

News from the West

Newsletter of the Australian Health Promotion Association (WA Branch)



NEWS FROM THE WEST
EDITORIAL TEAM

Jamie Cavill
Simone Comtesse
Lisa Rooke

AUSTRALIAN HEALTH PROMOTION
ASSOCIATION (WA BRANCH)
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Tracy Fuhrmann

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TREASURER
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FROM THE EDITORIAL TEAM

It's that time of year again! The festive season is upon us and 2012 is fast approaching – and it begs the question: have you been naughty or nice?

It appears that not even Santa can stop our eager health promotion practitioners in the West – this issue is jam-packed like a Christmas stocking! Look for articles on diabetes prevention, road safety, bicycling awards, and active communities.

Trevor Shilton, our Father Christmas in health promotion, has returned on his sleigh – not from the North Pole but from New York! See page 13 for what he got up to at the UN High Level Meeting on NCD Prevention. Professor Rob Donovan (one of our health promotion Wisemen) and Julia Anwar McHenry give their opinion on the latest developments with the ANPHA (page 17).

For an alternative look at ways to tackle smoking issues, check out the Cancer Council's submission (page 27) on research into why some Aboriginal people don't smoke. See what some of our busy little elves (AHPA WA Branch student members) have been up to on page 11 – they are brighter than Rudolf's nose!

We would like to thank our proactive student member Amber Giblett who has helped us pull together this issue. Thank you Amber for your assistance with News from the West and for your help on the Members Services Subcommittee throughout 2011.

To all our readers, we wish you a Merry Christmas and a Happy, Safe and Healthy New Year! - *Jamie, Simone & Lisa*



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WA BRANCH UPDATE

Gemma Crawford + Tracy Fuhrmann

Co-Presidents, AHPA (WA Branch)



As 2011 comes hurtling to a close, it provides us with some time to reflect on the year that was and plan for the year to come.

In trying to develop the ideas for this piece it was inevitable that we started to think about the time of year and the themes that it brings with it. So, when Gemma was cleaning up her office from the inevitable mounds of paperwork that had taken hold, she fortuitously happened upon a book given to her by a student a year or two ago. The book is titled Giving by Bill Clinton. Now

whatever you think of his politics (or anything else), it is clear that the former president has spent considerable time since he held office pursuing philanthropic endeavours. In the book, Clinton discusses the various ways that individuals and organisations can engage in formal and informal giving.

If you don't think that you have anything to give, look harder!! Not all of us are going to give money and certainly not to the extent that Bill and Melinda Gates give on a global scale. However everyone has something to share to provide others with a hand up. It could be time, things, ideas, or skills.

In you aren't swayed by this argument, consider another. There is growing evidence that giving (or altruistic behaviour) might just be good for your health. A quick lit search reveals a number of scholarly articles dedicated to examining the probable link between kind and helping thoughts and deeds, and well-being, health, and longevity. So the old adage of being kind to your neighbour may actually benefit the receiver AND giver in more ways than one.

This led us to think about the giving nature of health promotion. Martin Luther King once said that "everyone can be great, because everyone can serve". Committee membership, mentoring, reviewing papers for journals and conferences, being part of an organising group, all are ways that so many of our members give to their profession and beyond. We know that regardless of where we are at in our lives and our careers, we can all give something, and so many of us do-time at P and C, being a formal or informal mentor, becoming a board member, helping out at events, picking up litter, tithing or other work in your house of worship, supporting a colleague's ribbon day (of varied colours). Students -consider picking a cause, research it, getting informed about where your money and time go, advocate for it, do it because it is meaningful not JUST because it adds something to your CV!

We all have the same 24 hours in the day. In a time of funding uncertainty and competition, in seeking to get ahead, it is easy to lose sight of the bigger picture. It is important that we don't forget the collegiality and passion which makes being part of health promotion so wonderful. As another great thinker, Albert Einstein noted, "The value of a man (or woman) resides in what he gives and not in what he is capable of receiving." We charge you with this task. After all this generosity of spirit exemplifies the health promotion professional -our core principles-those of equity, social justice, meaningful participation, community and empowerment underpin what giving is all about.

2011 has been another monster year at both a state and national level. Significant administrative changes in the national association will see members reaping the rewards from streamlined services and more transparent and accountable processes. At a committee level we were able to maintain regular member services including the AGM, mentoring, advocacy activities, partnerships, a range of professional development events, the listserv, news from the west, and scholarships program.

We were also able to host a celebratory networking and professional development event in September, Let's Take the Next LEAP (Leadership, Excellence, Advocacy, Partnerships) Together, attended by more than 100 individuals. We are currently finalising the evaluation report from this event as well as putting together a draft "Health Promotion Roadmap" which will be available for comment by members and attendees. This activity assists us to maintain the momentum captured at the event and will also assist us to set down a variety of activities around the LEAP core areas. This begins with a roundtable discussion in December 2011, organised by AHPA (WA Branch) Vice President Tia Lockwood, regarding the professionalisation of health promotion. This has been spearheaded by the national association who have engaged a consultant to develop a plan on this issue. A number of state branches and their health departments have contributed to this project.

We hope that you enjoy this edition of News from the West. There are a number of great items including an opinion piece from Professor Rob Donovan and Julie Anwar-McHenry and an update on the WA Prostitution Bill. Please take note of the date for the AGM to be held on February 8. At this event a number of new awards will be presented and the second Ray James Memorial Lecture will be given. The 2012 AHPA (WA Branch) Healthway Graduate and Aboriginal and Torres Strait Islander Scholarship recipients will also be announced. We hope to see you all there to assist us in thanking the 2011 committee for their hard work and to see the introduction of the 2012 committee. 2012 is the final year in the current AHPA (WA Branch) Strategic Plan, so it will be a great opportunity to finalise items from the 2010-2012 plan and to work with the incoming committee to chart a new course to 2015.

So we would like to take this final opportunity for the year to thank each and every one of you, committee and members alike, for your continued enthusiasm for health promotion and your association. Without your support it would be impossible to achieve the myriad of activities that we implement each year. We would like to give special congratulations to the graduating tertiary student class of 2011 (particularly to our student committee members) on achieving this important milestone and to those of you that have already found employment in health promotion. Now the fun begins. Get ready to be part of something amazing. Please consider the LEAP motto (Leadership, Excellence, Advocacy, Partnerships) in everything that you strive for in your health promotion practice.

