

News from the West

Newsletter of the Australian Health Promotion Association (WA Branch)

September 2013



NEWS FROM THE WEST

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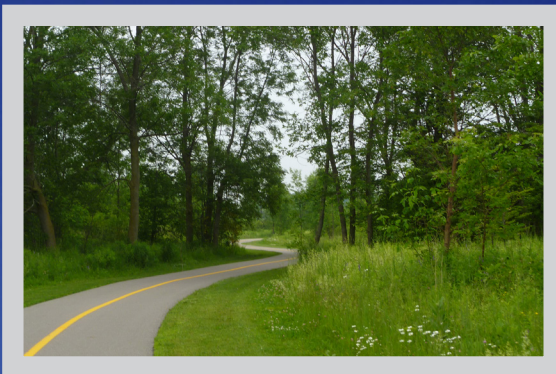
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FROM THE EDITORIAL TEAM

Welcome to the 'bringing the conference home' edition of News from the West. After a successful AHPA National Conference in Sydney in June, we thought it only appropriate to bring the conference to you in this issue.

This year's conference adopted a settings-based approach where workplaces, schools and communities were the primary focus. Professor Mark Dooris' opening keynote presentation gave a wonderful insight to this model and considerations to ensure effective implementation. While Professor Dooris acknowledged that individuals will interact within the settings at different time points in their life, another interesting trend emerged; what about the individuals and communities that are not captured within these groups? While this was not the focus of the conference, it is an interesting issue to consider given the current government funding structure that is designed to address health priorities within our country; healthy schools, healthy communities and healthy workplaces. Read more about this keynote address and other inspiring experiences from the conference scholarship winners from page 09, as well as a quick snapshot of the conference Twitter feed (page 12).

The WA Branch are approaching things a little differently this year regarding professional development and are seeking your input as to what events will progress. Please take a few moments to read page 24 and consider which events interest you, then send a quick email to AHPA (WA Branch) expressing your preferences. We are pleased to be introducing some new and exciting events for you this year and hope there is something for everyone.

In this issue, we also look at alcohol sponsorship in the sports industry with a thought-provoking opinion piece from Jamie-Lee Cavill (page 06). A controversial issue and a well presented argument.

Congratulations again go to Curtin Health Promotion student Samantha Menezes who has continued her advocacy campaign pushing for secondary supply of alcohol laws for WA. Samantha has continued to maintain media interest and this month coverage of her near 6,000 strong petition being tabled in parliament has been featured in 'Health Promotion In the News' on page 25.

As good health promotion practitioners, we feel it is only fair to leave you with a message of good old fashioned public health. Avoiding winter's coughs and colds is like navigating a minefield. All it takes is for someone to cough into their hand and use the ATM, touch a door knob, or give you change when you buy your lunch. We can never underestimate the power of hand washing when it comes to preventing winter's viruses, even as we move towards spring. If a sink and some soap are not near, try coughing into your elbow rather than your hand to avoid sharing your misery with those around you.

We also say bon voyage to WA Branch Committee member, Bree Shields, who has decided to try life on the east coast. We would like to thank Bree for her contribution to the association and wish her all the best in her new adventures.

Happy reading.

Amber, Courtney, Emma-Lee and Melanie.



WA BRANCH UPDATE

Gemma Crawford + Jamie Cavill

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

As we complete another financial year, it brings us great pleasure to present the latest AHPA WA report. Approximately 450 delegates attended the 21st National Australian Health Promotion Association Conference in June, including approximately 25 of our very own WA health promotion practitioners making the trip to Sydney. We were especially pleased to have such good representation from the WA Branch committee with over half the group making the trip. With a focus on healthy environments and upstream approaches to health promotion, the conference presented potential considerations for our federal politicians leading into the election. Keynotes including international guests Prof. Mark Dooris and Prof. Helen Roberts covered social determinants, sustainability, workplaces and children's environments. Questions were also raised around funding of health promotion in Australia and the pressures on health promotion professionals to live up to funding requirements over health promotion principles.

With education, boats, budgets and carbon tax still leading the debate in the media (not to mention a new PM!), it is hard to see preventive health making it onto the political agenda. This is not to say that political parties do not have a stance on population health issues –AHPA national is producing an infographic exploring which areas stand to see the biggest gains and AHPA (WA Branch) will be releasing a special election pamphlet shortly examining where votes will really count for health promotion.

On a more positive note, there have been some wins in the area of gambling advertising, food advertising and sport (Perth Glory). The perils of self-regulated alcohol advertising have recently gained some media coverage, with Prof Rob Donovan (<http://theconversation.com/time-to-cut-the-ties-between-alcohol-and-sport-15337>), Prof Mike Daube and Prof Fiona Stanley (<http://www.smh.com.au/comment/end-the-lethal-combination-of-sport-and-alcohol-20130619-2oj5v.html>) weighing in on the debate.

But we must go further. Indeed, at the 8th Global Conference on Health Promotion in June 2013, Dr Margaret Chan, the Director-General of the World Health Organization, suggested that:

“Efforts to prevent non-communicable disease go against the business interests of powerful economic operators. In my view, this is one of the biggest challenges facing health promotion.

... it is not just Big Tobacco anymore. Public health must also contend with Big Food, Big Soda and Big Alcohol. All of these industries fear regulation, and protect themselves by using the same tactics".

The Aussies may not have won the first Ashes test, but they have provided a good reminder of sport's love affair with beer promotions, thanks to VB logos on baggy greens and cricket whites – not to mention XXXX Gold ads in between overs. See AHPA WA Branch co-Vice President Jamie Cavill's piece on page 06 for a further run down and link to how to have your say on unhealthy advertising in sport.

