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2012 has been another successful year for the Centre for Health Initiatives (CHI), and this report provides an overview of some of our many activities and achievements.

We completed more than 20 research projects in 2012 (see pages 6 - 9); many have already resulted in substantial changes to policy and/or practice (some of which are highlighted on the facing page) and others which will contribute to future changes.

The CHI team has continued its trajectory of rapid growth, and we had a number of new staff join us in 2012 (see page 4), and a further two academic staff recruited to commence in January 2013 (A/Prof Samantha Thomas and Dr Jeong Kyu Lee). We also saw six of our PhD students, graduate in 2012; and two Masters Research students, graduate in 2012; and Dr Jeong Kyu Lee). We also saw six of our PhD students, graduate in 2012 (A/Prof Samantha Thomas and

One of the great things about working in CHI is the opportunity to be part of a team of dedicated professionals who are all committed to ensuring our work makes a real difference in the community. This was particularly evident in February, when a large team of staff, students and volunteers spread across the Illawarra placing posters, distributing campaign materials and manning shopping centre booths and with the distribution efforts (one of the many things I love about our fantastic CHI team); and again in the launch of the organ donation campaign, and the 2012 UOW Cold and Flu campaign.

CHI researchers have once again been extremely successful in having their work published. Our 2012 output includes 7 book chapters, more than 80 journal articles, and 42 refereed conference papers. We have also seen an increase to our research funding income.

The end of 2012 also marks a substantial change for me, as I was awarded an ARC Future Fellowship and will be focusing for the next four years on the development, delivery and evaluation of a whole-of-community intervention to address social norms around underage drinking. While I am really excited about the opportunity to work on such an important project, it also means handing over the day-to-day management of CHI. We are extremely fortunate that our Deputy Director, Dr Christopher Magee, has agreed to take on the role of running CHI while I focus on my research project for the next four years. Christopher’s primary research interests are in health psychology, particularly understanding the impact of lifestyle behaviours on health outcomes, and he has been a key member of the CHI team for some time. I feel very fortunate to have someone as capable as Chris to take control of CHI as we continue to grow into the future.

As those who are familiar with CHI will know, a key factor in all of our work is our strong relationships with our many partners within leading government, non-government and community organisations. CHI prides itself on the conduct and dissemination of research that makes a difference in the lives of our community. This report outlines some of our key achievements in 2012 – including projects completed, grants awarded, publications, and engagement with the community. What it represents is the combined efforts of an amazing team of research staff and students, in partnership with other individuals and organisations who share our passion for making a difference. We look forward to another great year in 2013 working with our partners and communities.

HIGHLIGHT

**AMA Report: Alcohol Marketing and Young People**

The Australian Medical Association (AMA) released a comprehensive report on the evidence base regarding alcohol marketing in Australia. This report – Alcohol Marketing and Young People: Time for a new policy agenda addresses: young people and alcohol consumption (consumption rates and alcohol-related harms); the shape of contemporary alcohol marketing (traditional marketing techniques and offline promotions, digital marketing and new media, sponsorship of sporting and cultural events); the impact of alcohol marketing on drinking patterns (total population consumption, beliefs and behaviours of young people); and regulating alcohol advertising and promotions (alcohol regulations in Australia, the limitations of self-regulation, and the case for regulatory reform); and policy options and recommendations.

The report was officially launched at Parliament House during the National Summit on Alcohol Marketing to Young People. Demonstrating CHI’s pre-eminence in the field of alcohol marketing research in Australia, the report cited 16 journal articles authored by CHI researchers. The report is available for download on the AMA website: http://ama.com.au/alcohol-marketing-and-young-people
CHI PEOPLE

CHI Staff

Director
Prof Sandra Jones

Deputy Director
Dr Christopher Magee

Research Fellows
Dr Danka Hall
Dr Lynn Phillipson

Associate Research Fellows
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Mr Josh Beard
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Kellee Buckley-Walker
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Paula Robinson
Rani Sarmugam
Paul Smith
Natalie Stefanac
Shae-Leigh Vella
Susan Vella
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Zhenyu Zhang
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Chantel Askgar
Catherine Bateman
Kay Crookes
Kathryn Godwin
Kim Hart
Margaret Jordan
David Kamps
Jennifer Lowe
Leanne Heaton
Paula Olsen
Jenny Sim
Jeffrey Thom
Katherine Weeserfreil
Natalie Wall

CHI Members

A/Prof Patreia Andersen
Dr Stephen Barnett
Dr Andrew Bonney
Ms Angela Brown
Mr Roy Brown
Prof John Bushnell
A/Prof Peter Caputi
Prof Patrick Crookes
Prof Rilin Fernandez
A/Prof Mario Fornito
Prof Richard Fleming
Mr Terry Froggatt
Prof Don Ivenson
Ms Joanne Joyce-McCoach
Prof Lorna Moxham
Dr Judy Mullan
Dr Lindsay Oades
A/Prof Lynal Parker-Newlyn
Dr Barry Partridge
Dr Russell Pearson
Dr Kyle Smith
Dr Mona Stephens
Dr Gerard Stoyles
A/Prof Victoria Traynor
Prof Kenneth Walsh

