

News from the West

Newsletter of the Australian Health Promotion Association (WA Branch)

December 2013



NEWS FROM THE WEST
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FROM THE EDITORIAL TEAM

Welcome to the final edition of News from the West for 2013. In this issue, we give you an insight into the work that some of your AHPA (WA Branch) subcommittees have achieved this year. After reading the ever insightful WA Branch Update, read about the activities of Advocacy and Careers (page 17), Professional Development (page 19) and Mentoring subcommittees (page 04) to get a taste of what you can expect from the committee in 2014.

Ever wondered what it would be like to work in country Western Australia? Liz Bradshaw, a Health Promotion Officer from Mullewa, shares her rural health promotion adventure that has recently seen her crowned 2013 Rural Ambassador on page 05.

Partnerships are a driving force in health promotion and many initiatives thrive on these. Read about how partnerships have led to campaigns like the Carve and Create event in Geraldton (page 07) and initiatives for workplace health (page 13) through to Public Health working with food suppliers in Bentley (page 12).

Congratulations are in order to members who have recently won awards for website development, alcohol advocacy, conference poster presentations and study scholarships.

The Get on Track Challenge website by Diabetes WA was awarded The McFarlane Prize at the Australian Web Awards.

The Sexual Health Society of Victoria prize of 2013 for the best Health Promotion poster presentation was awarded to the Sharing Stories Project team for presentation of their project evaluation. Read more about it on page 16.

We shine the spotlight on award winners from the inaugural Action on Alcohol Awards from the McCusker Centre for Action on Alcohol and Youth on page 25. We applaud the sustained work from campaigner and Action on Alcohol Award winner Samantha Menezes, and bring you her update on secondary supply on page 22.

Health promoters looking for financial support to travel to a conference or complete further study should keep an eye out for opportunities on offer. Read about Jodie Hurd's journey to Thailand for the 21st Global Conference on Health Promotion with the support of an ASPIRE scholarship on page 09. Lisa Rooke from the South Metropolitan Public Health Unit (and AHPA WA Branch committee member) and Holly Scott from the WA Country Health Service have both won a \$5,000 Public Health scholarship from the Department of Health to complete postgraduate courses with a public health focus in 2014. We wish them the best with their future studies.

From the editorial team of News from the West, we'd like to thank you for your readership in 2013 and look forward to bringing you more local and national health promotion news in 2014. Have a wonderful, safe and healthy holiday season.

Courtney, Amber and Lisa.



WA BRANCH UPDATE

Jamie Cavill + Gemma Crawford

Co-Vice President + President, AHPA (WA Branch)

Is the bloom of health promotion fading? The federal government seems to think so. Having abolished the Climate Commission, reducing funding to vital infrastructure such as rail projects, ceasing funding to the Drug and Alcohol Council of Australia, not making any commitments to continue the Australian National Preventive Health Agency, cutting funding for research and potentially signing up to the current state of the Trans Pacific Partnership Agreement, it seems that in a bid to make savings, once again, good, evidence based health promotion and prevention is the first to go. In addition, at a local level, the state government is reducing the spend on many services at the centre of determinants of health including education, transport and health.

Where are we going wrong? Are we promoting the right message about what we do? For those new to health promotion, it may still appear in a JDF that that we are in the main to run health stands at community events, produce health brochures and run community workshops on the benefits of regular physical activity. Technically, these initiatives are "promoting health", but are they really health promotion? We know that there are great examples of projects that use health promotion principles, address the social determinants of health and bring key stakeholders on board. There are sustainable strategies that have been implemented that shape our cultures, norms and environments for the better. But, are we promoting the outcomes of these initiatives successfully, are these projects being shared, written up and used as exemplars of good practice? Even more importantly, are we willing to be brave and admit when projects are not effective and share these stories as well?

As many of us have at some point realised, health promotion does not seem to have a good 'fit' in the funding cycle promoted by governments. Three year funding cycles (or less in most cases) do not promote sustainability in health. In most cases, health promotion works for the long term. The science (and art) of preventing illness and promoting a good quality of life can take years or even decades to appear in national health statistics. Indeed, a social determinants of health approach to health means that many of the key drivers of change are outside our direct control. Indeed, the effectiveness of health promotion is only as good as the support it gets from government and community agency partners. Promoting active transport will only be effective with a good public transport network and efficient planning to promote community connectedness. Alcohol education in schools is less likely to succeed if children are exposed to alcohol in the media or at home.

In a recent Croakey blog, Dr Lesley Russell writes “Australia is not without public health champions, but they are not in the political sphere where they can really make things happen” (<http://blogs.crikey.com.au/croakey/2013/09/24/where-are-our-public-health-leaders-like-michael-bloomberg-et-al/>). Losing health promotion support from above does not help our cause, but it is not the end of the road. As Professor Tarun Weeramanthri expressed in his key note presentation at the WA Health Conference in November, we need to innovate in times of crisis. It is time for us to sell ourselves, the opportunity is now. We know health promotion can be effective, with tobacco smoking, sexual health and road safety showing significant successes over the last twenty years. In that time, alcohol issues have continued to dominate, obesity trends have increased and immunisation rates have remained questionable in WA.