Hot off the press is the State of Preventive Health 2013 published by the Australian National Preventive Health Agency:



<http://anpha.gov.au/internet/anpha/publishing.nsf/Content/state-of-prev-health-2013>

The report provides an overview of the current health challenges facing Australians in relation to chronic disease. Whilst the report outlines some of the significant leadership and work that is currently being implemented in Australia to address chronic disease risk factors, it also highlights the alarming increase in overweight, obesity and harmful alcohol consumption.

Some of the most interesting reading comes toward the end of the report discussing the returns on investment for preventive health interventions and strategies. Worryingly however, best estimates still indicate that public health expenditure is still less than 2% of the overall spend on health. Many case studies of best practice are presented, though the remit of “preventive health” seems at times broad and less focused on the upstream determinants of health but more comfortable in the space of the medical model from which health promotion has its origins. As Prof Mark Dooris noted in his keynote at the National Health Promotion Conference—many of these “lifestyle” initiatives claim to be settings based, but are in fact just individual interventions located in a place rather than interventions with the level of sophistication that the settings based approach can provide.

The report does reinforce the importance of joined up approaches and the importance of non-health sectors getting involved in health promotion practice to ensure that it remains “everybody’s business” (often at odds with its focus on chronic disease and risk factors). Our worry remains-in doing so, a

skilled workforce for prevention is being eroded without adequate investment, and too many examples of poor practice with little evidence of outcomes or evidence base continue. Promisingly AHPA does get a mention in relation to workforce development and capacity building with its work on competencies and moves towards sector professionalisation. Watch this space.

Recent WA Branch activities have focused on event planning, formation of the WA Strategic Advisory Group (SAG), mentoring and governance and partnership building. We are pleased to announce the members of the inaugural SAG who will provide guidance and support to the WA Branch Committee and health promotion activities in WA.

- Professor Peter Howat
Centre for Behavioural Research in Cancer Control & WA Centre for Health Promotion Research, Curtin University (Editor- Health Promotion Journal of Australia)
- Trevor Shilton
National Heart Foundation (AHPA Life Member)
- Dr Jude Comfort
School of Public Health & WA Centre for Health Promotion Research, Curtin University
- Dr Jo Clarkson
Healthway
- Associate Professor Lisa Wood
Centre for Built Environment and Health
- Juli Coffin
Geraldton Regional Aboriginal Medical Service (GRAMS)
- Julia Dick
City of Rockingham
- Jamie-Lee Cavill
South Metropolitan Health Service (Vice-President)
- Richard Crane
National Heart Foundation
- Tia Lockwood
WA Country Health Service (immediate past Vice President)
- Tracy Benson-Cooper
South Metropolitan Health Service (immediate past President)
- Suzanne Taylor
Perth South Coastal Medicare Local
- Ann Barblett
South Metropolitan Public Health Unit

For the first time the branch supported an event by Environmental Health Australia exploring the role of local government in responding to issues relating to alcohol. The branch is looking forward to new partnerships

The National AGM was held on the first day of the National Conference and a new Board has commenced. The new Board comprises:

- Gemma Crawford (President)
- David Duncan
- Suzanne Gleeson (Minutes Secretary; immediate past president)
- Michele Herriot (Vice President; new board member)
- Andrew Jones-Roberts
- Jenni Judd
- Paul Klarenaar (new board member)
- Justine Leavy (new board member)
- Laetitia M'kumbuzi
- Janine Phillips
- Jenny Philip-Harbutt (Company Secretary)
- James Smith (immediate past vice-president)
- David Towl (Treasurer)

What's coming up for AHPA?

Over the coming year the national Board will be working towards revamping the AHPA website, introducing new business management strategies, and will continue to advocate for the health promotion workforce. The journal will continue to expand, building on the increased impact factor seen in 2012. There are also a number of joint conferences planned over the coming 3 years, including the 3rd Population Health Congress and the World Congress on Public Health.

On the WA Branch agenda in the coming months are scholarship celebrations, peer learning circles and networking events. WA continues to have a healthy member base and we would like to welcome all new members on board. Remember, we are as strong as our membership base and you are just as much a part of AHPA as any other member – advocate for health promotion and making health promotion a priority in WA in every way you can.

Gemma Crawford + Jamie Cavill

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

LEARNING HOW TO PLAY SPORT IN AUSTRALIA ONE BEER AT A TIME

Jamie-Lee Cavill, Senior Health Promotion Officer

South Metropolitan Health Service

Efforts to minimise the harm from binge drinking are increasing, but so too are alcohol-related deaths and injury. The normalised culture of drinking (ergo drunkenness) in Australia continues to pose major health harms and significant negative impacts on and in the community.

Responsible for more than 80,000 hospitalisations and over 3,000 deaths each year, alcohol is estimated to cost the Australian community more than \$36 billion annually^{1,2}. The impact on young people is significant. Drinking starts early; by age 16, most Australians will have consumed a full standard drink³. It is also increasingly clear that alcohol consumption has a significant effect on brain development and contributes to personal and community harms via traffic accidents, violence and suicide⁴. It is therefore not surprising that the NHMRC recommends no alcohol for those under the age of 18. All the while, the community seems to be grappling with a growing quagmire of alcohol advertising often ferociously and insidiously targeting those that are most vulnerable; young people.

Tackling alcohol advertising and sponsorship has been recommended by just about every major health agency in Australia – so why are alcohol marketing and promotion yet to be comprehensively and systematically addressed, particularly by government? As the fledgling Alcohol Advertising Review Board (AARB) resolutely endeavours to plug holes in spotty regulation of alcohol marketing in Australia^{5,6}, big alcohol companies are using increasingly sophisticated strategies to ensure the relevance of their products with their intended target groups.

