

News from the West

Newsletter of the Australian Health Promotion Association (WA Branch)



NEWS FROM THE WEST EDITORIAL TEAM

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Lisa Rooke
Amber Giblett

AUSTRALIAN HEALTH PROMOTION ASSOCIATION (WA BRANCH) COMMITTEE

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Gemma Crawford

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Tia Lockwood
Ruth Wernham

SECRETARY
Jamie Cavill

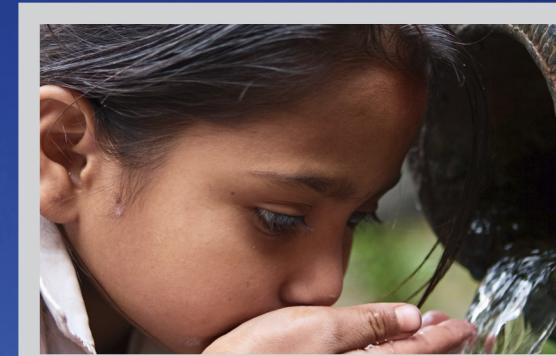
TREASURER
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COMMITTEE MEMBERS
Emma-Lee Finch
Amber Giblett
Miranda Infanti
Chantelle Jeffery
Marissa MacDonald
Gemma Mott
Lisa Rooke
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FROM THE EDITORIAL TEAM

The change in season has brought a change in your AHPA WA Branch executive committee, as we welcome new members, ex-officios and student representatives to the group.

We farewell Isabel Ross and Nicole Samulkiewicz from our Treasury and Advocacy subcommittees, respectively. Although Nicole has stepped down from her committee position, she will still maintain her role supporting advocacy issues with the WA Branch. Isabel has set off for adventures in Swaziland where she is currently volunteering with a rural women's NGO and exploring Africa on her weekends.

Thanks also to Simone Comtesse who leaves the Member Services subcommittee, for her work in maintaining our WA Branch website, and to Jodie Hurd (Professional Development Subcommittee) who has stepped down from the committee this year to take on a new role as Manager, Aboriginal Health at Diabetes WA. We look forward to her continued involvement with us in forming a 'mums in health promotion' networking group.

Finally, we would like to farewell Co-President Tracy Fuhrmann. Congratulations to Tracy and husband Justin on their new arrival, baby girl, Siena. Mum and bub are both doing well and we wish them all the best. Tracy will continue her involvement in the committee this year in the role as Immediate Past President. Meet the new team and see what makes them tick on page 5.

In this issue we bring you an update on some local research that raises questions about industry estimates of the real cost of plain packaging on small business (page 9). The Chronic Disease Prevention Directorate at the WA Department of Health invites you to have your say on the draft WA Health Promotion Strategic Framework for the next 5 years (page 11). We have an update on the upcoming television campaign to Make Smoking History (page 15), and find out what's happening to the Draw the Line®, Find Thirty Everyday® and Go for 2 & 5® campaigns (page 22).

We hope you enjoy our latest issue.

Jamie, Lisa + Amber

WA BRANCH UPDATE

Gemma Crawford

President, AHPA (WA Branch)

Welcome to 2012. The year has started for the AHPA (WA Branch) as it means to go on-quickly and with resolve. The new committee has been busy putting the finishing touches on their plans for the rest of their tenure and the fruits of their labours will be shared with members soon.

The AGM held in February provided an opportunity to connect with you all. The AGM included the launch of several new awards, announcement of the 2012 AHPA (WA Branch) Healthway Graduate and Aboriginal and Torres Strait Islander Scholarship recipients, the second annual Ray James Memorial Lecture, and the introduction of the 2012 WA Branch executive committee. Congratulations and welcome to our new committee members, ex-officio and student committee members. We look forward to working with you in 2012.

AHPA (WA Branch) Annual Award Winners

To recognise individual and organisational achievement in Health Promotion within Western Australia, the AHPA WA Branch committee has established three ongoing, annual awards, to be presented at the yearly AGM. The three awards this year were:

1. Emerging Health Promotion Leader – awarded to Associate Professor Lisa Wood from the Centre for the Built Environment and Health at UWA

A/Prof Wood's nomination noted that she is a valued member of Perth's health promotion community and provides important leadership support and guidance in both an informal and formal capacity to maintain and create partnerships and alliances. Colleagues noted that "Lisa's approach to health promotion is underpinned by a strong interest and commitment to research that is useful and relevant to the 'real world', a wonderful trait for an Emerging Leader in our field".

2. Outstanding Mentor in Health Promotion – awarded to Jude Comfort from the School of Public Health at Curtin University

Jude was nominated as an excellent "pracademic" - linking a significant career in health promotion practice with an academic role, applying her industry experience to enrich the training of the next generation of health promotion practitioners. Colleagues wrote that "Jude Comfort has been a long standing, hard-working, committed and unsung hero of public health in WA for more than two decades. She has maintained a focus on developing the next generation of public health professionals and is a very worthy nominee for this award".

3. President's Award – Awarded to Ruth Wernham (WALGA), AHPA (WA Branch) Treasurer

This award is provided to an Executive Committee member of the AHPA (WA Branch) to publicly acknowledge their valuable contribution to the operation of the Association Branch committee and services to the wider membership group. Ruth was recognised for her continued service in the role of AHPA (WA Branch) Treasurer over the past 3 years as well as for her role with the Leadership group. The role of treasurer is a significant one for the Branch, managing the budget, coordinating finances for the Healthway Scholarships program and liaising with the National Association to complete the quarterly BAS statements and yearly audit. She has ably steered the finance and business of the WA Branch to a healthy place, providing us with more opportunities to give back directly to members.