But it isn't all doom and gloom. Sustainability and long term vision can still be achieved. On 13 November, we celebrated 21 years of delivering health promotion scholarships. The program has been supported by Healthway since 1993, showing the strength of commitment from key agencies. We are also partnering with other public health groups to sell the cost savings of prevention and health promotion which still seems in the main to fall on deaf ears. As an example the Australian Health Promotion Association recently developed an infographic showing the return on investment for health promotion because perhaps it is time to talk dollars and cents – put it in a government perspective to specify how our work may assist the government in the next three years?

This year, the WA Branch Committee along with ex-officio members and student representatives has been actively fighting the good fight through advocacy submissions, developing partnerships, professional development events and mentoring and support to build future leaders. If you want to be amongst it, look out for committee nominations (currently open) and save the date for the WA Branch Annual General Meeting, Wednesday 5 February.

We would like to thank our hard working, indomitable committee members, student representatives, ex-officio members, Strategic Advisory Group members, funders, mentors, scholarship recipients and host agencies, supporters and members more generally for a productive 2013. With your continued support there is no mountain we cannot move. It is good to know that we are in it together-as Helen Keller once remarked that “Alone we can do so little; together we can do so much.”

We would like to take this opportunity to wish you and your loved ones all the very best for a safe and restful festive season and a prosperous new year. No matter where you are and how you celebrate there are many opportunities to continue the good work of health promotion-look after yourself and look out for each other. See you in 2014.

Gemma Crawford + Jamie Cavill
President + Co-Vice President, AHPA (WA Branch)

LOOKING TOWARDS 2014: THE AHPA (WA BRANCH) MENTORING PROGRAM

Chantelle Jeffery and Marissa MacDonald

AHPA (WA Branch) Mentoring Sub-Committee

In 2014 the Australian Health Promotion Association (WA Branch) will again be offering a Mentoring Program free to members.

Mentoring is a one-to-one relationship between a more experienced person (mentor) and a less experienced person (mentee). Mentoring gives members the opportunity to share their professional and personal skills and experience, and to grow and develop in the process.

Mentoring relationships are rewarding for both the mentor and mentee. Mentees gain advice and support on professional goals through honest and independent feedback. Mentors learn about supporting someone else, and can become more aware of their own skill set.

Previous participants in the program have found mentoring to be very valuable. Suzanne Taylor, currently the Senior Development Officer, Health Networks Branch at the WA Department of Health was a mentor in the program from 2011-12. She recommends “*Just do it! You don't need to be an expert or know everything. Mentoring for me is about respecting the mentees' experiences and skills, so it really is a privilege to be able to share part of the professional journey with a mentee.*” Lisa Rooke, currently a Health Promotion Officer at the South Metropolitan Public Health Unit has been both a mentee and mentor in the program. She believes “*The willingness to share ideas, empathise and readiness to learn some lessons along the way are also handy – mentoring is a two-way street.*”

The program will open in early 2014 and will be advertised on the listserv. For further information please contact the Mentoring Sub-committee on mentoringwa@healthpromotion.org.au

A FOCUS ON RURAL HEALTH FROM THE 2013 RURAL HEALTH AMBASSADOR

Liz Bradshaw, Health Promotion Officer

WA Country Health Service (WACHS)

In August of this year I was named as the 2013 Western Australian Royal Agricultural Society Rural Ambassador. This national competition acknowledges young people who have a passion for living and working in rural communities. I feel very honoured to receive the award. I see it as a great opportunity to promote rural health and encourage others to consider a health career in the country.

I moved to Mullewa 2½ years ago to take up the Health Promotion Officer role. Having just returned from overseas, I had hoped to work in the country one day so when the opportunity came up I jumped at it. I think it is one of the best things I have done both personally and professionally. I am constantly inspired by the resilience of the people that live here and love the community spirit that you can only get in the country.

In my role, I work very closely with my community to plan, implement and evaluate a range of health promotion programs. Whilst it is a challenging role, I feel I have gained fantastic experience, particularly in the areas of advocacy, negotiation and financial management. I have made valuable networks and developed good working relationships with a number of service providers within health, education and community services sectors.

The health status and life expectancy for people who live in rural and remote areas is much worse than those who live in the city. We need to increase our investment in Health Promotion and increase the capacity of local communities to sustain healthy environments. Ensuring Health Promotion Officers are located in rural areas and working with communities is critical to improving health outcomes in hard to reach populations. It is only with autonomy and independence that Health Promotion Officers based in rural and remote areas can truly progress their work and implement strategies that address the unique health needs of their community.

I would encourage other health practitioners and graduates to consider a position in a rural or remote area. The first couple of months are always going to be tricky, but have patience, work hard, and give yourself every opportunity to get to know your community through joining committees and volunteering. Working in rural positions allows you to be very hands on and you have the ability to see the changes in health outcomes first hand. I have people come up to me in the street and tell me that they have cut down on their drinking, quit smoking or been exercising more. Those are the

conversations that you work for out here. Don't close the door on a job in the country straight away, be open to the experience, responsibility and independence that a career in rural health can bring. You will be so grateful that you did.

