

Improving the health status of Western Australians by building the leadership capacity of our members and making health promotion a priority.

AHPA (WA BRANCH) ANNUAL REPORT 2013

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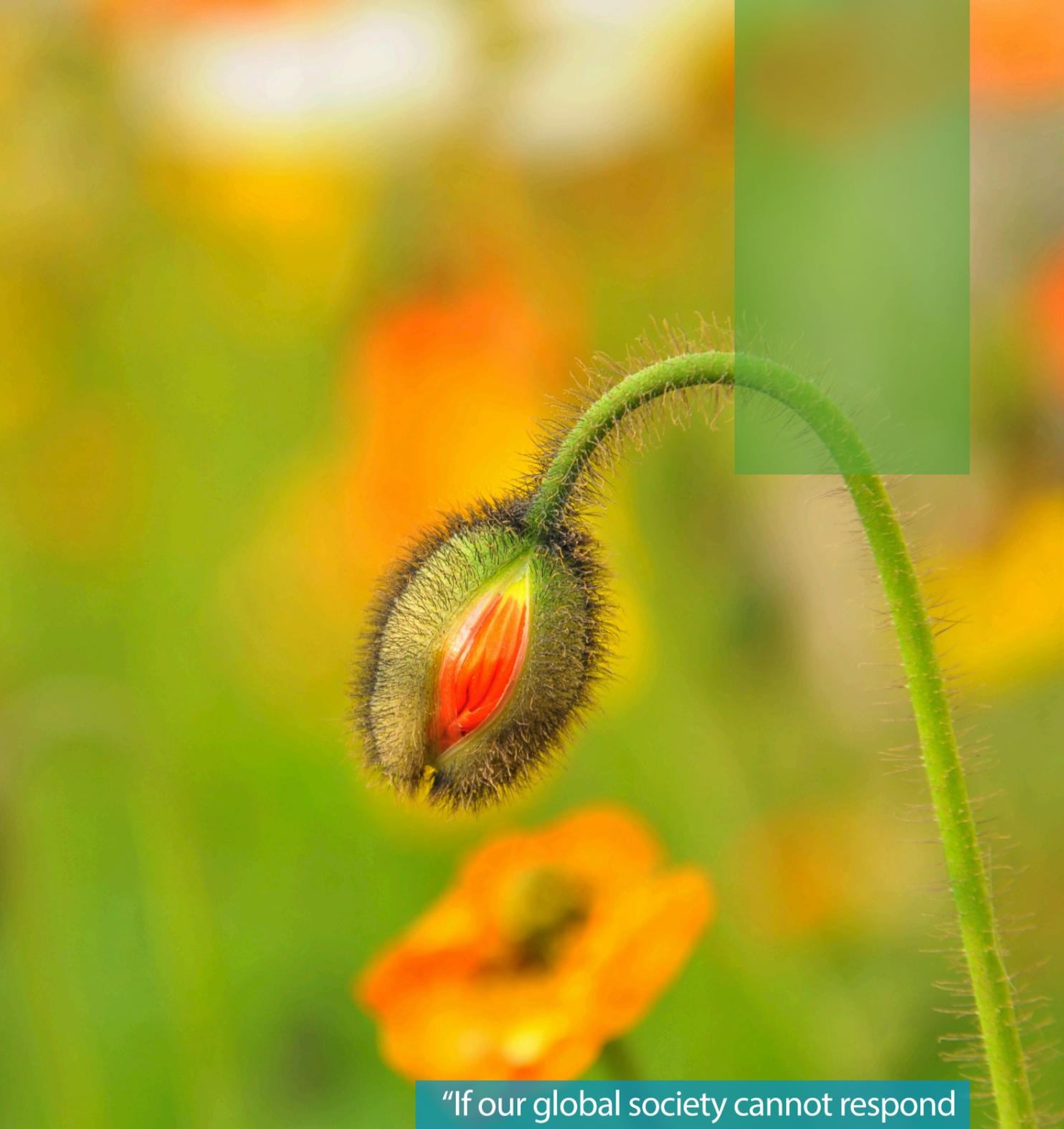
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ABOUT AHPA (WA BRANCH)

The Australian Health Promotion Association (AHPA) is Australia's peak health promotion body in Australia and is the only professional association in Australia specifically for people interested or involved in the practice, research and study of health promotion.

While there are more than 1000 members and subscribers at a National level, the AHPA (WA Branch) has approximately 250 members drawn from government departments and agencies, universities, non-government organisations, community-based organisations and groups, private companies and industries, and students.

The Branch vision is to improve the health status of Western Australians by building the leadership capacity of our members and making Health Promotion a priority.



“If our global society cannot respond to such injustices still experienced by many around the world we will have demonstrated our inabilities to govern ourselves into any hopeful future.”
- Professor Ronald Labonte

PRESIDENT'S REPORT

Age old problems

THESE are lessons to be learned from the life of Nelson Mandela who died in 2013 aged 95. He was born at the close of the Great War and at the start of the Spanish Flu pandemic (which reportedly killed up to 5% of the world's population). Indiscriminate with regard to race, religion and class, these events were great levellers of humanity. It is somewhat stunning to think that juxtaposed with this was the prejudice and systemic racism which were the hallmarks of Mandela's long road to freedom, in which race was a central feature. Mandela's struggle to combat such challenges is a line in the sand for the human race and for health promotion. Professor Ronald Labonte wrote of our responsibility that *“If our global society cannot respond to such injustices still experienced by many around the world we will have demonstrated our inabilities to govern ourselves into any hopeful future. It is important for us all to hear the stories of those whose lives permit us the very act of sitting together in the pursuit of knowledge in such salubrious spirit, however indirect the link between our privilege and their penury”*.