The second annual Ray James Memorial Lecture was presented by Michelle Hogan. Michelle provided an engaging and moving tribute to Ray through her discussion of health promotion campaign implementation in Bhutan. Her presentation included her experiences of working in a developing country, the Happiness Index, and her ongoing coordination of health promotion activities between Bhutan and Australia. Further details can be found at: <http://www.mysecretbhutan.com.au/>. Michelle's lecture will be posted on the AHPA (WA Branch) website.

Health Promotion Journal of Australia Editorship

So.....after a number of years, the editorship of the journal is coming home. Congratulations to the new editorial team led by Dr Jonine Jancey, Professor Peter Howat and Professor Colin Binns. This is a great opportunity for a fresh vision for the journal and will see publishing in health promotion in very able and experienced hands.

Professionalisation of Health Promotion in Australia

The National branch with support from Queensland Health and SA Health has been investigating the professionalisation of health promotion in Australia. As you may be aware from previous editions of News from the West, things have been quietly progressing with the first phase of the Professionalising Health Promotion Project (previously the 'AHPA Accreditation Project').

We applaud the SA and QLD governments for investing in this timely discussion in light of the growing need for a trained (and in our opinion) specialist preventive health workforce as well as a broader generalist workforce with a health promotion component of their roles. Daryl Sadgrove, the consultant for the project, has completed the first round of stakeholder interviews and conducted

focus groups in Adelaide and Perth. Daryl has been working to produce the first Discussion Paper which is almost ready for the first round of consultation.

Stay tuned for more information to come soon.

Population Health in a Changing World: Population Health Congress 2012

If you haven't already, make sure you have this year's Population Health Congress marked off in your diaries. More than 800 abstracts were received for the event to be held in Adelaide in September. The Congress occurs every four years and is organised by the four leading professional population health organisations in the Asia Pacific region-the Australian Health Promotion Association, The Public Health Association, The Australasian Epidemiological Association and the Australasian Faculty of Public Health Medicine.

The event will replace normal annual conferences in 2012 and provide a collaborative professional development and networking event to work across organisations on key population health issues. Registrations are now open and can be found here: www.conferenceco.com.au/pophealth/PopHealth_reg.asp

Sex Work Law Reform

You may have been following an issue that AHPA (WA Branch) has been championing over the last year. Shortly, the Prostitution Bill 2011 will be heading to parliament. At this stage it is reliant on a supportive vote from Independent MPs Dr Janet Woollard or Adele Carles to be passed.

As many of you know, Dr Woollard has been a friend to public health and health promotion in WA as a long-time campaigner on tobacco and alcohol issues. The Advocacy and Careers Committee is currently composing a letter to Dr Woollard urging her not to support the bill, based on international evidence that licensing schemes increase corruption and increase sex worker vulnerability. It appears unlikely that the government will accept Dr Woollard's amendments in return for her vote as they include an unrealistic sunset clause to ban sex work entirely in five years.

Adele Carles has recently argued for amendments to obtain her vote and this looks likely to succeed. The amendments include the provision of a women's shelter and support services for sex workers seeking to leave the industry, increased penalties for brothel owners who employ children and shifting the criminal focus from prostitutes to clients. On the face of it these appear worthy of support however they add complexity to a bill that is based on a flawed approach and is contradictory with efforts to support transition out of the industry. The aim of MPs to stop the exploitation of women in

the sex industry is a fine agenda - however licensing schemes have been shown to push the industry underground and this does nothing to help women leave the industry or stay safe while they are in it.

If you would like more information about this issue, please feel free to contact us.

So, this year the team will focus on our usual range of activities for members and in particular on succession planning, and developing the 2013-2015 Operational Plan. We look forward to your input to our activities throughout the year, so please look out for the feedback and consultation sessions as they emerge. As always-your participation and support are key to make health promotion a priority in WA and see real health outcomes for our communities.

Warm regards

Gemma Crawford
President, AHPA (WA Branch)

INTRODUCING THE 2012 EXECUTIVE COMMITTEE



Gemma Crawford

President

Years active AHPA (WA Branch) Committee: 2005-2008 (Treasurer), 2009 (National Conference Organising Committee Member and Program Co-Chair), 2010-2012 (Co-President, President) • **Currently employed at:** Curtin University, VIVA Health • **Current position:** Lecturer, Research Fellow, Consultant • **Years working in Health Promotion:** around 12 years • **Academic qualifications:** PhD (Candidate) (Curtin), M (HlthProm) (Curtin), PGDipPublHlth (UWA), BA (Psych) (UWA) • **Kids and/or pets:** Murphy the Shitzhu! • **Generation:** that would be telling, but I'm a cusp child....If you twist my arm - X (thankfully)!! • **What are you most looking forward to this year?** Consolidation with AHPA, cracking some PhD work and some travel! • **Favourite WA holiday destination:** There are so many in WA, but my favourite is to visit my parents in Albany and curl up on the couch with a cuppa and look out over the beautiful harbour!