For more information, contact Liz on 08 9961 6205 or Elisabeth.Bradshaw@health.wa.gov.au



Left: Liz Bradshaw, 2013 Rural Health Ambassador

CARVE AND CREATE A BETTER LIFESTYLE

Fiona McDougall, Healthy Schools Officer
Midwest Healthy Schools Project (WACHS)

An exciting student-focused event entitled Carve and Create a Better Lifestyle occurred at Geraldton Police and Community Youth Centre (PCYC) on Tuesday, September 10, 2013. The event coincided with Fruit and Vegetable Week and was supported by the WA Healthy Schools Project (a joint Australian, State and Territory Government initiative under the National Partnership Agreement on Preventative Health) working in partnership with various schools and local organisations. Support from the WA Cancer Council, Go Gero, Geraldton Regional Aboriginal Medical Service (GRAMS), Goldfields Midwest Medicare Local (GMML), Go Gero, School Drug Education and Road Awareness (SDERA), Durack Institute of Technology Hospitality students, WACHS Dietitians and Health Promotion Officers ensured students experienced a fun-filled day focusing on health, nutrition and physical activity.

Over 130 students from seven local and remote community schools attended the Carve and Create a Better Lifestyle event. Students participated in five rotations focusing on healthy eating and physical activity. Rotations provided opportunities for students to participate in boxercise, healthy cooking, circus skills, and nutrition activities with a focus on avoidance of sugary drinks and advising students to eat a healthy breakfast. The aim was to provide students with education and better knowledge about making healthy choices.

Fiona McDougall, Healthy Schools Officer, acknowledges that schools require practical support to facilitate and sustain their involvement in healthy lifestyle initiatives and events.

"The WA Healthy Schools Project works with schools to implement best practice healthy eating and physical activity initiatives into school policies, structures, programs and environments," said Fiona.

Events such as Carve and Create a Better Lifestyle help celebrate and reinforce school health messages.

For further information please contact Fiona on 08 9956 1872 or fiona.mcdougall@health.wa.gov.au

Top: Carve and Create a Better Lifestyle student participants.

Bottom: Carve and Create a Better Lifestyle team.



ASPIRE SCHOLARSHIP: SUPPORTING HEALTH PROMOTION IN WA

Jodie Hurd
Diabetes WA

In August 2013, I had the great privilege of attending the 21st Global Conference on Health Promotion in Thailand with the support of a scholarship from the Perth Convention Bureau and the City of Perth.

The conference program centred around four main themes:

- Best investments for health
- Health across all policies and sectors
- Health literacy
- Innovation in health promotion

In total 1180 presentations, from 76 countries, were made over the four and a half days of the conference. Health in all sectors was a common theme, reiterating the need for action across sectors and the importance of public/private partnerships to stem the rise in chronic diseases such as diabetes.

There was recognition that some of the main forces driving chronic disease are outside the health sector, such as the tobacco and food industries. The need for strong economic and marketing controls is clear and a number of presenters spoke of the need for societies to make difficult decisions to reduce harm.

The Global Health Promotion Conference is hosted by the International Union for Health Promotion and Education (IUHPE) every 3 years and I would encourage anyone working in health promotion to try to get to at least one in their career. As we all know there is often not a huge amount of money available for travel in health promotion, especially international travel. I was fortunate to receive the support of the ASPIRE scholarship through the Perth Convention Bureau and the City of Perth.

Health is increasingly being recognised as 'everyone's business' so think outside the square. Look for support to attend conferences in places a little different to the normal health professional scholarships. Both government and private sectors are recognising the role they have to play in creating a healthier society so you might be pleasantly surprised where your allies and supporters can be found.

For more information please contact Jodie at Jodie.hurd@diabeteswa.com.au

Jodie receiving the ASPIRE scholarship from Perth Lord Mayor Lisa Scaffidi and Perth Convention Bureau Chairman Ian Laurance





4-5 September 2014

Action on Social Determinants of Health





**22nd National Australian Health Promotion Association Conference
& 18th Chronic Diseases Network Conference**

Alice Springs Convention Centre

STRONG CULTURE: A ROAD TO GOOD HEALTH

Sally Gilchrist

Aboriginal Health, Diabetes WA

Aboriginal people of all age groups are at a higher risk of developing type 2 diabetes than non-Aboriginal people. Aboriginal people also experience an earlier onset of diabetes and are also more likely to experience adverse complications due to diabetes.

The Diabetes WA Strong Culture: A Road to Good Health resource is an educational package intended to assist teachers, health workers and other community workers in engaging young Aboriginal people in diabetes prevention messages. This program is unique in that local knowledge, traditional ways and practises are drawn upon to captivate and motivate the students, with local Aboriginal elders or community members leading the program. The program, which is linked to the WA Curriculum Framework, utilises art, cooking, bush tucker camps and storytelling to educate children about type 2 diabetes.

This program was originally developed and trialled in the Northam community, Western Australia. Within this community two local Aboriginal grandmothers expressed a desire to pass on their traditional knowledge and practises, with an emphasis on bush tucker, to the younger generation and to use this as a foundation for discussing healthy eating in contemporary times. Metropolitan pilots of the program took place at East Hamilton and South Lakes Primary Schools. The metropolitan pilot program is soon to be evaluated using the Most Significant Change evaluation technique with school principals, teachers and students.

Diabetes WA are currently working on a small grants round to assist schools in implementing the program. If you would like further information please contact Sally Gilchrist on 08 9436 6246 or aboriginalhealth@diabeteswa.com.au or sally.gilchrist@diabeteswa.com.au

WORKING WITH FOOD SUPPLIERS TO MAKE HEALTHY OPTIONS EASIER

Jamie-Lee Cavill, Senior Health Promotion Officer

South Metropolitan Public Health Unit

The South Metropolitan Public Health Unit (SMPHU) is targeting vending machines and food outlets in a move to offer a wider, more affordable range of healthy options. Charlene Shoneye, Health Promotion Coordinator at the SMPHU in Bentley said that although most people know the key messages about healthy eating, many find it difficult to put this into practice.