Lastly, to our outgoing committee members we appreciate the time and dedication you have provided to the WA branch. We hope that your time with the committee has been valuable both personally and professionally. To our student and ex officio committee members, our mentors, speakers, funders and supporters and to our wide and varied membership we thank you all as well. To you and to your loved ones we wish you a safe and happy festive season. We look forward to sharing an exciting 2012 with you.

CALLING FOR MENTEES

- Are you an AHPA member currently working in health promotion?
- Would you like an opportunity to enhance your career development?
- Are you interested in developing and strengthening your skills and networks?
- Would you like support from an experienced practitioner in the field?
- If yes, the AHPA (WA Branch) Mentoring Program may be for you. [Check out page 10!]

ANOTHER LEAP FOR AHPA (WA)

Nicole Bowser

School of Public Health, Curtin University

The Australian Health Promotion Association (WA Branch), with support from the WA Department of Health, hosted a one day health promotion symposium 'Let's Take the Next LEAP Together' on Monday 19 September 2011. The event saw over 130 practitioners, policymakers, researchers and leading health promotion experts discuss contemporary challenges and opportunities for health promotion in Western Australia.

LEAP 2011 celebrated the proud local origins of the National Association, established 21 years ago, and the bright future of health promotion. Since then the Association has been recognised as Australia's peak health promotion body and has been involved in supporting health promotion practitioners to make significant improvements in Australia's public health sector. The day was an opportunity to celebrate the wonderful achievements that have been individually and collectively made, seek a renewed sense of purpose and to gather momentum from the sector for the important role that health promotion practitioners will play in health reform.

Tarun Weeramanthri, Executive Director of the Public Health Division at the Department of Health WA (DoHWA), opened the event. Delegates were then taken on a historical journey of the Association and health promotion, with an early plenary session from inaugural National President and Director of Cardiovascular Programs at the National Heart Foundation WA, Trevor Shilton. Trevor addressed the participants via teleconference from New York City where he was attending a United Nations meeting on non-communicable disease prevention and control (see Trevor's article on page 9 for more information).



Above: LEAP Organising Committee (clockwise from back left): Natalie Dorsa, Ruth Wernham, Tracy Fuhrmann, Nicole Bowser, Tia Lockwood, Asha Singh, Gemma Crawford, Carly Martin, Emma-Lee Finch.



Above: Lunchtime dancers

Professor Mike Daube from the Public Health Advocacy Institute of WA then presented past and present successes in the fight against tobacco with exciting revelations for plain packaging, followed by a view from the next generation by recent graduate and Health Promotion Officer at Diabetes WA, Emma-Lee Finch.

Participants were then presented with a panel discussion from Jenni Collard (Director, Office of Aboriginal Health WA), Denise Sullivan (Director, Chronic Disease Prevention, DoHWA), Terry Slevin (Director, Education and Research, Cancer Council WA), Tia Lockwood (Program Manager, Planning & Evaluation, WA Country Health Service) and Professor Peter Howat (Director, Centre for Behavioural Research in Cancer Control). Panellists were asked to respond to the question – “So, if health promotion is everybody’s business, what are we all doing here?”

Throughout the day participants were treated to a magician, Aboriginal dancers and a visual display of AHPA and health promotion history. Members of the organising committee presented several brief films they had produced on practitioners’ views of health promotion and their hopes for the future.

The symposium challenged delegates to ‘put their thinking caps on’ to explore the four themes of LEAP - Leadership, Excellence, Advocacy and Partnerships - core components of professional practice in health promotion. Four facilitated break-out sessions showcased case studies and allowed participants to contribute to discussion. The world café style rotation through each session encouraged delegates to add their thoughts and comments to develop key actions for the future of health promotion practice, policy and research in WA.

The information collected will form the basis of a position statement or roadmap for action on health promotion. This will be returned to individuals and organisations to consider in their planning for health promotion activities, but more importantly, sent to those that weren’t there and whose roles hold particular sway in furthering health promotion in WA. The ideas and recommendations stimulated in these sessions will be available on the Association’s website at www.healthpromotion.org.au in coming weeks.



Above: Panellists (clockwise from back left): Professor Peter Howat, Tia Lockwood, Terry Slevin, Denise Sullivan and Jenni Collard



Above: Jenny Collins, Linda Burke, Assoc. Prof. Sharyn Burns, Gemma Crawford, Linda Portsmouth, Jude Comfort, Jonathan Hallett and Assoc. Prof. Maryanne Doherty

PERSPECTIVES OF A LEAP SCHOLARSHIP RECIPIENT

Chantelle Jeffery + Nicole Samulkiewicz
Wheatbelt Public Health Unit

The LEAP event was well attended by AHPA members from the Wheatbelt, including members of the Wheatbelt Health Promotion Network Nicole Samulkiewicz and Chantelle Jeffery who were able to access a scholarship offered by AHPA to attend the LEAP event in Perth.

Health Promotion staff enjoyed a day of thoughtful discussion about our profession and came away motivated and excited to progress the LEAP concept: Leadership, Excellence, Advocacy and Partnerships within our regional Health Promotion Team.

Our key take home messages of the day included:

- The need for health promotion professionals to be able to clearly communicate what health promotion is.
- Health promotion needs to move with the times in regards to technology and capturing our target groups.
- There is a role for specialist health promotion practitioners.
- All health promotion professionals have a role in leading health promotion into the future.

Questions raised at the event were brought back to our Wheatbelt Health Promotion Network, where we discussed:

- What does leadership in health promotion mean to you?
- How can our network contribute to the health promotion evidence base?
- How can members of our network be advocates – who can we advocate to and how? and
- How do we come to a shared understanding of health promotion with partners?

Our team has some homework to undertake, and plans to work towards developing simple definitions of Health Promotion and our role as Health Promotion professionals which we can use consistently within the team and to communicate in the community.

NEW AHPA (WA BRANCH) AWARDS

To recognise achievement in Health Promotion within Western Australia, from 2012 the AHPA (WA Branch) will be presenting two new annual awards:

- 1. Emerging Health Promotion Leader**
- 2. Outstanding Mentor in Health Promotion**

Together with the existing Presidents' Award that is awarded to an Executive Committee member of the AHPA WA Branch, these awards will provide an opportunity for health promotion professionals to be recognised by colleagues and peers for their commitment and innovation in health promotion practice.