Tia Lockwood

Co-Vice President

Years active AHPA (WA Branch) Committee: 2010-2012 • **Currently employed at:** WA Country Health Service • **Current position:** Program Manager Planning and Evaluation • **Years working in Health Promotion:** Forever! 22 in Health, 15 specifically in HP • **Academic qualifications:** Ass. Dip Dental Th, BHSc (HP), PGDip (H Admin), MBA (H Man). • **Kids and/or pets:** Two Kidlets • **Generation:** X • **What are you most looking forward to this year?** Holidays in Busselton and Broome • **Favourite WA holiday destination:** El Questro



Ruth Wernham

Co-Vice President

Years active AHPA (WA Branch) Committee: 2009- 2012 • **Currently employed at:** WALGA's RoadWise Program • **Current position:** Safe System Coordinator • **Years working in Health Promotion:** heading into my 5th year • **Academic qualifications:** BSc [Health Promotion] (Curtin) • **Kids and/or pets:** no children, but I have two dogs: a Border Collie cross who is 15 years old called Cooper and a one year old Jack Russell & Pug cross named Pucky. • **Generation:** Gen X (or Gen kiss depending on how you look at it?!) • **What are you most looking forward to this year?** Finishing the renovations on my bathroom, toilet and laundry, as well as re-painting my kitchen. It will be like I have a whole new house! • **Favourite WA holiday destination:** Dunsborough



Asha Singh

Treasurer

Years active AHPA (WA Branch) Committee: 2010- 2012 • **Currently employed at:** Diabetes WA • **Current position:** Health Promotion Officer (Aboriginal Health) • **Years working in Health Promotion:** 4 years • **Academic qualifications:** Bachelor of Health Science and Graduate Certificate in International Health • **Kids and/or pets:** An English Bull-Terrier called Gus • **Generation:** Gen Y (scarily we have recently also been called Gen diabetes!) • **What are you most looking forward to this year?** My upcoming holiday to the US • **Favourite WA holiday destination:** One Arm Point (Ardiyooloon) in the Kimberley – and you have to take a trip to Cape Leveque too – this has to be one of the most beautiful places in the world and the locals are so friendly!



Jamie-Lee Cavill

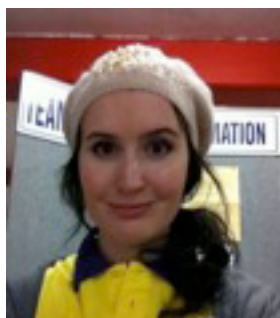
Secretary

Years active AHPA (WA Branch) Committee: 2011-2012 • **Currently employed at:** South Metro Public Health Unit (Bentley) • **Current position:** Senior Health Promotion Officer • **Years working in Health Promotion:** 7 years • **Academic qualifications:** MHLth Prom (Curtin), BSc [Exercise and Health Science] (UWA) • **Kids and/or pets:** A chocolate Labrador called Bear • **Generation:** Gen Y • **What are you most looking forward to this year?** Getting hitched in November! • **Favourite WA holiday destination:** Coral Bay



Emma-Lee Finch

Years active AHPA (WA Branch) Committee: 2011 (LEAP-ex-officio, 2012) • **Currently employed at:** Diabetes WA, but I will be moving to City of Wanneroo in April • **Current position:** Health Promotion Officer soon to be Community Program Liaison Officer • **Years working in Health Promotion:** Approx.18 months • **Academic qualifications:** Bachelor of Science (Nutrition and Health Promotion), currently studying Graduate Certificate of Occupational Health and Safety Management • **Kids and/or pets:** No kids. Gorgeous, fluff ball named Bella • **Generation:** Y • **What are you most looking forward to this year?** Being involved in AHPA and commencing my new role at City of Wanneroo • **Favourite WA holiday destination:** South West. Injidup Resort is amazing!



Amber Giblett

Years active AHPA (WA Branch) Committee: 2011 (student representative), 2012 • **Currently employed at:** Population Health Albany- WACHS Great Southern • **Current position:** Health Promotion Officer • **Years working in Health Promotion:** Less than 6 months • **Academic qualifications:** BSc [Health Promotion] (Curtin) • **Kids and/or pets:** Mother to a Jack Russell x puppy called Poh • **Generation:** Y •

What are you most looking forward to this year? Building on my experience and skills as a new graduate in the health promotion area, and continuing to work with the wonderful members of the AHPA Executive Committee • **Favourite WA holiday destination:** Bridgetown



Miranda Infanti

Years active AHPA (WA Branch) Committee: 2007 (student representative), 2008 -2012 • **Currently employed at:** Foodbank WA • **Current position:** Coordinator, School Breakfast Program • **Years working in Health Promotion:** 3.5 years • **Academic qualifications:** Bachelor of Health Science (major Health Promotion; supporting major Addiction Studies) • **Kids and/or pets:** no and/or none • **Generation:**

Y • **What are you most looking forward to this year?** Enjoying life. • **Favourite WA holiday destination:** wherever my family is!



Chantelle Jeffery

Years active AHPA (WA Branch) Committee: 2008-2012 • **Currently employed at:** Wheatbelt Public Health Unit, Northam • **Current position:** Health Promotion Coordinator • **Years working in Health Promotion:** 13 years • **Academic qualifications:** BSc Health Promotion (Curtin) • **Kids and/or pets:** Neither • **Generation:** Gen X (just) •

What are you most looking forward to this year? This year there are some exciting health promotion projects that are finally coming to fruition in the Wheatbelt (i.e. food security, tobacco control) - I am excited to watch their progress and hope we can measure a difference in health outcomes. • **Favourite WA holiday destination:** Broome



Marissa MacDonald

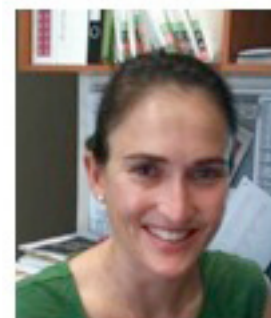
Years active AHPA (WA Branch) Committee: 2009-2012 • **Currently employed at:** WALGA (WA Local Government Association) • **Current position:** Policy Officer • **Years working in Health Promotion:** Five years • **Academic qualifications:** Bachelor Health Science (Honours) • **Kids and/or pets:** None • **Generation:** Y • **What are you most looking forward to this year?** Saving enough dollars to book a trip to the USA in 2013. Fingers crossed! • **Favourite WA holiday destination:** I haven't travelled much around WA as I've been too busy exploring other parts of the world first!