"Health promotion campaigns have been successful in raising awareness and educating the population, we are now focused on creating an environment where healthy options are the easy option," Charlene said.

In Australia, food prepared outside the home (meals out and fast foods) was the largest food and beverage expenditure item in 2009/10, with an increase in the amount spent on meals out and fast foods since 2003-04 (AIHW 2012 – Australia's Food & Nutrition 2012).

Creating healthier food environments involves engaging partners from the food industry, caterers, health promotion, nutrition and local governments. Working with suppliers, vending machine options were altered and the machines now stock healthier snack choices. These include high fibre cereal bars, rice crackers and a mixed pack of fruit and nuts. In addition, popular unhealthy snacks are now available in smaller serve sizes.

Participants from the food service industry, including environmental health officers, canteen operators, cooks and chefs from the local area took part in Safe & Healthy Food: Professional Training in October. With a view to encouraging healthier menu options and provide strategies to market healthy options and point of sale information, the training was well received and participants have already started making changes to their menu.

Successes in improving the food environment have been calculated through a partnership with WA School Canteen Association. Changes to the menu at the Belmont Oasis showed a reduction of 6,705 kilojoules, 1599mg salt and 116g of total fat from the menu. These strategies have engaged a number of health and community agencies from the Bentley Food Coalition, including Foodbank WA, Red Cross, Curtin University, WA School Canteen Association and the Town of Victoria Park.

For more information, contact the South Metropolitan Public Health Unit (Bentley) on 08 9251 4100 or Bentley.SMPHU@health.wa.gov.au

WORKPLACE HEALTH ON THE WORLD WIDE WEB

Emma Douglas

Diabetes WA

Under the Healthy Workers Initiative, Diabetes WA (DWA) delivers two online workplace health programs. Delivering health promotion in the online world is an exciting and growing field that requires a slightly different skill set than the standard health promotion role, but is an area we need to master if health promotion is to keep up with changing technology.

With support from the joint Australian, State and Territory Governments under the National Partnership Agreement on Preventive Health, DWA will be undertaking the redevelopment of the My Healthy Balance program. This will enable the integration of new technology allowing for a more interactive platform which will enhance engagement with participants.

The Get on Track Challenge (GOTC) program has also recently been redeveloped, relaunching in May this year. The new technology incorporated into the website allows workplaces and community groups to tailor challenges and tracks to better suit their needs. The website was recently awarded Australia's most coveted web development award for excellence, The McFarlane Prize, at the Australian Web Awards.

After our first official challenge in June 2013, GOTC partnered with the Heart Foundation and Department of Transport for the Walk Over October Challenge. This partnership was a great opportunity for two health promotion initiatives to join forces. GOTC has also partnered with the Your Move Cockburn project, another great opportunity to develop a targeted challenge.

If you have a group you think would benefit from a targeted Get on Track Challenge, get in touch. DWA would love the opportunity to be involved in more successful partnerships.

For more information visit the websites:

www.myhealthybalance.com.au or www.getontrackchallenge.com.au

or contact Melissa on 08 9436 6268 or melissa.robinson@diabeteswa.com.au

Top right: DWA staff presenting prizes to a team from Department of Parks and Wildlife, who won the first official Get on Track Challenge.



21 YEARS OF SCHOLARSHIPS

The AHPA (WA Branch) Healthway scholarship program has provided opportunities for more than 70 recipients over the last 21 years. In celebration we have launched a new retrospective storybook of successful scholarship recipients to inspire new applicants.



If you would like a copy sent to you: scholarshipswa@healthpromotion.org.au

PROGRAM PLANNING TOOLKIT FOR SEXUAL HEALTH + BBV

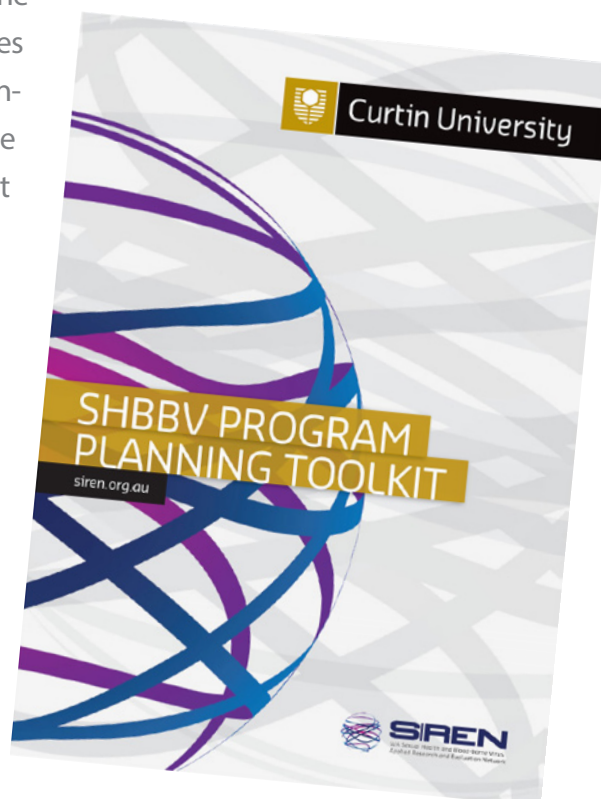
Kahlia McCausland and Roanna Lobo

SiREN, Curtin University

The Sexual Health and Blood-borne Virus Applied Research and Evaluation Network (SiREN) is an applied research network. The network aims to strengthen partnerships by promoting WA-based applied research and evaluation on the prevention and control of sexually transmissible infections (STIs) and blood-borne viruses (BBVs). SiREN has recently published a new resource for managers, service providers, clinicians and project officers in the SHBBV (sexual health & blood borne virus) sector - the SHBBV Program Planning Toolkit for Health Professionals. The Toolkit is a comprehensive resource that provides step-by-step guidelines for planning, implementing and evaluating health interventions that aim to reduce the transmission of STIs and BBVs in priority population groups.