CHI Associate Members
Ms Alison Bell
Ms Kay Crookes
A/Prof Andrew Daley
Prof Jan Dewing
Prof Julian Gold
Dr Valerie Harwood
Dr Lisa Kervin
A/Prof Tony Olley
Ms Natalie Stefanac
Mr Max Sutherland
Mr Jeffrey Thom
Ms Natalie Wall
Dr Fiona Williams
Dr Michael Flood
Renae Brighten

2012 Graduations

Dr Ahmad Al-Sagarat, PhD: “Patients, nursing staff and patients’ relatives’ perceptions of ward atmosphere in four psychiatric hospitals in Jordan”

Dr Terry Froggatt, PhD: “An exploratory case study of a not for profit learning organisation: Julie Kittscha, MN (Research): “Identifying needs of patients being discharged home from hospital with a newly formed ileostomy”

Dr Li-Chiu Lin, PhD: “Learning experiences of Taiwanese conversion course students in Australia”

Dr Lynn Phillipson, PhD: “Factors associated with the use and non-use of respite services by caregivers of people with dementia”

Dr Melinda Williams, PhD: “An exploration of adolescent sun-related behaviours and their measurement”

Dr Amira AlShowkan, PhD “Quality of life for people with schizophrenia in Saudi Arabia”

HIGHLIGHT

CHI wins the Movember Treadmill Challenge

CHI entered a team of ten in November’s IC Health ‘Movember Treadmill Challenge’. This saw eight teams slog it out on the treadmill to raise much needed funds for male mental health awareness and prostate cancer. Teams were required to ensure that for a continuous 6 hour period there was always somebody on the treadmill, with the prize going to the team which accumulated the most kilometres.

The CHI team dug deep, both physically and financially to help raise over $500 for the event and snatch victory from the Innovation Campus businesses, with a final tally of 70.76km (outpacing the 2nd place getters by more than 10km).
We developed and tested nine different advertisements using different emotional appeals: six targeting people with asthma and parents of children with asthma seeking to improve self-management intentions; and three targeting people without asthma seeking to encourage donation to asthma causes. This was followed by further testing with people with asthma and parents of children with asthma seeking to encourage donation to asthma causes. Findings relating to the effect of fear and efficacy were reported to AFNSW.

The use of social marketing strategies and an online education intervention to improve asthma self-management in older people.

ARC Linkage Grant
Prof Sandra Jones, Prof Don Iverson, A/Prof Peter Capulli (UOW), Ms Michele Goldman, Ms Sara Morgan (AFNSW).

The social marketing component, ‘Get Your Life Back’, was a predominantly print media campaign implemented between Feb 01 – Apr 30 2012. Key aspects of this campaign were audience segmentation, target specific materials/messages and community support which combined to elicit behaviour change in the target group — approx 35% of older people with asthma symptoms saw their GP as a result of seeing the campaign. The online self-learning module, ‘asthmaWise’, comprised of six interactive learning modules, and was piloted from Feb – 2012.

Young adult sun protection: Bridging the gap between intentions and behaviour.
Dr Keny Johnson, Prof Sandra Jones, Prof Don Iverson

This pilot study explored the volitional phase of sun protection behaviour where intentions are put into action (or not), with specific aims of examining social and environmental barriers to sun protection, constructs of action and coping planning, and maintenance self-efficacy. The study found that participants with more optimal sun protection behaviour tended to have formed habitual sun protective behaviours that needed few ‘cues to action’, while those with good intentions but less optimal behaviours tended to be ‘cued’ to action by weather and certain planned activities (e.g. going to the beach).

INITIATIVES IN ALCOHOL RESEARCH
How well is the link between alcohol and cancer covered in the Australian print news media?

CHI Grant
Dr Gillian Stiffnief and Prof Sandra Jones

Analysis of newspaper articles published in Australia during 2009 that mentioned the relationship between alcohol consumption and cancer risk (n=228), found that the frequency of articles on the issue was generally stimulated by related events (e.g. release of research publication or alcohol or cancer-related report). Many articles did not provide the reader with useful information. The majority did not mention the existence of alcohol guidelines or recommended consumption amounts.

Parents’ awareness and attitudes regarding alcohol-branded merchandise

CHI Grant
Prof Sandra Jones

Focus groups were used to investigate the extent to which parents were aware of the impact of alcohol branded merchandise on children’s future alcohol related choices and behaviours (such as attitudes towards alcohol, brand identification, susceptibility to drink alcohol etc). The study found that parents could not identify a difference between direct product marketing and advertising (which is subject to regulation) and alcohol branded merchandise (which is not regulated). Parents identified merchandise as a way of targeting children and adolescents to build brand awareness, although they did not make a direct link to susceptibility to drinking.