Gemma Mott

Years active AHPA (WA Branch) Committee: 2012 • **Currently employed at:** Perth Primary Care Network • **Current position:** Street Doctor & Aboriginal Health Portfolio Coordinator • **Years working in Health Promotion:** 6 • **Academic qualifications:** Bachelor of Health Science (Health Promotion), Bachelor of Health Science with First Class Honours • **Kids and/or pets:** Kenobi (staffy x kelpie) • **Generation:** Y

• **What are you most looking forward to this year?** Learning about developments in the field, running and/or hosting AHPA WA events and having the opportunity to network with colleagues. • **Favourite WA holiday destination:** Broome



Lisa Rooke

Years active AHPA (WA Branch) Committee: 2011,-2012 • **Currently employed at:** South Metro Public Health Unit (Bentley) • **Current position:** Health Promotion Officer • **Years working in Health Promotion:** 6 years • **Academic qualifications:** BSc (Nutrition and Food Science), PG Cert [Hlth Prom] • **Kids and/or pets:** A Kelpie cross called Finn • **Generation:** Gen X • **What are you most looking forward to**

this year? Finishing and enjoying my home DIY. • **Favourite WA holiday destination:** Gorges and rockpools in Karijini National Park



Lisa Wheatley

Years active AHPA (WA Branch) Committee: 2012 • **Currently employed at:** Heart Foundation • **Current position:** Senior Project Officer – Healthy Weight • **Years working in Health Promotion:** 5.5 • **Academic qualifications:** BSc(Health Promotion), BSc(Nutrition) and currently completing Grad Dip(Primary) • **Kids and/or pets:** neither • **Generation:** Y • **What**

are you most looking forward to this year? Visiting Ningaloo Reef • **Favourite WA holiday destination:** Kalbarri

TOBACCO INDUSTRY RESEARCH 'DODGY AS A 3-DAY OLD KEBAB'

Associate Professor Owen Carter

CRN Research Director, Office of the Pro-Vice-Chancellor (Health Advancement),
Edith Cowan University



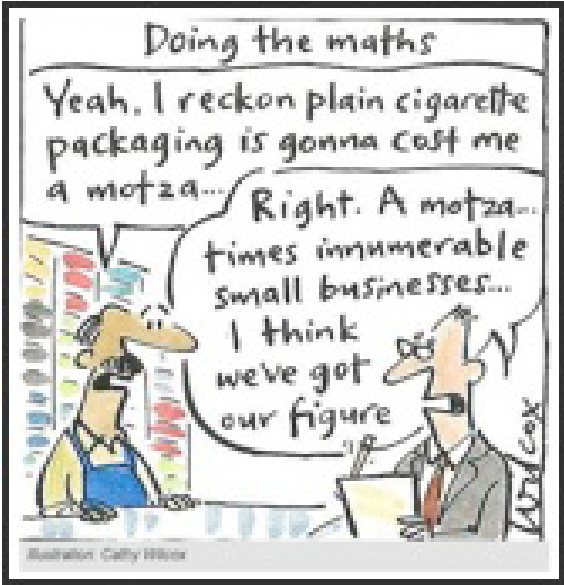
As if we needed more proof, there is now even more evidence that the tobacco industry cannot be trusted. This time it came in the wake of the Australian government's proposal in April 2010 to introduce plain packaging legislation. Thanks to internal documents leaked to Mike Daube by an anonymous source, we now know that within days of the announcement Philip Morris, one of the big three tobacco companies in Australia, had approached the Civic Group, a consultancy specialising in strategies to influence public opinion and policy makers. The Civic Group's recommendation was for Philip Morris to 'use third parties, including retail groups' to fight the proposed legislation;

an open acknowledgement that the tobacco industry in Australia has zero public credibility of its own. Philip Morris got together with the other big two, Imperial Tobacco and British American Tobacco, to raise an initial \$5.3 million for the creation of a front group, the Alliance of Australian Retailers (AAR), ostensibly representing small retailers, to fight the plain packaging legislation.

By August 2010 this new organisation was stridently suggesting in numerous press releases and submissions to government that plain packaging would impact considerably on small business, leading to longer transaction times, longer queues and apparently would be 'hell' for customers. To add authority to these claims, the AAR cited an 'independent' economic impact analysis it paid Deloitte to conduct that suggested plain packaging would increase each cigarette pack transaction time by 'up to 45 seconds' equating to 'up to \$34,000' in lost efficiencies per small retailer per annum. Deloitte extrapolated this to a \$460 million cost per year for Australian small businesses. The AAR used these data as the factual basis of a \$9 million advertising campaign. Despite the campaign being launched in September 2010 and AAR repeatedly referring to the Deloitte findings it was not until February 2011, after the second wave of the media blitz, that the Deloitte report was quietly released to the public for a brief period on the AAR website. By sheer luck, I happened to get a copy of the Deloitte report before it was removed. The seemingly hurried 18-page document revealed that Deloitte's much vaunted \$460 million estimate was based upon interviews with only six retailers asked to guess the additional amount of time transactions would take with plain packaging. Furthermore, the 'up to 45 seconds' was actually based upon the estimate of a single retailer who provided the highest

estimate of the six (the lowest was 15 seconds). The methodological flaws with this research were so apparent that I had no hesitation describing it during a Triple J interview as being 'as dodgy as a three-day-old kebab'. Even more so, because I had my own research completely refuting the Deloitte claim. During the AAR media campaign I formed a hardy band of student volunteers to empirically validate Deloitte's estimates.