This Toolkit was developed in response to the findings of a needs assessment survey conducted by SiREN for the WA SHBBV sector. The survey results showed a need for training and resources for practitioners in the sector to assist them with SHBBV program planning and evaluation. The development of the SHBBV Toolkit involved the SiREN Resources Reference Group which includes representatives from the government and non-government sectors. This group will guide the development of future resources for the sector. To get involved, please email siren@curtin.edu.au

Results from the needs assessment survey also indicated that WA practitioners in this sector felt the need for increased networking and support. In response, SiREN is proud to present the SiREN Symposium Building the Foundations for Innovation on 7 April 2014. For more information about the symposium please contact Roanna Lobo on 08 9266 1101 siren@curtin.edu.au or visit the SiREN website <http://siren.org.au/>



POSITIVE OUTCOMES FOR SHARING STORIES

Meagan Roberts, Metropolitan Migrant Resource Centre

2013 AHPA (WA Branch) Healthway Graduate Scholarship recipient

The Sharing Stories program was implemented at the Metropolitan Migrant Resource Centre in 2009, and uses interactive drama and theatre based strategies to educate culturally and linguistically diverse youth on sexual health. With the support of a 2013 AHPA (WA Branch) scholarship and assistance from the Sexual Health and Blood-borne Virus Applied Research and Evaluation Network, Sharing Stories was evaluated between February and August 2013.

The evaluation consisted of a combination of innovative and customary data collection methods including recording field notes at the weekly drama sessions, distributing pre/post sexual health questionnaires and undertaking pre/post sexual health drama scenarios with the participants. Retrospective interviews were also conducted with six long-standing (12 months or more) participants and peer educators of the Sharing Stories program. The findings of this evaluation have demonstrated that participating in the Sharing Stories youth drama groups can increase sexual health knowledge, confidence, positive attitudes and skills in providing advice to others. The long term benefits of participating in the program include positive impacts on culture, family members, and the development of strong peer educator skills.

A poster outlining this evaluation was developed and presented at the Australasian Sexual Health Conference, held in Darwin in October 2013. This poster was awarded the Sexual Health Society of Victoria prize of 2013 for the best poster presentation on Health Promotion. It is commendable that the project was acknowledged for its dedication and creative contribution to the area of health promotion and sexual health education.

For more information contact Meagan Roberts on meagan.roberts7@gmail.com or Anne Sorenson on anne.sorenson@mmrcwa.org.au

*Meagan Roberts presenting the
award-winning Sharing Stories
Evaluation poster at the Australasian
Sexual Health Conference.*



AHPA MOVING FORWARD WITH ADVOCACY IN WA

Jodie Hurd, Ex-officio

AHPA (WA Branch) Advocacy Sub-Committee

The AHPA (WA Branch) Advocacy Subcommittee has been busy this year on a wide range of proactive and reactive advocacy strategies.

The subcommittee is taking steps to strengthen the advocacy base of AHPA WA through a review of our existing position statements. To date, three position statements have been fully reviewed (social determinants of health, sexual health and chronic disease prevention) and a further 13 position statements are in the process of being reviewed and updated.

The subcommittee has been especially active in the area of alcohol advocacy over the past year with actions including;

- A complaint submitted to the Alcohol Advertising Review Board concerning the Carlton Draught logo being worn by underage and young people in the WA Amateur Football League. This complaint was upheld by the Review Board and the advertiser has been asked to reconsider their sponsorship strategy.
- A letter sent to Liquor Act Review Committee indicating support for proposed secondary supply legislation.

In other areas, the subcommittee made a submission to the Food Regulation Standing Committee commenting on the Food Regulation Policy Options Paper around regulation of caffeine in foods. The AHPA (WA Branch) also joined with key health agencies in WA to call on Coca-Cola (South Pacific) to take action in six identified areas to reduce the impact of obesity in Australia.

To end on a positive note the subcommittee recognises the importance of celebrating achievement and progress in the area of sponsorship. To this end we took great pleasure in writing to support the recent sponsorship agreement between Healthway and the Western Australian Cricket Association (WACA) which will see the promotion of junk food and alcohol brands replaced with the Alcohol. Think again. message.

