

# News from the West

Newsletter of the Australian Health Promotion Association (WA Branch)

June 2014



#### NEWS FROM THE WEST EDITORIAL TEAM

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#### AUSTRALIAN HEALTH PROMOTION ASSOCIATION (WA BRANCH) COMMITTEE

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Courtney Mickan

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Sarah Graham  
Chantelle Jeffery  
Fiona McDougall  
Courtney Mickan  
Heather O'Malley  
Stacey-Mae Prokopyszyn  
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## FROM THE EDITORIAL TEAM

Welcome to the first edition of News from the West for 2014. We begin this edition by extending a huge thankyou to our outgoing committee members Ruth Wernham, Asha Singh, Marissa MacDonald, and in particular our President of the past four years, Gemma Crawford. Gemma, Ruth, Asha, and Marissa have been highly valued committee members for many years now and will be missed. Thanks also to our ex-officios and students who supported WA Branch activities throughout 2013. You can meet our incoming 2014 committee on page 04.

Keen to build on our advocacy efforts in 2013, the WA Branch has been busy planning advocacy strategies for the year ahead. Hear more about the Advocacy and Partnerships Subcommittee's 2014 advocacy focus on page 07. After holding two successful social media events in recent years, the WA Branch is currently developing a social media plan that will enable stronger engagement with members. Read more about the plans, including what our members voted as the most preferred social media platforms in the 2013 Member Survey, on page 06. As always, this issue also brings you varied and interesting news about public health projects around the state.

Finally, we'd like to congratulate Julia Stafford, Executive Officer with the McCusker Centre for Action on Alcohol and Youth, who received an Ian Webster Scholarship through The Foundation for Alcohol Research and Education (FARE). Now in its second year, the Ian Webster Scholarship aims to build leadership and management capacity in the AOD sector, and pays tribute to one of the sector's leading lights and former FARE chairman Emeritus Professor Ian Webster. The \$10,000 scholarship will allow Julia to interview leaders in the Alcohol and other Drug sector, both in Australia and overseas to further her understanding of alcohol advocacy. We look forward to hearing Julia's insights as her research progresses and will provide an update in this newsletter later in the year.

Happy reading,  
Amber, Lauren and Becky.

# WA BRANCH UPDATE

Jamie Cavill

President, AHPA (WA Branch)

*"A great person attracts great people and knows how to hold them together."*

This is one of the best and simplest quotes on leadership I have read, from Johann Wolfgang Von Goethe. And so I start my new leadership role by acknowledging a number of inspiring and supporting leaders in health promotion, optimistically looking for new ways to reach our vision, always striving to promote positive change in any way they can.

It is with great pleasure that I receive the reigns from one of AHPA's most experienced and dedicated leaders, Gemma Crawford. A Committee member of the WA Branch since 2005, with four of those years as Branch President, Gemma has introduced a number of positive initiatives – a trend I hope to continue during my time as President. Gemma will remain in close contact (we will not let her get away that easily!) as the National President and as a new member of the WA Branch Strategic Advisory Group.

I would also like to acknowledge and thank outgoing WA Branch Committee members Ruth Wernham (five years), Marissa MacDonald (five years) and Asha Singh (four years). We are lucky to have had such dedicated individuals volunteer their time to promote the health promotion workforce and provide services for our WA members.

WA members started 2014 together at the AGM on Wednesday 5th February. The event included the fourth Annual Ray James Memorial Lecture, this year presented in a new format. Five speakers gave snapshot presentations addressing the topic "The State of Health Promotion: Challenges, Opportunities and the So What". Our speakers: Amberlee Laws, Prof. Rob Donovan, Jodie Hurd, Prof. Mike Daube and Rochelle Tobin, provided interesting and sometimes controversial views on the topic, to commence the year with healthy debate. The presentation of the annual AHPA WA Branch Awards saw two dedicated members acknowledged for their work in supporting new and emerging health promoters,

with Dr Melissa Stoneham and Ann Barblett deserving recipients of Most Outstanding Mentor awards.

Our incoming WA Committee are off to an impressive start. Already the Branch has made a submission to the Australian National Preventive Health Agency on the effectiveness of current regulatory codes on alcohol advertising in addressing community concerns, endorsed position statements on research and evaluation and health promotion settings, introduced E-news updates to enhance our communication with members and planned a plethora of events for a year of professional development.

An exciting opportunity ahead will see health promotion professionals from around the country congregate in the centre of the nation at the 22nd National Australian Health Promotion Association Conference. This year AHPA joins conference partner the Chronic Diseases Network in Alice Springs. I encourage WA members to spread the word, both of and at the conference and hope you can make it across to Equity @ the Centre.