Critical Social Marketing: Alcohol Marketing in Developing Countries – Literature Review & Project Development.

HBS ECR Grant
Dr Ross Gordon, Prof Sandra Jones

This project featured a systematic literature search on the topic of alcohol marketing in developing countries to inform future research investigating the cumulative impact of alcohol marketing on adolescents in Mumbai, India. The review found that, despite a strong evidence base suggesting alcohol marketing influences youth drinking, there is little consumer research on this topic in developing countries, highlighting the need for research in this area.

Alcohol Marketing on the Internet in Australia

Cancer Council Victoria (Contract Research) Prof Sandra Jones, Dr Samantha Reis

This project explored the marketing tactics employed by leading Australian alcohol companies on currently accessible websites. The first section of this project reported on 25 alcohol company case studies. It identified areas of concern in relation to the promotion of alcohol products, with a particular focus on potential appeal to children and compliance with the self-regulatory codes.

The second section of this project tested the capacity of five commonly available internet filters to discourage or prevent children from accessing commercial messages about alcohol on the internet.

Patron Offending and Intoxication in Night Time Entertainment Districts (POINTED)

National Drug Law Enforcement Research Fund (NDLERF) A/Prof Peter Miller, Dr Amy Penney, Prof Tanya Chikritzhs, Prof Dan Lubman, Dr Rebecca Jenkinson, A/Prof Darren Palmer, Prof Sandra Jones, Prof Stephen Tomsen, Mr Carl Peers, Mr Lance Barrie

This project investigated the role of three major factors (pre drinking, harmful drinking practice and illicit drug use) in patron behaviour in night time entertainment districts (NEDs). CHI collaborated with stakeholders in NEDs across five Australian cities (two regional and three metropolitan) to conduct patron interviews and observe patron behaviour inside the venue. The information gathered from this project helped inform prevention and enforcement approaches of key stakeholders such as venue operators and their staff, policy makers and police.
INITIATIVES IN GENERAL PRACTICE RESEARCH

Hearts and Minds GP Dementia Risk Reduction Education Project

NSW Health, ISLHD (Contract Research)
Dr Lyn Phillipson, Prof Sandra Jones, Dr Ross Gordon

The GP Dementia Risk Reduction Education Project aimed to educate General Practitioners and Practice Nurses/Managers in general practice settings on the link between hypertension and dementia in the 45 years and over age group. It also helped encourage the application of blood pressure screening in general practice settings, and the implementation of strategies with patients that sought to avoid or minimise the risk of hypertension and dementia over the long term.

Investigating GP Registrar perceptions regarding the usefulness of medical online communities

CCGPT (Contract Research)
Dr Stephen Barnett, Mr Lance Barrie, Prof Sandra Jones, Prof Don Iversen, A/Prof Sue Bennett, Dr Andrew Bonny

This study surveyed specific motivators and barriers to the implementation of a Virtual Communities of Practice (VCoP). These are mixed online and face-to-face groups who facilitate knowledge sharing in business and healthcare. This study demonstrated several useful points when considering VCoP for GP training.

This study of VCoPs showed how professionally isolating GP training can be and the methods by which this isolation can be rectified. In doing so, there is the ability to improve the training quality and potentially improve rural and regional workforce retention.

INITIATIVES IN DISADVANTAGED OR SPECIAL NEEDS POPULATIONS

Organ and tissue donation-engaging Orthodox communities

Organ and Tissue Authority (Community Awareness Grant)
Dr Lynn Phillipson, Prof Sandra Jones, Ms Leissa Pitts (ISLHD) and Ms Miriam Monu (ISLHD)

CHI, in partnership with the Illawarra Shoalhaven Local Health Network (Multicultural Health Service and Organ and Tissue Donation Co-ordinator) was involved in the implementation of a community-based intervention specifically tailored to meet the needs of Serbian, Macedonian and Greek Orthodox communities residing in the Illawarra Shoalhaven Local Health Network. The program took a social marketing approach, utilising formative research to guide a program of activities and the development of culturally specific resources which were successful in raising awareness within communities and reducing the stigma surrounding organ and tissue donation allocation and processes.

Improving cancer outcomes among culturally and linguistically diverse (CALD) communities: a rapid review

The Sax Institute (Contract Research)
Dr Lyn Phillipson, Ms Karen Larsen-Truong, Prof Sandra Jones, Ms Leissa Pitts (ISLHD)

The review identified and examined the knowledge, attitudes and beliefs of Chinese, Vietnamese and Arabic-speaking communities in Australia in relation to cancer, its causes, treatments, perceptions of susceptibility, and the perceived likely short and long term outcomes for those diagnosed with cancer. Current available evidence regarding the effectiveness of cancer prevention, detection and treatment interventions in the three priority communities (Chinese, Vietnamese and Arabic-speaking) and in other CALD communities in Australia and OECD countries with similar healthcare settings (i.e., New Zealand, Canada, and the UK) were also reviewed.