As the AHPA (WA Branch) is operated through the efforts of volunteers, The Presidents' Award provides an opportunity to publicly acknowledge a committee member's valuable contribution to the operation of the WA Branch committee and services to the wider membership.

To be eligible to receive the Emerging Health Promotion Leader or Outstanding Mentor awards you must be a member of the Association, however you need not be a member to nominate someone.

Nomination forms will be circulated soon, with chosen recipients to be presented their awards at the 2012 AGM.

CALLING FOR MENTORS

- Do you have at least four years of experience working in health promotion?
- Would you like to share your experience and knowledge whilst learning from others with a fresh, new perspective?
- Would you like an opportunity to support a less experienced colleague to reach their goals?
- Are you interested in developing and strengthening your skills and networks?
- If yes, the AHPA (WA Branch) Mentoring Program may be for you. [Check out page 10!]

THE 2011 STUDENT CAREERS SHOWCASE

Amber Giblett

AHPA (WA Branch) Executive Committee Student Representative

The annual Student Careers Showcase was held on 24 August 2011 at the Department of Health Theatre, East Perth. This year's event, which attracted over 35 participants, aimed to provide attendees with the opportunity to network with those in the Health Promotion and Public Health fields and to gain an insight into the diverse career paths the industry has to offer.

The AHPA (WA Branch) partnered with the WA Branch of the Public Health Association of Australia (PHAA) for the second consecutive year to present the event. Twelve organisations kindly attended the evening, providing valuable information and advice to students regarding employment opportunities within their agency.

AHPA and PHAA (WA Branches) wishes to express their appreciation to the Cancer Council WA, HBF, the University of Western Australia Health Promotion Unit, Australian Youth Ambassador for Development Program, Department of Health Graduate Development Program, Royal Life Saving Society WA, the Curtin University Health Promotion Postgraduate Program, WA Local Government Association (WALGA), WA AIDS Council, South Metropolitan Public Health Unit, Kidsafe WA and PHAIWA for their attendance. We would also like to thank the AHPA Student Representatives and all others that helped make the evening run smoothly.

This year, participants heard from Professor Mike Daube (President, PHAA WA Branch) about the benefits of joining a professional association as a student and from keynote speaker Terry Slevin. Jonathan Hallett (Scholarship Project Officer, AHPA WA Branch) also presented an informative overview of the AHPA WA Scholarship program for 2012. Rachel Murray, student representative to the AHPA WA Executive Committee, did a commendable job as Master of Ceremonies on the evening.

Ruth Wernham (Treasurer, AHPA WA Branch) facilitated a panel discussion, exploring the transition from student to graduate in the Health Promotion and Public Health workforce. Panellists Lisa Rooke (South Metropolitan Public Health Unit), Peta Turner (Chronic Disease Prevention Directorate, Public Health Division, DoHWA) and Owen Carter (Centre for Behavioural Research in Cancer Control, Curtin University) provided three unique perspectives on the topic.

Thank you to all the committee members and student representatives from the AHPA and PHAA committees for their assistance at the event. Formal evaluation was undertaken on the evening, with 20 completed evaluations returned by participants and 10 by Agency representatives. Panellist feedback was collected via telephone interview. Overall feedback showed that participants, agencies and panellists appreciated and valued this event. Go to <http://www.healthpromotion.org.au/wa-documents/298-reports> to access the final evaluation report.

UPDATE: PROSTITUTION BILL 2011

Nicole Samulkiewicz

Wheatbelt Public Health Unit

As you would have read in our July issue of News from the West, the AHPA (WA Branch) developed a submission for the Attorney General regarding the Prostitution Bill 2011.

On 12 August 2011, the AHPA (WA Branch) received acknowledgement of this submission from Cheryl Gwilliam, Director General of the Office of the Attorney General. We were notified that “the Attorney General intends to consider the comments made prior to the finalisation of these laws”.

AHPA (WA Branch) advocated that the most effective model for population health, safety and wellbeing is decriminalisation; and recognised that reform provided an opportunity to improve a currently complex and ambiguous system. We voiced concern on behalf of members that the government’s approach did not consider findings from the previous government’s working party or the thoroughly researched report on the sex industry in Western Australia¹. We advocated that the proposed legislation does not act for the welfare of all sex workers and is deficient in its approach.

The amended State Government’s Prostitution Bill 2011 provides a strictly regulatory approach and does little to address current evidence or underlying social factors which were highlighted in our feedback on the proposed legislation.

The AHPA (WA Branch) would like to thank all our supportive members on this matter and encourages you to continue lobbying Labor MPs to continue to oppose the Bill and the National MPs to not support it as it is reliant on Nationals support to pass the legislative council. For more information, the Attorney General recently released a media statement regarding the Prostitution Bill 2011, that can be found at www.mediastatements.wa.gov.au/Pages/Results.aspx?ItemID=145703.

1. Donovan.B, C.Harcourt, S. Egger, K. Schneider, K. O’Connor, L. Chen, and C.Fairley. 2010. The Sex Industry in Western Australia: A Report to the West Australian Government. Sydney: National Centre in HIV Epidemiology and Clinical Research, University of New South Wales.

CONGRATULATIONS

We would like to offer our congratulations to Professor Donna Cross, the 2012 Western Australian of the Year for her dedication to the wellbeing of young people and children, particularly in the area of school health promotion.

MENTORING PROGRAM 2012

AHPA (WA Branch) will be offering the Mentoring program again in 2012.

What is mentoring?

Mentoring is a one-to-one relationship between a more experienced person (mentor) and a less experienced person (mentee). Mentoring gives members of the Australian Health Promotion Association (WA Branch) the opportunity to share their professional and personal skills and experience, and to grow and develop in the process. It is based upon encouragement, constructive comments, openness, mutual trust, respect and a willingness to learn and share.

What does the program involve?

The AHPA Mentoring Program operates from March to November and it involves approximately two hours per month (or more if mutually agreed to) by participants. The relationship between mentors and mentees will vary depending on each person’s needs. Mentees are required to set goals and objectives at the onset of the program. Mentors will then work with their mentee to achieve these.