Health promotion practitioners have all the skills and abilities that enable us to meet our obligations to respect, protect and fulfil the universal right to health. There are key concepts which guide our work: our strong scientific basis, the primacy of prevention and our responsibility for the health of the community with a special focus on those that are marginalised, vulnerable or disadvantaged. Indeed health promotion is built on the bedrock of ethics, values and beliefs that achieve transformational change. This is only possible if we can avoid becoming apathetic as a sector or turning into narcissistic

careerists who forget that the health issues of the community do not finish at 5pm when we head home for the day. This is another lesson taught to us by Mandela - *“I have cherished the ideal of a democratic and free society in which all persons will live together in harmony and with equal opportunities. It is an ideal which I hope to live for. But, my lord, if needs be, it is an ideal for which I am prepared to die”*. From adversity comes strength, compassion, and ultimately a dialogue on new solutions to age-old problems.

Whilst it may seem that the political system works against action in health promotion and public health (as evidenced by the rise and rise of neo-conservatism and increasing rhetoric around the nanny state), I would suggest that as health promoters that we do have power-but we cannot afford to hide our light under a bushel. The medical care system is not the primary determinant of personal health. We must elevate the status of prevention, continue to explore the economics of health, develop new partnerships, remain grounded in the social determinants of health and build bridges between public health & health care. We must convince the community that public health and health promotion are investments in our future, not costs.

It is a myth that personal behaviours are affected only on a personal voluntary basis; that information is the key to behaviour change; and that health promotion can only play a limited role. Leadership is required. If we fail to sustain the interest of governments beyond medical care crises then we fail to convince governments to maintain and increase investment in prevention and health promotion.

The Branch supported members to be more visible this year at conferences by offering three scholarships for conference attendance, one for the 21st conference of the IUHPE held in Thailand and two for the 21st AHPA national conference held in Sydney.

Members Services developed a new look Member Survey and Report, and actively engaged members through additional content posted on the list serv, member packs, and slick newsletters. We contributed to a range of advocacy opportunities including a special federal election bulletin; a letter to Coca-Cola South Pacific, in collaboration with a number of other key WA organisations, supporting six strategies to reduce obesity levels in Australia; and a submission to the Food Regulation Standing Committee on the regulation of caffeine in Australia and New Zealand. Various professional development activities and networking events were held in 2013, including a social media event, a successful Writing for Publication workshop and a new look Student Careers event.

In November, we celebrated 21 years of delivering health promotion scholarships. The program has been supported by Healthway since 1993, and is unique to WA. Since its inception the program has supported 76 recipients to build their health promotion competencies with the support and guidance of an experienced supervisor and agency. The Branch commemorated the occasion with an event for past and future recipients, supervisors, hosts and supporters attended by around 50 individuals. Attendees heard from past recipients and hosts as well as reflections from both the Branch and Healthway about the enduring success of the program. A 'where are they now' storybook was developed and launched. The branch supported the successful completion of two graduate scholarships and submitted to Healthway recommendations about the form and function of the Aboriginal and Torres Strait Islander component of the program, including the development of a pilot year in 2014 to trial new strategies and the development of a new project steering group and a Reconciliation Action Plan.

Reflections

Finally, I would like to comment on my time with the Branch over the last nine years. Good health promotion practice requires us to reflect on our practice, to continually look at ways to improve our programs and engage respectfully and thoughtfully with the communities we are seeking to work with. I think this process is an important one- if we cannot see growth and

change, failure and success, challenges and learning and a light bulb moment then I would say we are not looking hard enough.

For me health promotion is intrinsically about people, the communication between them and our ability to stand up and be counted in trying times. More than this, I believe in the positive potential that working together can bring to affect change on a small and massive scale. People in public health are a different breed. They understand the nuances of human behaviour and the significant shifts that can be made when we work with people to create the health they need in the way they want it. I believe we are charged with a duty-the duty of doing more and being more. We share a simple truth-holding out your hands and caring about something, deeply, passionately, sow the seeds of action and the forests of change. Surely as someone once said to me, this creates "good world citizens". And this is good for health.

As I move on I would like to thank those on the Committee that I have worked with throughout the years particularly the past and current leadership groups. I would like to make special mention of Tracy Benson Cooper, Tia Lockwood, and Jonathan Hallett without whom I would never have stayed as long. I would also like to thank my colleagues and workplaces for supporting the time that it takes to grow a successful and flourishing organisation. I am grateful for the commitment of the many people who volunteered their time and expertise to AHPA (WA Branch) in 2013. I would like to thank the current Committee, student representatives and ex-officio members for their hard work and dedication for such a productive year. I would like to recognise our outgoing Committee members for their contributions and hope that your time with the Committee has been valuable both personally and professionally.

To conclude, I acknowledge the quiet contributions, loud voices, public leadership, excellent mentoring, steady hands, creativity and innovation. We value your time, your words and your vision. I am very proud to have been part of a Branch which I believe stands for all the potential of health promotion. As Mandela once noted "*A fundamental concern for others in our individual and community lives would go a long way in making the world the better place we so passionately dreamt of.*" This remains the challenge for all of us.

Gemma Crawford
President

WA activities

In 2013, the Branch sought to demonstrate that health promotion has a significant voice. We remained committed to focusing our activities on the LEAP principles-leadership, excellence, advocacy and partnerships. The year started with the AGM in February, attended by around 60 members. 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. The AGM also provided an opportunity to thank outgoing and incoming Committee members as well as ex-officio and student representatives. Three awards were presented. Marissa MacDonald & Chantelle Jeffery received the President's Award, Jonathan Hallett was presented the Emerging Health Promotion Leader Award and Outstanding Mentor in Health Promotion Award went to Tia Lockwood.

We had our first meeting of the AHPA (WA Branch) Strategic Advisory Group, which was provided with updates on Branch activity and asked for feedback on key areas of focus. The Branch also developed its first planning day to audit the progress of the Operational Plan and progress planning for 2014. It was also an opportunity for the Committee members to spend time with one another, which was great for team building. Successfully matching 11 mentoring pairs for 2013, the Branch hosted an event for mentees and mentors, along with the distribution of the mentoring newsletter.