I am proud to be supported by thirteen passionate and dedicated health promotion professionals on this year's WA Branch Committee. In addition we have had an overwhelming response from AHPA individual and student members to provide additional support to our Committee this year. Many hands make light work and it is but a privilege to be working with you all. Enter my second leadership quote *"Never doubt that a small group of thoughtful, concerned citizens can change the world. Indeed it is the only thing that ever has."* (Margaret Mead).

I would like to extend a warm welcome to all new and renewing members to AHPA, and encourage all members to become involved with your professional body; your feedback is always welcome.

I look forward to the exciting year ahead.

Jamie-Lee Cavill  
WA Branch President

# MEET YOUR 2014 AHPA (WA BRANCH) EXECUTIVE COMMITTEE

## Jamie Cavill

Senior Health Promotion Officer, South Metropolitan Health Service

WA Branch President

What can you bring to the committee? Thanks to some great managers and mentors, my approach to leading the committee will be to promote shared responsibility and a team approach. I feel privileged to be supported by a very capable, committed bunch.

What's your number one priority for health promotion this year? Expanding the reach of health promotion initiatives – looking beyond individual behaviour change and focusing on population health approaches.

What's your favourite meal to cook? Anything with my slowcooker – bring on winter!!

## Melinda Edmunds

Senior Health Promotion Officer, Diabetes WA

WA Branch Co-Vice-President

What can you bring to the committee? I have a broad range of skills working with both community and health professionals. My current role has a strong focus on professional development and stakeholder engagement which could provide key links and assist to develop current activities that AHPA currently undertakes.

What's your number one priority for health promotion this year? To see an increase in the amount of advocacy happening in the sector from both individuals and organisations.

What's your favourite meal to cook? My Nannas pancake recipe.

## Courtney Mickan

Acting Senior Health Promotion Officer, Wheatbelt Public Health Unit

WA Branch Secretary

What can you bring to the committee? With my experience on the committee last year and previously as an ex-officio for the member services subcommittee, I

bring specific skills in sourcing and providing information to members through the Branch newsletter. I'll also bring sound health promotion knowledge and a great enthusiasm to the committee.

What's your number one priority for health promotion this year? To practice what we preach starting with the workplace as well as my home life

What's your favourite meal to cook? I'm not much of a chef but I manage to create a pretty good vegetarian lasagne

## Lisa Rooke

Health Promotion Officer, South Metropolitan Health Service

WA Branch Co-Vice-President

What can you bring to the committee? For me, communicating with our members is the most important part of our work on the committee. So linking better with members to get them actively involved is something I'll be working on this year.

What's your number one priority for health promotion this year? To work with the AHPA Aboriginal and Torres Strait Islander Committee to better identify and support our Aboriginal members in WA. We're working together to make the national conference in Alice Springs a memorable experience – get along to the pre-conference workshop in September 'Multi sectorial partnerships to improving health outcomes for Aboriginal and Torres Strait Islander Peoples' <http://www.equitycentre.com.au/pre-and-post-conference-workshops>

What's your favourite meal to cook? I love a good brunch on the weekend and make a pretty mean shakshuka or 'cleaning out the veg crisper' omelette.

## Lisa Wheatley

Nutrition Policy Officer, Child and Adolescent Community Health

WA Branch Co-Treasurer

Finance Audit and Risk Management Subcommittee



What can you bring to the committee? After two years of being on the committee I feel I have sufficient knowledge and experience to help the Branch continue to meet the needs of their members. I will be bringing my enthusiasm and passion for health promotion, a hard working approach and a keen interest in finance.

What's your number one priority for health promotion this year? To encouraging health promotion practitioners to promote the great work that they are doing and share their leanings with one another.

What's your favourite meal to cook? Pizza (with lots of vegies of course)

### Lorena Chapman

SunSmart Workplace Coordinator, Cancer Council WA  
Advocacy and Partnerships Subcommittee

What can you bring to the committee? A passion to build AHPA's advocacy capacity and action for change in 2014.

What's your number one priority for health promotion this year? Advocate for a greater focus on the social determinants of health and health in all policies to reduce health inequities in WA.

What's your favourite meal to cook? A big pot of hot vegetable soup on a cold winter night!

### Emma-Lee Finch

A/Health, Safety and Wellbeing Coordinator, Department of Parks and Wildlife  
WA Branch Co-Treasurer  
Finance Audit and Risk Management Subcommittee

### Amber Giblett

Health Promotion Officer/ Acting Population Health Coordinator, Population Health Great Southern  
Members Services Subcommittee

What can you bring to the committee? A passion for rural health and a keen interest in connecting with our AHPA members.

What's your number one priority for health promotion this year? More innovative and meaningful engagement with the community in order to bring about real and lasting behaviour change.

What's your favourite meal to cook? Vegetarian pizza.