Effectiveness of “signs and symptoms” campaigns for lung cancer: a rapid review

The Sax Institute (Contract Research)
Prof Sandra Jones, Dr Ross Gordon, Dr Lyn Phillipson, Dr Christopher Magee, Mr Lance Barrie

The purpose of this rapid review was to collect all the available evidence regarding the effectiveness of lung cancer “signs and symptoms” interventions. It examined how effective community-based “signs and symptoms” interventions are in influencing knowledge, attitudes, beliefs, and help seeking behaviours within the general community and at risk groups. The review also looked at how effective lung cancer “signs and symptoms” campaigns were for health professionals and whether it had changed their attitudes, knowledge or behaviour.

INITIATIVES IN HEALTH LEADERSHIP AND PRACTICE DEVELOPMENT

UnitingCare Aging Registered Nurse Graduate Program Evaluation

Uniting Care Angi (Contract Research)
Dr Lyn Phillipson, Dr Danika Hall, Dr Keryn Johnson

The Uniting Care (UC) Graduate Nurse Transition Program was developed for registered nurses who have recently completed their undergraduate degrees or recently received their professional registration qualification. To evaluate the impact of the program, investigators from CHI utilised a mixed methods approach to: establish whether there was a congruence of goals and experiences among key stakeholders; provide examples of perceived outcomes; establish the efficacy of the recruitment process; and determine to what extent performance as RNs is developed throughout as a result of the program.

Enhancing student preparation for mental health clinical placements

Internal Consultancy
A/Prof Angela Brown, Prof Lorna Moxham, Ms Maria Mackay, A/Prof Karen Patterson (NSW JH & FHN), Ms Victoria Neville

This project asked nursing students about their involvement in mental health clinical placement. It helped in understanding the experience of placement and how it can be enhanced. This project provided information for the greater preparation of students and supporting student facilitators when conducting mental health clinical placement.

What are the cancer risk and protective behaviours of Illawarra adults?

CHI Grant
Dr Gillian Stillfried

An online cancer-related behaviours survey was conducted with Illawarra residents aged 18-60 years. Analysis of self-reported cancer risk behaviours (n=209) indicated a need for attention in the Illawarra population to investigate: regular screening mammography participation, screening mammography attrition, cervical screening uptake in those aged 18-25 years, risk alcohol consumption particularly among 18-25 and 35-44 year olds, sun protection especially on weekends, regular smoking among 30-55 year olds, second-hand smoke exposure, physical activity among 26-55 year olds, and vegetable consumption.

What factors promote students to engage in their learning on a satellite campus.

Internal Consultancy
Ms Sarah Tietz (UOW), Mr Lance Barrie

This project helped to identify the factors that promote and enhance student engagement on a satellite campus. It also determined how many Australian Universities offer a Bachelor of Nursing through a flexible delivery option.

INITIATIVES IN AGED CARE AND DEMENTIA

‘Dementia Online Illawarra’ - Innovative approaches to supporting the information needs of Dementia Service Providers in the Illawarra

UOW Community Engagement Grant Scheme
Dr Lyn Phillipson, Ms Donata Palinkas, A/Prof Helen Hasan, Dr Peter Samsa

The ‘Dementia Online Illawarra’ project was conceived in response to community needs. The project worked with the Illawarra Dementia Support Network (ODS) to investigate the utility of a centralised online platform to facilitate sharing of local dementia resources and information and enabling communication regarding changes to the service environment over time. As such, outcomes will last well beyond the funding period, with the platform becoming a central resource and tool for the dementia network to continue to share information about the dementia services within the Illawarra region.

Conduct of a Delphi Survey to develop a set of dementia competencies for Registered Nurses

NSWAC Dementia Training and Study Centres (Contract Research)
Dr Samantha Reis, Dr Lyn Phillipson, Prof Richard Fleming

The project developed a set of evidence based competencies for registered nurses involved in the care of people living with dementia. The process commenced with the conduct of an expert Nominal Group to determine an initial set of competencies for nurses working with older people and those with dementia. Subsequently, a Delphi survey process was used to refine, develop and reach consensus with a group of experts in regards to a final set of competencies.
NEW & ONGOING PROJECTS IN 2012

SOCIAL MARKETING INTERVENTIONS

ETHOS Healthy Liver Campaign – Social Marketing Component

Kirby Institute, UNSW (Contract Research)
Prof Sandra Jones, Jo Telenta

‘Active in our neighbourhood – A pilot social marketing intervention to promote and support the new National Physical Activity Guidelines for Australian children in the Illawarra’

IHMRI Grant
Dr Lyn Phillipson, Prof Sandra Jones, Prof Tony Okeley, Ms Lisa Franco

Reducing stigma and enabling help seeking for cancer in priority CALD communities in the Illawarra-Shoalhaven Local Health District

