From the Director

2008 saw the Centre for Health Initiatives continue to build on its track record of innovative research across a range of health issues. This was evident in CHI’s continued success in attracting research grants from the Australian Research Council (including two ARC Linkage Grants awarded for commencement in July 2008 and an ARC Discovery Grant for commencement in January 2009); as well as grants from other funding bodies (such as the NRMA ACT Road Safety Trust, Department of Health & Ageing and the Mental Health Coordinating Council (MHCC)).

A highlight of this year was the completion of two research projects for NSW Health, which built on earlier pilot studies, examining young people’s reasons for drinking RTDs (alcopops) and investigating the effects of point-of-sale alcohol promotions. The completion of these NSW-wide projects was made possible by the enormous efforts of our dedicated team of academics, project managers, research assistants and administrative staff. Another ongoing project is the development of Delirium Care Pathways for NSW Health, on behalf of the Health Care of Older Australians Standing Committee (HCOASC).

CHI’s focus on enhancing the link between research and teaching is seen in the award of a grant from the Australian Learning and Teaching Council (ALTC) for the development of a tool to assess undergraduate nursing competencies, as well as our continuing support for postgraduate research students. Ongoing work has also taken place on the Journal Evaluation Tool (JET) (for journals in which nursing and midwifery research is published) with the pre-existing listing being updated by CHI for the Australian and New Zealand Council of Deans of Nursing and Midwifery.

We also continued to build on our existing research partnerships, including the National Breast and Ovarian Cancer Centre, The Cancer Council NSW, and Australian Health Management (ahm), as well as developing new partnerships with academic, industry, and community groups. CHI’s strong commitment to our local community ensures that we continue to work with key organisations – such as the South Eastern Sydney/Illawarra Area Health Service, NSW Justice Health, Uniting Care Ageing, NSW Police, the Illawarra Crime Prevention Partnership Health Subcommittee and the Illawarra Division of General Practice – as well as present our research findings to professional associations, schools and community groups throughout NSW.

CHI is recognised throughout Australia and overseas as a key research centre in the areas of health behaviour change, social marketing, and health workforce development and leadership. In 2008 we hosted the International Nonprofit and Social Marketing Conference, attracting delegates from Australia, New Zealand, Canada, U.K, Indonesia and Nepal.

This report outlines some of our key achievements in 2008 – including projects completed, grants awarded, publications, and engagement with the community.

Our success is built on the enthusiasm, dedication and professionalism of CHI staff and students, all of whom are unfailingly committed to undertaking high-quality research that makes a real difference to the community.

Sandra Jones
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**

**AFFILIATED ACADEMICS**  
Professor John Bushnell  
Professor John Hogg  
Associate Professor Heather Yeatman  
Dr Amy Chan  
Dr Deanne Condon-Paoloni  
Dr Ian Hoult  
Dr Wade Mitchell  
Ms Isla Bowen  
Mr Terry Froggatt  
Ms Joanne Joyce  
Ms Faye McMillan  
Ms Natalie Wall  
Ms Margaret Wallace  
Ms Yvonne White  
Ms Moira Williamson

**Director:**  
Professor Sandra Jones

**Associate Research Fellows:**  
Dr Gillian Stillfried  
Mr Parri Gregory  
Ms Lyn Phillipson  
Ms Louise Waters

**Project Managers:**  
Kelly Andrews  
Julie Hall  
Joanne Telenta

**Senior Research Assistants:**  
Keryn Johnson  
Samantha Reis

**Research Assistants:**  
Lance Barrie  
Nadia Mannino  
Elizabeth Scally  
Kirsten Turner  
Elizabeth Wiese

**Full Time Administrative Assistant:**  
Melissa Davies

**Casual Administrative Assistants:**  
Trish Crimean  
Helen Donovan  
Julia Green  
Megan Kovac  
Theresa Mullan
## RESEARCH STUDENTS

### STUDENT COMPLETIONS 2008

Andrew Dalley (DrPH)  
**What is the effect of change on Australian General Practitioners?**  
(Supervisors: Prof Don Iverson & Prof Patrick Crookes)

Christina Hoang (PhD - APAI Scholarship)  
**Efficacy of strategies to increase participation rates in disease management programs.**  
(Supervisors: Prof Sandra Jones & Prof Don Iverson)

Christopher Magee (PhD)  
**The relationship between chronic sleep restriction, poor sleep quality and obesity in adults**  
(Supervisors: Prof Don Iverson, Prof Xu-Feng Huang, Dr Peter Caputi & Dr Nancy Humpel)

