

News from the West

Newsletter of the Australian Health Promotion Association (WA Branch)

December 2012



NEWS FROM THE WEST

EDITORIAL TEAM

Amber Giblett
Courtney Mickan
Lisa Rooke

AUSTRALIAN HEALTH PROMOTION ASSOCIATION (WA BRANCH) COMMITTEE

PRESIDENT

Gemma Crawford

CO-VICE PRESIDENTS

Tia Lockwood
Ruth Wernham

SECRETARY

Jamie Cavill

TREASURER

Asha Singh

COMMITTEE MEMBERS

Emma-Lee Finch
Amber Giblett
Chantelle Jeffery
Marissa MacDonald
Gemma Mott
Katie Mooney
Lisa Rooke
Bree Shields
Lisa Wheatley

CONTENTS

- 02 WA Branch update
- 05 2012 Population Health Congress: Reflections on the Journey
- 07 The Perth Charter for Mental Health and Wellbeing
- 09 So... What do you do?
- 10 Get on Track is Back
- 11 Competition a Winner for Health
- 13 Peer Support to Reduce Risky Drinking
- 15 Make Smoking History Campaign + Facebook Page
- 16 AHPA Events Wrap Up
- 18 Supporting better access to fruit + vegetables in Punmu
- 20 Health Promotion in the News
- 21 Community Grant Gets WA Swapping
- 23 CountUSin: Creating Healthy Communities Together
- 24 Life at the Core Club in Rockingham + Kwinana
- 26 Royal Flying Doctor Service Remote Area Dental Scheme
- 27 Upcoming AHPA Events
- 28 Conference Dates of Interest
- 29 Membership Benefits
- BC AHPA contact details



FROM THE EDITORIAL TEAM

Well here it comes again, when we hear that resonating question; where has the year gone? December is upon us but does this mean that things are finally winding down for the year? By the looks of this bumper edition of News from the West, we definitely don't think so!

Health promoters have our work cut out for us with the 2011-12 Australian Health Survey telling us that 63% of Australian adults are overweight or obese. These aren't the 'figures' that we want to see in WA. It's great to see state and federal initiatives running on the ground, reaching community members. The third round of federal government funding to local governments through the Healthy Communities Initiative is proving popular. Last issue we heard from the City of Wanneroo – this issue read about the initiatives running in the Cities of Belmont, Rockingham and Kwinana (pages 23 + 24). Also, read updates from Diabetes WA's Get on Track'(page 10) and Swap it, Don't Stop it Community Grants (page 21).

Experience the journey to the Population Health Congress from AHPA (WA Branch) Scholarship winner, Rex Milligan (page 5). Perhaps it will spark your interest in attending similar conferences and events? In 2013 there are a range of conferences on offer, check them out on page 28. Why not submit an abstract to one of the two significant conferences currently calling for abstracts - the World Conference on Health Promotion and the AHPA National Conference (see pages 4 + 8). We encourage you to talk to colleagues about potential submissions, there's no better way to learn than from the experiences and successes of others. Or perhaps you would like to attend more local events? The AHPA Professional Development Subcommittee were busy in 2012, read the AHPA Events Wrap Up (page16) and get a taste of what events are on offer right at your doorstep.

As the year wraps up and we start heading to gatherings with family, friends and colleagues, you may encounter that persistent question, "So... what do you do?" The field of health promotion is so vast and varied, how do you answer it? Hear insights from Curtin University graduate Stacey-Mae Prokopszyn (page 9) and tell us your perfect definition for your chance to win a prize!

Finally, the festive season can be a merry time for most people, but for others it can be a time of stress and financial or family hardship. For those experiencing a mental illness, this situation can be even more challenging. Mental health has made a strong showing in the media recently. Read a thought-provoking piece from Julia Anwar McHenry and Rob Donovan on the Perth Charter for Mental Health Promotion and Wellbeing (page 7), building on the foundations of the Ottawa Charter. So while there are organisations working hard in prevention and advocacy of mental health, you can also take individual steps to reduce your own stress at this time of year. A balanced diet and moderate alcohol intake can make a significant difference to your overall wellbeing and ability to handle any stress that comes your way. Why not take the time this festive season to reach out and help out a friend or family member that may be struggling or reconnect with someone you haven't seen in a while. You may just find that it's the best gift you've given or received all year!

Sit back with this latest issue of News from the West and have a safe and wonderful summer.

Courtney, Amber + Lisa



WA BRANCH UPDATE

Gemma Crawford + Tia Lockwood

President + Vice-President, AHPA (WA Branch)

Former US Surgeon General C. Everett Koop once said (generally) that "health care is vital to all of us some of the time, but public health is vital to all of us all of the time". This sage advice however has fallen on deaf ears amongst the decision-makers in many states of Australia. With ongoing debates about whose responsibility public and preventive health are, we are alarmingly starting to see that it seems to be considered the responsibility of no one. However within these dark times for the health promotion workforce (and by extension many of the key services that we provide) there are some good news stories.

We now have plain packaging, some wins in pokies reform and moves in WA to a new Health Promotion Strategic framework and greater commitment to evaluation to demonstrate real program impact in chronic diseases. The NSW government has created an Office of Preventive Health reporting to the Minister for Health and the Minister for Healthy Lifestyles. Whilst this entity still has a risk factor approach to dealing with what many understand to be complex issues that require sophisticated solutions, it is nevertheless a step in the right direction with Professor Chris Rissel, great friend of AHPA and health promotion, as the inaugural head.