Case in point - alcohol sponsorship and sport. Alcohol companies are one of the largest sponsors of sport in Australia, spending an estimated \$50 million on promotion each year⁷. This comes as no real surprise, given that advertising during live sporting events is a major loophole in the Alcohol Beverages Advertising Code, the industry's attempt at self-regulation. In addition to health benefits of regular physical activity, organised sport provides opportunities for social interaction, development

of motor coordination skills, teamwork, problem solving skills and confidence⁸. The overwhelming benefits described above seem at odds with the social issues and health risks associated with alcohol consumption.

The ability of the alcohol industry to adhere to their own standards to avoid exposing young people to alcohol advertising remains questionable. Take for instance sponsorship by Carlton United Breweries of Australian rules football. In Western Australia (WA), senior teams in the WA Amateur Football League are required to wear the Carlton Draught logo on their shirts or risk a fine⁹. Don't let the 'senior' label fool you; the rules state that 'senior' players are 16 years and older. Not only are young people being exposed to alcohol branding in this instance – many younger than the legal drinking age – but they are actually being used as a vehicle to market alcohol, including to other young people. The culture at footy clubs extends as far as fees covering the cost of a carton of beer at the completion of each match, in some leagues. Handing out free cartons of beer to clubs is also common practice and is seen as a way to assist the clubs to profit by selling alcoholic beverages on to patrons.

According to the alcohol industry, the aim of alcohol advertising is to increase market share rather than increase the consumption of alcohol itself¹⁰. Unfortunately this does not eliminate the fact that whether unintended or not, there are consequences when young people are exposed to alcohol advertising. Indeed a number of studies demonstrate that greater exposure to alcohol advertising contributes to an increase in drinking among this vulnerable age group^{11,12,13}. The AARB highlights that the current self-regulatory system is voluntary, does not cover all bases of advertising and marketing, and there are no means of penalising those who breach the Code, leaving the door wide open for alcohol advertisers to target young people⁶.

Whether marketing alone is able to drive up drinking rates is a matter for ongoing debate, however what is clear, is that exposure to alcohol advertising is counterproductive to creating a culture of responsible drinking practices. If we are to have any chance at influencing this culture, we must bring pressure to bear on our leaders regarding the pervasiveness of alcohol sponsorship and advertising particularly to young people and particularly in sport. We need to get smarter at playing the game to make real inroads. In a 2008 article in the Drug and Alcohol Review, Munro and De Wever wrote that:

*"Accepting that the industry and the health field ultimately have separate and conflicting interests and aims is an essential step towards developing policies and programmes that might impact on the customs, values, images and norms that contribute to form Australia's unsafe drinking cultures"*¹⁴

Health promotion call to action

Undoubtedly there is a disconnect and a clash of ideologies between the aspirations of public health and the goals of big alcohol companies. Positive messages can be promoted through sport, but we also know that it is an uphill battle against big alcohol companies and other marketers of unhealthy products. So what can health promotion practitioners do? We can work with the sport industry to assist them to bring in other sponsors who meet their financial needs, but that do not contribute to damaging effects on health. Use your skills and get your communities interested and involved. Write a letter, submit a complaint to the AARB or talk to your local MP. You might like to start by throwing your support behind Aaron Shultz's campaign and sign the petition "Game Changer – Tackling Unhealthy Sponsorship in Sport". The change starts with us.

Petition:

www.change.org/en-AU/petitions/cricket-australia-tennis-australia-the-afl-nrl-stop-the-promotion-of-alcohol-and-junk-food

Website:

gamechanger.org.au

*References available on request

PROFESSOR MARK DOORIS CHANGING THE WAY WE THINK ABOUT SETTINGS AT THE 21ST NATIONAL AHPA CONFERENCE

Krysten Blackford

WA Centre for Health Promotion Research, Curtin University

The Australian Health Promotion Association held its 21st National Conference in Sydney 17-19 June 2013. Approximately 400 practitioners, policymakers, researchers and leading health promotion experts shared their work and discussed contemporary challenges and opportunities for health promotion, while enjoying the views of the magnificent Darling Harbour. The conference theme was 'settings in health promotion', with emphasis on workplaces, children's environments, local government, virtual communities, and the role of social media in health promotion.

Professor Mark Dooris, School of Health at the University of Central Lancashire, provided the first keynote presentation. Professor Dooris has worked on the World Health Organization's European Healthy Cities Programme and has undertaken wider consultancy work relating to healthy cities, community participation and sustainable development. The presentation provided guidance to delegates for creating healthy, sustainable and connected settings for health promotion.

Professor Dooris discussed the settings approach and what it traditionally means in a health promotion context. He acknowledged that a range of different places in which people spend a lot of their time have important influences on health and wellbeing. It is therefore not surprising that places such as schools and workplaces have long been targeted in health promotion interventions implementing a settings approach. Many of these settings are often oriented to goals unrelated to health, and function with pre-existing structures, values, and policies.

More recently, the settings approach recognises that not only are people's lives complex, so too are the health challenges presented in the 21st century. The challenges that this complexity creates are not predictable and linear, and cannot be effectively tackled by interventions targeting individual behaviour change in isolation. Underlying factors influencing health are often interrelated and should therefore be approached with comprehensive interventions in the settings of everyday life. In addition, embracing the multidimensional nature of settings and connecting with and contributing to the wellbeing of the wider community is imperative.

Professor Dooris considered lessons learnt since the conceptualisation of the settings approach and the Ottawa Charter almost 30 years ago. Firstly, the diversity of activity falling within this approach

may suggest a lack of clarity for settings-based health promotion. Secondly, not all settings are the same. They exist in relation to each other, and play a role in influencing one another. Thirdly, the risk of the settings approach is the reinforced power imbalances and inequalities, highlighting the need to further develop work within settings such as prisons and children's care homes. And finally, because health is related to other agendas, there is a need to move beyond the traditional boundaries of health promotion and consider the influence of environmental sustainability.