Over the space of a week we simulated over 5000 'transactions' with 52 university students selecting nominated brands from shelves containing 50 cigarette packs in either plain or coloured packaging. Much to our surprise the results clearly suggested that selection of plain packs was 0.44 seconds quicker per transaction than coloured packs over the first 50 transactions, after which time the participants had memorised the locations of most packs and plain or colour packaging made little further difference. We did our own extrapolations and estimated that this would equate to a one-off efficiency gain of 12 cents per retailer, saving the entire industry \$1,800 the year the legislation would be introduced. In stark contrast to the Deloitte research, ours passed full scrutiny by peer review and then was published in the high impact journal Tobacco Control in time to be cited in the Senate during parliamentary debate of the legislation in November 2011. The desperation of the tobacco industry with regards to plain packaging can be no more evident than the fact that it was willing to invest in a \$9 million campaign based upon an argument so spurious that it could be refuted by a group of student volunteers undertaking an experiment with no budget over the space of one week.



HAVE YOUR SAY ON THE WA HEALTH PROMOTION STRATEGY

The draft WA Health Promotion Strategic Framework 2012–2016 (HPSF) is now available for public consultation. The AHPA (WA Branch) is developing a submission and it is vitally important that members and friends of health promotion review the document and provide feedback to the Department to ensure an appropriate health promotion response within WA over the next few years.

The DOHWA website states that *"The updated version of the HPSF builds on the previous HPSF (2007–2011) and sets out WA Health's strategic directions and priorities for the prevention of chronic disease and injury over the next five years. The goal of the HPSF is to lower the incidence of avoidable chronic disease and injury in WA by facilitating improvements in health behaviours and environments. The HPSF focuses on the main lifestyle risk factors which contribute most to the burden of disease and injury in our State."*

These include:

- *overweight and obesity*
- *nutrition*
- *physical activity*
- *tobacco use*
- *harmful levels of drinking*

A section on injury prevention is also included."

We encourage you to have your say on the proposed framework. The Draft HPSF and an online questionnaire can be accessed from this link:

http://www.public.health.wa.gov.au/2/1588/2/health_promotion_strategic_framework.pm

Please forward this link through your networks.

The consultation period closes on 1 June 2012.

INTRODUCING... ASSOCIATE PROFESSOR LINDA SELVEY

Associate Professor Linda Selvey

Deputy Head of School, School of Public Health, Curtin University

It is great to have the opportunity to join you in Western Australia and to be working in the Curtin University School of Public Health. I don't come from an academic background, so I have a very steep learning curve ahead of me. I do bring, though, many years of experience in leadership roles in public health, first as Director, Communicable Diseases in Qld Health and then as Executive Director, Population Health Qld. While at Qld Health I also had the opportunity to lead an organisational change project across the whole organisation (63,000 employees) for two years, and I spent a year in India and three months in Nepal working on the WHO Polio Eradication program.



I come to Perth from Sydney where I worked as CEO Greenpeace Australia Pacific. While Greenpeace, Qld Health and Curtin University don't really have all that much in common as institutions, I have found that there are a lot of similarities among the people who work in these different organisations. In my experience all are highly intelligent, highly motivated, creative and interesting – AND for these reasons, challenging to lead and manage!

I'm a public health physician, and like many public health physicians, began my career in communicable disease surveillance and control. My passion in that area was in the field of HIV/AIDS, sexual health and hepatitis C prevention, particularly because of their links to social justice. Over time I became more interested in broader public health issues, and the three years I spent as Executive Director, Population Health Qld enabled me to develop some knowledge and experience in these areas.

I was a member of the National Preventative Health Taskforce that wrote the first National Preventative Health Strategy, and, together with a great team in Qld Health we were able to raise the profile of Chronic Disease on the Queensland Government's agenda. Prior to doing public health, I was a medical researcher, having completed my PhD with Prof Ian Frazer. I moved to public health because of my passion for social justice. Throughout my quite disparate career, I have had a passion for the environment, and have been an active member of a number of environmental groups over the years.

I am now on the management committee of Doctors for the Environment Australia, a group that has an amazingly high output for a voluntary organisation.

Humanity is facing the biggest challenge in human history with human-induced climate change. Health promotion practitioners have the skills and understanding to help change peoples' attitudes towards climate change and hopefully reduce their carbon footprint. It is great news that many steps to reduce our carbon footprint are also health-enhancing, and for some people, climate change can be an additional motivator.

To add to our challenges, the growing burden of chronic disease forms a huge challenge for all of us in the health sector. From a prevention perspective, we are pushing against the massive societal drivers for poor nutrition, physical inactivity, and alcohol consumption. Therefore I think the biggest challenge for health promotion is to develop a sustained multi-strategy approach that has sufficient critical mass to make a difference to the whole population, and particularly those at greatest risk. In my experience, many health promotion approaches are project-based and short-lived, and, while innovative and effective within their reach, do not have the sufficient breadth and depth to make a dent in the problem. Also, while able to engage with other sectors more and more, we often are able to make only small changes within other portfolios, even when there is a whole of government approach.