In stark contrast to these positive achievements, we are currently witnessing significant and systematic dismantling of the preventive health sector across the country. The already under attack health system in Queensland which saw the removal of funding for most state funded health promotion programs and staff looks set to cop a further \$16 million cut from mental health services. Our South Australian and Northern Territorian colleagues are facing similar changes, cuts and closures to health promotion services.

Within WA we are experiencing 'tightening' of funding sources within both state and non-government sectors which will no doubt increase as we head closer to next year's election. A damning review of the sector by Professor Bryant Stokes found that public mental health services in WA are fragmented and lack staff and resources to keep pace with demand. Prevention and early intervention as well as community resilience and mental health literacy are roles that the health promotion workforce can play and see real gains. With at least one in five adult Australians in any one year experiencing a mental health problem it is likely that we will all be affected by these issues, at no time more so than during the silly season.

We would like to echo the calls of Professor Mike Daube and others for the preventive health workforce not to remain silent on these issues. They do indeed affect all of us-either directly or indirectly. The flow on from poor decisions and inadequate resourcing today will have significant impacts on the health of our communities in the future. We shouldn't think that our roles or the work that we do will not be affected and we cannot be so blind as to sit on our hands or think that our duty finishes when we clock off for the day. Those who work in this field have (one would hope) signed up to a code of doing more, expecting more, and striving for equity and social justice.

Prevention has received some bad press from quarters who accuse us of not being able to demonstrate real outcomes. We need to be ready with the good news stories and we need to keep creating opportunities to tell them. We must publish, evaluate, be rigorous, be responsive and above all do no harm.

Now before you think that we are getting up on our soap box, we remind you to revisit the principles of the various charters and declarations that underpin our work. If we believe in these then we are required to do all we can to ensure that we meet the hopes and aspirations of the founders and authors of these important documents. This means demonstrating leadership, commitment over the longer term, doing what we say we will, not leaving people or community bereft and certainly not in a worse position than when we started. Our key decision makers could learn a thing or two from this.

We do not mean to sound disillusioned. However we health promotion practitioners are nothing if not committed, resilient and adaptable, and have no doubt we can rise to the occasion in these challenging times. We are grateful every day for the wonderful people that work in this sector. If history is anything to go by, together we can achieve amazing change once thought impossible. Lewis Carroll wrote, in *Through the Looking Glass*:

"There is no use trying, said Alice; one can't believe impossible things."

"I dare say you haven't had much practice, said the Queen. When I was your age, I always did it for half an hour a day. Why, sometimes I've believed as many as six impossible things before breakfast!"

On this, we side with the Queen....

Nationally AHPA continues to progress the professionalisation of health promotion with a number of public forums wrapping up before the end of the year. The WA forum, on December 10, brought together AHPA (WA Branch) members and interested non-members to share their opinions on the future of the health promotion workforce here and around the country. We will present some of the key findings in the next issue.

We would like to take this opportunity to thank the WA committee, ex-officios and student representatives for their very hard work throughout 2012. It has been another big year, and certainly has only been made possible because of your dedication. Finally, on behalf of the executive and the broader WA Branch committee we would like to wish you all the very best for the festive season. Wherever you may be and however you may celebrate, may your time be one of rest, relaxation and reflection.

We would like to thank you one and all for your involvement in AHPA across the year and look forward to your participation in advocacy, networking and professional development again next year. Please take some time to be kind to yourselves and take stock of the marvellous achievements of 2012. After all, the journey is as much the reward as the destination. Then, fix your eyes firmly to the future in anticipation of a great 2013.

Gemma Crawford + Tia Lockwood
President + Vice-President, AHPA (WA Branch)



World Conference on Health Promotion

25-29 August 2013 - Pattaya, Thailand

The call for abstracts is now open and available online.

We look forward to receiving submissions relating to research, policy and practice on the conference theme, Best Investments for Health, including:

- Intersectoral Policies, Strategies and Actions Conducive to Sustainable Health Investment
- Multisectoral and Multi-stakeholders Partnership and Collaboration for Health Promotion
- Research and Development and Communication in Health Promotion
- Health Issues and Populations in Health Promotion
- Social, Environmental and Cultural Issues in Health Promotion

Abstracts for workshops, symposia, oral presentations, posters can be submitted in English, French or Spanish. We look forward to receiving your abstracts no later than 31 December 2012.

For further details and to submit abstracts online, please visit www.iuhpeconference.net

2012 POPULATION HEALTH CONGRESS REFLECTIONS ON THE JOURNEY

Rex Milligan

Manager, Healthy Food For All Program, Foodbank WA

To go or not to go, that was my question! The 2012 Population Health Congress brought together the conferences of the four major health professional associations in a once every four years event. With international speakers and about 1200 participants, it was worth attending but pretty expensive for a lean, mean non-government organisation like Foodbank WA.

My first priority was to get team members who had abstracts accepted to the conference. That achieved, I needed to find a way to get me there. Enter the shining knight – the AHPA Scholarship! I have been an AHPA member for too many years to count. I hosted an AHPA Graduate Scholarship last year and had been accepted to do an oral presentation myself, so thought I might have a chance. As you would have guessed, I was successful and became part of the touring party that would migrate to Adelaide in September for the Congress.

The preparation in our team was fraught, with oral presentations to be prepared and practiced, and posters to be written, designed and printed. Then there are the flights and accommodation! Fortunately, Adelaide is pretty close and accommodation relatively easy to organise.

This was an outstandingly well organised conference at a great location - the Adelaide Convention Centre which overlooks the River Torrens. However, being packed with breakfast and lunchtime sessions on top of concurrent presentations and plenty of posters to view, it was going to be a nightmare choosing how to most effectively use my time and not go into daze mode (a sight you often see on the last day of conferences where people sit staring at the speaker with eyes glazed over and head nodding forward occasionally).