Cancer Institute NSW (Cross-sectional Division Grant)
Dr Lyn Phillipson, Prof Sandra Jones, Prof Don Iverson, Dr Keryn Johnson

UOW mental health project- The development and implementation of a social marketing project to reduce stigma and increase help seeking for mental health

Internal UOW Funding
Prof Sandra Jones, Dr Christopher Magee

When it’s good to be a quitter: The development of youth orientated anti-tobacco resources

UOW Community Engagement Grant Scheme
Mr Lance Barrie, Dr Ross Gordon

Developing culturally relevant social marketing interventions to increase blood donation amongst migrant communities: The case of African migrants

ARC Linkage Grant
Prof Michael Polonsky (Deakin University), A/Prof Andre Renzaho (Deakin University), Prof Sandra Jones and Geoffrey Smith (Australian Red Cross)

‘A review of current practices to increase Chlamydia screening in the community – a social marketing perspective’

Illawarra Shoalhaven Local Health District (Contract Research)
Dr Lyn Phillipson, Ms Jo Telenta, Dr Ross Gordon, Dr Christopher Magee

‘Evaluation of a Chlamydia Screening Social Marketing Campaign’

Internal Grant (CHI)
Dr Lyn Phillipson, Ms Jo Telenta, Mr Marty Jansen (ISLHD)

CONTACTS

Convenience Advertising- Prostate Cancer Foundation Australia Poster Evaluation

Commercial Research Grant
Prof Sandra Jones, Mr Lance Barrie

INITIATIVES IN ALCOHOL RESEARCH

An exploration of alcohol marketing/branding in social media and the way this builds relationships with children and young adults

Cancer Council Victoria (Contract Research)
Prof Sandra Jones

‘A review of current practices to increase Chlamydia screening in the community – a social marketing perspective’

Illawarra Shoalhaven Local Health District (Contract Research)
Dr Lyn Phillipson, Ms Jo Telenta, Dr Ross Gordon, Dr Christopher Magee

Impact of media exposure on adolescents’ alcohol-related attitudes and behaviours

ARC Discovery Grant
Prof Sandra Jones, A/Prof Peter Caputi

Alcohol advertising in Australian football finals series

Cancer Council Victoria (Contract Research)
Prof Sandra Jones, Mr Lance Barrie

Alcohol Policy Interventions in Scotland and England: APISE

MRC Research Grant
Dr Ross Gordon, Prof Gerald Hastings (Stirling University), Ms Anne Marie Macintosh (Stirling University), Prof Petra Meier (Sheffield), Dr Fiona Harris (Open University)
NEW & ONGOING PROJECTS IN 2012

A review of the evidence on alcohol advocacy and recommendations for the best advocacy strategy
Sunraysia Community Drug Action Team
(Contract Research)
Prof Sandra Jones, Mr Lance Barrie

The impact of alcohol advertising on young people’s drinking and the role for regulation of advertising content
ANZOG (Contract Research)
Prof Sandra Jones, Dr Ross Gordon

A community based approach to the problem of underage drinking
ARC Future Fellowship Grant
Prof Sandra Jones

INITIATIVES IN GENERAL PRACTICE RESEARCH

Overcoming Isolation for GP Registrars: A project with CCCGPT and GPT1 registrars using Virtual Communities of Practice
CCGPT (Contract Research)
Dr Stephen Barnett, Prof Sandra Jones, Prof Don Iverson

The brave new world of older patients: preparing general practice training for an ageing population
CCGPT (Contract Research)
Prof Andrew Bonney, Prof Sandra Jones, Dr Lyn Phillipson

Is there an association between health literacy level and quality of chronic disease management in primary care?
IMRRI Grant
Dr Judy Mulan, Dr Andrew Bonney, Dr Christopher Magee, and Dr Kathryn Weston

INITIATIVES IN AGED CARE AND DEMENTIA

Developing and Evaluating a National Knowledge Transfer Program for Dementia Training and Study Centres in Australia
NSW/ACT Dementia Training and Study Centre
(Contract Research)
Dr Lyn Phillipson

Knowledge Translation in Environmental Design of Residential Aged Care Facilities for people with dementia
Dementia Collaborative Research Centre Grant (UNSW)
Prof Richard Fleming, Dr Lyn Phillipson, Dr Kerryn Johnson

Evaluating the impact of the introduction of a systematic approach to designing environments for people with dementia: an action research project.
IRT Research Foundation Grant
Prof Richard Fleming, Dr Lyn Phillipson

INITIATIVES IN HEALTH LEADERSHIP AND PRACTICE DEVELOPMENT

Evaluation on the Effective Leadership Program for the School of Nursing, Midwifery and Indigenous Health
Commercial Research Project
A/Prof Angela Brown, Ms Margaret Brown, Ms Karen Tequhi, Dr Lyn Phillipson, Mr Lance Barrie