2013 COMMITTEE



GEMMA CRAWFORD PhD (Candidate), MHP, PGDipPublHlth, BA (Psychology)
President
 Joined AHPA (WA Branch) Committee: 2005
 Years working in health promotion: 12
 Current role: Lecturer, School of Public Health, Curtin University Consultant, VIVA Health



JAMIE-LEE CAVILL MHIth Prom, BSc (Exercise and Health Science)
Co-Vice-President
 Joined AHPA (WA Branch) Committee: 2011
 Years working in health promotion: 7
 Current role: Senior Health Promotion Officer, South Metropolitan Public Health Unit



RUTH WERNHAM BSc (Health Promotion)
Co-Vice-President
 Joined AHPA (WA Branch) Committee: 2009
 Years working in health promotion: 7
 Current role: Community Development and Advocacy Officer, WA AIDS Council



ASHA SINGH GradCertIntHlth, BHealthSc (Public Health and Human Geography)
Co-Treasurer
 Joined AHPA (WA Branch) Committee: 2010
 Years working in health promotion: 5
 Current role: Manager Aboriginal Health, Diabetes (WA)



LISA WHEATLEY BSc (Health Promotion), BSc (Nutrition)
Co-Treasurer
 Joined AHPA (WA Branch) Committee: 2012
 Years working in health promotion: 7
 Current role: Training and Development Officer, Child and Adolescent Community Health



LISA ROOKE PGCertHlthProm, BSc (Nutrition & Food Science)
Secretary
 Joined AHPA (WA Branch) Committee: 2011
 Years working in health promotion: 7
 Current role: Health Promotion Officer, South Metropolitan Public Health Unit



LORENA CHAPMAN BSc (Health Promotion)
Advocacy Subcommittee
 Joined AHPA (WA Branch) Committee: 2013
 Years working in health promotion: 4
 Current role: SunSmart Workplace Coordinator, Cancer Council Western Australia



EMMA-LEE FINCH BSc (Health Promotion), BSc (Nutrition)
Member Services / Professional Development Subcommittee
 Joined AHPA (WA Branch) Committee: 2012
 Years working in health promotion: 4
 Current role: Corporate Health Officer, Department of Parks and Wildlife



AMBER GIBLETT BSc (Health Promotion)
Member Services Subcommittee
 Joined AHPA (WA Branch) Committee: 2011
 Years working in health promotion: 2
 Current role: Health Promotion Officer, Great Southern Population Health



SARAH GRAHAM BSc (Health Science)
Professional Development Subcommittee
 Joined AHPA (WA Branch) Committee: 2013
 Years working in health promotion: 4
 Current role: Health Promotion Officer, Mentally Healthy WA



CHANTELLE JEFFREY BSc (Health Promotion)

Mentoring Subcommittee

Joined AHPA (WA Branch) Committee: 2008

Years working in health promotion: 15

Current role: Health Promotion Coordinator: WA Country Health Service – Wheatbelt



MARISSA MACDONALD BHealthSc (Honours)

Mentoring Subcommittee

Joined AHPA (WA Branch) Committee: 2009

Years working in health promotion: 7

Current role: Policy Officer – Transport and Roads, WA Local Government Association



COURTNEY MICKAN PGDipHlth Prom, BHealthSc

Member Services

Joined AHPA (WA Branch) Committee: 2013

Years working in health promotion: 4

Current role: A/Senior Health Promotion Officer, WA Country Health Service – Wheatbelt



HEATHER O'MALLEY MPH, BA

Professional Development

Joined AHPA (WA Branch) Committee: 2013

Years working in health promotion: 10+

Current role: A/Health Promotion Coordinator, North Metropolitan Public Health Unit



BREE SHIELDS MPH, GradCert Diab Ed, BHealthSc (Nutrition)

Professional Development

Joined AHPA (WA Branch) Committee: 2012

Years working in health promotion: 7

Previous role: Lecturer (Health Promotion), Curtin University;

Current role: Project Officer, Mental Health Policy, Practice & Innovation, The Royal Australian College of General Practitioners (VIC)

MEMBERSHIP

AHPA (WA Branch) membership consists of Corporate, Individual, Student and Aboriginal and Torres Strait Islander members. Corporate membership includes health and community, for-profit and government organisations. Individual membership includes health promotion and allied health and community professionals working in the field of health promotion and public health. Student membership attracts scholars from major universities in the fields of health promotion and health sciences.

SINCE the same time last year, there has been a decrease of six memberships. In 2013 the Branch has seen a decrease in student memberships (82 in 2012) and corporate memberships (36 in 2012). Individual memberships have remained the same. In 2013 the Branch recruited its first member who identified on their application as Aboriginal and Torres Strait Islander (0 in 2012). This does not account for individual or student members who are of Aboriginal or Torres Strait Islander descent who do not identify this on their membership application or Aboriginal specific organisations holding a corporate membership.