Kirsten Turner (Honours)  
**An exploratory study into the availability and suitability of existing dementia services for Aboriginal Australians**  
(Supervisors: Lyn Phillipson, Prof Kathleen Clapham)

### CURRENT STUDENTS

Ahmad Al-Sagarat (PhD)  
Steve Andersen (MSci – Res)  
Nina Berry (PhD – APA Scholarship)  
Andrew Bonney (PhD)  
Angela Brown (PhD)  
Jessica Browne (PhD – APA Scholarship)  
Laura Buccini (DrPH)  
Timothy Coombs (MN-Res)  
Terry Froggatt (PhD)  
Danika Hall (PhD)  
Yumiko Horiguchi (PhD)  
Keryn Johnson (PhD - APAI Scholarship)  
Samantha Karmel (PhD – APAI Scholarship)  
Julie Kesby (MN-Res)  
Julia Kittscha (MN-Res)  
Jennifer Lowe (MN – Res)  
Rattiporn Luanrattana (PhD)  
Melissa Lynch (MPH – APAI Scholarship)  
Marjon McNamara (MN-Res)  
Rebekka Middleton (MN - Res)  
Annemaree Parrish (PhD)  
Lyn Phillipson (PhD – EADTSC Scholarship)  
Michelle Richards (MS - Res)  
Nick Rosser (MSci – Res)  
Katherine van Putten (PhD - ARC Scholarship)  
Susan Vella (MN – Res)  
Natalie Wall (MN-Res)  
Melinda Williams (PhD – APAI Scholarship)
Projects Completed in 2008

Research to determine the impact of “Ready to Drink” spirit beverages on young people and development of appropriate responses

Sandra Jones
NSW Health

This study has demonstrated that young people aged 12-17 years in New South Wales have high levels of awareness of, and strong preferences for, RTD products. They clearly identified taste, convenience, cost and alcohol strength as key drivers of product preference. It appears that despite recent price increases, these products remain popular among, and affordable for, underage drinkers. It is evident that RTDs are not a single product with uniform appeals or attractiveness to young people (with an increase in male-targeted product lines, variation in alcohol content from 4.8% to 7.5%, and a range of packaging and promotional appeals).

Research into the impact of point of sale alcohol advertising and promotions on risky drinking by young people, and development of appropriate responses

Sandra Jones
NSW Health

This study has demonstrated that point-of-sale promotions have high recall and influence the purchasing decisions of young people, both in terms of the choice of product and the quantity purchased. However, the influence on actual consumption levels requires further research. Within the focus groups, participants were divided in their perceptions of the impact of promotions on their actual drinking behaviour, with some reporting that if they had more alcohol they would drink it (particularly if they perceived it as a ‘bonus’ or ‘free’) and others reported that they would save or share the additional alcohol.

Snake Condom Campaign - Evaluation of the Narrowcast Component

Parri Gregory, Lyn Phillipson, Sandra Jones
Convenience Advertising Pty Ltd

Originating in the Aboriginal community of Mildura, Victoria, the ‘Snake Condom’ was first launched through collaboration between Marie Stopes Australia, the Victorian Aboriginal Community Controlled Health Organisation (VACCHO) and the Mildura Aboriginal Health Service. Our evaluation of the narrowcast component of this campaign demonstrated high levels of recall and recognition of the Snake Condom marketing posters; recall and understanding of the main and secondary messages; and perceptions of the relevance, appropriateness, and target market of the posters.
Projects Completed in 2008

**Strategic Research Partnership Grants - Meiser Workshop**

*Sandra Jones*
*The NSW Cancer Council*

In order to develop and endorse research priorities for The NSW Cancer Council (TCCNSW) in the area of genetic testing for newly diagnosed patients with breast and/or ovarian cancer, CHI facilitated a workshop which included the conduct of a nominal group process. The aim of the process was to define pertinent research ideas with a tangible potential to identify management options, health service needs and communications strategies for women with breast and/or ovarian cancer. This resulted in four defined research goals. The TCCNSW will undertake a procurement strategy to address these goals.

