From the Director

2007 has been a busy and successful year for the Centre for Health Initiatives, including the expansion of our research profile and our change of name (from the Centre for Health Behaviour & Communication Research) in April.

CHI has continued to build on its key research strengths, with significant successes in winning research grants and consultancies, and in successfully completing a range of research projects which have the potential to improve the health and wellbeing of our community. We have also continued our emphasis on the development of junior researchers and HDR students, introducing two new Graduate Certificates for research students which will commence in 2008. Importantly, we have also continued to build and strengthen our links with the community, as we recognise that one of our major contributions is in ensuring the translation of our research into policy and practice.

This report outlines some of the key achievements for 2007 – including projects completed, publications and research funding awarded. Central to all of these achievements is the tremendous level of enthusiasm, commitment and professionalism of CHI staff and students. CHI continues to build a strong multidisciplinary team of researchers who are totally committed to achieving our goals and making a real contribution to our community.

Sandra Jones
CHI Board

The Centre's research activities are guided by an Advisory Board comprising senior University of Wollongong academics from the Faculties of Health & Behaviour Sciences and Commerce.

**Professor Sandra Jones**
**Professor Don Iverson**
**Professor Patrick Crookes**
**Professor John Glynn**

CHI Members

Professor Patrick Crookes
Professor Don Iverson
Professor John Glynn
Professor John Hogg
Professor John Bushnell
Professor Sandra Jones
Associate Professor Janette Curtis
Associate Professor Nicky Hudson
Associate Professor Lyndal Parker-Newlyn
Associate Professor Victoria Traynor
Associate Professor Gary Butler
Dr Danielle McVie
Dr Judy Mullan
Dr Nancy Humpel
Ms Danika Hall
Ms Lyn Phillipson
Mr Roy Brown
Ms Angela Brown
Ms Joanne Joyce
Dr Andrew Bonney
Dr Wade Mitchell

CHI Staff

**Director:**
Professor Sandra Jones

**Research Manager and Fellow:**
Lyn Phillipson

**Associate Research Fellows:**
Louise Waters
Parri Gregory

**Project Managers:**
Kelly Andrews
Karen Rich

**Research Assistants:**
Amanda Reid
Samantha Reis
Belinda Fabrianesi
Elizabeth Wiese
Clare O'Brien
Jacqui Bridge
Fiona Byrne
Kumiyo Inoue
Elizabeth Scally
Lance Barrie
Danielle McVie
James Coombes

**Administrative Assistants:**
Deborah O'Leary
Julia Green
Theresa Mullan
Trish Crimean

Affiliated Academics

Associate Professor Heather Yeatman
Dr Amy Chan
Dr Deanne Condon-Paoloni
Dr Ian Hoult
Dr Kerry O'Brien
Dr Allison Shorten
Ms Isla Bowen
Mr Terry Froggatt
RESEARCH STUDENTS

STUDENT COMPLETIONS 2007

Elizabeth Scally (Honours)
“You’re a Mate, Not a Doctor”: A study into the responses and views of young clubbers towards the NSW Health Club Drugs Campaign.

Elizabeth Wiese (Honours)
An investigation into the protective behavioural strategies used by female university students within the drinking environment.

Kirsty Carr (Honours)
An experimental study of magazine exposure among children aged 9-11 years old.

Lauren Dransfield (Honours)
The Impact of Alcohol Advertising in Rugby League on the Attitudes and Beliefs of Young Men.

Lisa Gaal (Honours)
University Student Sportspeople’s Alcohol Consumption Behaviours and the Second-hand Effects of Alcohol Use.

CURRENT STUDENTS

Keryn Johnson (PhD - APAI Scholarship)
Nina Berry (PhD – APA Scholarship)
Katherine van Putten (PhD - ARC Scholarship)
Jessica Browne (PhD – APA Scholarship)
Terry Froggatt (PhD)
Yumiko Horiguchi (PhD)
Danika Hall (PhD)
Andrew Dalley (DrPH)
Ahmad Al-Sagarat (PhD)
Laura Buccini (DrPH)
Christina Hoang (PhD - APAI Scholarship)
Christopher Magee (PhD)
Rattiporn Luanrattana (PhD)
Michelle Richards (MS - Res)
Annemaree Parrish (PhD)
Julia Kittscha (MN-Res)
Steve Andersen (Msci – Res)
Melissa Lynch (MPH – APAI Scholarship)
Julie Kesby (MN-Res)
Marjon McNamara (MN-Res)
Jennifer Lowe (MN – Res)
Timothy Coombs (MN-Res)
Rebecca Middleton (MN - Res)
Susan Vella (MN – Res)
Nick Rosser (Msci – Res)
Natalie Wall (MN-Res)
The use of social marketing theory and practice to develop innovative and comprehensive sun protection campaigns
Sandra Jones, Don Iverson
ARC Linkage Grant