Professor Dooris discussed the implications of these lessons for the settings-based approach. Firstly, practice, theory, and research need to be connected by moving beyond evaluating individual interventions taking place in a setting, and capturing the value of adopting and implementing a whole system approach. Secondly, connections within settings should be made by connecting top-down leadership and bottom-up participation. Thirdly, because an individual will straddle different settings at different times across the life course, connecting outwards and appreciating that settings are interlinked is vital. Fourthly, recognising the higher level influences at play by connecting upwards through advocacy is crucial – calling on governments, multi-nationals and global organisations to act for health, sustainability and social justice. Finally, a holistic approach requires connecting beyond health, linking the health of people and the health of the planet, and using settings-based actions that engage with both health and sustainability concerns.

With a look to the future, Professor Dooris reiterated the Ottawa Charter and the settings approach as remaining highly relevant, suggesting the challenges of the 21st century can be overcome by adopting a holistic, integrated and connected approach to interventions in the diverse settings in which people live their lives. Changes to individual, community, and working lives can be made to overcome environmental degradation, climate change, resource depletion and social injustice. He emphasised the importance of focusing on the positives and not only on the negatives; a focus on the "doom and gloom" should be shifted to a focus on re-engaging with the environment and the wonder of the world around us. Upon closing, Professor Dooris observed that fostering and driving this transition is perhaps the most important task facing health promotion today and into the future.

CHOOSE YOUR WORDS CAREFULLY

Courtney Mickan, Health Promotion Officer
South Metropolitan Health Service

Set amongst one of the most iconic Australian places, Darling Harbour in Sydney, I was fortunate enough to gain a scholarship from the AHPA (WA Branch) to attend the 21st AHPA National Conference. From the opening keynote presentation from Professor Mark Dooris (University of Lancashire) to the closing keynote from Michael Moore (CEO, Public Health Association of Australia), I was challenged and inspired in many ways.

As health promotion practitioners, we are well versed in the importance of evaluating and sharing our work. A number of presentations over the three day conference shared this view, fundamentally proclaiming 'share your work'! But it was the presentations that explored how we are framing the health promotion messages that we are sharing, right down to what words we use, which sparked my interest.










Simply put, the wording we use in health promotion can be longwinded, when the general population wants punchy. Professor Helen Roberts from University College London said during her presentation on inequalities in children's environments, *"We need to find a way to deliver a message that anyone can understand, not just nerdy academics"*. Denise Fry delved deeper into this topic in her critique of health promotion framed as 'message delivery'. She encouraged us to *"choose the words you use carefully; avoid health promotion based words like behaviour, target and message"*, and *"Refer back to the Ottawa Charter as it provides a good base"*.

Hearing these points on improving information-sharing and message delivery tells me that we are potentially missing opportunities for wider audiences, and in-turn, health promotion growth. The next time you find yourself writing a report, article, media release, poster or fact sheet, think carefully about the words you use.

After hearing 17 keynotes and 38 concurrent presentations from around Australia, I am proud of the work that is being accomplished in WA. We're not afraid of tackling the hard issues. If there are components of your work that you are putting in the 'too hard basket', pick up that basket and empty it. As Michelle Hollingworth from Knox City Council reaffirmed on Day 3, *"the health issues that we work to improve, the social determinants of health, are complex issues and there are no silver bullets or easy answers. But we are skilled professionals, find something that works. Start before you are ready, don't suffer from planning paralysis."* And share what you learn!

#AHPA2013 TWEETS

In keeping with the popularity of social media, Twitter proved to be a well-utilised communication medium at the AHPA 2013 conference. Below is a snapshot of some of the tweets.

-
-  **Melissa Sweet** @croakeyblog 19 Jun
Some helpful hints for #publichealth types wanting to make an app - workshop at #AHPA2013 #hcsmanz blogs.crikey.com.au/croakey/2013/0...
-
-  **Gemma Crawford** @gemmacrawford 19 Jun
"@mchil_larkin: More income can buy less stress. Chronic stress - poverty, homelessness = poorer health #cbha2013" same in Oz #ahpa2013
-
-  **COAG Reform Council** @COAGReform 19 Jun
"Governments need to tackle obesity". Big challenge for #COAG & #HealthPromotion. coagreformcouncil.gov.au/reports/health... #ahpa2013
-
-  **David Towl** @TowlLikeBowl 19 Jun
Have we just gone back 20yrs in #healthpromotion? Why is federal government funding bad practice? #ahpa2013
-
-  **Kristy Schirmer** @Zockmelon 18 Jun
Dr Lisa Gold giving an excellent overview of health economics, doing a great job on a dull topic! Thanks Lisa #ahpa2013 pic.twitter.com/aksjFTyB8p
-
-  **Nathan Appo** @Elusive_Sausage 18 Jun
Some great slides about obesity in children, stats are very alarming "Obesity rates are not declining" #ahpa2013 pic.twitter.com/H02NpHOVqg
-
-  **Junkbusters** @bustjunkads 18 Jun
Want to read more about the loopholes in the food marketing regulations #AHPA2013 ow.ly/1XCfPW
Retweeted by Jordan Kostadinov and 1 other
Expand
-
-  **VicHealth** @VicHealth 17 Jun
Is sitting the new smoking? Desk jobs fuelling obesity epidemic, says VicHealth CEO Jerri Rechter at #ahpa2013 bit.ly/16ayktW
Retweeted by David Towl and 4 others
-
-  **AU Health Prom Assn** @AHPA_AU 17 Jun
#AHPA2013 national health promotion conference officially opened today ahpa2013.com.au
-
-  **Tim Senior** @timsenior 16 Jun
Theme: Targeting lifestyles doesn't work MT @croakeyblog #ahpa2013 may be interested in #healthinall wrap: #sdoh blogs.crikey.com.au/croakey/2013/0...
-
-  **Summer May Finlay** @OnTopicAus 16 Jun
"U have to earn our trust & we will vote with our feet" on real partnerships not paper partnerships Vicki Wade @HeartAust #ahpa2013

MEET MICK CAMPAIGN

Katie Mooney, Make Smoking History Project Officer

Cancer Council Western Australia

Make Smoking History recently aired the new state-wide campaign; 'Meet Mick'. The campaign tells the story of real-life smoker, Michael 'Mick' Roberts, and his battle with emphysema. In a series of television adverts, Mick speaks directly to the camera and engages viewers by describing how his smoking habits have directly affected him and the people around him.