The mentoring partnership is a mutually beneficial partnership and the effort put into developing the partnership with your mentor will determine your outcomes. Mentors volunteer their time to contribute towards personal development in health promotion. Mentees are expected to be committed, prepared and active in the partnership.

How can I become involved?

More information on the mentoring program, including application forms, will be circulated via the AHPA list serve in December 2011. Applications will close late January 2012.

A sub-committee of the WA Branch executive will be responsible for matching mentees and mentors. Where a successful match is achieved, applicants will be contacted and further information provided.

Please note that although the committee will do their best to match mentees with mentors based on their individual needs, interests and location (metro/rural), final matches are determined by the pool of mentees and mentors who apply.

AHPA (WA BRANCH) CLASS OF 2011

As the end of the year draws near we thought we'd take some time to hear from some of our graduating students that have been representatives on your WA committee. Students have so far been accepted into the WA Health Graduate Program, completed Honours degrees and been snapped up by a range of employers. We can't wait to see what they will achieve once they've graduated.

Two of our wonderful students, Krysten and Amber were kind enough to share their experiences.

Krysten Blackford, Curtin University

BSc (Health Promotion); BSc (Nutrition)

As Student Volunteer Coordinator I assisted with the evaluation report for the Student Careers Showcase and assisted with LEAP as a Student Volunteer. Both events allowed me to network with other AHPA committee members and numerous health professionals.

What have you achieved so far as a graduating student? I've been lucky enough to study on campus in Perth and from a remote location. Living in the Kimberley allowed me to witness some of the health issues as I was studying them and has broadened my thinking of health promotion and nutrition strategies for different target groups. When I returned to Perth I wanted to get involved in as much as I could outside the classroom, so I volunteered and sought a range of work experience including:

- Mentoring 1st year students, smoothing the transition to university life - a leadership role I thoroughly enjoyed.
- A casual summer position at Foodbank, that I was offered after enquiring about work experience. I worked with public health nutritionists and health promotion officers to develop a toolkit for the School Breakfast Program, which has been disseminated to over 300 schools across WA.
- Attending Country Week in Cue WA with students from health disciplines including nursing, physiotherapy, medical imaging and social work. The importance of partnerships became apparent during this trip, as well as communication with the target group and with stakeholders.
- Working on the Raising Awareness of Drug and Alcohol Risk (RADAR) project, raising parents' awareness of alcohol use and their responsibility to be suitable role models for their children.

What advice would you give other students? Always be on the lookout for opportunities to assist your personal and professional development. My lecturers told us that volunteering is extremely important and I will definitely be passing on this advice. Say yes to everything! I now have experience working in the areas of nutrition, physical activity, tobacco control, rural health, Aboriginal health and alcohol. Health Promotion is such an interesting field because it allows this kind of diversity of roles!

Where to next for you? I am very fortunate to have been offered a graduate scholarship with AHPA and Healthway, working with the Cancer Council WA, the Centre for Behavioural Research in Cancer Control and the WA Centre for Health Promotion Research. My project will begin February 2012 and involve the workplace as a setting for health promotion. Currently I'm working as a Research Assistant with the WA Centre for Health Promotion Research and have so far been evaluating Curtin's Smoke Free policy which will be implemented from the 1st of January 2012. I'm lucky enough to be working alongside some of the wonderful lecturers and tutors that have taught me over the past 4 years.

I can't wait to throw the mortarboard at my graduation ceremony!

Amber Giblett, Curtin University

BSc (Health Promotion)

I've been involved as a student representative to the WA Branch Executive Committee as a member of the Member Services Committee. This has involved attending monthly meetings, assisting with the weekly jobs and events list serve, volunteering at AHPA events and speaking to University students about the benefits of AHPA.

What has been your most significant achievement? Securing a position as a Level 5 Health Promotion Officer with the WA Country Health Service (WACHS) in Albany, starting January. As I am originally from Albany, I'm very excited to use my skills and knowledge to improve the health of my local community.

What advice would you give other students? During my university studies I took the opportunity to volunteer for a variety of events and organisations, including with AHPA WA and the University of WA's Health Promotion Unit. This enabled me not only to expand on my skills and knowledge developed during my studies, but also to network and build professional relationships with a number of health promotion organisations and professionals. My professional placement at WACHS in Albany also assisted me in securing my new job. I can't emphasise enough how beneficial volunteering and work experience can be for your career.

What's next for you? Moving back to Albany to commence my new position, which I am excited yet nervous about. In two years' time, I hope to have begun (or at least applied for!) postgraduate studies in a related field, and to have acquired more responsibility in whatever role I may be working in.

UNITED NATIONS HIGH LEVEL MEETING ON NON-COMMUNICABLE DISEASE PREVENTION: A WATERSHED FOR HEALTH PROMOTION?

Trevor Shilton

Heart Foundation and Global Vice President for Advocacy, IUHPE

Two months ago UN Member States gathered in New York to pass a Political Declaration on Non-communicable diseases (NCDs). In this Declaration the UN made a historic commitment to take urgent action to address the global NCD crisis: <http://www.ncdalliance.org/sites/default/files/rfiles/UN%20HLM%20Political%20Declaration%20English.pdf>

I was privileged to be invited to attend the meetings as a Global Civil Society Delegate representing the International Union for Health Promotion and Education (IUHPE), an organisation of which I am a Global Vice President. The IUHPE has identified NCD prevention as a strategic priority and we recognised that this UN meeting was a potential watershed for increased global attention to health promotion. Our Union was very active in the months preceding the UN meeting in preparing a 'key messages' document and in widely disseminating this to promote our common call to action: <http://www.iuhpe.org/index.html?page=51&lang=en>

The key messages that the IUHPE took to New York were a call for:

1. An expanded role for comprehensive health promotion;
2. Coordinated actions that impact on the determinants that underpin the NCDs epidemic across populations;
3. Health systems to redirect resources to health promotion and prevention of NCDs and prioritise health promotion as an essential function of the Departments of Health;
4. Expansion of engagement with sectors outside health where many of the economic, social, and environmental policy solutions to NCDs can be best advanced;
5. Increased investment in ensuring a health promotion workforce that is prominently placed and equipped with the core competencies to implement current knowledge, policies and practices;
6. A specific and considered approach to the three critical areas of healthy eating, physical activity and tobacco control, and agreement to robust indicators in each of these three areas; and
7. A central focus on equity both between and within nations, and a specific focus on addressing the needs of disadvantaged groups.