### Sarah Graham

Health Promotion Officer, Mentally Healthy WA  
Capacity Building and Excellence Subcommittee

What can you bring to the committee? I have particular interest in helping new graduates settle into the industry and develop their health promotion skills. I also have experience coordinating events in my current job role and would be delighted to bring these skills to the committee for member professional development events.

### Chantelle Jeffery

A/Manager, Wheatbelt Public Health Unit  
Capacity Building and Excellence Subcommittee

What can you bring to the committee? Six years' experience as a Committee member. I will also continue to provide leadership for AHPA's mentoring program and also impart a rural health promotion perspective.

### Fiona McDougall

Prevention Services Officer, Community Alcohol and Drug Services (CADS)  
Scholarships Subcommittee

What can you bring to the committee? Age, wisdom, experience, enthusiasm, passion, a great work ethic, determination, resilience, and a sense of humour!!

What's your number one priority for health promotion this year? I am determined to assist rural, regional and remote communities with AOD problems utilising evidence-based strategies and relevant models and principles to reduce harm and facilitate effective community action to ensure a healthy future for our young people. It's a challenge!!!

What's your favourite meal to cook? At the moment I have a passion for Indian Food and just purchased "Recipes from an Indian kitchen" . . . so we live in hope . . . one day I will be able to create a wonderful healthy raita or curry.

### Heather O'Malley

A/Health Promotion Coordinator, North Metropolitan Health Service  
Capacity Building and Excellence Subcommittee

What can you bring to the committee? Following on from 2013, I feel more confident to contribute to the

Committee, particularly with the Capacity Building and Excellence Subcommittee now that I have a better idea of how things work.

**Stacey-Mae Prokopyszyn**  
Program Officer (Parenting), Child and Adolescent  
Community Health  
Capacity Building and Excellence Subcommittee

**Becky White**  
Director, Reach Health Promotion Innovations  
Members Services Subcommittee

**What can you bring to the committee?** Experience working in WA and overseas in health promotion and community development roles. A strong interest in how health promotion practitioners communicate with population groups. In particular, using technology to reach people and communicate messages.

**What's your number one priority for health promotion this year?** To continue to advocate for strong evaluation measures to build the evidence base - whatever the project.

**What's your favourite meal to cook?** Anything that I know everyone will eat. Red bean tacos, salmon fish cakes and veggie lasagne are current winners!

## AHPA (WA BRANCH) TO GO SOCIAL

**Becky White**  
Member Services Subcommittee

Australians are some of the most prolific social media users in the world. In 2013 65% of Australians aged 14 years and over used at least one social network (rising to 87% if you consider the 14-40 year age group). In 2009, the Australian Communication and Media Authority reported that 97% of 16-17 year olds used at least one social network. Facebook is the most popular social networking site in Australia, and around the world. In Australia, 95% of people who use social media use Facebook, approximately 20% use LinkedIn, and 15% use Twitter.

Social media presents enormous opportunities for health professionals to reach their target groups, to engage in conversations with the community, to receive information and to impact on health. It also offers real opportunities for us, as health professionals, to better communicate and share ideas with each other, to engage with colleagues in regional and remote locations and interstate, and to create stronger networks.

In 2014 the AHPA (WA Branch) used its annual survey to ask members about their social media usage and whether they would like to see the Committee incorporate it into their strategies. Almost 93% of respondents said they thought the AHPA (WA Branch) should use social media to communicate and engage with members. In terms of preferred platforms, LinkedIn and Facebook were the most popular (71.1% for each), with Twitter following closely behind (66%).

It is clear that members would like to see the Committee engaging with social media. The WA Branch Committee is currently working on ensuring we have good governance and we will be launching our social media strategy in the coming months. Keep an eye out for us; we hope you'll come on board and join the conversation.

References available upon request.

# BUILDING AHPA'S ADVOCACY CAPACITY AND ACTION FOR CHANGE IN 2014

Lorena Chapman

Advocacy and Partnerships Subcommittee

Advocacy is a strategic priority area for AHPA at a national and state level. In the WA Branch Operational Plan 'Advocacy and representation: build AHPA's advocacy capacity and action for change' is a key focus area, which underpins the work of the WA Branch Committee.

## Who is responsible for advocacy?

The Advocacy and Partnerships Subcommittee (previously the Advocacy and Careers Subcommittee) is responsible for building AHPA's (WA Branch) advocacy capacity and action for change. In 2014 the subcommittee includes the following members:

- Lorena Chapman (executive committee member) – Chair
- Melinda Edmunds (executive committee members) – Co-Vice President
- Ruth Wernham (ex-officio)
- Ruth Aspinall (ex-officio)
- Emma Hills (ex-officio)
- Rochelle Tobin (ex-officio)
- Joanna Steel (ex-officio)
- Melissa Johnston (nee Denehy) (student representative – Curtin University)
- Hazel Leong (student representative – Curtin University and president of the Health Promotion Student Association)

## Advocacy plans in 2014

Feedback provided by Committee members at the WA Branch's planning day and members in the annual member survey will be used to develop an annual advocacy action plan that will align with the objectives and strategies of the WA Branch Operational Plan. More information will be provided in the coming months.