In 2005 an ARC Linkage Grant was awarded to fund a large-scale collaborative project between researchers at the University of Wollongong and the Cancer Council New South Wales. This project was undertaken to help fill the gap between behavioural evidence, social marketing theory and the practice of health promotion for skin cancer prevention. Specifically project outcomes have included: Completion of two systematic literature reviews of primary prevention programs targeting children, and adolescents and young adults (Keryn Johnson); the utilization of the Rossiter-Percy’s brand loyalty segmentation to identify specific behavioural segments in the adolescent population in relation to the ‘sun protection’ brand (Melissa Lynch); the validation of these behavioural segments in the adolescent target market via a Sun Protection Schools Survey; and development of evidence based guidelines to guide social marketing programs for adolescents and young adults through a modified Delphi consensus process with experts in the field of social marketing and sun protection. were developed (Keryn Johnson)

Exploring the issues associated with caring for people living with HIV/AIDS and their implications for health care worker safety in Indonesia
Lyn Phillipson, Sandra Jones
Albion St Centre

A series of investigations was conducted in Jakarta (Indonesia) during which both qualitative and quantitative data was collected to explore the knowledge, attitudes, beliefs and practices of nurses caring for PLWA. The project described aimed to explore how these various factors may influence the nurses' perceptions of safety in their role and ultimately their willingness to care. The current investigation is expected to guide the development of appropriate HIV/AIDS education for health professionals, as well as inform recommendations to improve healthcare worker safety in resource limited settings. The results include: almost all nurses surveyed agreed that they are ‘comfortable working as a nurse’; slightly more than half agreed that they are ‘comfortable working with AIDS patients’; approximately half agreed that their friends and family are uncomfortable with them working with patients who have HIV/AIDS; and more than half agreed that if they had a choice, they would choose not to work with patients who have HIV/AIDS. The qualitative and quantitative findings suggest that strategies designed to improve nurse (healthcare worker) comfort and safety should include: comprehensive healthcare worker education; public education; and improving overall worker conditions and safety.
Procedural skills survey for General Practitioners

John Hogg, Lyndal Parker-Newlyn, Lyn Phillipson
CoastCityCounty Training Ltd

This project was undertaken by the Centre for Health Initiatives and the Graduate School of Medicine (University of Wollongong). A review of the international literature and associated web searches were conducted and revealed considerable variation in the lists of core skills identified from training programs, GP activity databases and via surveys of students, practitioners and educators. The search also highlighted definitional problems that made direct comparisons between the UK, US and Australian skills list difficult. Recent graduates of the CCCT program were surveyed utilizing the current RACGP minimum procedures list (1998) and identified a ‘core’ list of 34 essential and 29 additional skills for independent practice. The groups of skills ranked most frequently as essential were minimum emergency skills, surgery skills and reproductive health skills. Self ranked competency in those skills identified as essential for independent practice by recent graduates was greater than 90% for all skills, with 85.7% of graduates agreeing that the procedural skills training program was adequate. Most respondents agreed they had been provided with adequate opportunity to practice procedural skills (80%), but this decreased to 65.7% regarding adequacy of supervision and to 54.3% regarding adequacy of assessment. These results should be an encouragement to the provider regarding overall satisfaction with the procedural skills component of the program, but should also highlight the need to consider how to improve the assessment of competence of trainees as a means of improving confidence for rural practice.