The 'Meet Mick' campaign was produced by Quit Victoria and aims to inform smokers of the negative effects smoking has, not only on the individual but in all aspects of one's life. After Mick approached Quit Victoria and told them about how his smoking-caused illness was affecting his quality of life and impacting his family, Quit Victoria decided to assist him in communicating his message to the public.

Although the advertisement features a male character, the message is aimed at all smokers. Mick's story is applicable to any smoker and their family. The message for all smokers is to quit now to avoid having to go through what Mick has gone through.

Positive evaluation results from previous airings of the Meet Mick campaign in both Victoria and Tasmania, coupled with past experience and research demonstrate the most powerful anti-smoking messages are delivered by real people who suffer the disease. This influenced the Cancer Council WA's decision to air the existing campaign in WA rather than using actors. Personal testimonies reduce smokers' ability to use excuses as to why the message does not apply to them and encourages them to quit smoking.

The television advert aired from 23 June to 27 July 2013 and was complemented by press, radio and online advertising in both metropolitan and regional areas of WA. The Centre for Behavioural Research in Cancer Control has been commissioned to conduct a post-campaign telephone survey, using Computer Assisted Telephone Interviewing (CATI), of 200 current smokers.

For more information about the Make Smoking History campaign please contact Cassandra Clayforth at Cancer Council WA on (08) 9388 4369 or email cclayforth@cancerwa.asn.au.

Health professionals keen to develop their skills in providing smoking cessation support to smokers can attend a Fresh Start Facilitator course provided by Cancer Council WA. For more information visit: www.cancerwa.asn.au/prevention/tobacco/trainingforhealthprofessionals

We also encourage metropolitan and regional education and health promotion officers to support the campaign. A shell media release will be provided to metropolitan and regional education and health promotion officers who wish to lend their support to the campaign.

1. Durkin, S, Brennan, E, Wakefield M 2012, 'Mass media campaigns to promote smoking cessation among adults: an integrative review', *Tobacco Control*, vol.21, pp.127e138

Below: Mick Roberts



SO... WHAT DO YOU DO?

Two issues ago, we challenged you to come up with your perfect definition of health promotion. The News from the West editorial team was very impressed with this short video from Vic Health: Understanding health promotion - A short introduction.



"It's well worth a look – check it out by visiting: <http://youtu.be/bagchoasadE>

NUTRITION DETAIL IN FOOD RETAIL

Andrea Jansen, Heart Foundation (WA Division)

2013 AHPA (WA Branch) Healthway Graduate Scholarship recipient

Chronic conditions such as coronary heart disease, stroke and type 2 diabetes pose a significant burden in Australia. However, many of these conditions can be prevented, delayed or improved by addressing lifestyle factors such as smoking, poor diet, physical inactivity and obesity. Obesity is of prime concern, given that 66% of Western Australians are considered overweight or obese.

Availability and access to food outlets, as well as healthy food options are important factors for enhancing healthy dietary behaviours. In addition, recent surveys have found that household expenditure on food eaten at restaurants and cafes is increasing. Eating outside the home is associated with an increase in energy intake and larger portion sizes, which make a significant contribution to the fat content of the diet.

Therefore, to gain an understanding of current food environments in Western Australia (WA) and improve the number of supportive environments for healthy food choices, the Heart Foundation (WA Division), through an Australian Health Promotion Association (WA Branch) Healthway Graduate Scholarship, is undertaking the Nutrition Detail in Food Retail Project, in collaboration with the City of Rockingham and the Western Australian School Canteen Association Inc.

This project will assess the food environment within two light industrial areas in Rockingham, WA. An observational measure will be used to investigate specific characteristics of food outlets (such as access, pricing, promotion, items offered and nutrition information provided) in these areas. In addition, the perceived barriers and enablers for food retailers to providing healthy food choices will be investigated while intercept customer surveys will be conducted to obtain a snapshot of customer demographics and food purchase behaviours. These results will be used to develop resources and recommendations to help support food retailers within Rockingham to improve the nutritional food environment in these areas.

The project is currently at its midway point. All required assessment tools have been developed and ethics approval has been gained. Initial engagement with food retailers is currently underway.

For more information, contact Andrea on 9382 5910 or andrea.jansen@heartfoundation.org.au.

SHARING STORIES SEXUAL HEALTH DRAMA

Meagan Roberts, Metropolitan Migrant Resource Centre

2013 AHPA (WA Branch) Healthway Graduate Scholarship recipient

This project aims to improve the sustainability of the Sharing Stories program which has been developed through the Metropolitan Migrant Resource Centre (MMRC). Sharing Stories promotes safe sexual behaviours among migrant youth using drama and theatre based strategies. The project consists of an evaluation of the methods used for the drama groups, in order to distribute accurate and sound health promotion findings to the broader community. The results will relate to participants sexual health attitudes and behaviours that achieve the goal of reducing rates of unprotected sex. Formal health promotion support and research assistance is being provided from the WA Centre for Health Promotion Research (WACHPR) for the project.