To date planned activities for 2014 will include:

- Finalising the development of the Branch's position statements and using them for advocacy submissions
- Investigating the use of social media to increase the Branch's advocacy capacity and improve communication with members
- Exploring opportunities to involve members in advocacy opportunities and increase communication with members
- Continuing to identify and respond to health promotion related issues as they arise.

The Advocacy and Partnerships Subcommittee, with support from the Leadership Group, will also be responsible for developing and strengthening partnerships with health promotion state and national organisations to increase advocacy capacity.

For more information about the AHPA WA Branch's advocacy and partnership initiatives please contact Lorena Chapman on [adminwa@healthpromotion.org.au](mailto:adminwa@healthpromotion.org.au)



# EQUITY @ THE CENTRE: ACTION ON SOCIAL DETERMINANTS OF HEALTH

Dr James Smith

Northern Territory AHPA Conference Convenor

Planning is well underway for the national Australian Health Promotion Association conference Equity @ the Centre: Action on Social Determinants of Health. This year the Australian Health Promotion Association (AHPA) will partner with the Northern Territory Chronic Diseases Network (CDN) and the Northern Territory Medicare Local (NTML) to deliver the 22nd AHPA National Conference and the 18th Annual CDN Conference in Alice Springs on 4-5th September 2014.

In what is shaping up to be a thought-provoking program, keynote speakers include:

- Dr Sujavee Good from the World Health Organization (New Delhi) to speak about "Closing Health Inequity Gaps through Social Innovation and People Participation: Experiences from South-East Asia."
- Professor Sharon Friel from the Australian National University to speak about "Politics, power and people: A gameplan for health equity in the 21st century"
- Mr Martin Lavery who is Chair of the Social Determinants of Health Alliance to speak about "The economics of social justice - Cost benefit analysis to achieve social determinants action."

In addition to the formal conference program, there will also be a series of pre-conference workshops. These include:

- Multi sectorial partnerships to improving health outcomes for Aboriginal and Torres Strait Islander peoples
- Planning and evaluation that works
- Social media and health promotion

Register your interest now if you are intending to attend any of these workshops.

You can also register for the conference (early bird registration is only \$550 per delegate for the two day conference program), or signify your intention to attend and/or receive regular updates via the conference homepage at [www.equitycentre.com.au](http://www.equitycentre.com.au)

If you have any queries about the conference, please do not hesitate to contact us via [equityatthecentre@agentur.com.au](mailto:equityatthecentre@agentur.com.au)

## ABORIGINAL HEALTH PROMOTION SCHOLARSHIPS

The AHPA (WA Branch) is excited to be relaunching our Aboriginal and Torres Strait Islander Health Promotion Scholarships which provide training and work experience opportunities to Aboriginal and/or Torres Strait Islander people interested in commencing a career in the field of health promotion.

After a year of redevelopment following an external review we are now calling for applications for scholarship project which will start in July 2014. The new program has additional resources focused on cultural security, additional training opportunities and mentoring. Applications are due on 27 June 2014.

Download the application form and guidelines here: <http://ow.ly/x7ZQM>

# SEXUAL HEALTH WEEK 2014

## SAFETY PLEASURE RESPECT

Ruth Wernham, Community Development Officer

WA AIDS Council

WA Sexual Health Week ran from 10 to 16 February 2014, with the primary target group being youth aged 15 to 24 years. Young people are particularly vulnerable to STIs for many reasons, including poor knowledge of STIs and inconsistent or incorrect use of condoms.

The aim of WA Sexual Health Week 2014 was to create an enabling environment for the WA community to improve their sexual health through community engagement and collaborative partnerships. A Community Small Grants Scheme was available to support organisations in regional and remote WA with financial assistance to run small projects to coincide with the week.

There were three successful grant recipients for 2014, as well as five returning recipients who received Sustainability Grants to build on the successes of their 2013 projects. The projects undertaken have involved workshops, research forums, events at schools, outreach activities and promotion of sexual health in local newspapers.

The website also includes useful information on the themes safety, pleasure and respect. This section of the website is targeted towards young people and addresses common questions, such as where to get an STI test, how to use a condom correctly and even how to masturbate. There are links provided to useful services and other relevant youth websites.

The website can be viewed at [www.wasexualhealthweek.com.au](http://www.wasexualhealthweek.com.au).

To be put on the contact list for the grant applications in 2015 please contact Ruth Wernham on [rwernham@waaid.com](mailto:rwernham@waaid.com) or 9482 0000.