To view a copy of all of these advocacy documents and more please visit <http://www.healthpromotion.org.au/wa-documents/354-western-australia-branch-downloads-advocacy>

For more information and to find out how you can advocate with AHPA WA please email adminwa@healthpromotion.org.au



SAVE THE DATE: 7 APRIL 2014

SiREN Symposium – Building the Foundations for Innovation

Join us for a stimulating symposium on the role of effective planning, evaluation, research and partnerships in designing innovative solutions to wicked problems. Practitioners, researchers and policy makers with an interest in STIs and BBVs are encouraged to attend. More information will be available on the SiREN website shortly, see www.siren.org.au

7 April 2014, 9-4pm followed by networking 4-5pm, Curtin Uni Technology Park, Bentley.

HOW TO MAKE NETWORKS AND INFLUENCE PEOPLE

Social media & population health: how to effectively engage the online world

Social media is a rapidly growing medium and can be a fantastic tool for health promotion to reach target groups. In July, AHPA (WA Branch), in partnership with the PHAA (WA) presented a workshop featuring Candice Barnes from Murdoch University and Danielle MacDonald from Precedent who discussed key tips on how to engage your target group appropriately on social media.

The event was rated highly by attendees in a post-event survey, providing members with a valuable opportunity to hear from industry experts on Social Media and Public Health. Appropriately, the Twittersphere was active with attendees active at #SMPH sharing some great points from the session.

The speakers gave relevant industry examples of campaigns and companies effectively using social media. Participants also learnt how to create a persona for their target audience and to discover what types of social media their target group use and consider how they might access it. Overall, the forum proved so popular that it sold out within a day and a second event is being planned for the near future. The take home key points from the workshop were:

- Social media isn't free (staff time, resources and equipment costs);
- Make sure you have time to input on social media before starting;
- Link and integrate your networks, make sure people have a call to action;
- Know your target group well;
- Evaluate! How can you measure success if you don't know what success looks like?
- Know what social media types suits your audience and message.

Gemma Crawford (AHPA WA), Candice Barnes (Murdoch University), Emma Croager (PHAA WA), Emma Douglas (PHAA WA), and Danielle MacDonald (Precedent)



AN UPDATE FROM THE PD SUBCOMMITTEE

Heather O'Malley, Committee member
AHPA (WA Branch) Professional Development (PD) Committee

2013 Careers Showcase

In September, AHPA (WA Branch) once again partnered with PHAA (WA) to present a Careers Showcase titled How to get that job... where to look, how to apply and what employers are looking for. The new-look showcase aimed to provide participants with insight into the varied employment opportunities within health promotion. The event provided participants with the opportunity to hear from key professionals in the field including Professor Tarun Weeramanthri - Department of Health, Suzanne Taylor - Perth South Coastal Medicare Local, Stephanie Godrich - Foodbank WA and Dr Jo Clarkson from Healthway.

The event had its best attendance in recent years and included topics such as what employers look for in a job application; which organisations employ health promotion and public health professionals; and what job titles to look for when searching for a job. The event also showcased a range of health promotion professionals working in a variety of health promotion roles in a panel discussion featuring Jason Wells - Chronic Disease Prevention Unit - Department of Health, Tenille Voges - City of Rockingham, Emma Douglas - Diabetes WA and Krysten Blackford - Curtin University.

Congratulations to Nicole Toia, a recent health promotion graduate from Curtin University, who attended the AHPA (WA Branch) and PHAA careers showcase and was the lucky winner of the door prize; a chance to meet with a senior practitioner of her choice. Nicole aimed straight for the top and had the privilege of meeting Professor Mike Daube. On the morning of Monday 18 November, Nicole and Mike met for coffee accompanied by AHPA (WA Branch) roving reporter Courtney Mikan.

After coffee Nicole said, "I found the chat a very inspirational and valuable experience. It was a fantastic opportunity to meet such an enthusiastic and knowledgeable expert. Professor Daube provided me with some great success stories, insights to where he thinks health promotion is heading and much more." "I was able to gain an insight to what it is like to work in advocacy as Professor Mike Daube shared his wins with campaigning, as well as some challenges he faced. Professor Daube also provided me with some tips and career advice in health promotion."

AHPA (WA Branch) would like to thank everyone who attended and presented at the 2013 Careers Showcase and especially Mike for the time he took to share wisdom with an aspiring health promotion practitioner.

Mums in Health Promotion

AHPA (WA Branch) held its Mums in Health Promotion morning at the Stickybeaks Café, Kings Park in October. Mums in Health Promotion aims to provide mums who have previously worked or currently work in health promotion to meet other mums also working in this field. Participants were provided with the opportunity to share their experiences of being a mum with a career in this profession over a cup of coffee, complimentary from AHPA (WA Branch) while their children played in the Ivey Watson Playground. To register your interest in attending future Mums in Health Promotion events, please email adminwa@healthpromotion.org.au

Learning Circle Part One – Writing for Publication

Also in October, members were invited to attend Part One of the AHPA (WA Branch) Learning Circle series. Learning Circles are new to the PD Calendar. The Circles provide a fresh format to build the capacity of professionals to contribute to the evidence base for health promotion, providing participants with the opportunity to learn about writing, build skills and network with experienced writers.

Our first Learning Circle titled Writing for publication encouraged participants to think about the 'how's' and 'whys' of journal article writing with Dr Jonine Jancey - Editor in Chief of the Health Promotion Journal of Australia (HPJA). Facilitated by Justine Leavy – 2012 Ray James Award winner for best paper in the HPJA, the session covered:

- Why write, what can I write, who will publish it?
- The editor's perspective.
- What happens during the review process.
- Tips for authors and reviewers.

Future Learning Circles will guide participants through the steps of journal writing, as well as provide the opportunity to prepare plans, share draft papers, critique examples and ultimately progress towards publication. Participants will be encouraged to attend all sessions which will include a mixture of formal and informal events.

