The Centre for Health Initiatives (CHI) has had another year of substantial growth in 2010, and I am delighted to present this summary of our activities and achievements.

Our pool of staff, students and members has continued to grow; CHI now employs 24 academic and general staff; and has 26 Members and 11 Associate Members. We ended the year with 67 ongoing HDR students, and celebrated the graduation of five Doctorates and two research Masters; see page 3.

We completed eleven major research projects in 2010 (see pages 4 - 6), several of which have already resulted in substantial changes to policy and/or practice. Completed projects include the development and testing of messages discouraging drug-driving, the development of alcohol-related curriculum for secondary students, and the development of an undergraduate nursing competencies assessment tool for use across Australian universities.

As CHI has continued to grow, and the number and size of our research projects has expanded significantly (more than 60 active research projects in 2010), we have structured the reporting of our activities under our three research streams:

- Initiatives in Social Marketing and Community Engagement (pages 7 and 8)
- Initiatives in Critical Marketing and Media Analysis (page 8)
- Initiatives in Health Education, Leadership and Practice Development (pages 9 and 10)

As you will see from these pages, all three of our research streams have been extremely productive; and I would like to acknowledge the work of the four staff members who have taken on the role of ‘Stream Manager’ which involves overseeing and coordinating the vast array of activities in the stream. Thank you to Dr Gillian Stillfried (Initiatives in Social Marketing and Community Engagement); Dr Heidi Gilchrist (Initiatives in Critical Marketing and Media Analysis); and Ms Lyn Phillipson and Dr Keryn Johnson (Initiatives in Health Education, Leadership and Practice Development).

The substantial growth of CHI over the last 12 months has also resulted in the review of our management structure, and I have been extremely fortunate to have the assistance of two profoundly talented individuals as we have gone through this process. Lance Barrie was promoted from Project Officer to Research Manager and has taken on the role of managing all of CHI’s consultancy and commercial contract processes as well as supervising all of CHI’s (rapidly increasing) research staff. Donata Palinkas joined us in 2010 as a Process Manager and has been instrumental in establishing processes within CHI that will enable us to continue to grow for many years to come. I would also like to thank my fellow Board Members (Prof Don Iverson and Prof Patrick Crookes) for their ongoing support, their commitment to CHI, and their unfailing willingness to listen to my ideas and provide sage advice.

CHI researchers have once again been extremely successful in having their work published in 2010, with a 38% increase in refereed publications since 2009. Our 2010 output includes 5 book chapters, 59 journal articles, and 12 refereed conference papers. I am particularly delighted that we had three papers published in the A-ranked Cancer Causes and Control; two of which report on the findings from our research conducted in partnership with the National Breast and Ovarian Cancer Centre.

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; a list of our current partners is shown on page 12.

This report outlines some of our key achievements in 2010 – including projects completed, grants awarded, publications and presentations, 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.

Sandra Jones
CHI Staff

DIRECTOR
Prof Sandra Jones

POSTDOCTORAL RESEARCH FELLOWS
Dr Heidi Gilchrist
Mr Ross Gordon

ASSOCIATE RESEARCH FELLOWS
Dr Danika Hall
Dr Keryn Johnson
Ms Lyn Phillipson
Dr Samantha Reis
Dr Gillian Stillfried
Dr Nina Berry (honorary)

RESEARCH MANAGER
Mr Lance Barrie

PROCESS MANAGER
Ms Donata Palinkas

PROJECT MANAGERS
Ms Kelly Andrews
Ms Joanne Telenta
Ms Katherine Eagleton

RESEARCH ASSISTANTS
Mr Matthew Carter
Mr Parri Gregory
Ms Lanni Lin
Ms Keiken Munzner
Ms Sarah Pasquale
Ms Laura Robinson
Mrs Irit Alony
Ms Julia Green

ADMINISTRATIVE OFFICERS
Mrs Christine Cairns (from Oct 2010)
Mrs Melissa Davies (to Oct 2010)
Ms Megan Kovac (casual)