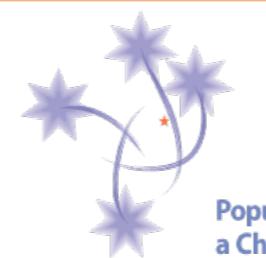
I am usually disappointed by keynote speakers who roll out the same PowerPoint presentation they have given at their last dozen conferences. Not so this time. They were a wonderfully diverse, passionate and relevant bunch not afraid to put controversial ideas out there. Richard Horton, the Editor of The Lancet, set the tone with a passionate presentation highlighting not just the challenges, but also some of the possibilities for creating better health and wellbeing in our communities. On a lighter note, he quoted Mexico's response of creating a "Fund for the Protection Against Catastrophic Health Expenditure" to address the alarming rise in clinical health care costs worldwide.

Settling in to my seat at 8.30am on Wednesday, I expected the usual from the research plenaries. But what's that? A leading researcher (Professor Adrian Bauman, University of Sydney) criticizing researchers for being more interested in advocating for yet more research rather than communicating relevant findings to policy makers and practitioners? An epidemiologist (Professor Lisa Pulver, University of NSW) illuminating her findings and ideas by talking about her own personal struggle for her place in this world? Is this a parallel world I have been dropped into? Wonderful stuff indeed.

For someone working to raise the quality of life for some of the most disadvantaged in our community, Professor Richard Wilkinson (University of Nottingham) was a wonderful vote of confidence that we are fighting the good fight, not just for the disadvantaged but for all people. I recommend his book, The Spirit Level, as an easy read but a nevertheless thoroughly evidence based argument for social equality and how to get there.

Not that it was all about the keynotes. The concurrent oral presentations and posters were inspiring as well with passionate, committed people doing great work with often very limited resources. One of the most warmly received presentations came from Asha Singh from Diabetes WA. In showcasing their diabetes prevention project with Aboriginal people (Strong culture: A road to good health), Asha took the brave step of discussing what didn't work and some hard lessons learned. This enriched the subsequent discussion and learning experience for those present.

It was all over way too soon even though I was exhausted getting on the plane home. Fortunately my notes are here to remind me of the avalanche of information that we consumed over the three days. Oh, have I mentioned the networking opportunities yet?



Population Health in
a Changing World

**Population Health
Congress 2012**

Adelaide Convention Centre, Adelaide, Australia
9 - 12 September 2012

THE PERTH CHARTER FOR MENTAL HEALTH + WELLBEING

Julia Anwar McHenry + Rob Donovan

Mentally Healthy WA, Centre for Behavioural Research and Cancer Control

Given the ongoing impact and relevance of the Ottawa Charter for Health Promotion, the organising committee for the Seventh World Conference on the Promotion of Mental Health and Prevention of Mental and Behavioural Disorders (held 17-19 October 2012) decided to develop a Perth Charter for Mental Health Promotion and Wellbeing. It was envisaged that the Perth Charter would be positioned in people's minds as the Ottawa Charter for Mental Health Promotion.

While the Ottawa Charter promotes a holistic approach to health promotion, it is often associated in people's minds with physical health promotion. Hence it was considered that a separate mental health promotion charter was necessary as a first step towards eventual integration of physical and mental health promotion.

The Ottawa Charter – and its subsequent modifications, constitutes an internationally recognised standard for health promotion and remains widely cited. It was envisaged that the Perth Charter would do for mental health promotion what the Ottawa Charter did for health promotion generally, and physical health promotion in particular. So the Perth Charter aimed to act as a call to action; to specify a direction for that action; and, to fulfil the role of an advocacy tool.

The development of potential charter principles in Australia was led by the authors with in-kind support from Mentally Healthy WA. Preliminary workshops to determine the focus of draft principles for the Charter were held in Perth in August prior to the World Conference. Participants were invited through the networks and contacts of the conference organising committee and Mentally Healthy WA to gain a diverse representation of; health promotion practitioners, mental health consumers and carers, mental health service providers, policymakers, governance and funding bodies, academics and researchers. Feedback on the outcomes of these preliminary workshops was also gained from community representatives, local government, and sector representatives in sport, recreation, the arts and culture to ensure that the Charter was applicable and relevant on a broader scale. Participants were asked to consider the strengths and weaknesses of the Ottawa Charter for mental health promotion advocacy, as well as the impact and possible areas of unmet need following the creation of subsequent charters, such as the Melbourne Charter.

With invaluable input from international colleagues through the assistance of the Clifford Beers Foundation, the first set of eight draft principles, charter vision, and a preamble were presented in an online survey for comment in September 2012. This initial survey received 220 responses from 15 countries with the sample comprising 41% practitioners and 44% involved primarily in mental health. While there was strong support for these initial charter principles, extensive feedback resulted in seven (substantially revised) principles being provided for a final online survey available during the conference in October. This final survey received 117 responses from 15 countries, of which 44% were practitioners and 58% represented the mental health sector. There was strong support for these principles, which were ranked as essential by 73-96% of respondents. More importantly, the principles were supported most strongly by practitioners, for whom the principles were ranked as essential by 85-100% of respondents.

Mindful of many such conference documents or 'declarations' that simply fade away with little impact on policy or practice, the Perth Charter endeavoured to secure enduring relevance and application by: (a) being succinct with practical actionable content suitable for presentation to policy makers; (b) obtaining input from, and being supported by, a broad variety of stakeholders; and, (c) being positioned as timely, progressive, and important. The Perth Charter will be available for download from the Clifford Beers Foundation, or email julia.anwarmhenry@curtin.edu.au for more information.