Journal Club

The Journal Club is another addition to the AHPA (WA Branch) PD Calendar, which will aim to provide health promotion professionals with the opportunity to discuss articles published in the Health Promotion Journal of Australia, and other prominent publications.

With the first session to commence in early 2014, the Journal Club will provide practitioners with a forum to discuss current research, share articles and critically review information to encourage members and students to enhance their health promotion competencies and base their programs on current evidence. To register your interest in joining the Journal Club, please email adminwa@healthpromotion.org.au

CAMPAIGNING FOR SECONDARY SUPPLY LAWS IN WA

Samantha Menezes

In WA, an underage youth cannot buy alcohol from a liquor shop or be served on a licenced premises. Surprisingly, they can be supplied alcohol by an adult, without parental permission, on a private premise. This is a loop hole in the Liquor Act of WA that needs to be closed. Secondary supply legislation is in most Australian jurisdictions. As a parent experiencing the perils of secondary supply with my own children, I decided to act.

In December 2012 the WA Liquor Act Review was announced and in 2104 the Liquor Act Review Committee will report its findings. Secondary supply legislation has been featured strongly by the WA community, the WA Police and many health and youth groups in the submissions.

My online petition, launched in March 2013, is a voice for the WA community to say "stop and listen, we, as parents want control about whether or not we consent to our underage children drinking alcohol at a gathering and no one has the right to make that decision for us". We are now aware that those who begin drinking alcohol whilst underage are more likely to have problems with alcohol in their adult years. Essentially, condoning underage alcohol consumption is contributing to the drinking culture of Australia and encouraging habits that may prove very difficult to change. Legislating secondary supply will show the community that the WA Government is concerned and committed about minimising harm from alcohol to our youth.

Follow this link to the petition: <http://www.change.org/en-AU/petitions/the-hon-terry-waldron-mla-stop-adults-giving-alcohol-to-other-people-s-children>

You can like Samantha's campaign on Facebook:

<https://www.facebook.com/IntroduceSecondarySupplyLawsInWa>

or follow her on Twitter:

<https://twitter.com/Sammenez>

CONGRATULATIONS SAMANTHA!

AHPA would like to extend our congratulations to Samantha Menezes for jointly winning the McCusker Centre for Action on Alcohol and Youth's Community in Action – Individual Award for all her hard work in campaigning for the introduction of secondary supply laws in WA. Please refer to the McCusker Centre for Action on Alcohol and Youth's article 'Action on Alcohol Awards recognise positive action in WA' on page 25 for more information about the other winners and finalists of the Action on Alcohol Awards.



Above: Malcolm McCusker and Samantha Menezes

HEALTH PROMOTION AT ITS OPPORTUNISTIC BEST

Coby Pearson and Jan Maree Panton
BreastScreen WA

The Health Promotion team joined forces with the Support Services team at BreastScreen WA to offer free mammogram appointment bookings at the Every Woman Expo in June 2013.

BreastScreen WA provided free information and resources at their booth at Every Woman Expo. Now a successful initiative utilising remote access on laptops, the Health Promotion team are able to book screening mammograms for clients on the spot.

Over the three day Expo, the BreastScreen WA booth attracted 740 visitors and 134 bookings. Over 18% of visitors to the booth made a booking to have their screening mammogram.

The project was originally trialled in October 2012 - Australia's Breast Cancer Awareness Month. During this month, Health Promotion staff conducted numerous displays and attended the Perth Royal Show to offer the remote bookings option. The 29 returned evaluation forms indicated that 22 women either strongly agreed or agreed that using laptops in the community is an appropriate method of booking appointments. Offering this service can encourage women who may not be sufficiently motivated to make an appointment themselves.

This was a great pre-cursor to a game changing development in October 2013, when BreastScreen WA launched online bookings. For the first time women are be able to make appointments via the BreastScreen WA website, 24 hours a day, 7 days a week: <http://www.breastscreen.health.wa.gov.au>



Left: Jan Maree Panton, Support Services (pictured left) and Coby Pearson, Health Promotion Officer in the pink at the BreastScreen WA booth, Every Woman Expo, June 2013.

ACTION ON ALCOHOL AWARDS RECOGNISE POSITIVE ACTION IN WA

Danica Keric

McCusker Centre for Action on Alcohol and Youth

WA's first Action on Alcohol Awards were presented at Curtin University on 7 November, recognising the work done across the state to reduce alcohol-related harm among young people. The awards were presented by, among others, His Excellency Mr Malcolm McCusker AC CVO QC and Mrs Tonya McCusker.

Winners and finalists were recognised in 6 award categories.

Young People in Action

WINNER:

- Thomas Davies

FINALIST:

- Brix Ottaway

Community in Action - Individual

WINNERS:

- Dr Tina Lam
- Samantha Menezes

FINALISTS:

- Lisa Baker MLA
- Shelley McGrath

Community in Action – Organisation

WINNER:

Local Drug Action Groups Inc.