Development of a ranking of refereed journals in which Australia and New Zealand nursing and midwifery researchers publish their work

Sandra Jones, Patrick Crookes, Chris Brewer
Australia & New Zealand Council of Deans of Nursing & Midwifery

The overarching objective of the research was to systematically derive a tool to rank refereed journals where researchers in the disciplines of nursing and midwifery publish, and to allocate journals to quality bands according to this tool. To achieve this aim, we emailed peak nursing bodies in Australia in order to identify all journals where nurses and midwives are published. Simultaneously, a comprehensive and systematic literature search and review was undertaken in order to describe and evaluate the various methods of journal evaluation. Delphi surveys were conducted with CDNM members regarding what constitutes journal quality and what the most importance indicators of journal quality are. This formed an ‘ideal criteria’ of what comprises journal quality and a focus group comprised of CDNM members was conducted in order to refine this list, and to gain ideas and perspectives on how to measure these in practice. The results of these consultations informed the journal ranking tool, “The Journal Evaluation Tool” (JET) which was distributed to a number of journals from the initial identification process, and each journal was scored based on their responses. A total of 51 journals were scored and ranked. Journals were scored out of 100, and were allocated to one of four quality bands based on that score. The tool is intended to be useful for other organisations and individuals with interests in journal ranking. It intended for use with all nursing and midwifery journals, and also for modification for use in other disciplines.
Food marketing to children in Australia
Sandra Jones, Lyn Phillipson
The Cancer Council Australia – Nutrition and Physical Activity Committee

This report was commissioned by The Cancer Council Australia’s Nutrition and Physical Activity Committee in recognition of the role that food marketing plays in influencing dietary patterns and subsequent weight gain in children. It explores the marketing tactics employed by eight leading Australian food companies that target children. The report begins by presenting eight food company case studies. Each case study investigates the main nutrients in the food products marketed to children, policies on marketing to children and obesity and examines marketing tricks to target children through the use of devices such as cartoon characters, websites, print and television advertising, giveaways, competitions and sponsorship. The report also presents the results of focus group discussions with children aged 5 – 9 years and teenagers aged 12 -14 years. These discussions illustrate how the marketing strategies used by food companies are influencing children diets and attitudes towards foods.

Review of alcohol and other drugs in nursing, psychology and social work university curricula
Sandra Jones, Janette Curtis, Lyn Phillipson
DEST AOD Taskforce (2006-2007)

The main project tasks for this research project were to systematically seek out publicly available undergraduate subject outlines (and, where available, materials) for subjects addressing Alcohol and Other Drugs (AOD) issues that are currently taught in Australian universities in the areas of social work, psychology and nursing. This project also delivered case studies that illustrate how AOD content has been integrated into university curricula.

Strategic Research Partnership Grants (STREP) in Pancreatic Cancer: Setting priorities and defining research questions for later phase procurement
Sandra Jones, Don Iverson, Louise Waters
The Cancer Council NSW (2007)

TCCNSW initiated this process to achieve consensus on research objectives that can be addressed in the Australian context and where leverage can be developed with the existing partnership activity. The purpose of this process was to systematically identify outstanding research issues and opportunities that offer the potential for accelerated progress in cancer control policy and practice in pancreatic cancer and that can be addressed by the partnership, or other researchers that may be linked to them. In order to achieve this aim, CHI conducted semi-structured interviews with international pancreatic cancer experts, a Delphi process with national pancreatic cancer experts, and held consumer focus groups in order to systematically identify research priorities in pancreatic cancer. A nominal group was then held to refine and reach consensus on research issues and opportunities that offer the potential for progress in pancreatic cancer control within Australia. The challenges involved in stimulating such research were also assessed and a procurement strategy will be undertaken to address them.
Alcohol labelling: Effectiveness of standard drink information and health warnings

Sandra Jones, Parri Gregory
HBS Faculty Research Grant (2007)

This project aimed to investigate young people’s feelings and beliefs towards standard drink labelling and health message labelling on alcoholic beverages. This qualitative research project consisted of a series of 6 focus groups with University students aged between 18 and 25, and the objectives were to examine: the impact of recently introduced highly visible standard drink labelling of alcohol beverages on drinking intentions of young adults; the interactions between standard drink labelling, demographic and personality variables on drinking intentions among young adults; and the potential utility of more visible standard drink labelling and health messages on alcohol labels in supporting evidence-based alcohol harm reduction strategies. This study provides initial evidence to support the view that standard drink labelling, in isolation of other modifications to product packaging and marketing, is likely to serve to further increase heavy drinking among young people. It is concerning that this industry initiative may divert attention from important questions such as the need to control the potency, price and marketing of youth-targeted alcohol products.