Finally, while health promotion is everyone's business, there is a risk that everyone thinks of themselves as health promotion professionals, and again, we risk expending our resources on small projects that may or may not be successful. We need to promote Health Promotion as a profession, and we need to work effectively together to get that depth and reach of our programs. We need to advocate for resource allocation within all relevant government departments (including local government) that is commensurate with the size of the problem, and then get the policy and legislative changes required to make a difference.

I hope to get the opportunity to meet many of you while I'm working here in WA. Keep up your great work!

INJURY IN LOCAL GOVERNMENT

Andrea Boss + Dr Melissa Stoneham

Public Health Advocacy Institute of WA

The Public Health Advocacy Institute of WA (PHAIWA) is excited by their new initiative aiming to increase injury prevention within the local government sector.

This pilot project specifically targets local government and encourages them to promote and enhance community injury prevention and community safety in their communities. The project aims to identify and enhance existing, and support the development of new, sustainable community injury prevention and community safety programs, initiatives, support structures and collaborations. The project is funded by the Department of Health.

Part of the project enables PHAIWA to fund up to six local governments during this project. The funding allocation is \$7500 per local government and although small, these grants have been established to:

- Enhance an existing injury prevention project
- Develop a new injury prevention program that addresses an injury issue within the community, or
- Profile injury in the community including researching and documenting of current community demographics and injury profiles.

The potential benefits of this project for local governments include the identification of current injury needs and priorities, the opportunity to identify existing and scope the capacity for enhancing injury prevention initiatives, and the ability to integrate these data into proposed initiatives such as public health plans as mandated under the Public Health Bill.

More information can be found on the PHAIWA website: www.phaiwa.org.au. For further information, contact Andrea Boss on 08 9266 2092 or email a.boss@curtin.edu.au

NEW MAKE SMOKING HISTORY TELEVISION CAMPAIGN

Cassandra Clayforth

Make Smoking History Campaign Coordinator, Cancer Council WA

On Sunday 22 April Cancer Council Western Australia will launch a brand new state-wide Make Smoking History television campaign which will highlight to smokers that you don't need to be dying to hurt the ones you love. When you smoke there are social and emotional consequences for other people (and for you) every day.

The key message of the advertising was guided by qualitative research with smokers and recent quitters to determine what 'events' might trigger a smoker to make a quit attempt and how these events can best be depicted in advertising so they have the greatest impact on smokers. Campaign advertising will focus on how smokers are seen by different people in their lives every day, including work colleagues, a partner, friends and children. The advertisement ends with the tagline "Is this how you want to see yourself" encouraging smokers to look at themselves and decide if this is the way they want to be seen.

Health professionals keen to develop their skills in providing smoking cessation support to smokers should contact Cancer Council Western Australia to find out more about the Fresh Start Facilitator Training course. The training covers health information, cessation theory, motivational interviewing and Fresh Start course content. For more information or to register for the next course, please visit <http://www.cancerwa.asn.au/prevention/tobacco/trainingforhealthprofessionals/>

For more information about the campaign, contact Cassandra Clayforth on 08 9388 4369 or cclayforth@cancerwa.asn.au

The Make Smoking History Campaign is an initiative of Cancer Council WA and is funded by the Department of Health WA, Healthway and Cancer Council WA.



2ND EDITION

WA INDIGENOUS STORYBOOK WOULD YOU LIKE TO BE A STORYTELLER?

Donna Skuja and Dr Melissa Stoneham

Public Health Advocacy Institute of WA



In 2011, The Public Health Advocacy Institute of WA (PHAIWA) introduced the West Australian Indigenous Storybook, an exciting new project showcasing the achievements of Indigenous people and communities across Western Australia.

The inaugural Storybook which presented stories from across the Kimberley and Pilbara regions was launched in November

2011 by The Hon Robyn McSweeney, Minister for Child Protection, Community Services, Seniors and Volunteering, Women's Interests and Youth.

The launch, held at the Men's Outreach Service in Broome, was a huge success with over 60 people attending, including many of the Storytellers and organisations involved in bringing the Storybook to life. The Storybook looks great and is full of a diverse range of stories. To download a copy of the Storybook visit the PHAIWA website: www.phaiwa.org.au

PHAIWA is now inviting storytellers for the next edition of the Indigenous Storybook. The second edition will predominantly feature stories from the Perth Metropolitan, Peel and Wheatbelt regions.

So what would make a good story? The Storybook embraces a holistic view of health and therefore encourages stories from all sectors – such as education, employment, housing, environment, transport, animal management, sport and recreation, alcohol and drugs and many others. Stories can describe local community projects, successes and lessons learnt from recent projects or can document a personal journey of an Indigenous leader or mentor.

For more information about the project or if you are interested in contributing your story please email Donna Skuja at donna.skuja@curtin.edu.au



SCHOLARSHIP PROJECTS 2012

Adrian Simpson

WA Substance Users' Association (WASUA)



Hi to all that don't know me, which will be most of you, my name is Adrian Simpson and I am a 35 year old Wiradjuri man from Cowra in N.S.W.

Having grown up without my father around, I was quite a rebellious young lad and at the age of 15 I decided that I knew best and I was going out into the world to live my life my way. What can I say, it was a varied life. There were ups and there were downs and it just seemed that there were more downs than ups.