The two-day High-Level General Assembly was attended by more than 30 heads of State and Government and at least 100 other senior ministers and experts. The meeting agreed to a declaration calling for a multi-pronged campaign by governments, industry and civil society to set up by 2013 the plans needed to curb the risk factors and the causes behind the four groups of NCDs – cardiovascular diseases, cancers, chronic respiratory diseases and diabetes.

Three in every five deaths in the world are from NCDs and the future prognosis is grim with a likely 17% increase in the next decade. The meeting noted that while the statistics are alarming there are cost-effective ways to impact quickly on these diseases. Policy interventions are both effective and inexpensive. The imperative for political leadership at the highest level is evident, as is the need for action across Government and engagement with the whole of Government - transport, schools, agriculture, planning, as well as the private sector, non-government organisations and civil society. These issues are picked up strongly in the IUHPE's 'key messages'.

The political declaration is a great start. It is a strongly worded document that will accelerate the international progress on NCDs. It will provide a framework for saving millions of people from preventable death and disability due to NCDs. It falls short in some key areas. The overarching goal and set of time-bound targets is missing, but there is a commitment to develop in 2012 a set of global targets and indicators. This will be led by the World Health Organisation (WHO). Member states have agreed to hold a comprehensive review in 2014. This is good as it will necessitate review of commitments in the current declaration.

Some contentious, contested, and controversial issues were supported, for example:

- Commitment to accelerate the implementation of the Framework Convention on Tobacco Control.
- Commitment to eliminate industrially produced trans fats in foods, and to implement initiatives to reduce consumption of salt, sugars and saturated fats.
- Member states have agreed to introduce policies and actions to promote healthy diets and increase physical activity in the entire population.
- While the declaration acknowledges the importance of increasing taxes to reduce tobacco consumption, the language on curbing the harmful use of alcohol is weak (no mention of price and availability, or marketing).
- Agreement to recommendations to restrict marketing to children of foods high in fats, sugar and salt – and to reverse the rising trends in obesity in children, youth and adults.

NCDs have finally made it to the UN, and that is a good thing.

So where can we in Australia do more?

- Expanding robust partnerships with transport and local Government to ensure safe and accessible walking and cycling facilities.
- Mandating planning codes based on healthy active design principles such as those in Healthy Spaces and Places (Australia) and Fit City (New York City).
- Prioritising health and physical education (for all children) in the Australian National Curriculum.
- Banning trans fats in the food supply (NYC has done this).
- Mandatory kilojoule labelling in fast food outlets (NYC has done this too, and NSW has committed to it).
- Building on our excellent record in tobacco control by continuing to strengthen and expand state Tobacco Control Acts – passage of the world leading initiative on plain packaging, increased tobacco tax, and continuing to extend smoke-free areas.
- Food reformulation to reduce salt and saturated fat in the food supply.
- Curbing the extensive marketing to children, particularly on television and through sponsorship, of foods and beverages that are high in saturated fats, trans-fatty acids, sugars, or salt.
- Introduction of a robust front of pack food labelling system for foods, based on recommendations from the Blewett Report.

- Continuing to strengthen and expand hard hitting public education campaigns on tobacco, nutrition, physical activity and alcohol.
- Implementation of the many innovative recommendations in the Preventative Health Taskforce Reports (2009).
- Ensuring secure and expanded funding for prevention to maximise implementation of these and other health promotion initiatives, including advancing consideration of 'fat taxes' and hypothecated taxes from tobacco and alcohol.

The future

UN Secretary General Ban ki Moon called the High Level meeting the “end of the beginning”. He stressed that much still needed to be done to ensure real commitments followed.

Professional societies such as the IUHPE and AHPA have a vital ongoing role to promote our seven key messages, to help ensure a health promotion approach is adopted.

We have sent a clear message to governments around the world that ‘business as usual’ for NCDs is not enough. We expect action and accountability.

What can AHPA do? Three suggestions:

- Ensure that the Australian Government takes action on the commitments it made at the High Level Meeting;
- Send the Political Declaration and the IUHPE key messages document to the Prime Minister and Health Minister.
- Build support for the Declaration among AHPA's members and networks and in the media.



OPINION PIECE: HITLER INVITES CHURCHILL TO HELP PLAN ENGLAND INVASION!

Prof. Rob Donovan & Julia Anwar McHenry

Sounds stupid doesn't it. Just like the Dockers inviting the Eagles captain to help them plan how to beat the Eagles next time. As Homer Simpson would say ... doh!

What's the likelihood of ever reading the following headline?

CUB invites Lion Nathan marketing manager to help plan CUB's strategy to increase their share of the beer market

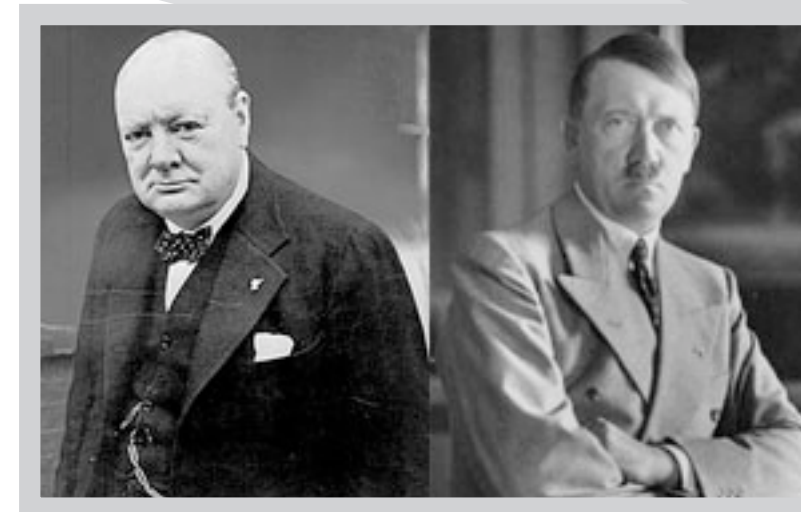
Yep – zilch – a no-brainer. However, you might read or have already read this one:

CUB invites Lion Nathan marketing manager to help plan beer marketers' strategy to resist government regulation and taxation policies

As General Haig put it long ago, if you want 'unity of effort' you have to have 'unity of object'. This arguably self-evident and eminently sensible truism seems to have been ignored by Australia's Minister for Health who has invited the Chair of an alcohol industry funded organisation to advise the government on how to reduce alcohol consumption. It has also escaped the attention of Australia's National Preventive Health Agency (ANPHA) which has appointed the head of the Brewers' Association to provide 'expert' advice on public policy on alcohol misuse and a Kellogg's senior manager to provide 'expert advice' on public policy on healthy eating. These facts would certainly provide a strong entry to the 'Strange but True' hall of infamy.