## 21 YEARS OF HEALTH PROMOTION SCHOLARSHIPS

The AHPA (WA Branch) Healthway scholarship program has been kick starting health promotion careers for new graduates and Aboriginal and Torres Strait Islander people for the last 21 years.

Last year in celebration we launched a retrospective booklet of successful scholarship recipients to inspire new applicants.

If you would like a copy sent to you:  
[scholarshipswa@healthpromotion.org.au](mailto:scholarshipswa@healthpromotion.org.au)



# SEXUAL HEALTH WEEK IN THE KIMBERLEY

Katy Crawford, A/ Senior Public Health Nurse – STI

WACHS Kimberley

The Kimberley Sexual Health Network utilised Sexual Health Week 2014 to launch a series of focus groups with young adults across the region. For decades the Kimberley region has had the highest rates of Sexually Transmitted Infections (STI) in the state despite ongoing efforts to decrease this burden of infection. In late 2013 the Kimberley Aboriginal Health Planning Forum identified a lack of knowledge and understanding of young people's attitudes and practices as a barrier to effective health promotion planning. It was decided that engagement with young people in the Kimberley would be a priority for 2014 in order to apply a best practice approach to the health promotion.

A grant was obtained from the WA AIDS Council to help kick off the first of the focus groups during Sexual Health Week 2014. Session plans and feedback templates were designed and distributed throughout the Kimberley Sexual Health Network. Initial interest and enthusiasm for the project was positive. Nevertheless competing clinical priorities and identified workload issues were barriers to many of the interested parties actually facilitating the groups. Five focus groups were conducted in the month of February providing a preliminary glimpse into the attitudes of young people around sexual health education and communication. Interesting findings to date include the strong values attached to informal social network communication and support.

There also appears to be regional differences in the uptake of social media and mobile technology between regional and remote settings.

Sexual Health Week has provided the Kimberley team with valuable experience and insight into youth consultation and engagement. Lessons learnt include revising expectations of clinical staff to make time to be involved in health promotion and perhaps partnerships need to be extended to include the delivery of projects on the ground. Using existing groups such as youth engagement projects was an effective way of accessing a sometimes hard to reach target group. Preliminary findings also suggest urban based initiatives may not translate across the Kimberley region but may be of value in some of the larger regional centres. Due to the richness of information already gathered and the recognised gaps still to be filled, further focus groups are planned over the next few months in the Kimberley.



Katy Crawford (KPHU) with Kimberley Training Institute focus group participants.



# GRADUATE SCHOLARSHIP 2014

## EAR HEALTH IN THE PILBARA

**Gemma Brooks, Graduate Scholarship Recipient**

WA Country Health Service – Pilbara Population Health

Gemma completed her Bachelor of Health Science from the University of Western Australia last year, majoring in Human Biology and Population Health. During her studies she worked as a Research Assistant for the Centre for the Built Environment and Health. Gemma was also given the opportunity to travel to India and complete a unit of Inter-professional Health Practice, which allowed her to work in collaboration with medical and nursing students and observe health issues being addressed from a grassroots level. Gemma spent her final semester completing a three-month placement with the WA Country Health Service (WACHS) at Pilbara Population Health Karratha. This allowed her to be autonomous in conducting a needs assessment in the region on ear health in partnership with Telethon Speech & Hearing (TSH), a non-profit organisation based in Perth WA.

This needs assessment involved conducting community consultations with five groups in the Pilbara (GP's, health workers, teacher, parents and children) to identify gaps in knowledge and requests from the community with regards to ear and hearing health. After the completion of her placement, Gemma was given the opportunity to continue on with her work as a casual TSH employee for three months. This needs assessment has formed the basis for ear health education packs that are currently in development, targeted at the five groups of interest, with the aim to provide a holistic approach to tackling ear disease, hearing loss and subsequent implications.

Gemma is continuing on with this work as part of her Graduate Scholarship, leading the project from its planning and early development stages into the final development, implementation and evaluation stages. Gemma will be disseminating ear health education packs into the Pilbara community and evaluating their effectiveness and relevance to each group. The main

focus of Gemma's scholarship will be disseminating and evaluating teacher packs in West Pilbara primary schools and encouraging the uptake of prevention activities in the classroom, such as the Breathe Blow Cough program. As well as this, Gemma will also be working alongside the West Pilbara Ear Health Coordinator to disseminate and evaluate parent, health worker and GP education packs, organise training opportunities and to ensure the project remains sustainable after the life of her scholarship.

The ear health education packs are part of a larger initiative currently being undertaken by TSH, WACHS Pilbara and other relevant stakeholders in the Pilbara region to address ear health, sponsored by Chevron Australia. The packs will complement the launch of a new TSH mobile audiology clinic and the implementation of a new Pilbara Ear Health Model of Care, which will see all treatment and referral pathways related to ear health revised and simplified into one Pilbara-wide pathway.