WA Branch Membership as at 31st December 2013		
Individual**	133	54%
Student	77	31%
Corporate	34	14%
Aboriginal and Torres Strait Islander	1	<1%
Total	245	100%

**AHPA (WA Branch) receives capitation income or a percentage of payment from individual memberships only.

Student Committee Members

CURTIN UNIVERSITY

BRIANNA HIGGINS

Advocacy Subcommittee Member

SAMANTHA MENEZES (until August 2013)

Advocacy Subcommittee Member

MELISSA PANUCCIO

Professional Development Subcommittee Member

NATALIE PAULL

Advocacy Subcommittee Member

ROCHELLE TOBIN (Student Representative Coordinator)

Advocacy Subcommittee Member

NOTRE DAME UNIVERSITY

LEAH ADAMS

Professional Development Subcommittee Member

DARCI MILLER

Member Services Subcommittee Member

DEAKIN UNIVERSITY

LAUREN GILLIES

Professional Development Subcommittee Member

PARTNERSHIPS + REPRESENTATION

The AHPA (WA Branch) undertakes initiatives in partnership and collaboration with other organisations. This year the Branch has maintained strong working relationships with existing partners and established new partners along the way, including those on the right:

External Committee Membership

- Health + Medicine Consortium
- Local Government Health Promotion Network
- Health Promotion Advisory Board Curtin University
- WA Coalition for Action on Alcohol and Youth
- Environment and Health Advocacy Committee
- National Board (AHPA)
- National Conference Organising Committee (AHPA)
- National Aboriginal and Torres Strait Islander Committee (AHPA)
- National Advocacy and Careers Committee (AHPA)

STRATEGIC ADVISORY GROUP

The AHPA (WA Branch) Strategic Advisory Group is a newly developed strategy providing high level strategic support and advice to the Committee. The SAG assists the Branch to build a highly functional Committee, including the provision of mentoring and support to nurture future leaders of the health promotion profession in WA. Membership of the SAG is through invitation by the Committee and is reflective of the major sectors employing health promotion professionals working within WA. The SAG had its first face to face meeting in 2013, where members were provided with an overview of current Branch activities and provided feedback on planning and areas of future focus.

Members are: Ann Barblett (SMPHU), Tracey Benson-Cooper (SMPHU), Dr Jude Comfort (Curtin), Richard Crane (National Heart Foundation), Dr Jo Clarkson (Healthway), Assoc Prof Juli Coffin (Combined Universities Centre for Rural Health), Julia Dick (City of Rockingham), Prof Peter Howat (Curtin), Tia Lockwood (WACHS), Trevor Shilton (National Heart Foundation), Dr Melissa Stoneham (PHAIWA), Suzanne Taylor (Perth South Coastal Medicare Local), Assoc Prof Lisa Wood (Centre for the Built Environment and Health, UWA).

WA is represented on the Branch Committee by individuals from the following agencies and organisations:

- Cancer Council WA
- Curtin University
- Diabetes WA
- Child and Adolescent Community Health
- Department of Parks and Wildlife
- Mentally Healthy WA
- North Metropolitan Public Health Unit
- South Metropolitan Public Health Unit
- WA Country Health Service
- WA Local Government Association
- WA AIDS Council

The Branch is supported by ex-officio members who come from the following agencies and organisations:

- ACOSH
- Curtin University
- Diabetes WA
- Heart Foundation
- Injury Control Council WA
- South Metropolitan Public Health Unit
- WA Country Health Service
- WA Health

The Branch is supported by student representatives who come from the following universities:

- Curtin University
- Notre Dame University
- Deakin University

Partnership	Activity and/or Project
Healthway	<ul style="list-style-type: none"> • Graduate and ATSI Scholarship Program • Advocacy letter to Coca-Cola South Pacific regarding six key measures to address obesity
Public Health Association of Australia	<ul style="list-style-type: none"> • Social media & population health: how to effectively engage the online world • AHPA/PHAA Student Careers Night • Groundwater Replenishment and Water Recycling - a briefing for health professionals • Advocacy letter to Coca-Cola South Pacific regarding six key measures to address obesity • Western Australian Public Health Pre-Election Forum
WA Centre for Health Promotion Research	<ul style="list-style-type: none"> • Healthway Visiting Research Fellow • Advocacy letter to Coca-Cola South Pacific regarding six key measures to address obesity
Environmental Health Australia	<ul style="list-style-type: none"> • Groundwater Replenishment and Water Recycling - a briefing for health professionals • Western Australian Public Health Pre-Election Forum • Alcohol and the Role of Local Government Forum
Public Health Advocacy Institute of WA	<ul style="list-style-type: none"> • Groundwater Replenishment and Water Recycling - a briefing for health professionals • Advocacy letter to Coca-Cola South Pacific regarding six key measures to address obesity • Western Australian Public Health Pre-Election Forum
Telethon Institute for Child Health Research	<ul style="list-style-type: none"> • Healthway Visiting Research Fellow • Advocacy letter to Coca-Cola South Pacific regarding six key measures to address obesity • Western Australian Public Health Pre-Election Forum
Australasian Faculty of Public Health Medicine	<ul style="list-style-type: none"> • Groundwater Replenishment and Water Recycling – a briefing for health professionals • Western Australian Public Health Pre-Election Forum
Cancer Council, NHF, Diabetes WA,	<ul style="list-style-type: none"> • Advocacy letter to Coca-Cola South Pacific regarding six key measures to address obesity • Western Australian Public Health Pre-Election Forum
Child Health Promotion Research Centre, ECU, Foodbank, School of Public Health Curtin, School of Population Health, UWA	<ul style="list-style-type: none"> • Advocacy letter to Coca-Cola South Pacific regarding six key measures to address obesity
Australian Council on Smoking and Health, Australian Medical Association (WA Branch).	<ul style="list-style-type: none"> • Western Australian Public Health Pre-Election Forum

LEADERSHIP

Providing clear direction and sound governance for the Branch and strong links with AHPA National.

Subcommittee Members

- Gemma Crawford (President)
- Jamie-Lee Cavill (Co-Vice President)
- Ruth Wernham (Co-Vice President)
- Lisa Wheatley (Co-Treasurer)
- Asha Singh (Co-Treasurer)
- Lisa Rooke (Secretary)

*The President is an ex-officio member of all subcommittees of the Branch and chair of these groups unless otherwise delegated to another Leadership Group member or Committee member.

AHPA ANNUAL AWARDS

The AHPA (WA Branch) awards provide an opportunity for health promotion professionals and agencies to be recognised by colleagues and peers for their commitment and innovation in health promotion practice.

