

# News from the West

Newsletter of the Australian Health Promotion Association (WA Branch)

May 2013



#### NEWS FROM THE WEST EDITORIAL TEAM

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## CONTENTS

- 02 WA Branch update
- 05 Introducing the Executive Committee 2013
- 09 WA Health Promotion Strategic Framework 2012-2016
- 11 So... What do you do?
- 12 Cook-up promotes health to Aboriginal community
- 13 Healthway Visiting Fellow visits Albany with ABC
- 15 New adolescent cooking & food literacy initiative
- 16 Great Southern Students get Blood Aware
- 17 Update from Swaziland on Gone Rural
- 20 Injury Prevention Summit connects stakeholders
- 21 AMA Healthway Healthier WA Award 2013
- 21 Regional Youth Road Safety Project
- 22 2013 WA State Election 'Promise Watch'
- 23 Happy Little Ears Project
- 24 What's on in Health
- 25 Health promotion in the news
- 27 Conference Dates of Interest
- 29 Membership Benefits
- BC AHPA contact details

Note: Some computers may not pick up hyperlinks so emails and web addresses have been included in full to assist with accessing links.



## FROM THE EDITORIAL TEAM

Welcome to News from the West for 2013! We would like to start by saying a big thank you to those involved in AHPA (WA Branch) activities in 2012, including outgoing committee members Gemma Mott and Kate Mooney, ex-officios and student representatives. The 2013 AHPA (WA Branch) Executive Committee is now ready to jump in to another year of leadership, advocacy, mentoring, professional development and member support. Meet the incoming committee on page 05.

The always-evolving field of health promotion has had two new significant guidance tools released since our last issue, the Australian Dietary Guidelines and the WA Health Promotion Strategic Framework 2012-2016. In this issue, Tia Lockwood provides an overview of the Strategic Framework for WA (page 09), and a link to an editorial on the Dietary Guidelines from the Health Promotion Journal of Australia is featured in Health Promotion in the news (page 25).

Professor Margaret Barry visited Western Australia as a Healthway Visiting Fellow for 2013, hosted by the WA Centre for Health Promotion Research. The Great Southern Act Belong Commit team hosted Professor Barry on a regional visit to Albany to discuss mental health promotion with local professionals and the community. Trish Travers captures Professor Barry's time in Albany on page 13.

One year since beginning her Swaziland adventure, hear an update from a former committee member Isabel Ross on the challenges and successes of the Gone Rural boMake (Gone Rural Women) program (page 17). You can also read about new programs targeting young people, including the Adolescent Cooking and Food Literacy Program (page 15) and a Regional Youth Road Safety Project (page 21).

We'll leave you with this final note; in the past year we have watched as health promotion jobs and programs in other states, particularly Queensland and South Australia, were systematically dissipated through decisions made at a state government level. Here in WA we recently re-elected the Liberal State Government, so take a look at a list of election promises that may impact on your area of work through the WACOSS Promise Watch (page 22). We need to ensure that health promotion stays on the political agenda, in a positive light!

Happy reading.

Courtney, Amber + Lisa



# WA BRANCH UPDATE

**Gemma Crawford**  
President, AHPA (WA Branch)

It would be nice to emphatically say that health promotion or even health more broadly was a clear matter of state and national focus in the latest round of elections to be held this year. However, while it was a pleasant surprise to have public transport at the fore of the parties' agendas, alongside jobs and law and order, it was unfortunate that preventive health rarely got a mention. Whilst nationally it seems pretty unclear as to what will sway voters with education, the boats and budget deficits the current hot topics. Even when health did manage to get a quick guernsey in the media and with the polities in WA such as at the jointly held election forum in February (spearheaded by PHAIWA and supported by prominent public health and health promotion organisations), the conversation still seemed to head down a slippery slope with a significant number of comments around hospitals and clinical practice ... So what is it we need to change this?

Perhaps a campaign for the benefits of public health such as the one recently launched for Public Health Week in the US by the American Public Health Association around the returns on investment that public health and health promotion can achieve. See the short campaign here: <http://www.nphw.org/>. Maybe we need more individual advocates willing to face the cameras. On this I would like to take this opportunity to commend mum, member and health promotion student Samantha Menezes on her advocacy work around secondary supply. She provides a fine example of the difference that one person can make through leadership, determination and dedication....and she hasn't even finished her degree yet!!

AHPA has had a busy start to the year-kicked off with the AHPA (WA Branch) AGM in February. The event was attended by around 60 members and provided an opportunity to network and hear about the work of the branch over the past 12 months. We spoke about the need for a prevention revolution and encouraged you to be a part of it. The Ray James Memorial Lecture was provided by Healthway Visiting Fellow Professor Margaret Barry who presented on the European experiences of the CompHP project, developing shared health promotion competencies across the European Union-a timely presentation in light of the work around workforce development nationally. The AGM also provided an opportunity to thank outgoing committee members for their hard work and dedication to the Association as well as ex-officio and student members for their assistance. We had the great pleasure of electing several new and experienced practitioners to join the 2013 committee.