CHI Members

Dr Stephen Barnett
Ms Alison Bell
Dr Andrew Bonney
Ms Angela Brown
Mr Roy Brown
Prof John Bushnell
A/Prof Peter Caputi
Prof Patrick Crookes
Prof Rodney Croft
A/Prof Janette Curtis
Dr Mario Fernando
Mr Terry Froggatt
Prof Nicky Hudson
Prof Don Iverson
Ms Joanne Joyce-McCoach
Dr Christopher Magee
Dr Judy Mullan
Dr Lindsay Oades
A/Prof Lyndal Parker-Newlyn
Dr Russell Pearson
Dr Kyle Smith
Dr Gerard Stoyles
A/Prof Victoria Traynor
Dr Margaret Wallace
Prof Kenneth Walsh
Dr Moira Williamson

CHI ASSOCIATE MEMBERS
Ms Kay Crookes
Dr Andrew Dalley
Prof Jan Dewing
Prof Richard Fleming
Prof Julian Gold
Dr Lisa Kervin
A/Prof Tony Okely
Ms Natalie Stefanic
Mr Max Sutherland
Ms Natalie Wall
Dr Fiona Williams

Mrs Christine Cairns
CHI Students

DOCTORAL STUDENTS
Amira Al Showkan
Ahmad Al-Sagarat
Stephen Barnett
Andrew Bonney
Angela Brown
Roy Brown
Kellie Buckley-Walker
Pippa Burns
Neya Burns
Phoebe Carter
Chun-Min Chen
Timothy Coombs
Justin Coulson
Sandra Daley
Jennifer Dooley
Uwana Evers
Richard Fleming
Terry Froggatt
Janette Gale
Mohammed Ghadi
Jennifer Heath
Yumiko Horiguchi
Joanne Joyce-McCoach
Chettha Kaewprom
Kate Lewis
Susan Liersch
Lesley Sue Martin
Jessica Ogle
Karen Patterson
Lyn Phillipson
Phat Prapawichar
Paula Robinson
Rani Sarmugam
Paul Smith
Natalie Stefanić
Shae-Leigh Vella
Stewart Vella
Susan Vella
Natalie Wall
Melinda Williams
Zhenyu Zhang
Rebecca Zuchetti
Catherine Bateman
Nicole Britten
Susan Bromhead
Rebeka Carter
Kay Crookes
Jacqueline Cross
Heidi Dowse
Katherine Eagleton
Kathryn Godwin
Kim Hart
Margaret Jordan
David Kamps
Julia Kittscha
Li-Chiu Lin
Li-Mei Liu
Jennifer Lowe
Melissa Lynch
Faye McMillan
Leeanne McQueeny
Paula Olsen
Ketty Rivas
Jenny Sim

Masters Students
Catherine Andrew
Kelly Andrews
Chantel Ashkar

2010 Graduations
Dr Gabrielle Berea, DPsych: “Adjustment to Multiple Sclerosis: Application of the Fennell Four Phase Model and identification of effective social support” [Supervisors: A/Prof Peter Caputi, Dr Nadia Crittenden]

Dr Nina Berry, PhD: “Got Milk? The influence of the advertising of toddler formula on attitudes, beliefs and perceptions about infant feeding” [Supervisors: Prof Sandra Jones, Prof Don Iverson]

Dr Danika Hall, PhD: “Advertising of disease and prescription medicines to Australian consumers” [Supervisors: Prof Sandra Jones, Prof Don Iverson]

Dr Ching-I Hsu, PhD: “The level of service inventory – revised: an evaluation and its utility for Australian offenders” [Supervisors: A/Prof Peter Caputi, Dr Mitchell Byrne]

Dr Keryn Johnson, PhD: “Selling sun protection to a youth audience: Best practice guidelines for social marketing initiatives” [Supervisors: Prof Sandra Jones, Prof Don Iverson]

Yuka Kishi, MSc- Research: “Adaptation processes of Japanese registered nurses” [Supervisors: Prof Patrick Crookes, Dr Allison Shorten, Dr Kumiyo Inoue-Walsh]

Rebekkah Middleton, MSc – Research: “What emergency nurses consider the reasons possible primary care patients present to an Emergency Department for treatment” [Supervisors: Prof Patrick Crookes, Prof Kenneth Walsh]

A special congratulations to Dr Danika Hall who, as well as graduating with her PhD, was awarded the ‘CHI Outstanding Research Student 2010’.
Initiatives in Social Marketing and Community Engagement

Building an evidence base to reduce alcohol related crime in the Illawarra
South Eastern Sydney Illawarra Area Health Service (contract research)
Dr Heidi Gilchrist, Prof Sandra Jones
CHI partnered with South Eastern Sydney Illawarra Area Health Service (SESIAHS) to develop a profile of alcohol related crime in the Illawarra and to investigate emergency department staff experiences of alcohol-related violence. The findings from this research have been presented in two separate reports to both the Illawarra Crime Prevention Committee and the SESIAHS Southern Drug and Alcohol Service for their use, as well as being accepted for publication.