To recognise individual and organisational achievement in Health Promotion within Western Australia, the AHPA (WA Branch) Committee presented three awards at the 2013 AGM.

Award recipients included:

1. Emerging Leader in Health Promotion:
Jonathan Hallett
2. Outstanding Mentor in Health Promotion:
Tia Lockwood
3. President's Award:
Marissa MacDonald and Chantelle Jeffery

Congratulations to our award recipients.

GOVERNANCE

Governance was again a focus in 2013 for the AHPA (WA Branch) Leadership Group. Governance processes were strengthened with an increased focus on ensuring all members of the Branch Committee have a concrete understanding of the required processes, policies and procedures. This has assisted the Branch in monitoring and achieving the objectives outlined in the AHPA (WA Branch) Operational Plan 2013-2015. Additionally, 2013 was again a year of working to consolidate the Branch financial position. Work was undertaken to provide each subcommittee with yearly budgets approved by the Committee and to provide projected budgets for each subcommittee in advance for 2014.

The Branch continues to make relevant reports and other documentation available to members through the website. The Leadership Committee continued to meet on a bi-monthly basis to advance key focus areas, including the professionalisation of the health promotion workforce. Members of the leadership and broader Committee continued to be active in national committees and from 2013 WA is once again the home of the AHPA National President for the first time in more than 15 years since Trevor Shilton held the inaugural role.

MAJOR ACHIEVEMENTS

- Strong leadership – Committee members linked with subcommittees to provide guidance and continuity.
- Good governance – sound systems have been informed by an updated Operational Plan and adherence to procedures enabled by new policy compendium.
- Succession planning – a balance of experienced Committee members with new nominations in 2014 will ensure currently performing systems are maintained, whilst innovation is supported.
- Audited professional development needs of Committee and progressed a Committee planning day.
- New look annual report format.
- Development of the Strategic Advisory Group, with first face to face meeting held.
- Development and implementation of Scholarships celebration event and storybook.
- Recommendations to Healthway regarding 2014 iteration of Aboriginal and Torres Strait Islander scholarships.
- Development of funding application for 2015-2017 iteration of the Scholarships Program.
- Identification of partnerships and key advocacy opportunities.
- Implementation of scholarships or members to conferences (x3).
- Attended IUHPE conference to deliver a presentation on the Scholarships Program.
- Drafted journal article on Scholarships Program.
- One to one meetings with entire Committee held.
- Supported work of subcommittees and attended subcommittee meetings; provided feedback, review and sign-off on all letters, financial reports, minutes, flyers, advocacy documents and submissions before they were released.
- Three editorials written for News from the West.
- Three contributions to the national Update.
- Liaison with national on Branch related matters.
- Attended a range of meetings with key stakeholders including:
 - o PHAA (WA)
 - o PHAA National
 - o PHAA Health Promotion Special Interest Group
 - o PHAIWA
 - o Drug and Alcohol Office
 - o Environmental Health Australia

2014 ONWARDS

During 2014 the Leadership Group will:

- Implement actions from Aboriginal and Torres Strait Islander Scholarship Review, including initiation of Reconciliation Action Plan.
- Develop and consolidate partnerships
- Progress professionalisation agenda in partnership with National.
- Develop leadership skills of Committee members.
- Develop professional development and mentoring opportunities for Committee.
- Provide support and guidance to subcommittees.
- Enhance relationships with other Branches and National Office.
- Track progress of Operational Plan.

ADVOCACY + CAREERS

Building AHPA's advocacy capacity and action for change.

Subcommittee Members

- Lorena Chapman
- Ruth Wernham
- Jamie-Lee Cavill
- Tia Lockwood (ex-officio)
- Stacey-Mae Prokopyszyn (ex-officio)
- Jodie Hurd (ex-officio)
- Ruth Aspinall (ex-officio)
- Emma Hills (ex-officio)
- Brianna Higgins (student representative)
- Natalie Paull (student representative)
- Rochelle Tobin (student representative – half year)
- Samantha Menezes (student representative – half year)

MAIN ROLE

The main role of the Advocacy and Careers Subcommittee:

- Contribute to building the profile of the AHPA (WA Branch).
- Contribute to raising awareness of the AHPA (WA Branch) as a recognised organisation who can provide expertise, information and resources on health promotion policy and programs.
- Comment on proposed policy, legislation and programs (and other relevant documents) to advocate for sound health promotion practice in Western Australia.
- Identify and support opportunities to advocate for the discipline and professionalisation of health promotion.

2013 FEDERAL ELECTION

- A special Federal Election Bulletin was prepared to help members make an informed decision when considering the impact the election could have on the future of health promotion
- WA Branch members provided input in to the National 'health promotion makes good sense infographic'.

ADVOCACY ACTIVITIES

- A letter was sent to Coca-Cola South Pacific, in collaboration with a number of other key WA community and health organisations, indicating support for six strategies to reduce obesity levels in Australia.
- A letter was sent to the Liquor Act Review Committee indicating support for proposed secondary supply legislation.
- A submission was sent to the Food Regulation Standing Committee commenting on the Food Regulation Policy Options Paper concerning the regulation of caffeine in Australia and New Zealand's food supplies.
- A letter was sent to Curtin University expressing concerns over the university's partnership with McDonald's Movies by Burswood and the promotion of junk food.
- A submission was sent to PHAIWA's Bin the Spin regarding Curtin's affiliation with McDonald's through McDonald's Movies by Burswood.
- A letter was sent to Movies by Burswood outlining evidence linking unhealthy sponsorship and provision of junk food to emerging public health issues and consideration of these issues in future planning.
- A letter was sent to the editor of The West Australian in response to a reader suggesting that public health initiatives discourage people from taking personal responsibility of their health. The letter outlined the role of health promotion and why public health responses were important for public health issues.
- A letter was sent to the WA Department of Health seeking opportunities to provide feedback on criteria used to assess WA Health Awards for Health Promotion.