**2007/08 National Breast Cancer Centre Well-Women’s Survey**

*Sandra Jones, Don Iverson*
*National Breast & Ovarian Cancer Centre*

The Breast and Ovarian Health Survey was conducted in late 2007 to explore the knowledge, attitudes and behaviour of women across Australia in relation to knowledge of symptoms, risks and detection of breast and ovarian cancer. Key findings include: nearly one-quarter of respondents reported experiencing a potential symptom of breast cancer within the last two years, with a pain in the breast being the most commonly reported symptom; the most common reasons given for not having a mammogram among women in the target group were psychological reasons; and there was a large gap in ovarian cancer knowledge with 40% of respondents incorrectly believing that a Pap smear can detect ovarian cancer.

**Returning for regular breast cancer screening: The effects of counterfactual thinking messages on breast screening compliance**

*Sandra Jones, Amy Chan*
*National Breast Cancer Foundation*

This study found that the use of counterfactual messages in encouraging women to present for mammography is worthy of further consideration. The community study findings suggest that the counter-factual message intervention is potentially beneficial in encouraging women to form positive attitudes towards screening and increasing screening intentions. During the formative research phase, we found that the primary drivers of non-screening included a lack of faith in the diagnostic effectiveness of mammograms and concerns about exposure to radiation. Negative attitudes towards mammograms were, to an extent, a reflection of a somewhat sceptical attitude towards medical professionals and the health system.
The impact of the change to voluntary student union fees on the physical activity levels of University students

Lance Barrie, Lyn Phillipson, Parri Gregory and Sandra Jones
HBS Faculty

This study investigated whether the introduction of VSU fees has led to a decrease in physical activity levels. The study found that uni students have a remarkably low level of participation in university gym-based physical activity, classes or clubs. Cost was identified as a barrier by 52.0% of respondents in 2007 compared to 22.2% in 2005, indicating that VSU may have directly impacted the use of university facilities and lead to a general decrease in the already low levels of physical activity.

Successful e-Health Strategies for Weight Loss and Exercise – Literature review

Samantha Reis, Gillian Stilfried and Lyn Phillipson
Australian Health Management (ahm)

A literature review was conducted to establish which program features maximise the success rate of e-Health weight loss and physical activity interventions, and which participant features influence the success of these interventions. Results of the review indicated that program users tended to want a greater degree of interactivity with health professionals. The review also highlighted a number of online components which can be manipulated in order to increase positive attitudes to websites and combat declining log-on rates.

Moving medical education to an outcome-based approach: The effect of medical students on patients and the patients’ perspective

Nicky Hudson, Elizabeth Farmer, Rowena Ivers & Russell Pearson
Faculty Research Committee

Patients in regional and rural settings with relatively little prior experience of medical student involvement are willing partners in junior medical student skill development. Our study confirms the findings from urban general practice, namely patients are potentially underutilised partners in community-based medical training.
Increasing knowledge and family communication regarding organ donation

Sandra Jones, Kelly Andrews, Samantha Reis
CHI

With the introduction of the Australian Organ Donation Register (AODR), responsibility regarding organ donation decisions primarily rests with the individual. However, family members can be instrumental in facilitating or hindering the rate of organ donation by objecting to or confirming the individual's wishes. We surveyed 23 matched pairs of undergraduate university students and their parents and found that attitudes to organ donation were positive and that there was a tendency for these dyads to give concordant responses regarding attitudes, level of family communication and intent to donate. These findings are valuable to the development of social marketing messages to improve Australia's organ donation rate.

Bird flu media analysis

Louise Waters, Sandra Jones
CHI

The purpose of this study was to systematically monitor and analyse Australian print media coverage of avian influenza throughout 2006 and to examine whether this coverage served the purpose of informing, rather than alarming, the general public. A considerable proportion of the 850 articles reporting on avian influenza were framed in a way that had the potential to incite fear and panic amongst the public; the intensity of media coverage appeared to reduce over time; and, of particular concern, there had been little media coverage that focused on protective or preventative issues.

Are consumers willing to pay for the installation of reversing cameras in motor vehicles for safety purposes?

Sandra Jones

There is a great deal of evidence that accidents involving children in the driveway is higher than the reported 10% of all childhood pedestrian injuries and fatalities. While education can be key to raising awareness of this issue, the literature suggests that a preventative intervention is needed. However, it appears that none of the suggested interventions, such as environmental modification, is effective on its own and multi-faceted interventions will probably work best. Having said that, the literature does show that reversing cameras are one of the better options, particularly when combined with proximity sensors.
Projects Completed in 2008

**Developing a patient-centred approach to the engagement of older patients and general practice registrars**

Andrew Bonney, Lyn Phillipson  
CoastCityCountry Training (CCCT)

The aims of the project were to determine if concerns that older patients may be reluctant to engage general practice registrars (GPRs) in their care were founded, investigate the attitudes of older patients to GPRs and propose avenues for improving their interaction. Patients valued seeing GPRs as a means of gaining access to medical care for minor or urgent problems, but wished to maintain a relational link and long-term continuity with their usual GP. Patients usually made a positive assessment of their interaction with a GPR if there was good communication and a perceived keen attentiveness on the part of the GPR. Of note was that patients were generally unaware of a formal training program for GPRs and unsure of the GPRs’ role in the practices.