To date, three different measures of process evaluation have been developed and implemented with the Sharing Stories youth theatre groups. Field notes and observations have been recorded at each session which is used to observe any changes or growth among the participants in terms of their confidence and the demonstration of skills, knowledge and attitudes. Process evaluation questionnaires have been developed and distributed to all participants before the program had started, and the results have been recorded. These questionnaires will be undertaken again in 12 weeks' time and the results will be compared. This method of evaluation aims to measure changes in sexual health knowledge, confidence, attitudes and beliefs among the participants as a result of regularly taking part in the drama workshops.

In collaboration with the Sharing Stories co-ordinator, sexual health scenarios have been developed and were undertaken by the participants at the beginning of the program. The scenarios were developed in consultation with some of the peer educators to ensure that they are realistic and relevant to the target group. The results from the pre- program scenarios have been recorded and will later be compared to the post-program scenarios. Interviews have been commenced with 6 peer educators who have been involved in the program for more than 12 months. Their responses were recorded and will be transcribed to identify common and significant themes. This qualitative data will be used to measure the long-term effects of participating in the Sharing Stories drama groups. The participants have all been willing to take part in this evaluation project, and have supported the attainment of data. A comprehensive literature review has been completed and the body of a final report has begun to take shape. Currently I am in the process of drafting an abstract for a conference later in the year.

For more information, contact Meagan on 9344 6788 or meagan.roberts@mmrcwa.org.au

WALGA HEALTHY COMMUNITIES ADVISORY GROUP

Natalie Pizzata, Policy Officer- Communities

WA Local Government Association

Local governments in Western Australia play a significant role in creating safe and healthy environments for their communities. The successful development and implementation of programs and infrastructure is dependent on the integration of local government services, such as parks and gardens, environmental health, urban planning, health promotion and community safety.

WALGA has established a cross-portfolio advisory group to facilitate a collaborative approach to address local government's preventive health responsibilities. This group is guiding WALGA's activities in the following portfolio's to bring about effective change:

- Public health;
- Crime safety;
- Some aspects of environmental health; and
- Planning suburbs and public open space.

A strategic plan has been established prioritising advocacy and policy work that WALGA will carry out to assist local governments to meet their responsibilities to their communities.

One priority identified the need for a consistent approach across local governments to health and wellbeing planning. On Tuesday 28 May 2013, the Local Government Public Health Plans Case Studies Project Forum took place to allow the opportunity for local governments and stakeholders to understand what WALGA has identified as its priorities. These included:

- To gain an update from the Department of Health Chronic Disease Prevention Directorate;
- To share information and learn from fellow local governments who are in the process of designing and/or implementing a public health plan and innovative health initiatives; and,
- To promote the sectors continued support for the introduction of the Public Health Bill.

The forum was recorded and will be available at www.walga.asn.au

For more information, contact Erin Fuery on 08 9213 2080 or efuery@walga.asn.au



Left: Brendan Ingle, Manager Statutory Services from the City of Mandurah

SAVE THE DATE: 7 APRIL 2014

SiREN Symposium – Building the Foundations for Innovation

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

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

HAPPY LITTLE EARS

Aboriginal health team

Child and Adolescent Health Service

In 2010, the Aboriginal health team received funding to develop a culturally appropriate ear health promotion resource. The final product, 'Happy Little Ears', contains prevention messages, health information and practical tools. The goal of the resource is to increase awareness of ear health and prevention of ear disease and is designed for Aboriginal families with children four years or younger living in the Perth metropolitan region.

In addition to raising awareness of the importance of ear health, the new resource provides parents and caregivers culturally appropriate information to assist in the prevention of ear health disorders and provides health service providers in the Perth metropolitan region with an appropriate tool to support ear health promotion. To evaluate the usefulness of the resource and its impact on Aboriginal families' knowledge and understanding of good ear health practices a self-report survey containing quantitative and qualitative measures was used. Respondents included Aboriginal parents with at least one child aged 0-4 years and Aboriginal playgroups. Results showed the resource was positively received, with the following key findings:

- A high proportion of respondents indicated they had made changes in their homes according to the prevention messages contained in the resource
- The storybook was culturally appropriate, with an appropriate amount of wording and clearly written messages
- Almost all of the respondents identified that the artwork used was appropriate.

A resource kit is available and includes prevention messages, health information and appropriate supplies to encourage rapid uptake of the suggested health advice.

If you would like more information please contact Joanna Hamilton, Health Promotion Officer Aboriginal health team – joanna.hamilton@health.wa.gov.au

CHEERS FOR EARS: ADDRESSING THE RISKS OF HEARING LOSS IN THE IPOD GENERATION

Rhiannon West

Ear Science Institute Australia

Cheers for Ears is a free, award winning program that is run for year 5-7 students in Western Australian schools. It focuses on the risks of Noise-Induced Hearing Loss (NIHL) resulting from exposure to entertainment noise, in particular, personal music players. It provides children with information on the ear and how we hear, what can cause hearing loss, the effects of hearing loss and strategies to reduce the risks of NIHL. The program includes a variety of age appropriate activities designed to encourage young people to take better care of their hearing.

Since 2010, the Cheers for Ears program has been delivered to over 24,000 students within 220 WA schools. A pilot evaluation has shown the program to be successful in changing attitudes and behaviours of participants. This year the Ear Science Institute Australia is aiming to conduct an extensive evaluation of the program to provide insights into children's behaviour regarding iPod and MP3 use and the program's ability to change behaviour.

In addition to the school sessions, Cheers for Ears includes an online educational computer game 'Epic Ear Defence', a program mascot 'Cheers for Ears Charlie', and an educational 'Living Wall' mural featuring a video. An Android smart phone application has also been released that is designed to measure the output from the device music player.

For information on any of the Cheers for Ears initiatives or to book in a school, visit www.cheersforears.org.au or contact: rhiannon.west@earscience.org.au.