# GRADUATE SCHOLARSHIP 2014

## QUENCHING THE KIMBERLEY

**Rochelle Tobin, Graduate Scholarship Recipient**

Public Health Advocacy Institute of WA

Rochelle completed a Bachelor of Science in Health Promotion and Nutrition at Curtin University last year. Over the last two years, Rochelle worked at the WA Centre for Health Promotion Research. During this time she coordinated short courses in health promotion and undertook a variety of research based roles. Rochelle has been a student representative for the Australian Health Promotion Association (AHPA) for two consecutive years, and she remains involved with the committee in an ex-officio role so that she can continue to improve her advocacy skills.

Whilst undertaking her AHPA Scholarship project part-time she is also completing honours through the School of Biomedical Science at Curtin, where she is investigating the impact of sit-to-stand workstations on employee self-reported mental health and sedentary behaviour.

Rochelle's AHPA scholarship project is being undertaken in partnership with the Public Health Advocacy Institute of WA and Diabetes WA. The project aims to reduce soft drink consumption in two remote Aboriginal communities in the Kimberley. Strategies include installing water bubblers out the front of the community stores and facilitating a workshop with community store staff on the preferential placement and promotion of water within the store. The effectiveness of the project will be measured using the store turnover method. This method will analyse community store beverage invoices for five months prior to the strategies being implemented to the five months post. In store observations will also be undertaken to gain an understanding of which groups within the community are consuming soft drinks. The findings will be reported in a journal article as well as being presented to the communities in a report.



# COLLABORATION YIELDS GREAT RESULTS FOR A NEW HEALTH PROMOTION APP

Becky White & Dr Roslyn Giglia

Reach Health Promotion Innovations & Curtin University

In February 2014, a new Australian app was released which aimed to help breastfeeding mothers to make better-informed decisions about alcohol consumption. The Feed Safe app was funded by Healthway and was developed, tested and released by Reach Health Promotion Innovations, the Australian Breastfeeding Association (ABA) and Dr Roslyn Giglia at Curtin University.

Based on the National Health and Medical Research Council's guidelines and the existing resource Alcohol and Breastfeeding: A guide for mothers, produced by the ABA and Dr Giglia in 2009, Feed Safe provides more personalised information to women through an increasingly popular delivery mechanism – a smartphone app.

The collaborative model used in this project was integral. The partnership of a University, a non-government organisation and a health promotion technology company, resulted in a well-designed, evidence-based app that came from a credible source community members already trusted for this information.

Utilising the skill and reach of all three partners, the Feed Safe app has experienced success in its initial month. A number of radio interviews, an article in the West Australian, and social media interest led to the app being downloaded thousands of times in just its first week. The app has received overwhelmingly positive feedback and the partners have received email feedback from users.

Feed Safe is a free app currently available for iPhone, iPad and iPod Touch. Users of other devices are encouraged to express their interest on the Feed Safe website:

[www.feedsafe.net](http://www.feedsafe.net)



*The Feed Safe app*

## TIPS FOR FIRST YEAR HEALTH SCIENCE STUDENTS

Are you studying health science and embarking on the pathway to health promotion?

Check out these hot tips from the blog of Zockmelon for first year health science students:

<http://zockmelon.com.au/6-tips-for-first-year-health-sciences-students/>



# NEW OPPORTUNITIES FOR ASPIRING NUTRITION LEADERS

Sarah Di Cristofaro, Health Promotion Officer

South Metropolitan Public Health Unit

New nutrition and leadership development education opportunities are available for residents in the City of Armadale and surrounds thanks to a multisectoral partnership.

The South Metropolitan Public Health Unit is working in conjunction with the City of Armadale, Women's Health and Family Services (WHFS) and Challenger Institute of Technology to develop and implement a leadership development and nutrition program. This is a nationally recognised qualification that prepares graduates to run community based nutrition programs in their own settings. The course also develops leadership skills which can help prepare graduates to enter the workplace or go on to further study.

The program offers Certificate's 1 and 2, where participants can choose to complete one or both

certificates. Certificate 1 Introduction to Leadership Development and Nutrition commenced in February at the Champion Centre in Armadale. Certificate 2 will start in June.

The program was modified from a pilot that WHFS ran last year. Pilot graduates have praised the course. Participant Brooke Maio believes the course was a great introduction to the nutrition field. "I believe the course content was very educational without being too stiffly academic," said Brooke. "There were many useful, worthwhile nutritional facts and tools that I have learnt."