Given that a successful alcohol policy would lead to massive sales reductions of all alcohol products, what sort of 'expert' advice do you think ANPHA will get from the alcohol industry? In 2010 Choice updated their 2009 analysis of breakfast cereals. None of Kellogg's brands made it into the 2010 healthiest 'What to buy' list. We can't wait to hear what Kellogg's 'expert' advice to ANPHA will be!

Health authorities are in direct competition for market share with industries that sell unhealthy products. We want smokers to quit and non-smokers not to start. We want tobacco sales to fall. The tobacco industry wants tobacco sales to continue. There is no compromise position. If we win, they lose; if they win, we lose. If we reduce alcohol consumption to recommended NHMRC levels (and presumably that's what these guidelines are for), alcohol sales and profits will plummet. If consumption patterns stay the same or increase, they win and we lose. If we reduce consumption of high sugar/high fat, low nutritional value foods, marketers of such products lose sales and associated profits. If we win, they lose; if they win, we lose.



In short, in direct win-loss situations it simply doesn't make sense to invite your competitors to help you plan how to take market share from them. They would be mad to give you that sort of advice, and, if invited in, would have the undreamed of opportunity of sabotaging your efforts (while no doubt appearing so sincere about helping ...). With respect to ANPHA, the alcohol industry in particular must be ROFL. And if the alcohol and sugary breakfast food industries are given an opportunity to shape our public health policies, why not the pharmaceutical, fitness centre, commercial weight loss, tobacco, and those magical 'slim-while-you sleep' product industries?

Thankfully most health promotion and public health professionals are not as naïve as the Minister and whoever in ANPHA had the brilliant idea to put the head of the Brewers' Association and a Kellogg senior manager on their alcohol and obesity expert committees. In our recent online survey of PHAA and AHPA members, opinion was overwhelmingly against the alcohol industry being represented on the ANPHA Advisory Council: 70% disapproved (53% 'strongly') vs 16% approved (4% 'strongly'). Similar results were obtained for the fast food industry: 72% disapproved (52% 'strongly'); 16% approved (5% 'strongly'). One can safely assume that the same degree of opposition (if not more so) would apply to the alcohol and sugary breakfast cereal industries being represented on ANPHA's so-called 'expert committees'.

The Minister has responsibility for appointing members to the Advisory Council while the ANPHA executive presumably has control over who they appoint to their expert committees. In our view (in keeping with WHO's views on the alcohol industry), industry should be excluded from developing government policy, and especially where gains by government only come at the expense of industry's loss. Industry can be consulted with respect to implementation, but it makes no sense at all to invite them to fully and frankly contribute to policies that will cause them loss – and naïve in the extreme to expect they would do so. All it does is provide these industries with the golden opportunity of delaying, undermining and diluting the effectiveness of public health policies affecting their industries. Is that really so hard to understand?

DESERT FEET TOUR SINGS ABOUT DIABETES PREVENTION

Asha Singh + Helen Mitchell
Diabetes WA

Over six months ago a chance meeting and a brief conversation led to Diabetes WA embarking on a new and exciting partnership with the Desert Feet Music Tour.

The Desert Feet Music tour is a program which brings music concerts and workshops to rural and remote Aboriginal communities throughout WA. The opportunity to link diabetes prevention messages into these workshops seemed too good to miss and a partnership between Desert Feet and Diabetes WA was formed.

In the first week of October two staff members from Diabetes WA travelled with the tour to the Kimberley region to visit Ardiyooloon (One Arm Point) and Beagle Bay. The touring team also included six incredibly talented musicians; including two well known Indigenous artists – Ulla Shay and Bryte MC. It was inspiring and thrilling to see that all the musicians were incredibly willing to incorporate health messages into the music they produced with the kids. The key messages were to eat healthy, drink water and keep fit and the music produced surpassed all expectations. These messages were reinforced by activities run by Diabetes WA during the tour. The real measure of success was felt when we visited the Community Store as we left the community, where we could hear the songs the kids produced playing through the sound system. One of the kids also approached us and with a big smile told us he had already had four cups of water that morning - two more than his mate!

To listen to the songs or for more information go to our website www.diabeteswa.com.au or contact Asha Singh on asha.singh@diabeteswa.com.au



Above: Children from Beagle Bay writing and recording songs with healthy lifestyle messages

MOVING TOWARDS A SAFE SYSTEM: RESULTS OF THE 2011 LOCAL GOVERNMENT ROAD SAFETY SURVEY

Andrea Smithson, Ruth Wernham + Louise Russell-Weisz
WA Local Government Association (WALGA)

The aim of the Local Government Road Safety Survey was to gain an understanding of the current level of road safety and safe system awareness, understanding and capacity within the local government sector. The survey was designed to capture both the political and operational views within local government and was administered between June and July 2011. Over 50 responses were received from local governments around the state, giving WALGA's Local Government Safe System Project a strong indication of the importance of road safety within the sector.

The responses to the 2011 survey indicated that road safety is being increasingly recognised as an important issue to local communities, with local governments well placed to have a positive impact on road safety outcomes. The results showed some significant increases in awareness and understanding of the Towards Zero road safety strategy (increased from 21% in 2009 to 40% in 2011) and the safe system approach (increased from 21% in 2009 to 37% in 2011) within local government, when compared to the results of the baseline survey.

The results of the survey provide an informative snapshot and comparison point to the results of the 2009 survey. WALGA's Local Government Safe System Project will continue to work with the local government sector to further increase the level of knowledge and understanding of the safe system approach, and will be assisting local governments with appropriate tools and resources to apply this approach into policy and practice.