ALCOHOL SPONSORSHIP

AHPA (WA Branch) focused on advocating for the removal of alcohol sponsorship from sporting events, including the WA Amateur Football League (WAAFL).

- A complaint was submitted to the Alcohol Advertising Review Board regarding the Carlton Draught logo being worn by underage and young people in the WAAFL. This complaint was upheld by the Review Board and the advertiser was asked to reconsider their sponsorship strategy.
- A letter was sent to the WA Football Commission concerning an element of their sponsorship agreement with Carlton and United Breweries which breaches the Alcohol Beverage Advertising Code.
- A congratulatory letter was sent to Healthway and the WA Cricket Association regarding their healthy sponsorship partnership announcement. A letter to the editor of The West Australian was also submitted on the topic.
- A complaint was submitted to the Alcohol Beverage Advertising Code (ABAC) Adjudication Panel regarding the placement of the Carlton Draught logo on jumpers of players in senior teams of the WAAFL. This complaint was dismissed with the Panel concluding that sport sponsorship is a matter for government.
- A letter was sent to the editor of The West Australian commenting on Carlton Draught's sponsorship of the WAAFL and the ABAC's dismissal of the AHPA (WA Branch) complaint.



TELECONFERENCES / MEETINGS

- Meeting with stakeholders from the Drug and Alcohol Office to discuss possible advocacy initiatives for AHPA (WA Branch) around alcohol outlet density and related community concerns and alcohol sponsorship in sport.
- Regularly attended meetings for the Local Government Health Promotion Network.

POSITION STATEMENTS

Subcommittee members are developing a suite of position statements on a range of health topics and frameworks.

Three position statements were completed and endorsed, including:

- Sexuality Education
- Chronic Disease Prevention
- Social Determinants of Health

Thirteen more position statements are currently in the process of being written.

2014 ONWARDS

During 2014 the Subcommittee will:

- Continue the development of the Branch position statements and use them for advocacy submissions.
- Investigate the use of social media to increase the Branch's advocacy capacity and improve communication with members.
- Explore opportunities for greater member engagement in advocacy.
- Continue to identify and respond to health promotion related issues as they arise.
- Continue to develop and strengthen partnerships with health promotion state and national organisations to increase advocacy capacity.

MEMBER SERVICES

Providing an avenue for members to communicate and engage with the Branch Committee.

Subcommittee Members

- Amber Giblett
- Courtney Mickan
- Emma-Lee Finch
- Lisa Rooke
- Bree Shields (early 2013)
- Melanie Griffiths (ex-officio)
- Darci Miller (student representative)

KEY TASKS

Key tasks for 2013 have included:

- Member exclusive weekly Jobs and Events Lists.
- Member listserv provides regular communication with information on upcoming events, advocacy opportunities and current health promotion news.
- News from the West newsletter of the Branch.
- The annual Member Survey provides an opportunity for members to input into Branch activities and to guide planning.
- Maintenance of the Branch section of the National website.
- Responding to member requests and queries.

MAJOR ACHIEVEMENTS

The Member Services Subcommittee had notable achievements in 2013 including:

1. Raising the bar for News from the West, through three editions (May, August, December) with a renewed focus on quality health promotion research, evidence-based programs and respected expert opinions.
2. Strengthening connections with Aboriginal members nationally through the AHPA Aboriginal & Torres Strait Islander Committee.
3. Introducing welcome packs for new members with information on services and member benefits.
4. A sleek new format for the annual member survey, with concise report informing action areas for the Branch.
5. New member recruitment flyers were developed to promote the benefits of AHPA membership for full and student members.
6. A website overhaul saw WA pages updated and tabs redesigned for ease of use. Ongoing work aims to improve access by members.
7. Revision of the AHPA (WA Branch) Communication Protocol.



MENTORING

An effective way for experienced health promotion practitioners to support early career practitioners.

2014 ONWARDS

During 2014 the Subcommittee will:

- The mentoring program will continue in 2014 with applications for mentees and mentors closing in February 2014.
- The mentoring workshop will be run by a professional facilitator to increase mentoring skills and knowledge amongst mentees and mentors.

2014 ONWARDS

During 2014 the Subcommittee will:

- Continued focus to improve benefits for Aboriginal members and increase membership.
- Improving access to the Branch pages of the National website.
- Exploring new communication strategies, including online and social media.
- Investigating new incentives for AHPA membership.
- Continuing the weekly Jobs and Events Lists.
- The distribution of three editions of 'News from the West' showcasing the high quality of members' work state-wide.
- Improving connections with new members and maintaining retention of current members.

Subcommittee Members

- Chantelle Jeffery
- Marissa MacDonald

MAJOR ACHIEVEMENTS

1. There were 22 participants in this year's program; 11 mentors and 11 mentees.
2. Recipients of the AHPA (WA Branch) Scholarships were also matched with a mentor.
3. Matching of mentors and mentees occurred between February and March 2013.
4. An introduction to mentoring workshop was held in May 2013 to provide participants with an overview of the program, basic mentoring skills and to facilitate a networking and planning session between the mentors and mentees.
5. The Mentoring Program e-newsletter was distributed every month in 2013 to give regular updates and advice to participants via email. Seven e-newsletters were distributed covering topics such as:
 - Mentoring hints & tips
 - How to be a good Mentor or Mentee
 - Discussion topics and questions
 - Advantages of reflective journals and e-mentoring
 - Using mentoring to get ahead in your professional life
 - Mentoring Etiquette
 - Making time for mentoring
 - Continuous learning through mentoring
 - Closing a mentoring relationship
6. Evaluation was conducted at the end of 2013 for the mentoring program to determine whether people were satisfied with the program and how the program can be improved.

PROFESSIONAL DEVELOPMENT

Providing professional development and leadership opportunities for our members and the wider health promotion sector.