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**Literature Review - Alcohol, older people and the new NHMRC Low Risk Drinking Guidelines**

Lyn Phillipson  
CHI

The academic literature provides little insight into what older people understand to be ‘safe’ or ‘risky’ alcohol behaviours. The limited literature available revealed some variability in the actual rates of older people who report receiving advice or questioning about alcohol use by a GP. However, indications are that the majority of adults who attend GP clinics are not questioned about their alcohol behaviours and that older adults are even less likely than their younger counterparts to be screened or provided with alcohol advice.

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**Alcohol, older people and the new NHMRC Low Risk Drinking Guidelines**

Lyn Phillipson, Sandra Jones  
Faculty Research Committee

A pilot study conducted with 12 older people (60 years +) reveals a general lack of understanding of older participants of the risks and benefits associated with alcohol consumption and the increased vulnerabilities associated with their advancing years. It appears unlikely that older adults will initiate discussion with their GPs about their alcohol behaviours, although it appears they have some expectation and acceptance that their GPs will discuss alcohol with them as part of a consultation. The factors that influence the discussion of alcohol between a GP and their older adult patients are not well understood and would benefit from further investigation.
Ongoing Projects 2008

**External Research Grants**

**An exploration of the needs of Aboriginal women with drug-and-alcohol and mental-health problems in rural and regional NSW**
Prof Sandra Jones, Anne Greenaway (SCMSAC), Prof Kathleen Clapham, A/Prof Janette Curtis, Lyn Phillipson
Mental Health Co-ordinating Council (MHCC)

**An investigation of the nature and effects of point-of-sale promotions for alcohol beverages**
Prof Sandra Jones, Prof Steve Allsop, Dr Tanya Chikritzhs
ARC Linkage Grant

**An undergraduate nursing competencies assessment tool for use across Australian Universities**
Prof Patrick Crookes, Roy Brown
Australian Learning and Teaching Council (ALTC)

**Development of a ranking of refereed journals in which Australia and New Zealand nursing and midwifery researchers publish their work**
Prof Sandra Jones, Patrick Crookes, Chris Brewer
Australia & New Zealand Council of Deans of Nursing & Midwifery

**Evidence based community standards for ethics in advertising**
Prof Sandra Jones
ARC Discovery Grant
University of Wollongong

**HCOASC development of delirium pathways**
Chief Investigators: A/Prof Victoria Traynor
Funding: Health Care of Older Australians Standing Committee

**Implementation and evaluation of a comprehensive sun protection program for adolescents**
Prof. Sandra Jones, Prof Don Iverson, Dr Peter Caputi
ARC Linkage Grant

**Measuring children’s responsiveness to food advertising**
Prof Sandra Jones, Dr Lisa Kervin
ARC Discovery Grant

**Smashed: drugs and driving don’t work**
Prof Sandra Jones
NRMA ACT Safety Trust

**Strategic research partnership grants in colorectal cancer – setting priorities and defining research questions for later phase procurement**
Prof Sandra Jones
The NSW Cancer Council

**The self-management wants and needs of adults with asthma in NSW**
Carla Saunders, Prof Sandra Jones, Dr Gillian Stillfried
The Asthma Foundation NSW

**Understanding nursing competence in dementia care: A literature review**
A/Prof Victoria Traynor, Prof Patrick Crookes
Department of Health & Ageing

**Internal Research Grants**

**Alcohol energy drinks: Blurring the line between alcohol and soft drinks**
Prof Sandra Jones
CHI Internal Research Grant

**Alcohol labelling information – strategies to reduce harm**
Dr Gillian Stillfried, Samantha Reis, Prof Sandra Jones
UOW URC Small Grant

**An investigation into the implicit and explicit health behaviour trade-offs made by university students**
Prof Sandra Jones
HBS Faculty Research Grant

**Efficacy of behaviour change programs**
Prof Sandra Jones, Lyn Phillipson, Dr Gillian Stillfried
CHI Research Project Grant