A review of the literature on the predominant information-seeking behaviours of women with regard to (breast) cancer and recommendations for research and practice

Samantha Reis, Sandra Jones
National Breast Cancer Centre

This literature review was conducted for the National Breast Cancer Centre, and summarised the available literature on, or directly relevant to, information seeking behaviours of people with cancer, particularly focusing on women with breast cancer. A systematic literature search was conducted which identified 80 articles for inclusion in the review. Results from Australian based research indicated: individuals with cancer primarily seek information from “health care professionals”; there was a strong preference for verbal communication over written information; family and friends were important but under-recognised source of cancer information. A preference was thus shown for personal sources of information. Other results found the media, particularly women’s magazines, as an important source of information, with the Internet a prevalent secondary source of cancer information. The influence of age, educational level and socio-economic status, and research specific to Indigenous and people of non-English speaking backgrounds was also examined. Recommendations and implications arising from the review highlighted the need for more research into the information seeking behaviours of indigenous women, women from NESBs, and rurally dwelling women with breast cancer.
Analysis of pharmaceutical advertising in Australian magazines and the effectiveness of current advertising regulation
Danika Hall
HBS Early Career Researcher Grant

Six magazines were monitored for a 12 month period with a total of 696 therapeutic advertisements identified. Disease awareness advertisements including government and pharmaceutical company-sponsored advertisements accounted for 9.8%. A complaint was submitted to Medicines Australia regarding a pharmaceutical company-sponsored disease awareness advertorial that was identified as not complying with current regulation and this was upheld by the adjudication committee.

An investigation of the relationship between time-perspectives and health behaviours
Sandra Jones, Samantha Reis
HBS Faculty Seeding Grant

Delay of rewards (i.e., preferring to receive bigger rewards at a later date) was associated with: delay of Punishment (i.e., preferring to receive a bigger punishment at a later date), exercise level (i.e., engaging in a high level of exercise), and the use of Preventative Services, r = .09, p < .05. Delay of Punishment (i.e., preferring to receive a bigger punishment at a later date) was associated with: delay of rewards (as above); alcohol use (i.e., high levels of alcohol use) in the reverse direction to that expected (i.e., putting off punishment was related to lower levels of drinking).

Australian consumer responses to direct-to-consumer pharmaceutical advertising and disease state awareness campaigns
Sandra Jones, Danika Hall
HBS Faculty Research Grant

This survey elicited responses from 413 Australian consumers to one of four different pharmaceutical-sponsored advertisements including two New Zealand advertisements for prescription medicines and two matched Australian advertisements. Respondents found the Australian disease awareness advertisement to be more valuable compared with the other product focused advertisements, and were more likely to correctly identify the advertiser, perceived the advertiser to be more reliable, and were less likely to believe the advertisement was trying to sell a product or treatment. Respondents found it easier to comprehend the more informational style advertisements, and felt that there was insufficient information regarding conditions and treatments in the more emotive advertisements.

Headspace: Marketing a youth friendly GP service
Lyn Phillipson
Illawarra Division of General Practice

This project was commissioned to investigate the current beliefs and responses of young people (aged 12-24 years) in the Illawarra towards a youth friendly GP service branded ‘Headspace.’ The project also aimed to explore the acceptability of the proposed GP location, the variables essential to designing an effective communication strategy aimed at this target group and explore their suggestions regarding the marketing and promotion of a general practice services specifically designed for young people. Qualitative data was collected during several focus groups and one friendship pair interview, consisting of young people within the target age group, yet from diverse backgrounds (i.e. high school students, university students and youth service clients). Analysis revealed objections to the use of the term ‘Headspace’ due to the stigma affiliated with the use of mental health services. In regards to communication strategies, the results indicate a need for segmentation of the target group due to differences in the message factors, sources and channels required to shift attitudes and behaviour towards the use of this service.
A pilot study to investigate the influence of alcohol advertising (particularly during sports programming) on school children's alcohol beliefs and attitudes
Lyn Phillipson
HBS Early Career Researcher Grant