For more information, contact Ruth Wernham on 08 9213 2008 or rwernham@walga.asn.au

TOWARDS ZERO



getting there together

PROFESSOR KELEHER TEACHES HEALTH PROFESSIONALS HOW TO WRITE FOR PUBLICATION

Myra Robinson

Public Health Advocacy Institute of Western Australia

Jodie Hurd

Australian Health Promotion Association (WA Branch)

A professional development event held on October 19 wrapped up a great year of partnerships between the WA Branches of Public Health Association and the Australian Health Promotion Association and the Public Health Advocacy Institute of Western Australia. More than 50 participants attended a “how to guide” to writing for publication facilitated by Professor Helen Keleher. Professor Keleher is National President of the Public Health Association of Australia, Head of the Department of Health Social Science and Joint Chair in Health Equity at Monash University.

The workshop, held over three hours, provided participants with valuable insights from Helen about how to get their work out there. Professor Keleher is editor and author of several books, dozens of journal articles and book chapters, so was able to impart a great deal of knowledge and experience to those attending. The skills-based workshop addressed writing styles and outlined the various formats and avenues to publish, as well as ways to collaborate on publications. Feedback from the workshop showed that all participants had increased skills, knowledge and confidence in writing for publications in the future. Whilst in Perth, Professor Keleher also facilitated a round table discussion on social determinants.



Above: Helen Keleher and participants at the “How to Write for Publications” workshop

PEEL BIKE PROJECT WINS NATIONAL AWARD

Lanny Hoskin

South Metropolitan Public Health Unit (Peel + Rockingham-Kwinana)

The Australian Bicycling Achievement Awards were introduced in 2002 to acknowledge the hard work and dedication of people who aim to make Australia a bicycle friendly nation. This year, the Peel Region Cycle Instead Bike Week won an award in the Special Initiative or Event to Promote Cycling category.

For the past ten years the South Metropolitan Public Health Unit has coordinated the implementation of this initiative, supporting the Department of Transport’s Cycle Instead Bike Week. The program aims to stimulate community action in the provision, maintenance and development of quality cycling opportunities, services, environments and facilities in the Peel Region.

Underpinning the success of the program is its collaborative approach involving many agencies, clubs and groups. In 2010, 17 organisations collaboratively planned and implemented 10 events attracting 370 riders and 591 spectators across the community. Over the years, feedback about the events and the coordination and promotion of the Bike Week program has been very positive with the number of people getting involved growing every year.

It was with pride that Robyn Lister, Health Promotion Officer with the SMPHU PARK team, attended Canberra in June to be presented with the award on behalf of all partner organisations.

“Winning this award would not have been possible without the contribution from all the partners,” Robyn said.

For further information or to be involved next year, please contact Robyn Lister on 08 9586 4509 or robyn.lister@health.wa.gov.au

WARNING SIGNS OF HEART ATTACK MESSAGE ON AIR AGAIN

Natalie Quinn
Heart Foundation

The Heart Foundation's Will you recognise your heart attack? campaign has been airing on radio, television and digital media from 16 October and will run to 31 December 2012.

The campaign creates awareness and education of the various symptoms that can be experienced from a heart attack and emphasises that calling Triple Zero (000) for an ambulance is crucial for survival.

A new element of the campaign is the digital media strategy which is aimed at interacting with people who access information on the internet. Up to 45 different banner and media advertisements will appear on various targeted websites throughout the campaign.

Heart Foundation campaign tracking for the past quarter (July to September 2011) showed the Will you recognise your heart attack? campaign has been effective in:

- Improving community knowledge about the warning signs, particularly the less common warning signs such as jaw pain and associated symptoms such as nausea and dizziness.
- Improving community confidence in knowing what to do.
- Increasing the likelihood that people will call Triple Zero (000).

Heart disease remains the leading single cause of death in Western Australia; each year more than 1000 West Australians die from heart attack. The Heart Foundation hopes the statewide campaign will continue to result in lives saved.

For resources and more information visit www.heartattackfacts.org.au or phone our heart health information service on 1300 36 27 87.

For more information contact Natalie Quinn, Warning Signs Program, on 08 9382 5945 or email Natalie.Quinn@heartfoundation.org.au

CASE STUDY: COMMUNITY HEALTHY EATING AND PHYSICAL ACTIVITY GRANT



Lisa Wheatley + Sarah Perkins
Heart Foundation Town of Port Hedland

The Town of Port Hedland was one of 22 organisations to receive funding in round one of the *Community Healthy Eating and Physical Activity Grants*.

As part of their grant funding, the Town recently held a Paws Walk event where families and their dogs were encouraged to complete a 3.5km walk along the Port Hedland beachfront. The event was a huge success with approximately 250 people attending. Eric, the Swap It, Don't Stop It mascot also made an appearance and pictures of the event have been featured on the Swap It Facebook page.

Working alongside WACHS – Pilbara, the program will now be focusing on team health and fitness challenges, including a pedometer challenge and a cooking challenge (using local chefs as guest judges). Each team will receive a range of resources including cookbooks, pedometers, drink bottles, Swap It, Don't Stop It brochures, Town of Port Hedland walking guides and a log book for participants to record their daily steps and fruit and vegetable intake. Prizes for winning teams include fitness equipment/vouchers, fresh fruit & vegetable boxes/vouchers, gym and pool vouchers, and cookbooks and kitchen appliances.

The Community Healthy Eating and Physical Activity Grants are administered by the Heart Foundation and are being offered as part of the Swap It, Don't Stop It campaign. For a list of projects that received funding in round one or details about future grant rounds, visit www.swapitwa.com.au/grants.html

For more information contact Lisa Wheatley on:

08 9382 5935 or email Lisa.Wheatley@heartfoundation.org.au.



Above: Participants at the 'Paws Walk' event.

HEALTH PROMOTION AND THE EARLY YEARS: AN EARLY START FOR A LIFETIME OF GOOD HEALTH

Laura Veleff

Child and Adolescent Community Health, WA Health

A significant body of research indicates that the trajectory for lifetime health outcomes is largely determined during early childhood development (0-5 years). Government, non-government agencies and community members have adopted a collaborative approach to address young children’s developmental vulnerabilities by forming local early years networks.

Child & Adolescent Community Health (CACH) has been a key agency supporting early years networks, particularly by disseminating results of the Australian Early Development Index (AEDI) for local communities. The AEDI, a population measure of how well communities are raising children, has been a powerful tool in mobilising communities toward positive action on child development outcomes.