Three awards were presented:

1. **Emerging Health Promotion Leader** – Jonathan Hallett, Curtin University; AHPA (WA Branch) Healthway Scholarships Coordinator
2. **Outstanding Mentor in Health Promotion** – Tia Lockwood (WACHS); AHPA (WA Branch) Co Vice President
3. **President's Award** – Marissa MacDonald (WALGA) & Chantelle Jeffery (WACHS); AHPA (WA Branch) Mentoring Program

WA remained committed to focusing its activities on the themes of leadership, excellence, advocacy and partnerships. We have big plans as we strive to achieve activities from the first year of our new operational plan. As they say, 'many hands make light work' and this year, we are delighted that more than any time in recent years the branch has seen a significant increase in the number of students and members seeking to participate and support health promotion in WA in an ex-officio capacity. We will also be launching a new style of professional development this year to complement our existing stable of events. This will focus on a series of peer learning networks tailored to the needs of small groups and supported by the committee and experts in the areas identified for development. Watch this space to see how these develop and how you can be involved-either as a network facilitator or a participant. To develop and support the leadership skills amongst our enthusiastic committee we have developed and will launch a Strategic Advisory Group (or "SAG") which will comprise senior and experienced practitioners, researchers and policymakers who will provide direction and mentoring to the operational work of the WA branch committee. It is envisioned that this group will assist with succession planning-maintaining corporate knowledge and providing big picture perspective to the WA context.

2013 is also a big year for conferences with the health promotion highlights to mark on your calendar being the 21st AHPA national conference to be held in Sydney along with the 21st conference of the IUHPE to be held in Pattaya Thailand. The IUHPE conference is timely and will examine some of the "best investments" for health. AHPA will be front and centre with a paper accepted examining 20 years of partnerships with Healthway via the delivery of the Scholarships program. The WA branch has supported WA members to be more visible this year by offering 3 scholarships to attend the major conferences occurring in 2013 with the national office offering a further scholarship for the national conference.

With significantly less fanfare for the general health promotion practitioner, the WHO global conference on health promotion will be held in Helsinki in June. This is the 8th time this invitation

only event has been held since the inaugural conference in Ottawa in 1986. The main theme of the Conference is "Health in All Policies" and its focus is on implementation, the "how-to" and effective structures and mechanisms for implementing Health in All Policies approach. Additionally the conference will contribute to the implementation of the UN Political Declaration on NCD Prevention and Control, and the Rio Political Declaration on Social Determinants of Health. With any luck we may also see a major statement, charter or declaration to provide strong guidance into the next era of health promotion.

This year marks a significant milestone for the WA branch, celebrating 20 years of partnerships with Healthway delivering the Scholarships Program. This program is unique to WA and since its inception has supported 76 recipients to build their health promotion competencies with the support and guidance of an experienced supervisor and agency. The Branch intends to commemorate the occasion with an event later in 2013 for past and future recipients, supervisors, hosts and supporters. A 'where are they now' storybook is being re-developed and will be launched at the event. Additionally a small team of committee and members are developing a conference presentation and journal article to ensure that the successes and lessons learned over the past two decades can be shared widely.

Nationally we are stronger than ever with a steady income, new editors and publishers for the journal and strong governance structures in place. This will result in 2013 in the recruitment of new business management, work on the website and the progression of the professionalisation of health promotion. Nationally and locally, AHPA continues to progress the professionalisation of health promotion with phase two of the project getting underway and a review of the national core competencies for health promotion to be redeveloped. Look out for ways to get involved in this important issue. In other potential good news for health promotion, a little birdie suggests that health promotion may be one of three professions to be considered in the next round of Health Workforce Australia reviews. This would put health promotion in a good position on its journey to a more regulated industry and workforce.

So finally, as we move rapidly through 2013, I would like to welcome new members and wish all members another fantastic year. Take time to celebrate the small wins as well as the big ones and remember to take time to share the good times (and not so good ones) with colleagues and friends in the sector. We look forward to seeing you at our events, online, in the peer reviewed literature and in the media making health promotion a priority in WA.

Gemma Crawford  
President, AHPA (WA Branch)

# INTRODUCING EXECUTIVE COMMITTEE 2013



## Gemma Crawford

### President

Years active AHPA (WA Branch) Committee: 2005-(co-chaired the program committee of the national conference in Perth in 2009) • Currently employed at: Curtin/Viva Health • Current position: Lecturer/Researcher and Consultant • Years working in health promotion: 12 • Academic qualifications: PhD (Candidate) (Curtin), MHP, PGDipPubHlth (UWA), BA

• If I didn't work in health promotion I'd be...a florist or a writer. • Right now I'd rather be...just where I am. • This year I'd like to see health promotion in WA...not be apathetic and get involved in leadership, professionalisation and advocacy.



## Ruth Wernham

### Co-Vice President

Years active AHPA (WA Branch) Committee: 2009- • Currently employed at: WA AIDS Council • Current position: Community Development and Advocacy Officer • Years working in health promotion: 6 • Academic qualifications: BSc (Health Promotion) (Curtin) • If I didn't work in health promotion I'd be...eating many more chocolate eggs! • Right now I'd

rather be...on a tropical island • This year I'd like to see health promotion in WA...take steps to progress and support the national professionalisation of health promotion.



## Jamie-Lee Cavill

### Co-Vice-President

Years active AHPA (WA Branch) Committee: 2010- • Currently employed at: South Metropolitan Public Health Unit (Bentley) • Current position: Senior Health Promotion Officer • Years working in health promotion: 7 • Academic qualifications: MHLth Prom (Curtin), BSc (Exercise and Health Science) (UWA) • If I didn't work in health promotion I'd be...married

to a multimillionaire or, more realistically, working with animals. • Right now I'd rather be...back on my honeymoon. • This year I'd like to see health promotion in WA...focus more on the social determinants of health.