21st National Australian Health Promotion Association Conference

17-19 June 2013 - Sydney, Australia

You are invited to submit an abstract to be considered for presentation at the Australian Health Promotion Association's 21st National Conference, Changing Settings: liveable, vibrant, healthy places. The theme of the conference is focused on settings and the subthemes are: Children's Environments; Community Settings and Local Government; Workplace Settings; and The New Generation Media - Place and Potential for health promotion. Abstract submissions close 16 February 2013.

For further information on abstract submission and to sign up to receive email updates related to the AHPA 2013 Conference visit www.ahpa2013.com.au

SO... WHAT DO YOU DO?

Stacey-Mae Prokopszyn

Curtin University student

Like many people I've spoken to, I enrolled into a health promotion degree with only a vague understanding of what it was about. My idea of health promotion involved developing programs and mass media campaigns to promote healthy lifestyles. Since then I have learnt that it is so much more than that.

After learning about the social determinants of health in first year, suddenly the world made a lot more sense. Then earlier this year I completed my professional placement at Bandyup Women's Prison, and it was clear that the lives of many of the women were impacted negatively long before imprisonment by social determinants such as addiction and low social gradient. From this experience I have learned that as health promoters, we have a responsibility to strive for greater health equity as opposed to just equality.

I also learnt that the field of health promotion is not always black and white. So how can you even begin explain something that is so wonderfully multifarious in a few short snappy sentences?

I begin by explaining that health is everyone's business and health promotion is about making healthier choices easier. I talk about the kinds of strategies involved including health education, advocacy, lobbying, media campaigns, community development, policy development and legislation. By the time I describe the diversity of health issues it covers, ranging from nutrition to alcohol and other drugs, people begin to understand just how broad and complex the field is.

It has taken me three years at university to compile this explanation, which I'm sure will change and improve as I progress through my career. For me, my health promotion degree has been an amazing journey and completely changed the way I live and view the world. I now understand that health promotion is about enabling people to make and sustain healthier choices, rather than just telling them what they should and shouldn't do – which is what some argue health promotion is. I have learnt it is about motivating and empowering, not just educating, and it's about being a role model of what we promote. Finally and most importantly, it is about sustainability, where we can walk away and the change can remain without us.

Editor's note: How do you describe what you do? Do you quake with fear when asked that innocuous question at barbecues, or do you have that perfect line that sums it all up? Tell us your perfect definition of what a health promotion practitioner does and you could be in the running for a prize. We'll print the best responses in our next News from the West. To get the ball rolling, we thought we'd begin with the experience of a graduate beginning her career in health promotion. Since writing her article, Stacey-Mae has been successful in securing one of fifteen positions in the WA Department of Health Graduate Development Program.

GET ON TRACK IS BACK

Emma Douglas

Senior Health Promotion Officer, Diabetes WA

The Get on Track Challenge (GOT) has had a make over. Some of you may know GOT as a free, fun and motivating team-based physical activity program to help adults make positive steps towards better health. The new website will do all this and more!

To participate in GOT you can form a team, join an official Diabetes WA challenge or 'create your own' challenge at a time and length that suits your workplace or group. Once registered in a team of 4-8 people, you record your daily physical activity minutes and fruit and vegetable consumption into the interactive GOT website and progress along a virtual track. The team who finishes first wins!

GOT has been shown to increase the amount of daily physical activity performed by participants, with the biggest increase seen in those who did not meet the daily recommendations of 30 minutes of physical activity per day before beginning the program.

The sleek new website is interfaced with Google Maps, allowing challenge organisers to create their own track and tailor trigger point messages specifically to the group. This is ideal for workplaces implementing GOT, as they can create a map that visits different office locations or branches, or community groups could create a map that explores their region.

The new website will be launched in early 2013, register your interest at www.getontrackwa.com.au

For more information, contact Emma Douglas on 08 9436 6259 or emma.douglas@diabeteswa.com.au



COMPETITION A WINNER FOR HEALTH

Smarter than Smoking Project Heart Foundation WA

Kingsley Primary School and Roleystone Community College were judged equal first place for producing the best anti-smoking commercials in the annual Smarter than Smoking Young Directors' Festival.

Students from six schools in the South Metropolitan area each produced a 30-second television commercial that promoted an anti-smoking message.

The 2012 Smarter than Smoking Young Directors' Festival (the Festival) entries were showcased to the local community at Armadale Grand Cinema on 24 October 2012. Former Dockers footballer Roger Hayden and West Coast Waves basketball player Deanna Smith presented awards on the night.

Coordinated by the Smarter than Smoking Project and the South Metropolitan Public Health Unit - Armadale, the Festival is an innovative approach to health promotion in the school setting.

"This is the second year the competition has run, and the standard of entries was high,"

Heart Foundation Cardiovascular Health Director Trevor Shilton said.

"Smoking rates among 12 to 17 year olds in WA are low – less than 5% - but it's important to keep supplying information about the health risks. This competition gives students an opportunity to apply lessons about the health risks of smoking in a hands-on, practical way."

To assist the students' in bringing their ideas for television commercials to life, expert mentoring and high quality equipment including cameras, lighting and sound were provided by Murdoch University. Students were extremely excited to produce and star in their own productions.

The winning commercials will be screened at Armadale Grand Cinema before each movie during December, January and February.