Right: Cheers for Ears Charlie with WA Chief Scientist Lyn Beazley and Rhiannon West



WHAT'S HAPPENING IN WORKPLACE HEALTH PROMOTION?

Emma-Lee Finch, Acting Consultant Corporate Health

Department of Parks and Wildlife

This year, workplaces kicked off day one of the settings-themed Australian Health Promotion Association National Conference. The day commenced with two insightful presentations. Professor Mark Dooris discussed the settings approach, its traditional context in health promotion and its place in the future of our sector. Following this, Dr Anthony LaMontagne delved straight into a priority area of many workplaces and discussed stress, depression attributable to job strain and mental health. Dr LaMontagne's keynote revealed some interesting and concerning information about tackling stress and job strain within the workplace and the importance of using a comprehensive approach. He also stressed the necessity of addressing the root causes, of which I believe are factors outside our control; work organisation, job security, available resources, support and supervision.

Standing workstations were a hot topic with several presentations discussing their use and effectiveness. While the evidence for prolonged sitting is compelling and the claim that it is as harmful to our health as smoking is quite shocking, I can't help but wonder if we need to research alternatives. I am not sure that all workplaces would be able to afford, or want to purchase, expensive equipment to assist staff in standing. I believe generational differences result in a unique acceptance of standing at work and think we need to be clever in how we spend the limited financial resources we have.

While we know education alone does not result in behaviour change, what other mechanisms can we use to reduce sitting time? Do simple strategies such as moving the bin away from your desk, using a printer in another office or the implementation of break reminder software work? Personally, and professionally, it would be great to see cost-effective alternatives available to ensure accessibility by all.

Speaking about behaviour change, it was great to hear about the 'Get Healthy' information and coaching service. Although this initiative was included in the communities section, I believe it demonstrates the synergies between settings and how people may interact with several settings at once. As we all know, education and knowledge is generally not sufficient to change an individual's behaviour. Within a workplace setting it can be difficult to ensure a whole-of-workplace approach towards health and wellbeing as often resources (staff, time and money) are limited. I believe this is where knowledge of initiatives within other settings may assist us in reaching our goal.

Health coaching provides a framework for practitioners to use to assist someone through the behaviour change process. It is about an individual's readiness to change; the importance of changing the behaviour; their confidence to make the change; and their knowledge of the consequences

of the current behaviour. It was also pleasing to hear about the effectiveness of the 'Get Healthy' telephone health coaching service. Participants can select to receive information only or participate in a ten session, tailored program. Evaluation results not only revealed that the service was reaching priority groups, but that over time approximately half of participants who completed the program lost between 2.5% and 10% of the original body weight. It is exciting to learn about these results and I am looking forward to Western Australia implementing such a service in the future.

ICCWA INJURY PREVENTION + COMMUNITY SAFETY DIRECTORY

The Injury Control Council of WA (ICCWA) is the peak body for injury prevention and community safety promotion in Western Australia. Under the Injury Prevention Sector Development Project (IPSD) and Stay On Your Feet WA® project, ICCWA has been funded by the Department of Health WA to develop a directory which lists all key injury and community safety stakeholders and a directory of falls prevention exercise programs.

These directories include summaries on each organisation; detailing who the organisation is, contact details and the scope and key focus areas respective to their injury prevention activities. Both directories have undergone significant consultation to ensure appropriate information is captured to promote the key organisations in the sector.

This work builds on the work from the resource compiled by ICCWA entitled 'Injury Prevention and Community Safety Programs/Projects in Western Australia 2008/2011'. The aim is that the directories can be accessed by stakeholders, health professionals and the community.

The link to both directories can be found here: <http://directory.iccwa.org.au/>

Is your organisation missing from this directory? Please complete the following survey to register your organisation: <https://www.surveymonkey.com/s/InjuryPreventionStakeholderandCommunitySafety-DirectoryForm>

LIVELIGHTER: HAS THE HARD-HITTING APPROACH WORKED?

LiveLighter team

When WA's LiveLighter campaign launched last year, health professionals watched with a keen eye. Some applauded the confronting new approach; others were quick to dismiss the campaign as a rip-off of the confronting tobacco advertisements of the 1990's. While members of the public may be more concerned about the fat they can see, we know the hidden fat is the biggest danger to people's health and it seems this could be a strong motivating factor for people to make healthier lifestyle changes.

Moving beyond the standard brochures, LiveLighter has been delivering information and generating debate in new and interesting ways, as well as advocating for change.

Nine months in, the initial results are good. The campaign has been comprehensively evaluated, partly by conducting 1000 telephone surveys of adults aged 25-64 years in Western Australia and Victoria (as a control group).

Key highlights include:

- WA adults who are overweight or obese are more likely to be aware of the campaign.
- There has been a 10% increase in the amount of WA survey respondents who perceive type 2 diabetes to be extremely serious (51% to 61%).
- Recent evaluation of the campaign showed that 7.3% of WA adults who were surveyed were confident they needed to lose weight.

However, despite the success of the campaign so far, there is no room for complacency in preventing obesity. LiveLighter is set to launch innovative new strategies to combat WA's unhealthy food and drink habit this July.

For more information, visit www.livelighter.com.au or email livelighter@heartfoundation.org.au

UPCOMING AHPA EVENTS

There is a new approach towards professional development and networking events for WA members this year – we want you to have your say! Professional development opportunities and networking events will progress based on your interest. So, please have a read and let us know which options you are interested in. Please email adminwa@healthpromotion.org.au as soon as possible to register your interest.

September

Mums in Health Promotion

Mums in Health Promotion provides a networking opportunity for women currently working in the health promotion field and a supportive environment for mums wanting to return to the workforce. Come and chat over complimentary coffee, while the kids entertain themselves with all the activities at The Beach House Kids Fun Centre. Mums in Health Promotion will run several times throughout the year. Register your interest now.