**Empowering the community to respond to inappropriate alcohol marketing - implementation and evaluation**
Prof Sandra Jones
UOW Community Engagement Grant

**Evaluating the impact of the environment on the physical activity levels of people with dementia in residential aged care facilities**
A/Prof Victoria Traynor
UOW URC
Exploring the knowledge and attitudes of older people towards the risk and benefits of drinking alcohol
Lyn Phillipson
HBS Early Career Research Grant

Measuring the effectiveness of underage drinking interventions targeting secondary supply
Dr Gillian Stillfried, Prof Don Iverson and Prof Sandra Jones
UOW Partnership Grant (with NSW Police, Alcohol and Licensing Enforcement Command)

Media framing of the ‘alcopop tax’
Prof Sandra Jones
CHI Research Project Grant

New media and alcohol messages: Whose space is Myspace
Prof Sandra Jones
CHI Internal Research Grant

Nurse education: A dying art? Exploring strategies for encouraging nurses into research and education
Prof Patrick Crookes, Dr Kylie Smith.
CHI Research Project Grant

Student Research Projects

Nina Berry
Got milk? The influence of toddler formula advertising on attitudes about infant feeding

Sue Bromhead
Determining the needs of younger people with dementia and their families

Danika Hall
Advertising of disease and prescription pharmaceutical medicines to Australian consumers

Keryn Johnson
Selling sun protection to a youth audience: developing “best practice” guidelines for social marketing initiatives

Samantha Karmel
An investigation of the nature and effects of point-of-sale promotions for alcohol beverages

Kirsten Webb
An exploratory study in the availability and cultural competency of formal dementia services available to the urban Aboriginal population
BOOKS AND BOOK CHAPTERS


REFEREED JOURNAL ARTICLES


INVITED JOURNAL PUBLICATIONS


REFEREED CONFERENCE PROCEEDINGS


CONFERENCE PRESENTATIONS


perspective. 8th International Practice Development Conference (pp. 26).


10. Froggatt, T. J. (2008). The introduction of forensic psychiatry to undergraduate nursing students as part of a Bachelor of Nursing degree. 8th Annual International Association of Forensic Mental Health Services (IAFMHS) Conference (pp. 1). Canada: IAFMHS.


INVITED PRESENTATIONS


REPORTS


In July 2008, the Centre for Health Initiatives hosted the International Non-profit and Social Marketing Conference (INSM). The theme of the conference was ‘Partnerships, Proof and Practice’, and over 70 delegates registered for the conference from Australia, New Zealand, Canada, U.K, Indonesia and Nepal. INSM 2008 received a total of 34 papers, all of which were subjected to double blind peer review and 23 papers were accepted for presentation. Hosting the INSM conference was a challenging and rewarding experience for CHI, and demonstrated another aspect of the centre’s capacity, function and place within the social marketing arena.

**STAFF:**

**Sandra Jones**

- Was appointed Chair of the National Breast and Ovarian Cancer Centre Information Advisory Group
- Was appointed to the International Review Panel of the Alberta Cancer Board’s Social Marketing Program
- Continued in her roles as a Member of the Community Alcohol Action Network Reference Group and the Raising Children Network Steering Committee
- Invited Keynote Presentation, entitled ‘Change Needs Champions’ at the National Rugby League Development Conference (with Elizabeth Wiese)
- Met with the Director of Office of Liquor, Gaming and Racing about changes to the legislation regarding point-of-sale alcohol promotions
- Was invited to give evidence to the Senate Committee Hearing in Canberra on the Alcohol Toll Reduction Bill 2007
- Invited Seminar, entitled ‘Writing ARC Linkage Grants: An art or a science?’ at Queensland University of Technology
- Invited Seminar, entitled ‘Women in Research’ at the Women in Leadership Dinner, Queensland University of Technology
- Gave a presentation to the University of the Third Age
- Presented a series of Invited Seminars, for AOD (alcohol and other drug) professionals and community members, entitled ‘Alcohol Marketing in Australia: What are the issues and what should WE be doing about them?’ in Bathurst and Orange as part of Drug Action Week 2008
- Delivered a series of talks to Year 8 students at Wollongong High School of the Performing Arts, entitled ‘It’s only alcohol: Some facts and myths about kids and drinking’
- Invited Keynote (conference wrap-up) at the National Asthma Conference
- Invited Plenary, entitled ‘Working in Partnership’ at the NSW Health Promotion Symposium
- Presented the results from CHI research on the impact of ready-to-drink alcohol products to the NSW Department of Health’s Expert Advisory Group on Drug & Alcohol, and the NSW Minister for Health

**Elizabeth Wiese**

- Attended the UoW parents expo held at URAC to present and discuss CHI's research interests (along with Nadia Mannino and Julie Hall).

