in the field

At a national level you also receive member access to the website, copies of the Health Promotion Association of Australia journal published three times per year (a peer reviewed journal of health promotion practice and research evaluation, facilitating communication between researchers, practitioners, and policy-makers) and the quarterly Australian Health Promotion Update newsletter.

Your continuing support as a member is very valuable to us. Please help the WA Branch to grow by introducing a new member today! Individual memberships support the state Branch to provide ongoing high quality services for members. It provides you with an opportunity to participate in health promotion direction in WA. If you or your colleagues are interested in joining the Association or you would like more information about membership, please visit the AHPA website (<http://www.healthpromotion.org.au/>).

**Find out more about individual memberships or corporate subscriptions by visiting**  
<http://www.healthpromotion.org.au/membership>.

## Are your details correct?

- Do you receive emails via the listserve?
- Are you receiving your official copy of the *Health Promotion Journal of Australia* and the quarterly Australian Health Promotion Association *Update* newsletter?
- If not, log in to the member section of the AHPA website.

## Article submission alert!

*News from the West* is sent out to more than 200 members twice a year. Short updates can also be emailed through for potential inclusion in the WA Branch e-news, which is disseminated on a six-weekly basis. The AHPA (WA Branch) is seeking articles from its members which share achievement, successes, new programs, research and new resources in the field of Health Promotion. If you have something you want to write about, article submission templates can be obtained by contacting us at [adminwa@healthpromotion.org.au](mailto:adminwa@healthpromotion.org.au)

Please ensure that your article adheres to the AHPA (WA Branch) Article Submission Guidelines for greater chance of getting published. The editors reserve the right to omit, edit or condense any submitted article.

Note: Articles appearing in *News from the West* do not necessarily reflect the views of the Australian Health Promotion Association (WA Branch or National).



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