## Lisa Rooke

### Secretary

Years active AHPA (WA Branch) Committee: 2011- • Currently employed at: South Metropolitan Public Health Unit, Bentley • Current position: A/ Senior Health Promotion Officer • Years working in health promotion: 6 • Academic qualifications: PGCertHlthProm, BSc (Nutrition & Food Science) (Curtin) • If I didn't work in health promotion I'd be...running a hippy café

with awesome brunches • Right now I'd rather be...riding my bike! • This year I'd like to see health promotion in WA...lead the way in Aus for workforce development, keep professionalisation on the agenda and spread the word of good, solid (measurable!) outcomes.



## Asha Singh

### Co-Treasurer

Years active AHPA (WA Branch) Committee: 2010- • Currently employed at: Diabetes WA • Current position: Health Promotion Officer (Aboriginal Health) • Years working in health promotion: 4.5 • Academic qualifications: GradCertIntHlth (Curtin), BHealthSc (Public Health and Human Geography) (UWA) • If I didn't work in health promotion I'd be...

probably a high school teacher! • Right now I'd rather be...lying on Cable Beach reading a good book! • This year I'd like to see health promotion in WA...progress with the process regarding the certification/professionalisation of the health promotion workforce, to increase the recognition of Health Promotion Officers as allied health professionals.



## Lisa Wheatley

### Co-Treasurer

Years active AHPA (WA Branch) Committee: 2012- • Currently employed at: The Heart Foundation & Curtin University • Current position: Senior Project Officer, Sessional Academic • Years working in health promotion: 6.5 years • Academic qualifications: BSc (Health Promotion), BSc (Nutrition) (Curtin) • If I didn't work in health promotion I'd be...a

school teacher, travel agent or fitness instructor. • Right now I'd rather be... on a yacht in the Mediterranean Sea • This year I'd like to see our members..... getting involved in the branch activities and promoting the organisation to others.





Amber Giblett

Years active AHPA (WA Branch) Committee: 2011- • Currently employed at: Great Southern Population Health (Albany) • Current position: Population Health Coordinator & Health Promotion Officer • Years working in health promotion: 1 + • Academic qualifications: BSc (Health Promotion) (Curtin) • If I didn't work in health promotion I'd be... something creative. • Right now I'd rather be... somewhere sunny and warm (Albany doesn't quite fit this bill after summer!) • This year I'd like to see health promotion in WA... become more of a political and community priority, as opposed to the usual focus on tertiary health.



Marissa MacDonald

Years active AHPA (WA Branch) Committee: 2009 - • Currently employed at: WA Local Government Association • Current position: Policy Officer, Transport and Roads • Years working in health promotion: 6 • Academic qualifications: BHealthSc (Honours) (ECU) • If I didn't work in health promotion I'd be... working in marketing, events and/or PR. • Right now I'd rather be... on my holiday in Scotland and the USA. I have to wait until July! • This year I'd like to see health promotion in WA... have a growing focus from Local Governments through strategic plans.



Chantelle Jeffery

Years active AHPA (WA Branch) Committee: 5-6 years? • Currently employed at: Wheatbelt Public Health Unit • Current position: Health Promotion Coordinator • Years working in health promotion: approx. 14 years • Academic qualifications: BSc (Health Promotion) (Curtin) • If I didn't work in health promotion I'd be... a Meteorologist (weather forecaster) • Right now I'd rather be... nowhere else • This year I'd like to see health promotion in WA... retain a strong identity & purpose.



Emma-Lee Finch

Years active AHPA (WA Branch) Committee: 2011- • Currently employed at: Department of Environment and Conservation • Current position: Consultant Corporate Health • Years working in health promotion: 3 • Academic qualifications: Currently undertaking Diploma OHS, BSc (Health Promotion), BSc (Nutrition) (Curtin) • If I didn't work in health promotion I'd be... lost • Right now I'd rather be... trekking the mountains of Hawaii • This year I'd like to see health promotion in WA... gain profile and awareness in the community and continue to stride towards improving the quality of life of all.



Bree Shields

Years active AHPA (WA Branch) Committee: 2012- • Currently employed at: Curtin University • Current position: Lecturer (Health Promotion) • Years working in health promotion: 6 years • Academic qualifications: MPH (UWA), GradCert Diab Ed (Curtin), BHealthSc (Nutrition) (ECU) If I didn't work in health promotion I'd be... working in nutrition • Right now I'd rather be... on the beach in Croatia • This year I'd like to see health promotion in WA... increase our profile.



Courtney Mickan

Years active AHPA (WA Branch) Committee: 2013- • Currently employed at: South Metropolitan Public Health Unit, Armadale • Current position: Health Promotion Officer • Years working in health promotion: 3.5 • Academic qualifications: PGDipHlth Prom (Curtin), BHealthSc (Life Sciences) • If I didn't work in health promotion I'd be... still telling people they need to be healthy, one way or another • Right now I'd rather be... getting on a plane to start a holiday • This year I'd like to see health promotion in WA... continue to be a strong force and leaders in the profession.