**CHI Member Alison Shorten** was a key note speaker at First Symposium on supporting women’s choices for birth after caesarean, hosted by Fukuoka Prefectural University, Hakata, Japan, 8 June 2008.
The Centre for Health Initiatives has enjoyed yet another exciting year of research in 2008. The findings of various studies received widespread media attention, particularly around the ever increasing issues associated with alcohol advertising and food marketing to children. January opened with several local and interstate radio stations keen to interview Professor Sandra Jones on the subject of alcohol advertising and the Centre’s recent findings on the alcohol advertising complaints process.

February saw a follow on from this response with Adam Creswell from The Australian interviewing Professor Jones in response to the Advertising Standards Board defence of the integrity of its regulation of alcohol advertising. The Sydney Morning Herald also interviewed Sandra on the topic of curbing alcohol advertising. This month also featured PhD student Nina Berry in the Illawarra Mercury, reporting on her study into issues surrounding breastfeeding and in particular, the information needs for new mothers.

The March edition of the University of Wollongong’s campus news presented a full page article by Professor Jones, and several radio interviews with Canberra, Sydney and Illawarra radio stations, in conjunction with her being quoted on Bloomberg.com for her opinion on Lion Nathan’s (distillers) decision to remove various high percentage alcohol products from the market.

April and May saw some great local coverage for two successful tenders by CHI to conduct research into the impact of point-of-sale alcohol marketing and pre-mixed alcohol products on young people’s drinking attitudes and behaviours (Illawarra Mercury). The Centre also received media coverage promoting the 2008 International Non-Profit and Social Marketing Conference (INSM), which was held by CHI in July.

CHI’s community engagement activities were the centre of attention throughout June as Professor Jones travelled inland to Dubbo, Bathurst and Orange to present ideas on community empowerment in tackling binge drinking and more specifically inappropriate alcohol advertising. The Western Advocate (Bathurst) and Central Western Daily (Dubbo) both highlighted the events with full page coverage, all held within Drug Action Week.

In July, The Sydney Morning Herald quoted Prof Sandra Jones in regard to the Advertising Standards Board’s moves to increase awareness of the complaints process. The University of Wollongong’s own media reported on the Centre’s success in hosting the 2008 INSM as well as the Centre’s success in the recent release of ARC Linkage grants – this was also reported by The Illawarra Mercury. WIN News took the opportunity to interview Professor Janet Hoek, an international guest speaker at the INSM conference as well as Professor Jones (conference chair).

In September there was a change in focus as PhD student, Danika Hall, was quoted in both the Medical Observer and Australian Doctor on the issues surrounding the advertising of various health conditions and the potential to cause unnecessary visits to the GP. Professor Jones and Kelly Andrews (along with Linda Tapsell and Peter Williams) also received coverage in Food Australia about the results of their study into nutrition expert views on magazine advertising.

The end of the year saw heavy media exposure of the Centre’s findings, which were presented at the Australian Professional Society on Alcohol and Drugs conference, in particular the research into the portrayal of Ben Cousins’ drug addiction in the media (Daily Telegraph, Sydney Morning Herald, Radio 6PR Perth, Sunshine Coast Daily) and young people’s use of alcohol labelling to find the strongest drink for the cheapest price (2UE, Triple M, 2SM and 2GB Sydney, i98FM Wollongong, Radio NOVA FM Brisbane, Courier Mail, Hobart Mercury, Herald Sun and Adelaide Advertiser).
Professor Jones and Liz Wiese were also interviewed by local WIN News in December regarding the findings of their recent study into food advertising on websites for children’s magazines. Coverage of the study continued with the Daily Telegraph and Herald Sun both reporting on the issue and quoting Professor Jones who was also interviewed by ABC Illawarra, North Coast and Southern Queensland Radio.

Finally, December saw some great coverage of the concerning results from CHI’s state-wide Teenage Alcohol Survey conducted for NSW Health (The Sun Herald) Sandra was also interviewed by ABC Illawarra and North Coast Radio on some more of the study findings.

Overall, the CHI team efforts resulted in great publicity throughout 2008, with a variety of research in the media spotlight. The team continues to present quality findings on various health topics, drawing much needed attention to important health issues affecting the wider community.