At age 17 I had a beautiful baby boy and thought that I would now grow up and settle down, raise my son and be a happy little family. Things didn't go as planned as we all know can and does happen, and on separation from my son and his mother I turned to drugs (heroin mainly) to numb the pain. This seemed to work for a while but as all drug habits do, it took over and soon became less about numbing the emotional pain of loss and more about everyday functionality. It wasn't very long before I was committing crimes that I never thought I ever could or would, and as you can imagine this led to incarceration.

While addicted I would normally put drugs before food or even a roof over my head, at times I would find myself sleeping in bus stops and the like or if I was lucky, someone's lounge or floor. Living that way can make you start to see life differently. I remember once I had been given a jail sentence and when I arrived at my cell and was locked in I sat on the bed and I remember thinking to myself, "ahhhh mine all mine." But the sentence was only one or two months and this meant that soon I would again be out in the world with nothing. Jail was starting to feel like home.

It was seven and a half years before I started to make my way out of the drug induced haze that I had been in and was only able to do that through the help of a pharmacotherapy program and the love and support of my family. (Thank you)

Since overcoming my drug problem I've often felt that I should try at the very least to do some good in the community to offset some of the wrong that I've done. I started to volunteer at a needle and syringe exchange program (NSEP) in West Perth called WASUA (Western Australian Substance Users Association) and was presented with the opportunity to apply for a scholarship through the AHPA and Healthway.

I was subsequently fortunate to be successful in acquiring a Health Promotion Scholarship to start

a health program of my own. Being an Indigenous person I feel very strongly about the health and wellbeing of all Indigenous people around the world and maybe someday I'll get that far but for now I'm starting a program called HARSEP - Harm Reduction Strategies Education Program. HARSEP is exactly that, a harm reduction strategies education program that also teaches cultural sensitivity and safe injecting practices.

Teaching cultural sensitivity will promote Indigenous people accessing more mainstream health services while harm reduction strategies will help those affected by drug use avoid blood borne viruses through safe injecting practices, as well as accessing and using clean injecting equipment. Harm reduction can come in many forms one of which could be as simple as setting up direct debit payments for people to ensure rent or bill payments therefore reducing the chances of that person ending up in a harmful situation.

Being Indigenous and coming from a background of drugs and drug abuse I hope to be able to relate, empathise and even sympathise with the people which in my opinion is key to the initial consultation in helping people feel comfortable and supported. Thank you to all involved in the

SCHOLARSHIPS 2013

Looking to kick-start your career in health promotion? Then a fully funded six month scholarship to work on a project that you have developed yourself may be just what you are looking for!

The AHPA (WA Branch) in conjunction with Healthway offers scholarships for:

- Aboriginal and Torres Strait Islander people interested in a career in health promotion; and
- undergraduates or postgraduates with a health promotion or a relevant degree (health science, preventive health) from a Western Australian University to work in the field of health promotion.

Applications will open in July 2012.

For more info on eligibility criteria check out: <http://healthpromotion.org.au/wa-scholarships> or email Jonathan Hallett at scholarshipswa@healthpromotion.org.au

Ebony Nardi

Diabetes WA



This project aims to create a children's storybook to help promote three key messages to increase awareness of, and prevent type 2 diabetes among school aged Aboriginal children: eat healthy, keep fit, and choose water. The project will focus on using culturally appropriate methods, such as yarning to consult with the selected communities and important stakeholders to ensure the storybook is suitable and that the communities are involved in the development process. The project development will also be supported by the strengthening of partnerships and creation of new ones within the Aboriginal communities. Once finalised, the resource will be made available to

Aboriginal communities state-wide and will be able to be used within a variety of Aboriginal health projects delivered by Diabetes WA.

About me

From high school I went straight into studying Health Promotion at Curtin University as I thought it would complement my already healthy lifestyle. I have a strong passion for physical activity and have always been a very active person. I believe in the importance of promoting a healthy lifestyle from a young age to ensure healthy habits are made early on to continue throughout life. I am looking forward to working in various areas of health and am sure that this AHPA/Healthway scholarship focusing on Aboriginal Health will give me a lot of valuable experience within the health promotion field.



Krysten Blackford

Cancer Council WA (CCWA), WA Centre for Health Promotion Research (WACHPR) + Centre for Behavioural Research in Cancer Control (CBRCC)



This project forms the initial 6 month component of a larger planned workplace program within Cancer Council WA (CCWA), in collaboration with the WA Centre for Health Promotion Research (WACHPR) and the Centre for Behavioural Research in Cancer Control (CBRCC). The project will investigate barriers/facilitators of workplace health promotion programs (WHP) in WA. This will include investigation of lifestyle behaviours, organisational culture, readiness and experience in developing policy intervention strategies, and ways to encourage employee participation in WHP.

This 6-month project will comprise three stages: A) focus groups with office workplace employees (18 to 55 years) (n = 30); B) interviews with managers (n = 20); and C) survey of employees (n = 100) and environmental audit. These findings will support the development of a final report that will provide recommendations for a pilot intervention program.

About Krysten

Krysten Blackford recently completed a double degree in nutrition and health promotion at Curtin University. Her health promotion experience lies primarily in the areas of nutrition, physical activity, tobacco control, and alcohol. Krysten has worked with organisations including Curtin University, Local Drug Action Groups, Foodbank WA, CBRCC, and WACHPR. Krysten has also gained some experience in the areas of rural health, Aboriginal health, and food labelling through her course placements with the Combined Universities Centre for Rural Health, CBRCC, and Moorditj Noongar Community College.