Subcommittee Members

- Heather O'Malley
- Emma Lee Finch
- Sarah Graham
- Nadine Radin (ex-officio)
- Melinda Edmunds (ex-officio)
- Joanna Steel (ex-officio)
- Lauren Gillies (student representative)
- Melissa Panuccio (student representative)
- Leah Adams (student representative)

2014 ONWARDS

During 2014 the Subcommittee will:

- The topic of Social Media proved highly popular and future events are now planned for 2014.
- The annual Careers Showcase will continue in 2014, in partnership with PHAA (WA Branch).
- Informal networking events such as the health promotion mum's group will continue in 2014.
- The Learning Circle series will continue in 2014, and will be developed as determined by the participants.
- In 2014, the PD Subcommittee will launch the AHPA WA Journal Club which will aim to provide health promotion professionals with the opportunity to discuss articles published in the AHPA Journal, and other prominent publications. Journal Clubs aim to provide practitioners with a forum to discuss current research in order to encourage members and students to develop health promotion programs based on relevant evidence.

MAJOR ACHIEVEMENTS IN 2013

FEBRUARY

The Branch Annual General Meeting and Ray James Memorial Lecture provided by Healthway Visiting Fellow Professor Margaret Barry

60 attendees

The AGM provided an opportunity to network and hear about the work of the Branch over the past 12 months. 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.

Public Health Election Forum

Event led by PHAIWA in partnership with the Australasian Faculty of Public Health Medicine (WA Branch), Australian Council on Smoking and Health, Australian Medical Association (WA Branch), Cancer Council WA, Diabetes WA, Environmental Health Australia (WA), Heart Foundation (WA), Public Health Association of Australia, Telethon Institute for Child Health Research and the WA Alcohol and Youth Action Coalition.

150 attendees

This Forum was an opportunity for all the major parties to present their public health policies for the WA 2013 State Election and to answer questions from the public health community. The speakers included:

- Hon. Kim Hames MLA, Liberal Party WA
- Roger Cook MLA, WA Labor Party
- Hon. Giz Watson, MLC, Greens WA
- Moderated by Peter Kennedy (former ABC Political Editor)

July

Alcohol and the Role of Local Government Forum

Led by EHA (WA) in partnership with the Australian Drug Foundation, Drug & Alcohol Office, Department of Racing Gaming & Liquor, McCusker Centre for Action on Alcohol & Youth, WA Centre for Health Promotion Research and Local Government

40 attendees

This full day workshop was for Local Government Environmental Health Officers, Planning Officers, Health Promotion Officers and other officers involved in managing issues related to alcohol at the local government level.

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

Presented by AHPA and PHAA (WA Branches)

50 attendees

This workshop provided key tips on how to engage your target group appropriately on social media.

Presenters for the evening were:

- Candice Barnes from Murdoch University
- Danielle MacDonald from Precedent

August

Groundwater Replenishment and Water Recycling -a briefing for health professionals

Led by PHAIWA and presented in partnership with AHPA (WA Branch) and PHAA, the Australasian Faculty of Public Health Medicine and EHA.

Presenters were:

- Sue Murphy, Chief Executive Officer, Water Corporation of Western Australia
- Dr Tarun Weeramanthri, Executive Director Public Health, WA Department of Health

September

2013 Careers Showcase- "How to get that job... where to look, how to apply and what employers are looking for"

Presented by AHPA and PHAA (WA Branches)
50 attendees

This event provided participants with the opportunity to hear from key professionals representing a variety of health promotion roles and organisations.

Presenters included:

- Professor Tarun Weeramanthri - Department of Health
- Suzanne Taylor - Perth South Coastal Medicare Local
- Dr Jo Clarkson - Healthway.

Taking on a new format in 2013, the event also featured a panel discussion, facilitated by AHPA WA President Gemma Crawford with range of health promotion professionals:

- Stephanie Godrich - FoodBank
- Jason Wells - Chronic Disease Prevention Unit (DoH)
- Tenille Voges - City of Rockingham
- Krysten Blackford - Curtin University

October

Mums in Health Promotion

Presented by AHPA

Participants were provided with the opportunity to share their experiences of being a mum with a career in this profession over a cup of coffee while their children played in the Ivey Watson Playground.

AHPAWA Learning Circle Series

Presented by AHPA

36 attendees

The first Learning Circle titled 'Writing for publication' aimed to get participants thinking about the how and why of journal article writing with Dr Jonine Jancey - Editor in Chief of the Health Promotion Journal of Australia (HPJA). Facilitated by Dr Justine Leavy - 2012 Ray James Award winner for best paper in the HPJA.

SCHOLARSHIPS

The Australian Health Promotion Association (WA Branch) continues to administer a scholarship program through the support of Healthway to provide unique opportunities for health promotion graduates and Aboriginal and Torres Strait Islander people to apply their health promotion knowledge and skills in a supportive environment.

THE ongoing support provided by Healthway for the continuation of the Scholarship Program is appreciated. Since beginning the partnership 21 years ago, the Scholarships Program has provided career opportunities in Health Promotion for more than 70 graduates and Aboriginal and Torres Strait Islander people. The Branch remains committed to ensuring the Scholarships program continues to provide work experience and skill development benefits for these individuals.

Two graduates were awarded scholarships in 2013 and two Aboriginal and Torres Strait Islander scholarships have been held over to 2014 while this program is redeveloped in light of the recommendations from the 2012 review. Four ATSI scholarships will be awarded in 2014 as part of an expanded program.

MEAGAN ROBERTS - METROPOLITAN MIGRANT RESOURCE CENTRE, WACHPR

Evaluating the use of interactive theatre and drama based strategies for sexual health promotion among young African migrants aged between 14-25 years.

ANDREA JANSEN VAN RENSBURG - HEART FOUNDATION

Examining the characteristics of local food supply around workplaces in local government areas in Western Australia.