Lorena Chapman

Years active AHPA (WA Branch) Committee: 2013- • Currently employed at: Australian Council on Smoking and Health (ACOSH) • Current position: Communications Coordinator/Project Officer • Years working in health promotion: 3 • Academic qualifications: BSc (Health Promotion) (Curtin) • If I didn't work in health promotion I'd be... a host on a travel show, so I could get paid to travel around the world • Right now I'd rather be... travelling the world • This year I'd like to see health promotion in WA... become a priority for our government.



Sarah Graham

Years active AHPA (WA Branch) Committee: 2013- • Currently employed at: Mentally Healthy WA, Act-Belong-Commit Campaign • Current position: Health Promotion Officer • Years working in health promotion: 3 • Academic qualifications: BSc (Health Science) (Curtin) • If I didn't work in health promotion I'd be... working in marketing for a non-profit organisation/charity or running my own clothing boutique (a future dream!) • Right now I'd rather be... on holiday on a tropical island lying in the sun (wearing sunscreen and a hat!) • This year I'd like to see health promotion in WA... I would like to see health promotion take priority in more non-traditional settings for example the volunteering sector, sport and recreation clubs, arts-based organisation, schools and workplaces; just to name a few!



Heather O'Malley

Years active AHPA (WA Branch) Committee: 2013- • Currently employed at: North Metropolitan Public Health Unit • Current position: A/Health Promotion Coordinator • Years working in health promotion: 10+ years • Academic qualifications: MPH, BA • If I didn't work in health promotion I'd be... an academic researcher • Right now I'd rather be... at home fixing up our new house • This year I'd like to see health promotion in WA... have some stability and job security in Health Promotion once all the elections, budget cuts etc have been finalised.

# WA HEALTH PROMOTION STRATEGIC FRAMEWORK '12-16

Tia Lockwood

Member and Immediate Past Vice President (AHPA WA Branch)

The most recent version of the WA Health Promotion Strategic Framework (HPSF) was published in December 2012, and sets out the strategic directions and priorities for the prevention of chronic disease and injury for WA for 2012–2016.

The overarching goal of the Framework is ‘to lower the incidence of avoidable chronic disease and injury by facilitating improvements in health behaviours and environments’, and the document provides a solid and well organised overview of the key priority areas, current health status and some examples of actions that can be implemented. There is focus on the main lifestyle risk factors which contribute most to the burden of disease and injury in WA, which have then been developed into key areas for action (see Table 1 below). These will be of no surprise to those of us working in health and health promotion, and align closely to the previous HPSF and the existing State and National priorities and targets.

Table 1: HPSF 2012-2016 - Key Risk Factors and Action Areas

RISK FACTOR	KEY ACTION AREA
overweight and obesity	eating for better health
nutrition	a more active WA
physical activity	maintaining a healthy weight
tobacco use	making smoking history
harmful levels of drinking; and	reducing harmful alcohol use
injury prevention	creating safer communities

The HPSF carves out a health promotion ‘niche’ by focusing on the well population and those at risk of becoming unwell. The Framework succinctly lists the complementary State and National Plans and Frameworks without duplicating these documents, and encourages a comprehensive approach to health promotion action through a broad range of intervention “levers” which closely align to health promotion foundation methodology.

There is a good discussion on the ‘determinants of health’ and the importance of understanding how these are often the underlying ‘causes of the causes of ill-health’, and recognises that complex health issues require ‘comprehensive solutions; inter-sectoral collaboration beyond the immediate health sphere; and a long term vision.’

Where future editions might improve on the HPSF 2012-2016:

- With an increasing range of ‘players’ and ‘partnerships’ in the health promotion space (e.g. Medicare Locals) it would be useful to see some discussion of the how the sector ‘jigsaws’ together. Perhaps strategies supporting sector development and cohesion could be considered.
- There is a good discussion around the ‘determinants’, but the ‘five year plan’ section is structured by risk factors, and so highlighting the importance of addressing the determinants within each list of strategic directions may be useful.
- The HPSF notes that ‘well-designed mainstream programs, developed with a view to inclusiveness, have the capacity to be effective in harder-to-reach population groups as well as the wider population. However in some cases it may be necessary to develop unique interventions to meet the needs of specific groups.’ A concern here is whether mainstream programs are ‘tinkered with’ versus robust development appropriately with and by vulnerable groups. The inclusion of some guidelines about how to go about this appropriately would be a welcomed (e.g. links to the WA Health Cultural Learning Framework).
- The section on evaluation and monitoring which supports building and also sharing the evidence, recognises the wide range of sectors and agencies involved in the health promoting activity, and notes that WA health will adopt a monitoring role to identify gaps and opportunities is very positive. How it will occur remains to be seen, and will be challenging given the long term gaps in health promotion activity data and information collection.
- The section on Research-Practice-Policy linkages which focus on boosting capability and capacity in this area is also very positive, but more detailed strategies would be welcomed.

The key achievements of the HPSF 2007-2010 remain a little unclear, and it would be refreshing to see the current HPSF 2012-2016 regularly promoted and its achievements reported and celebrated by WA Health and wider health promotion sector over the next five years.



## SO... WHAT DO YOU DO?

Last issue we challenged you to come up with your perfect definition of health promotion. Congratulations to Miranda Infanti from Foodbank WA for the winning description.

“Health promotion to me means that we’re doing something more than simply putting a band-aid on people’s problems once they’ve happened. We’re actively getting out there and empowering people to take care of their health and giving them the options and the tools to do that.”