Exploring the relevance of history for nurse education.
FRC EGR Grant
Dr Kylie Smith, A/Prof Angela Brown, Professor Patrick Crookes

INITIATIVES IN DISADVANTAGED OR SPECIAL NEEDS POPULATIONS

Southern Children’s Care: Project 1 Formative Research for an Illawarra based Children’s Charity
Commercial Research Grant
Prof Sandra Jones

Southern Children’s Care Project 2: Research into needs and gaps in children’s health
Commercial Research Grant
Prof Sandra Jones, Dr Samantha Reis

HIGHLIGHT

Ita Buttrose Launches CHI Report on Dementia and Stigma

Ita Buttrose, president of Alzheimer's Australia, gave the National Press Club Address at the National Gallery in Canberra on 11 July 2012. The purpose of the address was to discuss dementia, a growing health and social issue in the Australian community.

The address also served to launch an Alzheimer's Australia Discussion paper authored by Dr Lyn Phillipson, Dr Christopher Magee, Dr Ellen Skladzien (Alzheimer's Australia) and Professor Sandra Jones. The discussion paper presented the results of research conducted by the team as part of a URC Partnerships Grant. The results indicated that the majority of people sampled hold negative attitudes about people with dementia (e.g., ‘people with dementia can be an irritation’) which led to preferences to avoid those with dementia.

Furthermore, participants indicated that they believed they would be discriminated against if they were diagnosed with dementia. The launch of this report also attracted additional media attention (see ‘CHI in the News’).


Jones, S. C., & Magee, C. A. (2012). Equal discussion of significant findings? Not confirmation bias, but a focus on the most significant findings. Alcohol and Alcoholism, 47 (1), 80-80.


Knight, P. J., Iverson, D. & Harris, M. F. (2012). Early driving experience and influence on risk perception in young rural people. Accident Analysis and Prevention, 45 (March), 775-781.


Recipients of a UOW Community Engagement Grant for the Dementia Online Illawarra Project (from left to right): A/Prof Helen Hasan, Dr Peter Santer, Mr Chris Stretton and Dr Lyn Phillipson (Lead Investigator).


Reducing cold and flu transmission on campus

In 2012 CHI once again conducted the UOW Cold and Flu Campaign, with various activities occurring on a number of UOW campuses. The campaign had a substantial impact of the 2011 campaign on cold and flu awareness and risk prevention behaviours among staff and students.

This built on the success of the 2011 campaign, which received a Highly Commended award for the innovative approach to raising awareness at the University on preventing the spread of influenza and other communicable diseases.
January

The Illawarra Mercury featured a story about designing facilities for people with dementia. This featured quotes from Professor Richard Fleming from the UOW NSW-ACT Dementia Training Centre.

ABC Illawarra reported on the effort both CHI researchers and the Wollongong Community Drug Action Team made in reviewing alternative options to prison for young offenders. Professor Sandra Jones was also interviewed by the Illawarra Mercury regarding backing for this "COAT campaign."

The CHI Patron Offending and Intoxication in Night Time Entertainment Districts (POINTED) project on drinking practices of patrons at local night life venues received some media attention in January. Lance Barrie was interviewed by the Illawarra Mercury on January 23, and the story was featured on the UOW website on January 24. On 27 January, Lance Barrie was interviewed by ABC Illawarra.

WIN news interviewed CHI Director, Professor Sandra Jones about the advertising of nutritious foods and how effective celebrity endorsement can be for these products.

February

Professor Sandra Jones and Uwana Evers were interviewed on WIN News on February 1 about launch of the Get Your Life Back community asthma campaign for older Australians.

Professor Sandra Jones was also interviewed about the campaign on Wave FM and ABC Illawarra. The launch was featured by UOW media on the university website.

Professor Sandra Jones was interviewed by Australian Doctor on February 6 about the use of celebrities to raise cancer screening awareness, stating women like Kylie Minogue can encourage people to be tested for cancer as they can relate to her and she is a household name.

On 7 February, Professor Sandra Jones was interviewed by Illawarra Mercury about the increasing amounts of caffeine in energy drinks.

Dr Christopher Magee was interviewed by the Illawarra Mercury regarding the effects of insufficient sleep, and behaviours to promote healthier sleep.

March

Professor Sandra Jones was interviewed by Spress Online on March 2 about the health risks of energy drinks which are becoming increasingly popular among teens.

On 3 March, Professor Sandra Jones was interviewed on ABC Illawarra about CHI’s online asthma self-management program designed to help older sufferers better manage their illness. Professor Jones was interviewed on the topic further on March 4 with the Illawarra Mercury, 2GB, and 2CH Cofts Harbour.

April

Professor Sandra Jones and PhD student Uwana Evers were interviewed by the Illawarra Mercury about the Get Your Life Back campaign, which was being run in the Illawarra, targeting asthma in those over 55 and the misconceptions of the condition.

The UOW Media Unit interviewed Professor Sandra Jones and Uwana Evers about asthma misperceptions in older adults in the Illawarra for the university website.