ROCHELLE TOBIN - PUBLIC HEALTH ADVOCACY INSTITUTE OF WA

Reducing soft drink consumption in remote Aboriginal communities through the installation of watercoolers and training community store staff.

GEMMA BROOKS - WA COUNTRY HEALTH SERVICE

Developing ear health education packages for doctors, health workers, parents, children and teachers in the Pilbara.

Subcommittee Members

The 2013 AHPA (WA Branch)/Healthway Scholarships Program was coordinated by Jonathan Hallett (Scholarships Officer) with assistance from the Leadership Group.

2013 also marked the 21st anniversary of the scholarship program. AHPA (WA Branch) held a celebratory event and relaunched an updated Scholarship Storybook with profiles of 76 recipients and their projects. Congratulations to all who have been part of this journey and to those recipients embarking on theirs in 2014.

2013

2014

FINANCES

THE AHPA National Board is in the process of completing the 2013 financial audit. As has been the case for the last number of years, both a National and Branch audit will be completed to provide comprehensive financial information to Healthway and AHPA members. Copies of the National and Branch audit will be made available to members upon completion in April/May 2014.

2013 was a busy year for the Finance and Business Subcommittee which looked at ways to streamline our processes, minimising bank fees/charges and working to ensure Branch financial stability. We also worked closely with the other subcommittees to help them manage their finances for 2013 and to develop a cost recovery budget for 2014. In mid-2013, the AHPA National Board contracted the Not For Profit Accounting Specialists to manage a significant portion of the Branch and national finances (including BAS, annual reporting, auditing and processing payments).

Below is a summary of our cash balances as at 31 December 2013.

Cash Balances	31/12/2013
AHPA (WA Branch) funds:	\$21,165.14
LEAP Funds:	\$19,190.88
Healthway Funding:	\$286,742.96

Subcommittee Members

- Lisa Wheatley (Co-Treasurer)
- Asha Singh (Co-Treasurer)
- Madeleine Kelly (ex-officio)

As per previous years, our primary source of income has been from Healthway funding (for the Scholarship program) and professional development event attendance fees and capitation. The large majority of the Branch expenditure was for the Healthway Scholarship program which including payment to agencies (this enabled two graduate scholarships to be undertaken in 2013), payment to the consultant who manages the Scholarship program, costs associated with Scholarship Celebration Event (to celebrate 21 Years of the Scholarship program) and payment to the consultant completing the review of the Aboriginal and Torres Strait Islander (ATSI) Scholarship program. As no ATSI scholarship was awarded in 2013, a significant amount of funding remains in the Healthway account. This will be expended in 2014 when we provide four ATSI scholarships (in addition to two non-ATSI scholarships).

Other sources of expenditure included delivering professional development events, Branch running costs (postage, stationary etc.) and scholarships to the Australian Health Promotion Conference and International Union for Health Promotion and Education conference.

Currently the AHPA (WA Branch) is sitting in a financially sound position. We have sufficient funds to meet our budget for 2014 and look forward to a strong financial year.

Lisa Wheatley + Asha Singh
Co-Treasurers



ACKNOWLEDGEMENTS

EX-OFFICIO COMMITTEE MEMBERS

Thank you to Ruth Aspinall (WA Health), Melinda Edmunds (Injury Control Council WA), Melanie Griffiths (Curtin University), Jodie Hurd (Diabetes WA), Madeleine Kelly (Heart Foundation), Emma Hills (ACOSH), Stacey-Mae Prokopyszyn (WA Health), Nadine Radin (South Metropolitan Public Health Unit), Joanne Steel (WA Country Health Service) for your assistance throughout 2013.

MEMBER SERVICES

Thank you to the many contributors who once again provided a wide array of information and updates throughout 2013 for 'News from the West' and the weekly jobs and events lists. We look forward to your continued support in 2014.

HEALTHWAY

Thank you for your ongoing support to continue running the AHPA/Healthway Scholarships Program. We would particularly like to thank Dr Jo Clarkson and Laura Drummy for their ongoing support and guidance.

MENTORS

Thank you to the following mentors who volunteered their time: Tracey Benson-Cooper (South Metropolitan Public Health Unit), Richard Crane (Heart Foundation), Laura Drummy (Healthway), Jonathan Hallett (Curtin University), Jodie Hurd (Diabetes WA), Dr Jonine Jancey (Curtin University), Dr Justine Leavy (Curtin University), Dr Roanna Lobo (Curtin University), Tia Lockwood (WA Country Health Service), Jo Malcom (Water Corporation), Lisa Rooke (South Metropolitan Public Health Unit).

PROFESSIONAL DEVELOPMENT

A huge thank you to all the presenters and guest panellists who generously volunteered their time and expertise. Thank you also to the organisations who donated the use of venue facilities free of charge. We would also like to extend a special thank you also to those who assisted at the events throughout the year.

SCHOLARSHIPS

The Branch would like to thank all those members of the Committee and wider membership who assisted to develop the storybook to mark 21 years of the Healthway AHPA Scholarships Program – particularly to Nicole Toia, Shani Siczka and James Stevens – Cutler. We would also like to thank Committee members – particularly Asha Singh and Emma-Lee Finch who planned the event to celebrate 21 years of the Program and partnerships with Healthway.

Thank you also to Jonathan Hallett (Branch Scholarships Officer), Jamie-Lee Cavill, Lorena Chapman, Laura Drummy (Healthway), Courtney Mickan, Lisa Rooke and Ruth Wernham for their time and commitment to the selection process for the 2014 Scholarships. Congratulations to the 2013 Scholarship recipients on your achievements and thank you to the supervising agencies and supervisors. Thank you to all applicants and agencies who applied for the 2014 Scholarships Program. Congratulations also to the successful applicants who will begin their scholarships shortly.



Making Health Promotion a Priority

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