For more information or to express interest in the 2013 Smarter than Smoking Young Directors' Festival please contact SMART@heartfoundation.org.au



Above: Students from the participating schools including Roleystone Community College, Willandra, Westfield Park, Kingsley, Grovelands and Challis Primary Schools plus Roger Hayden, Deanna Wallbutton and Smarter than Smoking's mascot called Dude! Photo by Don Benson Photography



Left: Smarter than Smoking mascot, Dude! with Roger Hayden. Photo by Don Benson Photography

PEER SUPPORT TO REDUCE RISKY DRINKING

Emma Hawkins

Health Promotion Officer, UWA Health Promotion Unit

Throughout 2012, the Health Promotion Unit and the School of Psychology at the University of Western Australia (UWA) have been working in partnership to design and deliver a Brief Alcohol Intervention Training (BAIT) program, enabling students to support their peers in limiting risky drinking behaviour.

The aim of the project was to design and evaluate a sustainable training model that would increase students' capacity to deliver campus-based brief alcohol interventions. This involved volunteers providing personalised feedback to their peers about their drinking behaviour, practical information about how to drink less, and strategies to increase motivation to reduce their drinking or seek expert help.

The training model consists of four components: integration of a BAIT introductory teaching module into the Psychology undergraduate and postgraduate curriculum; a four-hour workshop for student volunteers; supervised practice in delivering brief interventions; and a train-the-trainer pathway for postgraduate clinical psychology students to deliver training workshops.

In 2012, approximately 60 student volunteers have been trained in the delivery of brief alcohol interventions. One third of the trained student volunteers have delivered interventions to their peers both on campus and at the five residential colleges, contributing 142 hours of service. This has resulted in 400 students receiving personalised face to face feedback on their current alcohol consumption and given strategies to limit the harms associated with their alcohol use.

It is hoped that this project will challenge social norms associated with risky drinking behaviour and tertiary students, and in turn, reduce short and long term health risks to students. The BAIT project will continue at UWA throughout the 2013 academic year.

This project was funded by Healthway. For more information on the BAIT Project, contact Emma Hawkins on (08) 6488 3173 or at emma.hawkins@uwa.edu.au. Further information on projects run by the UWA Health Promotion Unit can also be found online at <http://www.student.uwa.edu.au/life/health/fit>.



Left: BAIT volunteers at Orientation Day, February 2012

SCHOLARSHIPS 2013

Congratulations to the 2013 Graduate Health Promotion Scholarship winners!

This year there were an incredibly competitive field of applicants for the 2013 round of the AHPA (WA Branch) Healthway Health Promotion Scholarships. Thank you to all who took the time to apply.

The successful applicants will be announced at the 2013 AHPA (WA Branch) Annual General Meeting on 26 February 2013. For more details on the event check out p27 and for more information about the scholarships see: <http://healthpromotionscholarshipswa.org.au/> or email Jonathan Hallett at scholarshipswa@healthpromotion.org.au



MAKE SMOKING HISTORY CAMPAIGN + FACEBOOK PAGE

Cassandra Clayforth

Make Smoking History Campaign Coordinator, Cancer Council WA

Make Smoking History will re-run the hard-hitting 'How You're Seen' television campaign in December 2012. The campaign highlights to smokers that you don't need to be sick to hurt the ones you love. When people smoke there are social and emotional consequences for other people around them. The television advertisement focuses on how smokers are seen by different people in their lives. It 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.

The 'How You're Seen' campaign first aired in April 2012 and evaluation showed it resonated well with the general public. More than 50 per cent of smokers who viewed the advertisements attempted to quit or cut down. The next phase of the campaign is currently airing state-wide, beginning again on Sunday 3 December. The campaign will be complemented by new Facebook advertising and a Facebook page, Make Smoking History WA.

Health professionals who are keen to develop their skills in providing smoking cessation support should contact Cancer Council WA 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, please visit: www.cancerwa.asn.au/prevention/tobacco/trainingforhealthprofessionals

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



Left: Make Smoking History billboard

AHPA EVENTS WRAP UP

Michelle Ng

AHPA (WA Branch) Executive Committee Student Representative

The 2012 'All Things Yellow' Sundowner Networking Event

The AHPA (WA Branch) hosted its very first 'yellow-li-cious' sundowner networking event on 1 August 2012 at The Vic Hotel, Subiaco. The inaugural event was a great success with a total of 26 health promotion professionals attending the event despite the rain.

It was an enjoyable evening for all, allowing attendees to wind down after a hard day's work, giving them the priceless opportunity to catch up with old and new faces. Conversations flowed freely, ranging from 'How do you fit in with the health promotion scene?' to 'Have you been watching the Olympics?' Gemma Mott and Rhianna Muir from the AHPA (WA Branch) Professional Development Subcommittee kept hunger pangs at bay by handing out delicious platters of food.

Students from various universities were also able to network with professionals already working in the field, providing a great opportunity for them to get a feel for life in the health promotion industry.

Overall feedback from the event indicated that attendees were keen to have such networking events on a regular basis.

Stay tuned for future events that may involve some muscle moving!

The 2012 Mums in Health Promotion Launch Event

AHPA WA Branch's very first Mums in Health Promotion event was held on 15 August 2012 at Stickybeaks Café, Kings Park. Eight mothers and their children attended the launch event. AHPA (WA Branch) was represented by branch Vice President Tia Lockwood who provided membership forms, Professional Development member event flyers and copies of the state and national newsletters to those who went along.

The purpose of the event was to allow mums to network with other mothers in the health promotion field, and also to provide a supportive environment for mothers wanting to return to the workforce. It was a great opportunity for mothers at different stages of their careers to share their experiences with one another. Mums got to chat to each other over complimentary coffee kindly provided by the AHPA (WA Branch), while the kids entertained themselves on the comprehensive play equipment at the Lotterywest Family Area.