Professor Richard Fleming was interviewed by the Illawarra Mercury about a damning report on the state of Australia’s aged care system released by Alzheimer’s Australia welcoming the report and said it was a brave move from the Federal Government to invite public comment on aged care.

The Illawarra Mercury interviewed Associate Professor Victoria Traynor about being appointed by UOW as a dementia specialist.

Dr John Carmody wrote a piece for the Illawarra Mercury on dementia and retirement from driving.

The Science Network published a CHI report published in Drug and Alcohol Review by Professor Sandra Jones and her colleagues involving 24 bottle shops and liquor stories in Sydney and Perth, looking at promotions such as merchandise giveaways, discount deals and contests.

May

In a front page news article on the ABC Illawarra website, Professor Don Iverson discussed the work of two HDR candidates on driving and dementia; Cathie Andrew, Occupational Therapist, UOW and Dr John Carmody, Neurology Staff Specialist, The Wollongong Hospital.

Dr Lyn Phillipson was interviewed by WIN News and ABC Illawarra about the Centre for Health Initiatives Organ Donation campaign Launch involving Greek, Serbian and Macedonian Orthodox communities across the Illawarra.

WIN News covered Professor Sandra Jones’ community seminar on adolescent alcohol use and strategies used by parents and community members.

Professor Sandra Jones was interviewed by “It’s My Health” website on the health impact of alcohol energy drinks which are becoming increasingly popular among teens.

Professor Sandra Jones spoke on ABC Illawarra about the supply of alcohol to minors and the impacts that it has in relation to binge drinking.

June

Professor Sandra Jones was interviewed on Today Tonight, 2GB, ABC Darwin, and the 3AW Breakfast Show on her opinions and research in relation to a story about a young girl who died after drinking 4 cans of Pulse (alcohol energy drink).

Dr Kylie Smith spoke on ABC Radio Illawarra about alcohol and risky sexual behaviour among female students at UOW.

July

An Alzheimer’s Australia report titled – Exploring Dementia and Stigma Beliefs in Australia - co-authored by CHI academics Dr Lyn Phillipson, Dr Christopher Magee, Professor Sandra Jones, and Dr Ellen Skaldzien (ALZ AUS) was launched by Ita Buttrose at the National Press Club in Canberra. It also attracted attention from Channel 10 News, the ABC’s 7.30 Report, the Medical Observer, The Canberra Times, and The Launceston Examiner.

Dr Lyn Phillipson was also interviewed by ABC Radio and the Illawarra Mercury on July 11 regarding dementia and stigma beliefs.

Professor Sandra Jones was interviewed by the Illawarra Mercury and ABC Illawarra on July 26 about the ARC grant of $931,010 secured by CHI to investigate a way to reduce alcohol consumption in youth aged 12-17.

WIN Wollongong and ABC Riverina interviewed Professor Sandra Jones about her research into underage alcohol consumption.

August

Fifty-Plus News reported that CHI released the results of a pilot study on the stigma associated with dementia showing widespread ignorance and negative attitudes towards people with dementia.

The Medical Journal of Australia interviewed Dr Stephen Barnett about his role in creating health websites, including www.e-healthspace.com.au, where doctors can share ideas, case studies, and access specialist support.
The Illawarra Mercury and WIN News interviewed Professor Andrew Bonney about a grant from the Federal Government which will allow the Graduate School of Medicine to host the trial of the National Broadband Network based video medical consultation—Telehealth. ABC Illawarra also reported on the story.

ABC Central West NSW reported that Uniting Care are building an aged care facility in Orange. The households have been built especially for people with dementia after consultation with Professor Richard Fleming.

The Illawarra Mercury reported on August 13 that Professor Sandra Jones has secured $351,010 funding to research underage drinking.

Dr Ross Gordon was interviewed by the Illawarra Mercury on August 16 about the world-first High Court decision to introduce plain-packaging for all cigarettes and tobacco products.

The Illawarra Mercury interviewed Professor Sandra Jones on August 31 about the NSW Community Attitudes and Behaviours report, compiled by the Foundation for Alcohol Research and Education, which found 80% of NSW residents think Australia has a problem with alcohol abuse.

WIN News, ABC Illawarra, 98FM, Health and Ageing Australia, and the Illawarra Mercury interviewed Associate Professor Angela Brown about the funding granted to UOW and the IRT group to run an integrated aged care teaching program across the Illawarra.

WIN news interviewed Professor Sandra Jones regarding a national proposal to weigh children in primary school to track population weight and obesity statistics.

September

Lance Barrie, Research Manager at CHI, commented on alcohol related sponsorship and advertising. The Illawarra Mercury reported this within the article- Drunk at 11: How boozie stole a childhood

The Illawarra Mercury interviewed Professor Sandra Jones, speaking of alcohol producers targeting young people through online advertising.