Is this similar to something you would say? Email us at [adminwa@healthpromotion.org.au](mailto:adminwa@healthpromotion.org.au) and tell us, how do you describe what you do?

## COOK-UP PROMOTES HEALTH TO ABORIGINAL COMMUNITY

Charlene Shoneye, Health Promotion Coordinator  
South Metropolitan Public Health Unit

Aboriginal people often experience poor nutrition which is a major risk factor for health. Numerous agencies work to improve nutrition outcomes for Aboriginal communities, yet often these agencies work in isolation. Ngulluk Koolbaang is a joint initiative of the health promotion teams from the North and South Metropolitan Public Health Units.

The program was developed to address the needs identified in a series of qualitative studies with Aboriginal communities. Cooking healthy low cost meals, engaging the whole family and positive action towards holistic health were the key points raised. In response, health promotion staff established partnerships with local Aboriginal communities and formed a multi disciplinary team including dietetics, nursing, physical activity specialists and academics to address issues raised.

Diabetes WA has worked closely with the health promotion team to disseminate culturally appropriate education and link participants to local services. Aboriginal Health Manager, Dr Julie Owen, says the program is a great way for the community to come together and learn how positive lifestyle changes can make a big difference in maintaining good health.

“Unfortunately Aboriginal members of the community are most at risk of developing diabetes, with the condition three times more prevalent among Aboriginal people. The good news is the onset of type 2 diabetes can be delayed and even prevented through simple changes in diet and exercise,” said Dr Owen.

The program encourages local people to come together in a community setting to share stories about cooking healthy meals, while learning about health issues. Each session incorporates a different topic to keep the whole family fit and healthy; understanding diabetes, benefits of whole grains, reading food labels, recipe modification and maintaining a healthy weight are among the favorites. Using a friendly venue in the heart of the Aboriginal community means that most participants walk to the session, some have even popped home to bring other family and friends along!

For more information contact Charlene Shoneye: 9251 4100 or [charlene.shoneye@health.wa.gov.au](mailto:charlene.shoneye@health.wa.gov.au)



# HEALTHWAY VISITING FELLOW VISITS ALBANY WITH ABC

Trish Travers, Population Health Coordinator

Great Southern Population Health – Act Belong Commit Campaign



Grants for Healthway Visiting Fellows are provided to organisations to host a leading expert in issues of practice and research significant to health promotion in Western Australia for up to three months. In February/March 2013 the WA Centre for Health Promotion Research at Curtin University coordinated the Perth and Albany visits of Professor Margaret Barry.



Professor Margaret Barry

Margaret is Professor of Health Promotion and Public Health and Head of the World Health Organization (WHO) Collaborating Centre for Health Promotion Research at the National University of Ireland, Galway. Professor Barry has published widely in health promotion and works closely with policymakers and practitioners on the development, implementation and evaluation of mental health promotion interventions and policies at national and international levels. She has acted as expert adviser on mental health promotion policy and research development in Ireland, Northern Ireland, Scotland, UK, New Zealand and Canada and was elected as Global Vice President for Capacity Building, Education and Training by the International Union for Health Promotion and Education from 2007-2010.

The Great Southern Population Health - Act Belong Commit team hosted Professor Barry on a regional visit to Albany during her stay in WA. The Albany visit was a partnership between Healthway, Curtin University, the Act Belong Commit campaign team based in the Great Southern and the Soroptimist International Albany Branch.

Three sessions were organised in Albany with a seminar, workshop and round table discussion. Within four hours of stepping off the plane from Perth to Albany, Professor Barry was delivering her first seminar. The audiences included community members, consumers, carers and professionals from across the Great Southern region with participants travelling from as far as Katanning to attend the seminar and workshop.

## Wednesday 27 February seminar: Mainstreaming mental health promotion

The seminar addressed policy and practice development and considered how a wider set of community and professional partners could be engaged in unlocking the potential collaboration across diverse sectors of society. Professor Barry described developments to date, and reminded the audience that Australia has been performing well in mental health promotion research and practice, with the Act Belong Commit campaign a solid example of grass roots health promotion practice.

## Thursday 28 February workshop: Developing workforce and community capacity for effective health promotion

In this workshop, Professor Barry explained how mental health promotion is critical to population health and wellbeing and the social and economic development of society.

The workshop aimed to:

- Discuss the workforce capacity and skills required to support effective mental health promotion practice.
- Consider what core competencies are required by mental health promoters in addressing current challenges, including inequities and the social determinant of health.
- Promote dialogue and exchange on developing workforce capacity for implementing effective mental health promotion strategies.

The workshop looked at the skill-sets required to support effective practice. Participants worked in small groups to consider what core competencies are required by mental health promoters to address current challenges, including inequities and the social determinants of mental health.

A round table discussion about health promotion competencies was also facilitated with the Great Southern Senior Management team. This generated a dialogue regarding the value of building health promotion into primary health practitioner roles.

Overall there was a good mix of people that attended the sessions in Albany, including volunteers, consumers, carers and professionals working in health promotion. A key benefit of the sessions was that Act Belong Commit Campaign team members were present at each session, so that ideas generated can be followed up and participants will now have local points of contact in Albany and Katanning.

## NEW ADOLESCENT COOKING & FOOD LITERACY INITIATIVE

Rex Milligan  
Foodbank WA

Foodbank WA has won the contract to develop a new Adolescent Cooking and Food Literacy Program specifically for disadvantaged people aged 12 to 15 years throughout Western Australia. This new initiative is a component of the WA Healthy Children Program, through the National Partnership Agreement on Preventive Health. Foodbank WA is partnering with the University of Notre Dame and Diabetes WA in this exciting new program.