The event was well received by attendees, with a majority of mothers expressing an interest for similar events to be held quarterly.

More information regarding the next event will be provided via the AHPA list-serve.

The 2012 Student Careers Showcase

The annual Student Careers Showcase was held on 22 August, 2012 at the Leederville Town Hall. The event was organised to allow students to network with population health practitioners, and also give students the opportunity to understand future career options within the industry. The evening attracted 23 students from various universities in Western Australia.

This year is the third consecutive year where AHPA (WA Branch) have partnered with the Public Health Association of Australia (PHAA) (WA Branch) to present the event. Twelve population health agencies were represented at the evening, providing valuable information and advice to students regarding potential career pathways.

The evening took a different spin from previous years, where students were organised into groups and visited various agencies in a 'speed-dating' style. This format allowed for more personal interaction between students and agencies, giving students greater opportunity to engage with the diverse health promotion field.

Three practitioners from various areas within the health promotion field took part in the panel discussion facilitated by PHAA (WA Branch) Vice President Dr Emma Croager (Education Services Manager, Cancer Council WA). The panellists were invited to first provide a short introduction to their transition from student to graduate employment in the population health field, and later took questions from the floor. James Stevens-Cutler (Project Officer, Public Health Advocacy Institute of WA), Gemma Whitman (Project Officer, Department of Sport and Recreation) and Belinda Fleay (Health Promotion and Research Coordinator, Royal Lifesaving WA) provided great insight into early career opportunities and gave some practical tips too.

AHPA and PHAA (WA Branches) wish to express their appreciation to the following twelve agencies for their participation as stallholders: PHAA (WA Branch), AHPA (WA Branch), AHPA Scholarships, Telethon Research Institute, Heart Foundation, Diabetes WA, Cancer Council WA, Aboriginal Health Council of WA, Rural Health West, Department of Health- Graduate Development Program, Injury Control Council of WA and South Metropolitan Public Health Unit. We thank our showcase partner PHAA (WA Branch) and look forward to working with them again for this and other projects.

A formal survey was carried out following the event to obtain feedback and suggestions for future student careers showcase events. The survey for all participants was collected electronically through SurveyMonkey. Thirteen students, eighteen agencies and all panellists responded to the survey. The overall feedback from the event was positive and encourages continued delivery of such an event in future.



Left: Kristen Hunt, Rochelle Tobin, Bree Shields (Curtin) and Michelle Ng (UWA) wearing all things yellow at the AHPA (WA Branch) sundowner. See p16.



Above: Pictured (left to right) - Dr Emma Croager (Facilitator), Belinda Fleay, Gemma Whitman and James Stevens-Cutler.

Marissa MacDonald

AHPA (WA Branch) Professional Development Subcommittee

Public Speaking With Confidence + Poise: Presentation Skills

On Wednesday 29 August 2012, the AHPA (WA Branch) Professional Development Subcommittee organised a presentation skills workshop which was facilitated by Peter Dhu. A medical scientist by profession, Peter has also completed a MBA and Diploma in Professional Coaching. He worked for 30 years at the Department of Health before becoming a professional coach.

Peter began the workshop by telling his personal story about his inability to talk in his childhood and early adulthood due to his stutter. His perseverance and self-motivation has seen him overcome this impediment to help others develop their presentation skills.

Tips for speaking more confidently and structuring a speech were discussed in an engaging manner. Peter used acronyms to get these points across. Peter encouraged the attendees to use the simple 3 T's when developing a speech:

- T1 Tell them what you are going to tell them (Beginning)
- T2 Tell them (Middle), and
- T3 Tell them what you told them (Conclusion).

Peter shared six useful 'hooks' to strengthen a message in a presentation; the more "hooks" used the more powerful the message will be. At the end of the workshop participants reflected on their own presentation skills including setting some goals to improve these skills.

Participants who attended the workshop highly valued what they learnt through Peter's inclusive style. The AHPA (WA Branch) Professional Development Subcommittee hopes that participants can utilise what they have learnt from the workshop to create powerful presentations in the future. For more details about Peter Dhu visit his website www.peterdhu.com.au/

For more information please contact Marissa at mmacdonald@walga.asn.au

Thank you to the AHPA (WA Branch) Professional Development Subcommittee and other committee members for organising and assisting at these events.

HEALTH PROMOTION IN THE NEWS

Over recent months we've seen health promotion feature in the media. In this new section of News from the West, the AHPA committee has handpicked several articles which evoked some great round-the-table discussion amongst us. Did you see these articles? Do you agree or disagree with their point of view? We encourage you to share your thoughts and comments, or to suggest articles for the next addition, via email adminwa@healthpromotion.org.au

Censoring public health in Queensland – a dangerous precedent?

Mike Daube, 26 September 2012, *The Conversation*

Beyond the recent publicity around cuts to health and other portfolios, something deeply disturbing – even sinister – is occurring in Queensland. Read more at: <http://theconversation.edu.au/censoring-public-health-in-queensland-a-dangerous-precedent-9733>

A biker-logical approach urged for safety

Adam Carey, 18 October 2012, *The Age*

To help make your neighbourhood safer and more liveable, let your children ride a bike around town, an urban planning expert says. Streets become less safe when parents drive their children to school because it adds to congestion, says Paul Tranter, associate professor of geography at the University of New South Wales. Read more at: <http://www.theage.com.au/victoria/a-bikerlogical-approach-urged-for-safety-20121017-27rge.html>

Warning on efficacy of new 50+ sunscreen

14 November 2012, *ABC Online*

The Cancer Council says a new sunscreen with a sun protection factor (SPF) of 50-plus will be no better than 30-plus unless it is applied correctly. Read more at: <http://www.abc.net.au/news/2012-11-13/warning-on-efficacy-of-new-sunscreen/4369100>

Mental health in dire straits

Angela Pownall and Cathy O'Leary, 15 November 2012, *The West Australian*

The dire state of WA's overstretched and under-resourced public mental health services was laid bare yesterday in a damning report that shows the system is failing people and costing lives. Professor Bryant Stokes carried out the most comprehensive review yet of WA's public mental health services, interviewing almost 900 people over six months and investigating 255 suicides. Read more at: <http://au.news.yahoo.comthewest/a-/breaking/15384555/mental-health-in-dire-straits/>

COMMUNITY GRANT GETS WA SWAPPING!