Krysten has enjoyed participating in a number of committees and volunteer projects. In 2010 Krysten joined Curtin's Health Promotion Student Association (HPSA) as a general committee member, and was elected as President in 2011. She also joined the Australian Health Promotion Association (AHPA) Executive Committee as a student representative for Curtin University in 2011. Krysten has also mentored first year students at Curtin University to assist with their transition to university life.

Of particular interest to Krysten is nutrition and physical activity. Modern working life is contributing to weight gain in individuals due to long hours in sedentary work in an office environment. With her scholarship project, Krysten looks forward to developing an appropriate workplace wellness program to address lifestyle behaviours such as nutrition and physical activity, which will in turn have potential to reduce the risk of chronic disease in WA.

CANNING DIVISION RUNS FIRST PAIN + DIABETES WORKSHOPS

Monica Strasser and Natalie Hobson

Canning Division of General Practice



Canning Division of General Practice (CDGP) has been successfully running Stanford Chronic Conditions Self-Management Workshops for many years. Recently, we have delivered workshops focused on pain and diabetes self-management. This is the first time the two self-management programs have been available in Australia and we are pleased to be one of the first to have trained staff in WA.

CDGP is excited to have these two NEW self-management workshops available to people with chronic conditions FREE of charge. Workshops can be held in general practices or in the local community and are run over six weeks.

The workshops assist people to learn ways to self-manage their condition and take charge of their life. These workshops will not conflict with existing programs or treatments, but are designed to enhance regular treatment.

General self-management skills taught in the workshops include problem-solving, relaxation, symptom management, fitness and exercise, safe use of medications, goal setting and healthy eating.

- Living with Type II Diabetes Self-Management Program: Specifically for patients with type II diabetes, patients are taught about hyper/hypoglycaemia, foot care, planning low fat meals, preventing low blood sugar and reading nutrition labels.
- Living with Chronic Pain Self-Management Program: Specifically for patients with chronic pain, patients are taught fatigue and sleep management, isolation management, pain management, medication and chronic pain, pacing: balancing activities and rest and a Moving Easy Program.

These workshops are available for people who reside in the following postcodes: 6100- 6112, 6122- 6126, 6147, 6151- 6152, 6155, 6201, 6203, 6205, 6207. For more information, contact Carol Chong on 08 9458 0505, email carol.chong@canningdivision.com.au or see www.canningdivision.com.au under 'Patient Services'.



NEW HEALTHY LIFESTYLE PROMOTION PROGRAM FOR WA

Stephanie Francas

Heart Foundation

To help address the problem of overweight and obesity in WA, the Heart Foundation (WA) in collaboration with the Cancer Council (WA) has been awarded funding from the Department of Health WA to develop, implement and evaluate a new healthy lifestyle promotion program. The program will incorporate physical activity, healthy eating and healthy weight messages with many of the messages and information from the previous WA campaigns, including Draw the Line®, Find Thirty Everyday® and Go for 2 & 5®, being rolled into the new program.

This will be a comprehensive program involving many different communication channels, strategies and activities, including mass media advertising, supporting information and tools, as well as a focus on advocacy and working with retailers.

We look forward to working with our stakeholders throughout the program and are currently looking for help to build a calendar of events for 2012 to make sure we complement other activities as much as possible.

If you or your organisation are running an event or promotion in 2012 related to healthy weight, nutrition and/or physical activity, please contact Stephanie Francas at stephanie.francas@heartfoundation.org.au or on 08 9382 5930.

For more information about the campaign, please contact Melanie Fineberg at melanie.fineberg@heartfoundation.org.au or on 08 9382 5919.



COMMUNITY HEALTHY EATING + PHYSICAL ACTIVITY GRANTS ROUND 3

Lisa Wheatley
Heart Foundation

The third and final round of the Community Healthy Eating and Physical Activity Grants will open in April, with over \$100,000 available.

The aim of this small grants scheme is to provide incentive and support for community groups/ organisations to implement local or culturally appropriate activities aimed at increasing physical activity levels, encouraging healthy eating and/or promoting healthy weight in adults.

To be eligible, organisations must be not-for-profit and incorporated or have an ABN (this includes, but is not limited to government agencies, GP networks and community groups).

A total of 42 organisations received funding in the first two rounds. Details of these organisations and their projects can be found on the Swap It WA website (www.swapitwa.com.au/grants.html).

For more information about the Swap It, Don't Stop It campaign or the small grants scheme, please visit the Swap It WA website (www.swapitwa.com.au) or contact Lisa Wheatley on 08 9382 5935 or lisa.wheatley@heartfoundation.org.au



CONFERENCE DATES OF INTEREST

16-18 Aug 2012:

Australian Dental & Oral Health Therapists Association International Conference 2012

Canberra, ACT

www.dentalconference.com.au

10-12 Sept 2012:

Population Health Congress 2012

Adelaide, SA

www.conferenceco.com.au/pophealth

WHAT'S ON IN HEALTH?

May:

- Australia's Biggest Morning Tea – Cancer Council WA (24 May)

Jun:

- Safety in Schools Week – Kidsafe WA (11-15 Jun)
- World Elder Abuse Awareness Day – Advocare (11-15 Jun)
- World Continence Week – Continence Advisory Service (24-30 Jun)

Visit www.whatson.health.wa.gov.au for more dates

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.



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