Enrolments for Certificate 2 will be commencing soon. To find out more information, contact Sue Lee from Women's Health and Family Services on 6330 5439 or [slee@whfs.org.au](mailto:slee@whfs.org.au)

## SKINSAFE® COMPENDIUM

Andrea Jansen & Dr Jenny Prentice  
WoundsWest

In 2011, WoundsWest identified 9.6% of all inpatients in Western Australian public hospitals had one or more skin tears during their hospital stay and that 60% of these skin tears were potentially preventable hospital-acquired skin tears. Studies of residential aged care populations in Australia report skin tear rates of up to 25%. These data confirm the need to provide the general community, patients and health care practitioners with specific information on the importance of monitoring healthy skin to avoid skin injuries, especially within individuals aged 65 years and over.

In collaboration with the University of Western Australia's Health Science Practicum Placement, WoundsWest has developed a range of skin care resources for use by the public and health care practitioners, to reduce the prevalence and incidence of skin tears in those at greatest risk.

The SkinSafe® compendium includes a flip chart, a booklet and a number of posters. These resources discuss the function of the skin, changes in the skin as the result of ageing, how to protect the skin from injury due to common skin conditions, and trauma of the skin. Simple first aid measures for managing these skin conditions are also outlined.

These informative resources can be used by doctors, nurses, allied health practitioners and healthcare workers to discuss measures for maintaining healthy skin with elderly patients. To view these resources and obtain a copy of the order form, please visit: <http://www.health.wa.gov.au/WoundsWest/advisory/consumers.cfm> For more information, please contact [woundswest@health.wa.gov.au](mailto:woundswest@health.wa.gov.au)



# FOODS SENSATIONS GOES ON THE ROAD

Bonnie Hook, Health Promotion Project Officer

WA Country Health Service, Midwest

After 1220 km's on the road, 180 vegetable laden pita toasties, seven rural and remote schools and countless engaging conversations about sugar in soft drinks, Health Promotion Officer, Bonnie Hook, Dietitian, John Fitzgerald and Aboriginal Health Officer, Dale Forsyth wrapped up the first term of the year-long Food Sensations program.

Regional and remote schools are often difficult for organisations to visit. To overcome this barrier, the WA Country Health Service are working in collaboration with Foodbank WA to deliver their comprehensive and engaging Food Sensations program to school children in the Murchison throughout 2014.

The program is designed to improve knowledge and understanding of nutritious foods and provide the students with the skills to purchase and prepare these foods. Various interactive activities are used, along with pictorial resources, and cooking workshops.

As part of the program, teachers are encouraged to participate in the Food Sensations videoconference training and receive their own educator's resource, to promote sustainability of the program in classroom activities.

The trip was successful and we thoroughly enjoyed the opportunity to visit these regional and remote areas.



*Photos from the sessions*

# HEALTH PROMOTION STUDENT ASSOCIATION (CURTIN UNIVERSITY)

Hazel Leong

The Curtin Health Promotion Student Association (HPSA) is a student club at Curtin University. We provide students with industry contacts, volunteering opportunities and social meetings for on-campus and external students. As a club we aim to connect students of all faculties, but mainly health promotion students to other health promotion students and provide as many opportunities to connect students to the health industry.

This year the HPSA partnered with Curtin Stadium to create Yoga on the Lawn. Yoga on the Lawn was designed for students; the classes are run twice a week, Tuesday and Thursday mornings from 7am-8am. Through the Curtin Student Guild and Curtin Stadium Free Fitness, we have been able to run these classes free of charge, eliminating the cost barrier for students.

Our partnership with Curtin Stadium also includes the other programs that they offer, including a Les Mills Body Attack master class.

During orientation week, we were able to partner with the Mental Health Organisation Arafmi and WA Surf Life Saving. During the week over 1000 students visited our stall, where we were able to educate them on the importance of mental health, which largely affects young Australians.

This year we hope to assist students during their studies, whether they are in their first or final year of study and to provide opportunities to engage with health professionals.

## HEALTHWAY LEADERSHIP DEVELOPMENT IN HEALTH PROMOTION PROGRAM 2014

Noni Walker, Coordinator

2014 Healthway Leadership Development in Health Promotion Program

Fifteen people are participating in the 2014 Healthway Leadership Development in Health Promotion Program to learn more about themselves as leaders and to develop their leadership skills. All have at least five years' experience in health promotion and currently work in diverse roles across the state in non-government organisations and WA Health.

The program started in February with individual and group activities, where candidates' leadership behaviour and skills were assessed. Feedback from colleagues and managers through a 360 degree process contributed more information for participants in formulating their leadership development goals.

Participants were together for three days at the end of March 2014 at University Hall, University of WA for the

core leadership workshop facilitated by Maggie Cox & Associates. Dr Jo Clarkson from Healthway welcomed participants and acknowledged their commitment to the program that has proved to be an exciting platform for leaders in health promotion when conducted in 2002, 2005, 2008 and 2011.