FINALISTS:

- Brief Alcohol Intervention Training (BAIT) Program - Health Promotion Unit and School of Psychology, University of Western Australia
- YMCA HQ - YMCA Perth Youth & Community Services
- Perth Wildcats
- Netball WA

Regional Communities in Action

WINNER:

- Nindilingarri Cultural Health Services

FINALISTS:

- Investing in Our Youth Inc.
- Mid-West Party Safe Alliance
- Esperance Local Drug Action Group

Government in Action

WINNERS:

- Commissioner of Police – Karl O’Callaghan

FINALISTS:

- Commissioner for Children and Young People WA – Michelle Scott
- City of Melville
- Public Health Liquor Licensing Team - Drug and Alcohol Office / Department of Health

Media in Action

WINNERS:

- Angela Pownall
- Beatrice Thomas

FINALIST:

- Weekend-Kwinana Courier

Visit the Curtin University website, <http://news.curtin.edu.au/media-releases/awards-recognise-positive-action-on-alcohol/>, for more information about the awards and to read about the winners and finalists.

For tips and tools on taking action on alcohol subscribe to Alcohol Action Station, a fortnightly e-newsletter produced by the McCusker Centre and ICCWA. Visit the ICCWA website <https://www.iccwa.org.au/alcohol-program.html> to subscribe.

Congratulations to all winners and finalists!

For more information, contact Danica Keric on 08 9266 4132 or danica.keric@curtin.edu.au

HEALTH PROMOTION IN THE NEWS

In this section of the member newsletter, the AHPA (WA Branch) committee have handpicked some news articles which have created great round-the-table discussions. Did you see these? Do you agree or disagree? We encourage you to share your thoughts and comments via email adminwa@healthpromotion.org.au

Let's treat the social causes of illness rather than just disease

Fiona Stanley, October 1, 2013, The Conversation

Diseases are complex and their causes myriad. A relatively new field of research known as the "social determinants of health" shows that merely treating illness is not the best approach to what ails us, we need a comprehensive overhaul of what we are doing and to address underlying social mechanisms that harm well-being.

Read more: <http://theconversation.com/lets-treat-the-social-causes-of-illness-rather-than-just-disease-18276>

Is Australia becoming comfortable with inequality?

Kasy Chambers, October 18, 2013, ABC

In Anti-Poverty Week, Kasy Chambers asks if changing methods for delivering assistance to vulnerable Australians risk leaving the neediest behind. In Australia we seem to be increasingly comfortable with the idea that people can be left behind.

Read more: <http://www.abc.net.au/news/2013-10-15/chambers-anti-poverty-week/5022920>

Complete BS from BWS

Australian Drug Foundation, November 13, 2013

Just when you thought alcohol advertising could not be more crass, hypocritical, or insulting, up jumps a campaign that would make a self-respecting industry cringe with embarrassment.

The liquor merchant BWS has a new advertising campaign on the theme 'Today's Special'. It's coming to the TV screen or mobile device near you, plus radio and newspaper domains.

Read more: <http://grogwatch.adf.org.au/2013/11/complete-bs-from-bws/>

WHAT'S ON IN HEALTH?

January 2014:

- World Leprosy Day (26/01-26/01)

February:

- HeartKids National Awareness Month (01/02-28/02)
- Ovarian Cancer Awareness Month 2014 (01/02-28/02)
- World Cancer Day (04/02-04/02)
- National Condom Day (14/02/2014)
- WA Sexual Health Week (10 – 16/02/2014)

March:

- Melanoma March 2014 (01/03-31/03)
- Epilepsy Awareness Month 2014 (01/03-31/03)
- International Women's Day (08/03-08/03)
- World Glaucoma Week 2014 (09/03-15/03)
- World Kidney Day 2014 (13/03-13/03)
- Coeliac Awareness Week 2014 (13/03-20/03)
- National Ride2School Day (19/03-19/03)
- National Close the Gap Day (20/03-20/03)
- National Harmony Day (21/03-21/03)
- World Down Syndrome Day (21/03-21/03)

April:

- National Youth Week (04/04-13/04)
- World Autism Awareness Day (06/04-06/04)
- World Health Day (07/04-07/04)
- Pay it Forward Day (24/04-24/04)

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

CONFERENCE DATES OF INTEREST

17-20 March 2014

12th International Congress on Obesity

Kuala Lumpur, Malaysia

<http://www.iaso.org/events/ico/ico-2014/>

18-19 March 2014

Green Cities 2014

Melbourne, Victoria

<https://www.eiseverywhere.com/eselect/inactive.php?eventid=66374>

7 April 2014

Sexual Health and Blood-borne Virus Applied Research and Evaluation Network (SiREN) Symposium: Building the Foundations for Innovation

Perth, Australia

<http://www.siren.org.au>

8-11 April 2014

5th International Congress on Physical Activity and Public Health (ICPAPH)

Rio de Janeiro, Brazil

<http://www.ispah.org/icpaph>

27-30 May 2014

Adelaide Velo-city Global Conference 2014

Adelaide, South Australia

<http://www.velo-city2014.com/pages/the-conference.php>

17-19 June 2014

14th National Immunisation Conference

Melbourne, Victoria

<http://www.phaa.net.au/14thNationalImmunisationConference.php>

23-25 June 2014

Western Australian Alcohol and Other Drugs Symposium 2014

Fremantle, Western Australia

www.aod2014.com.au

5-6 July 2014

Aboriginal Health Conference

Perth, Western Australia

<http://www.ruralhealthwest.com.au/professional-development/conferences-events/2013/09/20/aboriginal-health-conference-2014>

4-5 September 2014

National Conference Australian Health Promotion Association

Alice Springs, Northern Territory

<http://www.equitycentre.com.au>

15-17 September 2014

Public Health Association 43d Annual Conference

Perth, Western Australia

http://www.phaa.net.au/43rd_Annual_Conference.php

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).



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