Evaluation of the City of Greater Dandenong: Public drinking (of alcohol) campaign
Convenience Advertising (contract research)
Prof Sandra Jones, Mr Lance Barrie
The City of Greater Dandenong Public Drinking Campaign, which was launched in 2009, aimed to raise awareness of the $1000 penalty imposable for drinking alcohol in public. CHI evaluated the effectiveness of the public drinking campaign which entailed a series of posters, signs and stickers placed around the city. Overall, the campaign was well received by the public, had excellent levels of recall and made respondents more aware of drinking in public places.

Evaluation of problem gambling marketing campaign
Convenience Advertising (contract research)
Prof Sandra Jones, Mr Lance Barrie
The Problem Gambling Campaign, launched in August 2010 in Tasmania, targeted problem gamblers and their significant others and aimed to raise awareness of problem gambling help services such as www.gamblinghelpline.org.au and the 24 hour telephone service. Results from the evaluation indicate that the campaign was very well received by the public, that there was a broad level of concern in the community and it was highly visible to respondents (89.9% recall).

Self management wants and needs of adults with asthma in NSW
Asthma Foundation NSW (contract research)
Ms Kelly Andrews, Prof Sandra Jones
This project used social marketing principles to investigate the perceived self-management needs and wants of asthmatics in the Illawarra region. A mixture of qualitative (literature review and focus groups) and quantitative (online survey) research methodologies were used. The individual nature of the asthmatic and their disease stood out as a fundamental starting point for future asthma management strategies.

Smashed: Drugs and driving don’t work
NRMA ACT Safety Trust Research Grant
Prof Sandra Jones, Mr Lance Barrie
This project aimed to create an awareness, and acceptance, among 18-25 year old drivers, that taking illicit drugs can impair driving ability, and also to reduce participants' intentions to engage in drug-driving. Firstly we examined the level of knowledge of issues related to drug-driving. This information was then used to develop strategies to address the problem, including the development and testing of print based messages aimed at changing drug-driving related behaviours.
Initiatives in Critical Marketing and Media Analysis

DET curricula project
NSW Department of Education and Training (contract research)
Prof Sandra Jones, Mr Lance Barrie
The Centre for Health Initiatives (CHI) was contracted by the Department of Education and Training (DET) to provide information for a research based teaching and learning package to complement Stage 4 and Stage 5 alcohol education resources. The package will engage students to work towards the NSW Board of Studies syllabus outcomes for PDHPE; and will be distributed to teachers with specific interactive activities for their students to complete.

Evidence-based community standards for ethics in advertising
Australian Research Council (ARC) Discovery Project Grant
Prof Sandra Jones, Ms Katherine Eagleton
In Australia, consumer complaints about advertising are adjudicated by the regulator with regard to ‘prevailing community standards’. The primary aim of this project was to develop evidence-based standards for ethics in advertising which would assist in a more accurate and impartial process for the adjudication of advertising complaints. The project consisted of three studies: Developing a taxonomy of ethical issues; Evaluating the taxonomy; and Evaluating current practice.

Initiatives in Health Education, Leadership and Practice Development

An undergraduate nursing competencies assessment tool for use across Australian universities
Australian Learning and Teaching Council (ALTC) Grant
Prof Patrick Crookes and Mr Roy Brown
This project confirmed that although all nurses are being assessed against the same competency standards (ANMC 2006), there are different assessment tools in use by the 39 universities delivering eligibility to registered nursing programmes. A single competency assessment schedule, containing tools that can be used by any university delivering a nursing program to assess the competency of its students, was designed and developed to address this issue. The roll out and bench marking of the tools will begin in 2011.