This pilot study was designed to collect some initial data concerning the potential impact of alcohol advertising and promotion during sporting broadcasts on the alcohol beliefs of children in Australia. In this paper, the frequent alcohol advertising during the finals of the One Day Cricket Series broadcast during the summer of 2006 was found to contain features potentially appealing to young children. Qualitative data collected during 6 friendship pair discussions with Grade 5 and 6 primary school students found that children have high levels of recognition for alcohol ads shown during the TV broadcasts and highlights the appeal of certain features such as humour and mascots – as well as a tendency for children to associate a preference for alcohol products with being young, male, sporty and humorous.
Ongoing Projects 2008

2007/08 National Breast Cancer Centre
Well-women’s Survey
Chief Investigators: Sandra Jones, Don Iverson
Funding: National Breast Cancer Centre

2007-2009 TCCNSW – Social Marketing and Social Change Strategists
Returning for regular breast cancer screening: The effects of counterfactual thinking messages on breast screening compliance
Chief Investigators: Sandra Jones, Amy Chan, Don Iverson
Funding: National Breast Cancer Foundation Concept Grant

Evidence-based community standards for ethics in advertising
Chief Investigator: Sandra Jones
Funding: ARC Discovery

Snake condom promotion campaign evaluation
Chief Investigators: Lyn Phillipson, Sandra Jones
Funding: Convenience Advertising & Marie Stopes International

Application of magnet principles in aged care
Chief Investigators: Patrick Crookes, Joanne Joyce
Funding: Uniting Care

The impact of the change to voluntary student union fees on the physical activity levels of University students
Chief Investigators: Nancy Humpel, Lyn Phillipson, Danika Hall
Funding: HBS Faculty Research Grant

Empowering the community to respond to inappropriate alcohol marketing
Chief Investigators: Sandra Jones, Lyn Phillipson, Louise Waters
Funding: UOW Community Engagement Grant (with Greater Western Area Health Service)

In breach at the beach: An investigation of the XXXX Gold beach cricket campaign
Chief Investigator: Lyn Phillipson
Funding: HBS Faculty Small Grant
Case study of drugs in sport: Ben Cousins & Andrew Johns

Chief Investigators: Sandra Jones, Parri Gregory
Funding: CHI Internal Research Grant

An investigation into the implicit and explicit health behaviour trade-offs made by university students and staff
Chief Investigators: Sandra Jones, Parri Gregory
Funding: Internal

Strategic research partnership grants in colorectal cancer: Setting priorities and defining research questions for later phase procurement
Chief Investigators: Sandra Jones, Don Iverson
Funding: The Cancer Council NSW

The development of an undergraduate nursing competencies assessment tool, for use across Australian Universities
Chief Investigators: Patrick Crookes, Roy Brown
Funding: Carrick Institute

Development of Graduate Certificate of Social Marketing for Health and Graduate Certificate of Health Research
Chief Investigators: Sandra Jones, Patrick Crookes, Heather Yeatman, John Bushnell, Lyn Phillipson, Louise Waters
Funding: UOW Educational Strategies Development Fund Grant

An investigation into the nature and effects of point-of-sale promotions for alcohol beverages: Development and piloting of an alcohol promotions audit tool
Chief Investigator: Sandra Jones
Funding: RSO Partnership Grant

Increasing knowledge and family communication regarding organ donation
Chief Investigators: Sandra Jones, Kelly Andrews
Funding: Internal

Development of a research website to collect data and assist men with cancer
Chief Investigators: Nancy Humpel, Frank Deane
Funding: Illawarra Institute of Mental Health Research Grant

Centre for Health Initiatives: Annual Report 2007
Ongoing Projects 2008

**Exploring measures of advertising effectiveness**
Chief Investigators: Sandra Jones, Samantha Reis
Funding: Internal Funding

**New media and alcohol messages: Whose space is MySpace?**
Chief Investigators: Parri Gregory, Sandra Jones
Funding: CHI Internal Research Grant

**Alcohol energy drinks: Blurring the line between alcohol and soft drinks**
Chief Investigators: Sandra Jones, Parri Gregory
Funding: CHI Internal Research Grant

**How food branding strategies build relationships with children**
Chief Investigators: Sandra Jones, Lyn Phillipson
Funding: CHI Internal Research Grant