Lisa Wheatley

Senior Project Officer, Heart Foundation

Dozens of WA communities are now more active and eating healthier thanks to the Community Healthy Eating and Physical Activity Grants program. Since June 2011, 75 community organisations have received a total of over \$300,000 to spread the Swap It, Don't Stop It message through cycling workshops, community gardens, cooking sessions, fitness classes, community event days and more!

Over half (64%) of projects have been implemented in rural, regional or remote areas and 26% have primarily focused on engaging CaLD or Aboriginal people. The grants program has proved successful in engaging with adults, in particular hard to reach groups and organisations that would otherwise not deliver nutrition and physical activity activities or align with a national campaign.

Results showed that participants were making healthy changes after engaging with a grant program, and many indicated they were willing to make further lifestyle changes. Awareness of the Swap It, Don't Stop It message has been positive (61%) and a high number (70%) of people indicated that they understood the message. All who understood the message agreed with it, and importantly, the level of intention and action was above 90%.

Eighty six percent of organisations reported that more community members were engaged in physical activity and healthy eating, different groups of the community were engaged and that they had developed partnerships with other organisations and agencies.

Evaluation data is currently being gathered with final results due in April/May 2013.

The grants, which are administered by the Heart Foundation, are funded by the Commonwealth as part of the National Partnership Agreement on Preventive Health. For more information on the grants, including case studies, please visit the Swap It WA website: <http://www.swapitwa.com.au/grants.html>

For more information, contact Lisa Wheatley on 08 9382 5935 or lisa.wheatley@heartfoundation.org.au



Above: Cook 'Em Up Wyndham program



Above: CountUSin participants preparing for a morning of kayaking on the Swan River. See p23.

COUNTUSIN: CREATING HEALTHY COMMUNITIES TOGETHER IN THE CITY OF BELMONT

Helen Cromie
City of Belmont

The City of Belmont's physical activity and healthy eating program, CountUSin, is funded under phase three of the Healthy Communities Initiative and targets adults predominantly not in the paid workforce who are at risk of chronic disease.

Recently, 35 residents completed the initial 12 week program, which saw them participate in the Australian Diabetes Council BEAT IT program, FOODcents and various activities around the City, including kayaking, Zumba, outdoor training and group walks. All participants were teamed with a Mentor who guided and supported them through the program.

Comparing pre and post-program measurements, the group achieved a combined weight loss of 86.9kg and total waist circumference decrease of 156 cm. Participants also reported a weekly physical activity increased from 174hrs to 346hrs and the total sugar consumed in tea and coffee per week decreased from 424 to 136 teaspoons.

"Before I started this program I had trouble walking around the block without a walking stick. I was in constant pain and had several falls, now walking for an hour or more is not a problem. I have lost weight, my energy levels have increased dramatically, but best of all I can get through most days without pain. As an added bonus I am happy again. I find myself singing and dancing at the oddest times (incidental exercise). My daughters tell me they have not seen me this happy for years." – Round one participant.

Round two of CountUSin is currently underway and round three will take place in January 2013.

For more information, contact Helen on 08 9477 7438 or helen.cromie@belmont.wa.gov.au

LIFE AT THE CORE CLUB IN ROCKINGHAM + KWINANA

Hannah Gray
City of Rockingham

The City of Rockingham, in partnership with the City of Kwinana, were recipients of phase three Healthy Communities Initiative funding from the Department of Health and Ageing. The Life at the Core Club was officially launched in late May and has seen over 400 Rockingham and Kwinana residents register for a variety of free healthy lifestyle programs.

To date participants have enjoyed a series of healthy eating workshops facilitated by Diabetes WA including Getting Wise on Portion Size, CookSmart, ShopSmart and My Healthy Balance. These popular workshops have received positive feedback from Life at the Core Club members and will be running again in 2013. The first Healthy Eating, Activity and Lifestyle (HEAL) Program is also underway, with 13 people signing up for this National Program.

Other opportunities for Life at the Core Club members to join in include: Heartmoves, Heart Foundation Walking, Calico (Calories In Calories Out) walking sessions in Kwinana, Living Longer Living Stronger, Outdoor Group Training sessions (utilising the outdoor gym equipment in both Rockingham and Kwinana), Line Dancing sessions and the Disability Connect Program. All of these are provided free of charge.

The Club is open to people who are not in the paid workforce, Aboriginal or Torres Strait Islanders, pensioners and retirees as well as people living with a disability and the initiative will be running until June 2014.

For more information, contact Hannah on 08 9439 0425 or Hannah.Gray@Kwinana.wa.gov.au



Left: Life at the Core participants enjoying a My Healthy Balance session facilitated by Diabetes WA.