Evaluation of curriculum renewal in exercise science project
Australian Learning and Teaching Council (ALTC) Grant (sub-contract)
Prof Sandra Jones, Dr Keryn Johnson and Ms Lyn Phillipson
CHI was commissioned to conduct an independent evaluation of the ALTC grant on Curriculum Renewal in Exercise Science (CRES). Using document analysis, stakeholder and participant interviews and an online survey, the project’s objectives were mapped against process and impact data, allowing an assessment of the overall success of the research project and recommendations for future research. The evaluation was completed in December 2010, and is undergoing ALTC review.

Nurse education: A dying art? Exploring strategies for encouraging nurses into research and education
CHI International Collaboration Grant
Prof Patrick Crookes, Dr Kylie Smith
Initially funded by a CHI International Collaboration Grant, this project involved connecting with academic nurse leaders in the UK and US to address the aging and dwindling academic nurse workforce. The project has resulted in a workshop, a survey and two conference presentations, with two journal articles currently in press. A UK model used in the 1970s: The Studies In Nursing Care project was compared to new programs emerging out of the “modernising nursing careers” initiative in the UK. The project is now continuing into a second phase that will have positive implications for nursing academia and clinical practice.

PROJECTS COMPLETED IN 2010 05
Initiatives in Health Education, Leadership and Practice Development Cont’d.

Older patients’ attitudes to general practice registrars
CityCoastCountry Training Research Grant
Dr Andrew Bonney, Prof Sandra Jones, Prof Don Iverson, Mr Lance Barrie
This study was designed to provide robust data to inform the development of models of older-patient GPR interaction that would be acceptable to patients; provide quality learning experiences for registrars; and be achievable in training practices. The resulting cross-sectional survey represents the most extensive investigation into the responses of patients to GPRs yet undertaken in Australia. A number of recommendations for training practices and Regional Training Providers were made.
Initiatives in Social Marketing and Community Engagement

The use of social marketing strategies and online communication tools to improve asthma self-management in older people
ARC Linkage Grant 2009-2012
Prof Sandra Jones, Prof Don Iverson & A/Prof Peter Caputi (UOW), Ms Michele Goldman & Ms Sara Morgan (AFNSW)

Implementation and evaluation of a comprehensive sun protection program for adolescents
ARC Linkage Grant 2009-2011
Prof Sandra Jones, Prof Don Iverson, A/Prof Peter Caputi (UOW), Dr Andrew Penman, Ms Kathy Chapman, Ms Vanessa Rock, Ms Sophia Potente (CCNSW)

Post adoptive behaviour in IT enabled work systems: Using multi-method research to study implementation of enterprise systems in a large organization
ARC Linkage Grant 2007-2010
A/Prof Peter Caputi, A/Prof Rohan Jayasuriya

Alcohol labelling information – Strategies to reduce harm
UOW University Research Council Small Grant
Dr Gillian Stillfried, Dr Samantha Reis, Prof Sandra Jones

Alcohol attitudes and behaviours of Australian female university students: Are they linked to risky sexual behaviours?
UOW HBS Early Career Researcher Grant
Dr Heidi Gilchrist

Cancer risk and protective behaviours of Illawarra adults
UOW HBS Early Career Researcher Grant
Dr Gillian Stillfried

Closing the gap between drinking guidelines and older people’s alcohol knowledge, attitudes and behaviours
UOW Near Miss Grant 2009
Prof Sandra Jones, Prof Don Iverson, A/Prof Peter Caputi, Ms Lyn Phillipson

Educational resource for peers of students with autism spectrum disorders
UOW Community Engagement Grant 2010 (Partners: Dapto High School and Wollongong High School)
Prof Sandra Jones (UOW), Ms Fiona McKay (Dapto High School)

Efficacy of emotional appeals in asthma campaigns
Asthma Foundation NSW Innovation Grant 2010
Prof Sandra Jones, Dr Gillian Stillfried, Dr Samantha Reis

Evaluation of the problem gambling statewide communications program
Department of Justice - Office of Gaming and Racing (VIC)
Prof Sandra Jones, Prof Simon Eckermann, Prof Don Iverson, Mr Lance Barrie, Dr Sam Reis

GP dementia risk reduction education program
NSW Health 2010 (Collaboration with the Illawarra Division of General Practice)
Prof Sandra Jones, Ms Lyn Phillipson