Using a community development approach, the CACH Health Promotion Team has supported various metropolitan networks by assisting to establish new groups, facilitating the development of group objectives and strategies and researching how best to support children and families within local communities. Capacity building is an important approach in CACH’s participation in early years networks and this is achieved through establishing governance structures, identifying funding opportunities for group initiatives and having an active role in implementing group activities. In addition, organisational and evaluation support was provided to the statewide WA Early Years Groups Forum held in May 2011.

The CACH Health Promotion team considers that early years networks are a key mechanism for responding to the Federal Government’s National Early Childhood Development Strategy (2009) which aims to ensure that “all children have the best start in life to create a better future for themselves and for the nation”.

For more information contact Laura Veleff at CACH on: 08 9224 8542 or Laura.Veleff@health.wa.gov.au



Right: CACH Health Promotion Officer, Kate Holle, at the statewide Early Years Group Forum, May 2011.



ERIC HELPS LAUNCH BELMONT’S LATEST STENCILLING PROJECT

Jamie Cavill

South Metropolitan Public Health Unit (Bentley)

In 2008, the City of Belmont in partnership with the South Metropolitan Public Health Unit (SMPHU) introduced healthy lifestyle messages stencilled on footpaths around Tomato Lake. This year, they are at it again – this time at Centenary Park.

Walkers, cyclists and families who visit Centenary Park are now greeted with phrases such as “Grow your own vegetables”, “Rethink the soft drink – grab water instead” and “Swap watching for playing”. In addition, distance markers help visitors keep track of how far they have travelled along the Centenary Park pathway.

On Saturday 5 November, the City of Belmont and SMPHU staff along with Eric the Swapper, launched the new healthy lifestyle messages at their annual Pace for Purple Community Walk event. Twenty five community members attended the event and were treated to a 30 minute walk and a healthy morning tea.

The stencilling projects are part of the SMPHU and the City of Belmont’s aim to increase physical activity and healthy eating amongst residents in the City of Belmont. The project is supported by WA Health and the Department of Health and Ageing, with messages from health campaigns including Find Thirty®, Go for 2&5®, Swap It Don’t Stop It and TravelSmart: It’s how you get there that counts.

For further information or for a copy of the City of Belmont Walking Maps brochure contact the City of Belmont’s Leisure, Art and Cultural Services on (08) 9477 7409.

'KICKED TO THE CURB' EXAMINING THE CRITICAL FACTORS IN ABORIGINAL NON SMOKING



Narelle Heydon
Cancer Council WA

Indigenous people represent 3% of the Western Australian population, with about 44.2% of Indigenous adults being current daily smokers.ⁱ Smoking causes serious health problems for all smokers, however the higher prevalence of smoking among Indigenous people contributes significantly to their higher rates of hospitalisation and death from diseases caused by tobacco.ⁱⁱⁱ

Kulunga Research Network was engaged by the Cancer Council WA to ascertain reasons why some Aboriginal people have never taken up smoking and how other Aboriginal people have successfully quit.

In order to understand the complexity of people's experiences and circumstances, the approach of the research was to sit and yarn with the participants at length, to hear their stories.

The research found there were a number of factors that influenced people's decisions not to smoke and to quit. These included family, social norms, group dynamics and peer pressure. Often these factors act as both supports and barriers to people's quitting and played a determining role in whether people chose to smoke or not.

The research identified that a strong sense of self among the participants appeared to underpin their actions and their ability to remain strong as a non-smoker or effective quitter. Both non-smokers and successful quitters spoke with pride of their achievement at not smoking, knowing that they were improving their personal and extended families' health through their actions.

Results were sought to better inform future strategies of the Make Smoking History campaign and other health promotion campaigns targeting Aboriginal people.

For more information, contact Narelle Heydon on 08 9388 4371 or email nheydon@cancerwa.asn.au

1. Australian Bureau of Statistics (ABS). 2006 Census quickstats: Western Australia [Internet]. 2007 [cited 2010 June 22]. Available from: <http://www.censusdata.abs.gov.au>.
2. Australian Bureau of Statistics (ABS). National Aboriginal and Torres Strait Islander Social Survey, 2008. Canberra: ABS; 2010. ABS publication 4714.0.
3. Lindorff K. Tobacco time for action - national Aboriginal and Torres Strait Islander tobacco control project final report. Canberra: National Aboriginal Community Controlled Health Organisation (NACCHO); 2002

CONFERENCE DATES OF INTEREST

29 Nov - 2 Dec 2011:

5th State of Australian Cities National Conference

Melbourne, VIC

www.soac2011.com.au

16-18 Aug 2012

Australian Dental & Oral Health Therapists Association International Conference 2012

Canberra, ACT

www.dentalconference.com.au

10-12 Sep 2012

Population Health Congress 2012

Adelaide, SA

www.conferenceco.com.au/pophealth

If you know of other conferences that may be of interest to members, please forward information to adminwa@healthpromotion.org.au

WHAT'S ON IN HEALTH?

Nov:

- Heart Foundation's Jump Rope For Heart Month (2 Nov-14 Dec)
- Diabetes WA's World Diabetes Day (14 Nov)

Dec:

- World AIDS Day (1 Dec)

Visit www.whatson.health.wa.gov.au

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 (Graduate and ATSI)
- 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 Update newsletter?
- If not, log in to the member section of the AHPA website.

Do you have something to share?

We want to hear from you!

Three issues of *News from the West* are produced each year. The AHPA WA Branch is seeking articles from its members which share achievements, successes, new programs, research and new resources in the field of Health Promotion.

Please limit articles to 250 words. Article submission templates can be obtained by contacting AHPA (WA Branch).

Articles appearing in *News from the West* do not necessarily reflect the views of the Australian Health Promotion Association (WA Branch or National). The editors reserve the right to omit, edit or condense any submitted article.



Australian Health Promotion Association

WA Branch

PO Box 1825

Subiaco WA 6904

adminwa@healthpromotion.org.au

National Branch

FOR ALL MEMBERSHIP MATTERS:

PO Box 254

Altona North VIC 3025

Phone: 1300 857 796

FOR CORPORATE ENQUIRIES:

PO Box M214

Camperdown NSW 2050

Phone: +61 (0)2 9515 9062

Fax: +61 (0)2 9515 9056

www.healthpromotion.org.au