The University will research, develop and pilot how best to promote, engage and deliver a cooking program with this sometimes hard to reach group. The piloting will be done with the City of Rockingham.

Diabetes WA are experienced in online and social media communication and will work on ensuring engagement with adolescents who may not be attending school on a regular basis. Foodbank WA Food Sensations® nutritionists will deliver the face to face component of the program.

The University of Notre Dame has begun the research and it is anticipated the program delivery will begin in October and continue through until at least June 2015.

Foodbank WA acknowledges the WA Department of Health as the funder of the Adolescent Cooking and Food Literacy Program.



## GREAT SOUTHERN STUDENTS GET BLOOD AWARE

Amber Giblett, Acting Population Health Coordinator  
& Health Promotion Officer  
Great Southern Population Health (Albany)

During 2012, Great Southern Population Health (Albany) undertook an impact evaluation of its Blood Aware Program. The program aims to introduce the concept of being 'blood aware' to primary school students in the Great Southern region by providing curriculum-based education on blood borne viruses and their prevention.

The purpose of the evaluation was to assess the program's capacity to increase the knowledge and awareness of blood-borne viruses and blood safety in young people and their school community. Six lower Great Southern primary schools participated in the evaluation project, with designated intervention (n=304) and comparison students (n=207).

The major findings presented a favourable depiction of the program and its ability to meet its objectives, particularly in the concepts of first aid response, risk of transmission and personal protective behaviours. There were increases in the correct response rate in the pre and post evaluation questionnaire of between 2% and 32% for intervention students, and there was a marked difference between intervention and comparison students' post evaluation results for most concept measures.

Process evaluation results from teachers and students implied that overall, participants found the program to be valuable, with the majority of respondents indicating that the program had increased their understanding of blood-borne viruses.

The primary recommendation is that the Blood Aware Program be developed into a training package in consultation with teachers in order to build school capacity in blood safety education and increase the sustainability of the program.

For more information, contact Amber Giblett on 9842 7504 or [amber.giblett@health.wa.gov.au](mailto:amber.giblett@health.wa.gov.au)



# UPDATE FROM SWAZILAND ON GONE RURAL

Isabel Ross

Member and Co-Treasurer AHPA (WA Branch) 2011

One year ago I quit my job, rented out my house, found a mentor and flew to the tiny African Kingdom of Swaziland. Why? To take up a two-year volunteer position thanks to Australian Volunteers International and AusAID.

Originating from central Queensland but calling Midwest WA home, Swaziland was not what I expected from Africa. The mountainous surrounds and peacefulness of the people presented a country of complete splendour. Yet the nation's ranking of the highest HIV prevalence in the world suggested a country of complete despair.

I work with Gone Rural boMake (Gone Rural Women), a non-profit organisation founded by Gone Rural (Pty). Gone Rural is a social enterprise that works with more than 770 rural women to create designer handicrafts using traditional grass weaving techniques. While Gone Rural (GR) provides an income stream for the women, Gone Rural boMake (GRb) complements this work through a range of social programs targeting health, education, water and sanitation, and women's empowerment. From all the placements on offer, I chose this position, or rather this organisation, for its work in addressing the social determinants of health.

With the title of Women's Development Program Advisor, I recognised that my new job could entail almost anything. I quickly decided to leave project implementation in the capable hands of my five colleagues, largely because of the assorted cultural nuances and the communication barrier brought about by having a language with three clicks.

Instead, GRb requested I conduct an organisational Needs and Impact Assessment to help give them, and me, some focus. I developed a survey tool, spent days convincing staff of the importance of translating / back-translating, and trained students to conduct the interviews and participatory focus groups. I quickly became an expert in spreadsheets, and facilitated a Strategic Planning process using the results.

The results were inspiring: 95% of artisans have been tested for HIV compared with 36% nationally; 83% of artisans have all their school-age dependents in school compared with 14% in 2010; and 92% of our women are the primary decision makers on household expenditure, compared with 60% in 2005. All of this was achieved through basic health promotion principles and without a single pamphlet in sight.

*continued p19*



*Left: My colleagues and I (in traditional dress) demonstrating the 'tippy tap' water-saving hand washing facility that the communities built in each homestead*



*Above: Some of our weavers and their products [p17]*



### Update from Swaziland on Gone Rural [continued from p17]

Yet the fight is far from over. Thirty nine percent of our women eat fewer than three meals daily and fewer have money in savings compared with 2005, giving us some work to do in the coming years.

While this data is interesting, the question begs: does evaluation really change anything? With the solid evidence-base from the impact assessment and a well-researched Strategic Plan from the needs assessment, GRb has been able to attract more funding in the last three months than in the entire last year. Big multilateral donors can see that we're effective and are now seeking our advice. In March, the national newspaper chose GR and GRb as Swaziland's International Women's Day heroines for 2013.

Yet this experience is about more than just work. Spending my weekends hiking to hidden waterfalls, mountain biking through herds of zebras and giraffes, or being proposed to by Chiefs is now just a normal part of life for me in this 'Little Switzerland' of Africa.