Hearts and Minds - Trialling a community education intervention in the South Eastern Sydney Illawarra area
NSW Health 2010 (Collaboration with South East Sydney Illawarra Area Health Service)
Prof Sandra Jones

Measuring the effectiveness of underage drinking interventions targeting secondary supply
UOW Partnership Grant (Collaboration with NSW Police)
Dr Heidi Gilchrist, Dr Gillian Stillfried, Prof Sandra Jones

Promoting healthy lifestyles in IRT self care communities
IRT Research Foundation (Collaboration with Illawarra Health and Medical Research Institute) 2010
Prof Sandra Jones, Dr Andrew Bonney, Prof Don Iverson

School leavers’ alcohol expectancies and social norms
AER Foundation Research Grant 2010
Prof Sandra Jones, Mr Lance Barrie

Scoping study at Mission Australia
UOW Research Development Fund Grant
Mr Terry Froggatt

Stigma and dementia in Australia: A pilot study of community attitudes
UOW Partnership Grant, Alzheimer’s Australia
Prof Sandra Jones, Dr Christopher Magee

Time use, family functioning and health among secondary school teachers
UOW Partnership Grant (Collaboration with Catholic Education Office)
A/Prof Peter Caputi, Dr Chris Magee, Dr Gerard Stoyles, Dr Mario Fernando
Initiatives in Social Marketing and Community Engagement Cont’d.

Testing the utility of a social marketing approach to develop undergraduate psychology placements
NSW/ACT Dementia Training and Study Centre
Ms Lyn Phillipson

Young adult sun protection: Bridging the gap between intentions and behaviour
UOW HBS Early Career Researcher Grant
Dr Keryn Johnson

Initiatives in Critical Marketing and Media Analysis

An investigation of the nature and effects of point-of-sale promotions for alcohol beverages
ARC Linkage Grant 2009-2011
Prof Sandra Jones (UOW), Prof Steve Allsop, Dr Tanya Chikritzhs (NDRI)

Measuring children’s responsiveness to food advertising
ARC Discovery Grant 2009-2011
Prof Sandra Jones, Dr Lisa Kervin

Alcohol sponsorship of sporting events: Exposure, awareness and attitudes of young people
UOW University Research Council Small Grant
Dr Heidi Gilchrist

Alcohol sponsorship of the National Rugby League: What is its impact on young males?
NSW Health Research Grant 2010
Prof Sandra Jones, Dr Heidi Gilchrist

Medicalisation of behavioural problems
Faculty of Education Grant
Dr Valerie Harwood, Prof Sandra Jones, Dr Andrew Bonney
Initiatives in Health Education, Leadership and Practice Development

Academic integrity standards: aligning policy and practice in Australian universities
Australian Learning and Teaching Council for a Priority Project
Margaret Wallace (CHI); Ruth Walker (UOW), Tracey Bretag (UniSA), Margaret Green (UniSA), Lee Partridge (UWA), Ursula McGowan (UniAdelaide), Julianne East (LaTrobe) and Colin James (UniNewcastle)

Evaluation of a 3 year practice development program to enhance person centred cultures within Uniting Care Ageing (SE region) Australia
Prof Jan Dewing, Ms Jane Nolan, Ms Heidi Dowse, Ms Tamra Macleod, Mr Philip Eldridge, Ms Anna-Marie Harmon, Mr Carmel Gibson

Facilitating person-centred ways of working: strengthening the dementia care workforce by enhancing facilitation and mentoring skills
NSW Dementia Behaviour Management Advisory Service (DBMAS). Central Service. South East Sydney Illawarra Health - Mental Health Service
Prof Ken Walsh, Ms Denise Edgar

Impact of community-based health care teaching models in rural Australia - rural community based medical education: the real costs
Australian Government, Department of Health and Ageing: Rural Clinical School Funding
Prof Nicky Hudson, Prof Elizabeth Farmer, Dr Kathryn Weston

Liquid handling workstation for high throughput lipidomic sample preparation
Clive and Vera Ramaciotti, Foundation Equipment Grant
Prof Don Iverson

Assessing the “openability” of hospital food and beverage packaging
UOW HBS Early Career Researcher Grant
Ms Alison Bell