Student Careers Showcase: a unique insight to the health promotion sector

The annual Student Careers Showcase will provide the opportunity for students to network with health promotion practitioners and support students to understand future career options within the industry. Agencies within the health promotion sector kindly attend the evening, providing valuable information and advice to students regarding potential career pathways. This event will be conducted in partnership with the Public Health Association of Australia.

Lawn Bowls

Has it been a while since you mingled with your industry? Come down and join us for a game of lawn bowls and catch up.

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

Due to the overwhelming response to this event we will consider running a repeat. Please note that places are limited and priority will be given to individuals who have already registered their interest in attending.

October

20 Years of Scholarships

Did you know that 2013 celebrates 20 years of the AHPA Healthway Scholarships Program? Whether you are a past recipient, supervisor or supporter of the program, come along and share this important acknowledgement of a sustained example of health promotion capacity building. More details will be released soon.

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

Thousands sign petition about teen drinking

Beatrice Thomas - June 12, 2013 The West Australian Health and Medicine

Curtin Health Promotion student Samantha Menezes hands over a petition with 5875 signatures to be tabled in parliament. Shadow racing and gaming minister Mick Murray backed the move with a bill proposing changes to the Liquor Control Act restricting provision of alcohol to minors without parental or guardian consent.

Read more: <http://health.thewest.com.au/news/701/thousands-sign-petition-about-teen-drinking>

Stand up for your health or become a sitting duck for disease

News Limited Network - July 13, 2013, News.com.au

The modern lifestyle and an increase in sedentary occupations are resulting in an increase in Type 2 diabetes, cardiovascular disease and deep vein thrombosis. Are sit to stand desks the answer?

Read more: <http://www.news.com.au/lifestyle/health-fitness/stand-up-for-your-health-or-become-a-sitting-duck-for-disease/story-fneuz9ev-1226678965645>

Ireland follows Aust lead on cigarette plain packaging

Philip Williams - May 30, 2013, ABC Online

The Irish government has commended Australia on enforcing the plain packaging of tobacco products. The Irish health minister has announced Ireland's intention to enforce similar regulations and encourage the European Union to do the same.

Read more: <http://www.abc.net.au/am/content/2013/s3770598.htm>

Calls to extend P-Plate licence to 25

Raceh Carbonell - May 21, 2013, ABC Online

It is thought that an extension of probationary licence period until age 25 could reduce the road toll by as much as 30 to 40 per year and the number of serious injuries by 10 to 20. The Victorian Assistant Commissioner of Police, Bob Hill, is calling on the proposed changes to be discussed nationwide.

Read more: <http://www.abc.net.au/news/2013-05-21/calls-to-extend-p-plate-licence-to-25/4703420>

Fewer Australians opt for free bowel cancer screening

The Australian Institute of Health and Welfare - July 9, 2013

The National Bowel Cancer Screening Program: July 2011-June 2012 monitoring report released on July 9 has shown fewer Australians from all three target groups (50, 55 and 65 year olds) are sending back completed tests, when compared to the previous three years.

Read more: <http://www.aihw.gov.au/media-release-detail/?id=60129543902>

Link to the report: <http://www.aihw.gov.au/publication-detail/?id=60129543900&tab=3>

Why you'll see stars on food labels

Joanna Robin - June 24, 2013 Crikey

Food companies now have two years to voluntarily put a five star-labelling system on the front of their packaging, due to a decision made at a trans-tasman meeting of food regulation ministers.

Read more: <http://www.crikey.com.au/2013/06/24/crikey-clarifier-why-youll-see-stars-on-food-labels/>

WHAT'S ON IN HEALTH?

September:

- Prostate Cancer Awareness Month - Cancer Council Queensland (month of September)
- Childhood Cancer Awareness Month - Children's Cancer Institute for Medical Research (month of September)
- National Asthma Awareness Week - Asthma Foundation (1 – 7 September)
- Eczema Awareness Week - Nationwide - Eczema Association of Australia (2 – 8 September)
- Stay on Your Feet Week WA – Injury Control Council of WA (8 – 14 September)
- International Fetal Alcohol Spectrum Disorder (9 September)
- National Stroke Week – National Stroke Foundation (9 – 15 September)
- World Suicide Prevention Day - United Nations (10 September)
- R U OK? Day – R U OK? (12 September)
- World Alzheimer's Day - Alzheimer's Australia (21 September)
- Parkinson Awareness Week - Parkinson's Australia (25 – 30 September)

October:

- Community Safety Month – ICCWA (month of October)
- National Mental Health Week (6- 12 October)
- World Mental Health Day (10 October)
- International Arthritis Day - United Nations (12 October)
- Carers Week – Carers Australia (13 – 19 October)
- National Nutrition Week – Nutrition Australia (13 – 19 October)
- Veterans' Health Week - Department of Veterans' Affairs (14 – 20 October)
- National Children's Week – Children's Week Council of Australia inc (19 – 27 October)
- Pink Ribbon Day - Cancer Council Australia (28 October)

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

CONFERENCE DATES OF INTEREST

16-18 September 2013

Public Health Association Australia 42nd Annual Conference

Melbourne, Victoria

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

11-13th November

Australasian Injury Prevention and Safety Promotion Conference

Perth, Western Australia

www.injuryprevention2013.com.au

19-20 November

Australasian Fetal Alcohol Spectrum Disorders Conference

Brisbane, Queensland

http://www.phaa.net.au/AFASDC_2013.php

27-28 November

8th ACHPER International Conference – Health and Physical Education

Melbourne, Victoria

<http://www.achper.vic.edu.au/international-conference-home>

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

MEMBERSHIP BENEFITS

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

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

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

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

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

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

Are your details correct?

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

Article submission alert!

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

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

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

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



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