**Using market segmentation to develop more effective communications to encourage organ donation**
Chief Investigators: Don Iverson, Sandra Jones, David Steel
Funding: CHI Internal Research Grant

**Bird flu media analysis**
Chief Investigators: Louise Waters, Sandra Jones
Funding: CHI Internal Research Grant

**The environment and physical activity in aged care facilities**
Chief Investigators: Nancy Humpel, Victoria Traynor, Patrick Crookes, Lyn Phillipson
Funding: University Research Grant, Partnership Scheme
BOOKS AND BOOK CHAPTERS

REFEREED JOURNAL ARTICLES


**INVITED JOURNAL PUBLICATIONS**


**REFEREED CONFERENCE PROCEEDINGS**

1. Andrews, K.L. & Jones, S.C. (2007). "Asthma? We should have got it by now if we were going to get it!": Implications for Social Marketing to the Over 65's. In G. Sullivan Mort & M. Hume (Eds.), *Social entrepreneurship, social change and sustainability: Proceedings of the 2007 International Nonprofit and Social Marketing Conference* (pp. 9 - 14). Queensland, Australia: Griffith Business School, Griffith University.


Health Conference, Clearwater Beach, Florida, June 20-23.


**INVITED PRESENTATIONS**


**REPORTS**


A highlight of CHI’s community involvement in 2007 was our success in obtaining a Community Engagement Grant titled “Empowering the community to respond to inappropriate alcohol marketing”. This project is a community-originated and community-driven project developed to respond to significant concerns about the capacity of small regional communities to respond to the impacts of alcohol marketing on alcohol consumption in their communities (particularly among young people). CHI is working with the NSW Central West Division of General Practice, The Lyndon Community, and Greater Western Area Health Service to develop and disseminate a set of resource materials to better enable communities to tackle inappropriate marketing and promotional activities of alcohol companies at a local community level; increase the skill base of partner organisations in addressing these issues and providing training for other individuals (as well as provision of training materials); and provide process evaluation data to demonstrate the depth and breadth of need for these resources – and their utility in the community – to enable partners to obtain funding for sustained (and geographically expanded) provision of the resources and training.

**STAFF:**

**Patrick Crookes**
- Received a Carrick Citation Award in August
- Was involved in the International Nurses Day (May)
- Engaged in ongoing work as Project Coordinator of the DTSC Project Coordinator Group and to raise the profile of the group Patrick presented a poster at the DCRC Forum in Sydney (September) and visited Edinburgh (May) for a meeting of the international collaboration IVINurs (an international virtual nursing school) which we have joined in partnership with SESIAHS; this meeting also involved discussions about the EADTSC.
- Hosted a National Workshop at the Novotel for the DTSC Project Coordinator Group (July)
- Was elected Secretary and Deputy Chair of the Council of Deans of Nursing
- Commenced running leadership programmes for staff of SESIAHS, in a deal brokered by Patrick and Karen Patterson (Hon SL); these are run by Karen and Angela Brown
- Forged a partnership with Southern sector of SESIAHS to see the appointment of a clinical professor of nursing to be based at TWH (Ken Walsh)
- Continued to work in conjunction with Joanne Joyce and Uniting Care to develop a tool to measure 'staff magnetism in aged care SETTINGS' continues.

**Don Iverson**
- Was awarded an Honorary Doctorate of Science from Canada’s University of Waterloo for his work in establishing a national cancer research network that has generated $200 million in research funding over the past 14 years (October).
- Gave a Leadership in Teaching & Learning presentation to Heads of Schools, (arranged by Sandra Wills, CEDIR) (March).
- Gave a public presentation for the National Breast Cancer Foundation in Canberra (March).
- Gave a presentation on ‘Innovations in Cancer Care’ for the Illawarra Innovation Showcase 2007, held at Wollongong Hospital (August).