To be inspired, check out [www.goneruralswazi.com](http://www.goneruralswazi.com) and [www.australianvolunteers.com](http://www.australianvolunteers.com)



Above: Conductors tallying up the votes for the top five priorities

## INJURY PREVENTION SUMMIT CONNECTS STAKEHOLDERS

Melinda Edmunds + Jody Niven

Injury Control Council of WA

The Injury Prevention Summit was held on 26 November 2012 at The Rise in Maylands. This event hosted over 80 stakeholders from a number of injury areas. The theme for the day was a train journey 'Injury Prevention Express' which represented travelling together through the six injury areas with facilitators acting as conductors and the attendees as passengers. The six injury areas were: adult poisonings, adult burns and scalds, seniors' falls, aboriginal injury prevention, child injuries and water safety.

The day was the culmination of five extensive stakeholder consultation workshop sessions with the aim to prioritise and make recommendations within the specified injury areas, have stakeholders working together to provide recommendations for the future and deciding who would be involved in these actions. The scene was set with inspirational presentations from Emeritus Professor John Pearn, Dr Sudhakar Rao, Jenni Collard and Dr Fiona Wood.

Each stakeholder went to three of the six stations and discussed the top ten priorities for that injury area. As a result of these discussions the stakeholders then voted on what they felt were the top five issues. Discussions were also held at the groups about how to action these priorities. The stakeholders were then given the opportunity to put their names forward to help out with completing the actions in the future.

Overall the day was a huge success in showcasing how the injury prevention stakeholders can work together to achieve common goals and outcomes. The final report for the Summit showcased the top five priorities and 'where to from here'. The Summit report can be found here: <http://www.iccwa.org.au/node/145>.

Please contact Jody Niven on [jniven@iccwa.org.au](mailto:jniven@iccwa.org.au) or (08) 9420 7212 for further information if you are interested in working with ICCWA to achieve these top five priorities.



Government of Western Australia  
Department of Health



# AMA HEALTHWAY HEALTHIER WA AWARD 2013

The AMA (WA) and Healthway Healthier WA Award is Western Australia's leading public health award, recognising excellence and innovation in primary prevention. An annual \$10,000 prize is awarded to an organisation which demonstrates, through a specific initiative (campaign, project, program, strategy or venture), achievement of a significant reduction in the incidence of disease or injury within the WA community.

Universities, business organisations, schools, non-profit organisations, local government, community groups and sporting groups are amongst those who can nominate eligible ventures, projects or programs for the Award.

We invite you to participate in this Award by nominating an organisation which has developed a venture, project or program which has made a real difference to the health of Western Australians. The closing date for entries this year is Friday 14 June 2013.

The Award details are attached and this information is also available on the web at: [www.amawa.com.au/HealthierWA](http://www.amawa.com.au/HealthierWA).

# REGIONAL YOUTH ROAD SAFETY PROJECT

**Nina Hewson**  
WA Local Government Association

The WA Local Government Association has received Road Trauma Trust Account funding to deliver a collaborative Regional Youth Road Safety Project to be trialled in the Wheatbelt region later this year. The project aims to make contributions to the prevention of youth road deaths and serious injury in regional WA. The objectives of this project are to increase supervised driving hours and the uptake of safer vehicles among young novice drivers in regional WA.

For further information please contact Nina Hewson on 08 9213 2073 or [nhewson@walga.asn.au](mailto:nhewson@walga.asn.au).

# 2013 WA STATE ELECTION 'PROMISE WATCH'

Promise Watch is WACOSS's (Western Australia Council on Social Services) summary of the key social policy and community sector-related announcements and promises which were made by each of the four main political parties (Liberals, Nationals, Labor & Greens) during the course of the 2013 WA election campaign.

You can review Promise Watch to look for the promises and policy commitments that impact on your service area and service users.

WACOSS will use this Promise Watch list to:

- Track the new Government's progress in fulfilling its election promises in these areas (especially following the release of the 2013-14 State Budget); and
- Assess the positions which other parties take on related issues, Bills and advocacy over the term of the 39th Parliament.

<http://www.wacoss.org.au/StateElection2013/PromiseWatch.aspx>

# HAPPY LITTLE EARS PROJECT

**Diann Peate, Health Promotion Officer**  
 Aboriginal Health Team, Child and Adolescent Health Service

The Happy Little Ears project entailed developing a culturally appropriate ear health promotion resource that enabled parents/caregivers of Aboriginal children aged 0-4 years residing in the Perth metropolitan area to understand the importance of ear health and its impact on their children's health. The Happy Little Ears resource imparts culturally appropriate health promotion messages about ear health and the importance of regular screening, and provides practical information on how to keep children's ears healthy. The resource contains materials to encourage keeping young children's ears healthy such as tissues, soap, a story book about an Aboriginal family that demonstrates ways to keep ears healthy and a magnetic photo frame that outlines key ear health messages.

Recently, the Aboriginal Health Team reprinted a further 4000 copies of the Happy Little Ears resource kit to support Aboriginal Health Team staff in delivering health promotion information about ear health. The kit is to be handed out to families at the first contact that hearing screening and education are provided. The planned project outcome was to increase awareness of ear health and how to prevent ear disease. An evaluation was conducted and the results will be discussed in the next edition of the newsletter.