Contemporary Drug Problems

21-23 August 2013 - Aarhus University, Denmark

Hosted by *Contemporary Drug Problems*, the Centre for Alcohol and Drug Research (Aarhus University, Denmark), the National Drug Research Institute (Curtin University, Australia) and the Centre for Population Health (Burnet Institute, Australia), this conference will bring together leading international researchers in drug use and addiction studies from a range of research disciplines. Delegates are invited to submit abstracts of approximately 300 words by 18 February, 2013. Information is available on this flyer http://ndri.curtin.edu.au/local/docs/pdf/conferences/cdp_2013_conference_flyer.pdf

Further announcements will contain more information for conference delegates. Any queries can be directed to Nicola Thomson, Editorial Assistant, Contemporary Drug Problems, at CDP@curtin.edu.au



Above: RFDS Remote Area Dental Scheme staff Dr Brett Abbott, RADS Coordinator, and Atti Daavittila, Dental Technician, attending to patients at the Wiluna Clinic.

ROYAL FLYING DOCTOR SERVICE REMOTE AREA DENTAL SCHEME

Dr Brett Abbott

Dental Services Coordinator, Royal Flying Doctor Service, Western Operations

Most Western Australians who live in remote towns and communities have no ready access to dental services. The Royal Flying Doctor Service - Western Operations (RFDS) established a Remote Area Dental Scheme (RADS) in November 2011.

After a two week pilot clinic was conducted at the Mawarnkarra Aboriginal Health Service in Roebourne, RFDS was contracted by Dental Health Services to provide regular dental clinics to the people of Wiluna and the Ngaanyatjarra Lands (the Lands). Residents from these remote areas, some located up to 1800km from Perth, are treated in Wiluna and Warburton. To date 16 clinics, of up to two weeks duration, have seen over 800 patients and performed over 2,200 dental services.

RADS provide a service to all residents in these areas however approximately 65% of Wiluna patients and 90% of patients seen at Warburton are Aboriginal. The range of clinical services provided is extensive and include examinations, preventive care, restorations, oral surgery and endodontic procedures. However, the primary focus of RADS is preventive dental education.

Our preventive approach involves delivering oral health messages at three levels: individuals, medical clinic staff and community. Another preventive strategy being considered is the application of sodium fluoride varnish, which when implemented in a 2005-2008 trial in 30 Northern Territory communities reduced the incidence of caries by 30%.

Our future is exciting. As well as consolidating our well-established clinics at Warburton and Wiluna, the RFDS, with the generous support of Karara Mining Ltd, plans to operate a mobile dental clinic in the Mid-West of Western Australia from 2013.

For more information contact: Trish Slee, Primary Health Care Program Manager, on 08 9417 6391 or Tricia.Slee@rfdswa.com.au

UPCOMING AHPA EVENTS

For events in 2013 keep your eye on our email updates and event invites from AHPA (WA Branch) in your inbox. For queries please contact adminwa@healthpromotion.org.au

Save the Date: 26 February 2013

AHPA (WA Branch) Annual General Meeting

The AHPA (WA Branch) AGM will be held on 26 February 2013 at Grace Vaughan House. Professor Margaret Barry has been invited to present the Ray James Memorial Lecture. Professor Barry is the 2013 Healthway Visiting Fellow and is hosted by the WA Centre for Health Promotion Research.

Professor Barry is Professor of Health Promotion and Public Health and Head of the WHO Collaborating Centre for Health Promotion Research at the School of Health Sciences, National University of Ireland Galway. Professor Barry has published widely in mental health promotion and works closely with policymakers and practitioners on the development, implementation and evaluation of mental health promotion interventions and policies at national and international level. Elected as Global Vice President for Capacity Building, Education and Training (2007-2010) by the International Union for Health Promotion and Education (IUHPE) in 2007, she is coordinating international collaborative work on the development of core competencies for health promotion, including a major European Commission funded initiative (CompHP) in the European region. Professor Barry has served as board member of a number of international and European steering groups, research councils and scientific committees, and has also acted as expert adviser on mental health promotion development in Ireland, Northern Ireland, Scotland, UK, New Zealand and Canada.

Professor Barry will share her wealth of experience coordinating international collaborative work on the development of core competencies for health promotion. A timely and pertinent topic for us all at this critical stage of the professionalisation of health promotion.

The 2013 AHPA (WA Branch) Healthway Scholarships will also be announced.

A formal invitation will be emailed to members in the New Year.

CONFERENCE DATES OF INTEREST

10-13 March 2013

Asia-Pacific Cycle Congress 2013
Gold Coast, Queensland
<http://www.cyclecongress.com>

7-10 May 2013

7th Australian Women's Health Conference
Sydney, New South Wales,
<http://www.womenshealth2013.org.au>

7-10 April 2013

The 12th National Rural Health Conference: Strong Commitment. Bright Future.
Adelaide, South Australia
<http://nrha.org.au/12nrhc/>

17-19 June 2013

21st Australian Health Promotion Association National Conference
Sydney, New South Wales
www.ahpa2013.com.au

21-23 August 2013

Contemporary Drug Problems
Aarhus University, Denmark
http://ndri.curtin.edu.au/local/docs/pdf/conferences/cdp_2013_conference_flyer.pdf

25-29 August 2013

21st IUHPE World Conference on Health Promotion 2013
Pattaya, Thailand
www.iuhpeconference.net

MEMBERSHIP BENEFITS

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

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

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

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

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

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

Are your details correct?

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

Article submission alert!

News from the West is sent out to more than 200 members three times a year. The AHPA (WA Branch) is seeking articles from its members which share achievement, successes, new programs, research and new resources in the field of Health Promotion.

If you have something you want to write about, article submission templates can be obtained by contacting us at adminwa@healthpromotion.org.au

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

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



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