**Sandra Jones**
- Was a Member of the Advisory Committee for Thinking Drinking II which was held in Melbourne, Victoria, in February
- Presented a series of seminars on alcohol advertising and marketing to teachers, drug education officers, AOD workers, and community members in Dubbo and Orange – as part of the Greater Western Area Health Service’s Celebrating Do It Safely 2007 in August
- Was an invited speaker at the University’s Pink Ribbon Breakfast (on behalf of the NBCF) in October
- Hosted a visit from the Director of the Office of Liquor, Gaming and Racing in November.
- Presented a seminar on alcohol marketing at the Department of Education and Training’s Alcohol and Drug Prevention Conference in December 2007.
- Was a lunchtime speaker at the Time Out for Women breast cancer fundraising Christmas lunch in December.
- Continued in her roles as: a Member of the Community Alcohol Action Network Reference Group; Member of the Food Marketing to Children Research Reference Group; member of the Raising Children Network Steering Committee; and Member of the National Breast Cancer Centre Information Advisory Group.

**STUDENTS:**

**Elizabeth Wiese**

- Visited Wollongong Ladies Probus group to present and discuss CHI’s research interests.
- Volunteered to conduct interviews with community members in regards to the Illawarra’s capacity to support cancer patients for TCCNSW (along with Elizabeth Scally).

**Nina Berry**

- Gave a presentation entitled “Little Babies; Big Business” addressing ethical issues around the marketing of infant feeding products to and through doctors and nurses to a group of Health Professionals with an interest in Maternal and Child Nutrition in April; at the Australian Breastfeeding Association’s National Conference in August; and at the NSW College of Lactation Consultants’ Annual Conference in October.
During 2007 the activities of the Centre for Health Initiatives received widespread media coverage. Our research has been highlighted by local, national and international print and electronic media throughout the year.

In February, Professor Jones’ op ed article “Regulations make sport fair game” appeared the Sydney Morning Herald, discussing the concerning relationship between alcohol sponsorship and sport within Australia.

In March, Professor Jones was quoted in the Sydney Morning Herald in regard to issues surrounding alcohol sponsorship of V8 Supercars.

In April, CHI’s research into the impact of gym membership payments received a large amount of exposure during April. The study found that people who pay up-front for gym memberships may go to the gym less often than those who pay by fortnightly deductions and the findings were reported by Illawarra Mercury, Townsville Bulletin, Hobart Mercury, Geelong Advertiser, The Sun-Herald, New Zealand Herald, WIN News, ABC Radio and many others. Also in April, the Sydney Morning Herald also quoted Professor Jones in regards to the breaching of advertising guidelines by the alcohol industry; and Professor Jones was interviewed by ABC Alice Springs about fear appeals in social marketing.

In May, the Centre’s formal name-change celebration, and increasing role in cross-disciplinary health research, was reported in the Illawarra Mercury, i98FM, ABC Illawarra and WIN News.

In June, the Australian carried an article on tackling the problem of unhealthy drinking by ‘de-glamorising’ Australia’s most widely used drug and referred to research by Sandra Jones which has shown how the Alcohol Beverages Advertising Code fails in constraining alcohol promotion that regularly exploits sexuality and sporting heroes.

September and October witnessed an array of response to CHI’s “Food Marketing to Children in Australia” study (commissioned by the Cancer Council, NSW). The report called for an overhauling of advertising rules after it was found that Australia’s leading junk-food manufacturers are using trickery and aggressive marketing, and that most of the products promoted to children are those high in sugar, salt and fat.

Coverage included major headlines in the Illawarra Mercury, Herald Sun, West Australian, Canberra City Chronicle and The Age. Professor Jones was also interviewed by WIN News and ABC Illawarra Radio regarding issues relating to food advertising to children. Also in October, Professor Jones was interviewed by WIN News about happy hours and pub promotions in the Illawarra; and in the Illawarra Mercury in relation to confectionery manufacturers increasingly blurring the lines between adult and children’s products.

In December, the Centre’s presence at the Australian and New Zealand Marketing Academy Conference in Dunedin, New Zealand was heard throughout the New Zealand media. The Christchurch Press and popular news site, stuff.co.nz reported on Sandra Jones’ study regarding alcohol promotions in bottle shops which suggested a need for tougher regulations on alcohol promotions in Australia and New Zealand.

WIN News spoke to Sandra Jones about new high-energy alcoholic drinks which have similar packaging and taste to regular high-energy drinks, which is illegal. Prof Jones said these products can pose a temptation and danger to teenagers. CHI’s research also made headlines on WIN news, with Professor Jones and Research Associate Parri Gregory being interviewed on the similarities of packaging of alcohol pre-mixed energy drinks and non-alcoholic beverages.