Coming up between April and October there will be opportunities for leadership development from a combination of skills workshops; a mentoring relationship, a workplace leadership challenge, interaction through peer learning groups, and community / professional committee service. A finale event in November 2014 will showcase the progress and share the leadership experiences of participants with their peers, mentors and managers.



# A LOCAL HOLISTIC INITIATIVE RUN BY VOLUNTEER HEALTH PROFESSIONALS

Claire Forde & Dr John van Bockxmeer

Fair Game

In 2010, John van Bockxmeer was working as an intern in Port Hedland when he observed local kids kicking a tin can around a dusty oval. He had the idea to collect recycled sports equipment and use it to educate about healthy lifestyle choices. From here 'Fair Game' was born.

The Western Australian not-for-profit organisation has spent three years developing the holistic delivery of best-practice health education messages utilising recycled sports equipment to engage Indigenous and migrant children aged 4-15 years. The unique delivery of Fair Game's three programs 'Recycle and Donate', 'Healthy Communities' and 'Game On!' via volunteer health workers is a successful model for reinforcing key messages to improve both communicable and lifestyle related illness.

The voluntary charity consists of doctors, nurses, podiatrists, occupational therapists, speech pathologists, physiotherapists and teachers. In 2013, they visited 20 regional and remote communities on road trips and engaged with inner city migrant communities. By late 2013, Fair Game had donated over 8,000 recycled items of sports equipment. The 'Healthy Communities' program

involves a series of engaging and interactive sessions educating about the importance of oral, feet and hand hygiene, Meningococcal prevention, ear health, nutrition and smoking cessation. With the strategy of building capacity through health education, the group aims to reduce the rates of communicable and lifestyle-related illness such as Otitis Media and Type Two Diabetes in these communities.

The strength of the 'Healthy Communities' program lies in its delivery. The sessions are fun, interactive and delivered in conjunction with sport and fitness programs. The program is culturally appropriate and leverages health messages from the Department of Environmental Health, Amanda Young Foundation, Foodbank WA and 'No Germs on Me' campaign. Sustainability is achieved through fostering long-term positive improvement and promoting self-care practices and community awareness. Each participant is provided with a Fair Game backpack containing items such as toothbrushes and soap, thereby fostering long-term positive improvement through self-care practices and community awareness.



*Fair Game programs in action*

# 2014 SIREN SYMPOSIUM: BUILDING THE FOUNDATIONS FOR INNOVATION

Kahlia McCausland, Research Assistant

WA Centre for Health Promotion Research

The 2014 SIREN Symposium saw more than 100 delegates descend on Technology Park Bentley on April 7 to discuss and debate innovation in research and evaluation of sexual health and blood borne viruses. There was a great regional line up with participants from the Kimberley, Southwest, Pilbara, Great Southern and Wheatbelt, together with colleagues from other states. There were also high-quality presentations including a Welcome to Country from Sean Nannup, welcome by Professor Tarun Weeramanthri (WA Chief Health Officer) and a keynote from Professor Lyn Beazley (former Chief Scientist of WA). Comedian Sami Shah delivered a humorous morning session, followed by a keynote from Associate Professor Rebecca Guy (The Kirby Institute) and creative workshop from Hugh Kearns from I Think Well <http://ithinkwell.com.au/>. Throughout the day there were numerous concurrent sessions which explored issues from HIV and mobility to point of care testing and the use of social media for clinical follow up. Detailed abstracts and associated presentations can be found on the SiREN website <http://siren.org.au/symposium/abstracts/>.

The following day SiREN hosted two well attended workshops. The first was on Sexual Health, Social Media and Mobile Technology presented by Becky White and James White from Reach Health Promotion Innovations [www.rhpi.com.au](http://www.rhpi.com.au). The second was the popular Turbo Charge Your Writing workshop by Hugh Kearns. On Wednesday, Curtin University's Linda Portsmouth ran the well-attended Developing Effective Health Communication Resources workshop. A more intensive Health Promotion course (September 1-4, Curtin University) and Behaviour Change Communication Short Course (July 7-10, Curtin University) will also be held this year. If you are interested in attending, please contact Charshani Coorey at [PHealthStudentSupport@curtin.edu.au](mailto:PHealthStudentSupport@curtin.edu.au).

Overall, all of the events were well received and SiREN would like to extend its thanks to everyone that attended, with a special note to those who chaired, our presenters, speakers, volunteers and the symposium organising committee. The events could not have been as successful without you all.



*Professor Tarun Weeramanthri, Associate Professor Rebecca Guy, Professor Lyn Beazley, Sean Nannup and Dr Roanna Lobo at the opening of the SiREN Symposium*





# 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](mailto:adminwa@healthpromotion.org.au)

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

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





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