The Illawarra Mercury interviewed Dr Lyn Phillpison on September 13 about the new CHI grant to work with Serbian and Macedonian communities regarding cancer diagnosis. CHI’s ‘Dementia Services Online’ research project (Dr Lyn Phillpison in partnership with the Illawarra Dementia Services Network) was noted in the Parliamentary Hansard. Federal member for Cunningham Sharon Bird’s speech to the House of Representatives on September 17 acknowledged the innovative research being carried out.

ABC Illawarra interviewed Professor Sandra Jones about the plain packaging legislation for tobacco companies.

Dr Ross Gordon and Lance Barrie were interviewed on WIN News on September 18 about the Quit Smoking campaign in the Illawarra developed by teens for teens.

The Illawarra Mercury interviewed Lance Barrie on September 25 about the CEGS funded quit campaign that he and Dr Ross Gordon are presiding.

Professor Sandra Jones warned that alcohol producers have bypassed restrictions on advertising in Australian media by targeting young people directly online in the Illawarra Mercury on September 19.

Professor Sandra Jones appeared on WIN news on September 21 about the AMA call to raise the legal drinking age.

October

Professor Jones was interviewed about the pressure on people to drink alcohol at work events (Triple J Radio).

Professor Jones was interviewed about the ways that junk food advertisers target children (Illawarra Mercury and ABCiIlawarra).

Professor Jones was interviewed regarding a national survey by the Australian Bureau of Statistics which found 80% of NSW residents think Australia has a problem with alcohol abuse.

WIN News, ABC Illawarra, 98FM, Health and Ageing Australia, and the Illawarra Mercury interviewed Associate Professor Angela Brown about the funding granted to UOW and the IRT group to run an integrated aged care teaching program across the Illawarra.

WIN news interviewed Professor Sandra Jones regarding a national proposal to weigh children in primary school to track population weight and obesity statistics.

November

The West Australian reported on the findings of CHI’s 2010 schoolies project. Professor Sandra Jones was interviewed for the article.

Professor Sandra Jones was interviewed by the Sydney Morning Herald regarding her recent presentation about secondary supply of alcohol to children and teens at the Conference of the Australasian Professional Society on Alcohol and other Drugs 2012. Interviews on this topic were also conducted by the Melbourne Age, Canberra Times, ABC Illawarra and IAW.

Professor Jones was interviewed following a posting on her UOW blog about buying alcohol on group buying sites (Sun Herald and Sunday Age).

Dr Samantha Thomas was quoted in a story about government proposal to ban soft drinks to children under 12 (Illawarra Mercury).

Professor Jones research presented at this year’s Conference of the Australasian Professional Society on Alcohol and other Drugs in reference to the lack of barriers in place to stop under 16-year-olds from being engaged by clever marketing (B&T weekly) and re-published (Hospitality Today Magazine).

Professor Jones was interviewed about the effectiveness of narrowcast campaigns for sensitive health issues (Triple J Radio).

Professor Jones co-authored a story with FARE’S Michael Thorn about the preventative health agenda re alcohol (Crkey).

Professor Jones was interviewed about the findings and recommendations of the parliamentary Inquiry into Foetal Alcohol Syndrome Disorder (ABC Rural Radio).

December

The Daily Telegraph ran a story on the Centre for Health Initiatives’ research into alcohol brand websites, including an interview with Prof Sandra Jones regarding the ineffectiveness of age verification entry pages.

Professor Jones was interviewed regarding her research into underage alcohol consumption, and being invited to participate in the launch of Operation Unite 2012 (ABC Ill/ ABC Southern).

Professor Jones joined the NSW Commissioner of Police and the Minister for Police in officially launching Operation Unite 2012. Professor Jones speech at the launch was reported (The Daily Telegraph).

Professor Jones was interviewed regarding the harms associated with consumption of alcohol energy drinks, and calls for banning or regulation of alcohol energy drinks in Australia (Marie Claire).

Professor Jones was interviewed by Channel 7 News about a nationwide crackdown on anti social behaviour fuelled by excessive drinking. The story was also covered by Channel 10 News, Sky News, WIN News, Illawarra Mercury and ABC.

Professor Jones was interviewed regarding the launch of the NSW and ACT Alcohol Policy Alliance (WIN News).

Professor Jones was interviewed regarding harms associated with alcohol energy drinks (ABC Sydney, Illawarra and Newcastle).

HIGHLIGHT

CHI engages with culturally diverse communities

During 2012, CHI has extended its reach and impact into culturally and linguistically diverse (CALD) communities. This has included engagement with local community members and leaders from the Greek, Serbian and Macedonian communities to improve understanding and reduce stigma around two important health issues: organ donation and cancer.

It has also included; involvement in a successful ARC grant application with Deakin University addressing blood donation in refugee communities; the conduct of a Rapid Review to inform the development of CINSW strategies, programs and its multicultural plan; and participation in a regional seminar highlighting the impact of dementia in CALD communities.