If you are interested in the evaluation in the meantime or for more information about the resource kit, please contact Joanna Hamilton, Health Promotion Officer Aboriginal Health Team at [Joanna.hamilton@health.wa.gov.au](mailto:Joanna.hamilton@health.wa.gov.au)



Left: The Happy Little Ears resource

# WHAT'S ON IN HEALTH?

## May:

- National Volunteer Week – Volunteering Australia (13-19 May)
- White Shirt Day – Ovarian Cancer Research Foundation (19 May)
- Australia's Biggest Morning Tea – Cancer Council WA (23 May)
- National Walk Safely to School Day (24 May)
- National Sorry Day (26 May)
- World No Tobacco Day – World Health Organisation (31 May)
- Macular Degeneration Awareness Week – Macular Degeneration Foundation (26 May – 1 June)

## June:

- Men's Health Week (10-16 June)
- Red Nose Day – SIDS and Kids (28 June)
- Bowel Cancer Awareness Month – Cancer Council WA (1-30 June)

## July:

- National Diabetes Week – Diabetes Australia (14-20 July)
- Lifeline WA Stress Down Day – Lifeline (26 July)
- World Hepatitis Day – Hepatitis Australia (28 July)

Visit [www.whatson.health.wa.gov.au](http://www.whatson.health.wa.gov.au) for more dates



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

## Judge blocks New York's big drinks ban

AFP March 12, 2013, The Australian

A JUDGE in New York has blocked Mayor Michael Bloomberg's planned ban on giant sodas, just a few hours before restrictions on the sale of such drinks were due to come into effect.

Read more: <http://www.theaustralian.com.au/news/world/judge-blocks-new-yorks-big-drinks-ban/story-e6frg6so-1226595308874>

## The ethics of not hiring smokers

Harald Schmidt, Kristin Voigt and Ezekiel J. Emanuel, March 27, 2013, The New England Journal of Medicine

Finding employment is becoming increasingly difficult for smokers. Twenty-nine U.S. states have passed legislation prohibiting employers from refusing to hire job candidates because they smoke, but 21 states have no such restrictions.

Read more: <http://www.nejm.org/doi/full/10.1056/NEJMp1301951?query=TOC>

## Karl's plan to ban booze ads at footy

Trevor Paddenburg 30 March 2013, The Sunday Times

The state's top police officer has attacked the AFL, rugby league and rugby union codes, saying they are failing children by not banning alcohol advertising and sponsorship at the ground and on TV.

Read more: <http://www.perthnow.com.au/news/western-australia/karls-plan-to-ban-booze-ads-at-footy/story-fnhocxo3-1226609608946>

## Eat (less) for health

Colin W. Binns, Jonine Jancey and Peter A. Howat, April 11, 2013, Health Promotion Journal of Australia

The new edition of the Australian Dietary Guidelines was released by the National Health and Medical Research Council of Australia (NHMRC) this month. The documents include the Dietary Guidelines (for adults and children), the Infant Feeding Guidelines and a variety of educational and promotional materials

Read more:

[http://www.publish.csiro.au/view/journals/dsp\\_journal\\_fulltext.cfm?nid=292&f=HEv24n1\\_ED](http://www.publish.csiro.au/view/journals/dsp_journal_fulltext.cfm?nid=292&f=HEv24n1_ED)



# CONFERENCE DATES OF INTEREST

## 23-24 May 2013

WA Positive Schools 2013 Mental Health and Wellbeing

Fremantle, Western Australia

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

## 29-30 May 2013

Aboriginal Maternal and Child Health Conference

Perth, Western Australia

<http://kemh.health.wa.gov.au/services/amssu/events.htm>

## 5-6 June 2013

WA Active Ageing Conference

Fremantle, Western Australia

<http://www.cotawa.org.au/conferences/waac2013/>

## 17-19 June 2013

6th Making Livable Cities Conference 2013 + Sustainable Transformation Conference

Melbourne, Victoria

<http://healthycities.com.au/>

## 17-19 June 2013

21st Australian Health Promotion Association National Conference

Sydney, New South Wales

[www.ahpa2013.com.au](http://www.ahpa2013.com.au)

## 21-23 August 2013

Contemporary Drug Problems

Aarhus University, Denmark

[http://ndri.curtin.edu.au/local/docs/pdf/conferences/cdp\\_2013\\_conference\\_flyer.pdf](http://ndri.curtin.edu.au/local/docs/pdf/conferences/cdp_2013_conference_flyer.pdf)

## 25-29 August 2013

21st IUHPE World Conference on Health Promotion 2013

Pattaya, Thailand

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

## 16-18 September 2013

Public Health Association Australia 42nd Annual Conference

Melbourne, Victoria

[http://www.phaa.net.au/42nd\\_Annual\\_Conference.php](http://www.phaa.net.au/42nd_Annual_Conference.php)

## 30 October- 02 November 2013

Infant and Early Childhood Social and Emotional Wellbeing Conference 2013

Canberra, Australian Capital Territory

[www.iecsewc2013.net.au](http://www.iecsewc2013.net.au)

*\*\*Abstracts are now open and will close June 2, 2013*

## 11-13th November

Australasian Injury Prevention and Safety Promotion Conference

Perth, Western Australia

[www.injuryprevention2013.com.au](http://www.injuryprevention2013.com.au)

*\*\*Abstracts are now open and will close May 10, 2013*

If you come across a conference or symposium that AHPA (WA Branch) members may be interested in attending please send the details to [adminwa@healthpromotion.org.au](mailto:adminwa@healthpromotion.org.au)





# MEMBERSHIP BENEFITS

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

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

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