The social construction of the role of the clinical nurse consultant
UOW Partnership Grant (Collaboration with SESIAHS)
Prof Ken Walsh, A/Prof Cheryl Moss, Ms Denise Edgar, Ms Geraldine Bevan, Ms Miriam Nonu, Ms Frances Owen, Mr Steven Dunn, Ms Bronia Kandl, Ms Linda Horning, Ms Victoria Buglass, Ms Janice Jensen, Ms Anne Foreman, Ms Vhari Dickson

ADF Ran Radhaz inquiry officer inquiry
ADF Consultancy
Prof Rodney Croft

Measuring magnetism in Australian health care facilities
Sydney South West Area Health Service (Balmain and Liverpool Hospital)
Ms Joanne Joyce-McCoach, Prof Patrick Crookes, Mr Lance Barrie

An exploratory study investigating GP registrar attitudes regarding usefulness of medical online communities
CityCoastCountry Training Research Grant
Dr Stephen Barnett, Mr Lance Barrie, Dr Sam Reis, Dr Andrew Bonney, Prof Sandra Jones

Annual review and ranking of refereed journals in which Australia and New Zealand nursing and midwifery researchers publish their work
Australia & New Zealand Council of Deans of Nursing & Midwifery
Dr Samantha Reis, Prof Patrick Crookes, Prof Sandra Jones

Aspire to inspire: enhancing our person centred culture: A transformational practice development program in aged care
In conjunction with UnitingCare
Prof Jan Dewing, A/Prof Victoria Traynor and Ms Heidi Dowse
Initiatives in Health Education, Leadership and Practice Development Cont’d.

Understanding nursing competence in dementia care: A literature review
DOHA Research Grant
A/Prof Victoria Traynor, Prof Patrick Crookes

Co-operative evaluation of practice development in a maternity service
FRC Research Development Scheme
Dr Moira Williamson, Prof Kenneth Walsh, Ms Denise Edgar

Maternity services practice development program
In conjunction with the Illawarra and Shoalhaven Local Health Network.
Professor Ken Walsh, Ms Denise Edgar, Ms Jackie Donsante

“Taking the Emergency Out of Changing an Emergency Department”: Practice Development Program
In conjunction with the Illawarra and Shoalhaven Local Health Network.
Prof Ken Walsh, Ms Denise Edgar, Ms Bronwyn Oakes

Maternity services clinical supervision pilot (two separate groups - one staff and one management level)
In conjunction with the Illawarra and Shoalhaven Local Health Network.
Prof Ken Walsh, Ms Denise Edgar

CHIP Pilot Grants

A systematic review of the impact of work schedules on employee health (2009-10)
A/Prof Peter Caputi, Dr Christopher Magee

Alcohol and the Internet: The impact of alcohol websites and promotions on young people (2010-11)
Mr Lance Barrie, Prof Sandra Jones

Alcohol attitudes and behaviours of Australian male university students (2010-11)
Dr Heidi Gilchrist, Dr Kylie Smith

Alcohol websites and their appeals: Coding framework of Internet promotion websites (2010-11)
Mr Lance Barrie, Prof Sandra Jones

An exploratory study to investigate feasibility of a ‘healthy lifestyle’ intervention for international students (2010-11)
Prof Sandra Jones, Dr Keryn Johnson

An investigation into the implicit and explicit health-related behaviour trade-offs made by young males aged 18-30 years (2009-10)
Prof Sandra Jones

Better safe than sorry? (2010-11)
Dr Nina Berry

Changing horses mid stream: Building an academic workforce with general practitioners (2010-11)
Dr Russell Pearson, Dr Fiona Williams

Construction of health risk in television advertisements: what is their impact on people’s health understandings and lifestyle choices? (2009-10)
Dr Heidi Gilchrist

Exploring young people’s awareness and attitudes to alcohol, drugs, exercise and study habits (2010-11)
Mr Lance Barrie, Prof Sandra Jones
**CHI Pilot Grants Cont’d.**

- Feasibility study for the establishment of an Illawarra Internet panel (2009-10)
  Prof Sandra Jones

- How well is the link between alcohol and cancer covered in the Australian print news media? (2010-11)
  Dr Gillian Stillfried

- It’s not really ‘alcohol’ (2010-11)
  Prof Sandra Jones, Mr Lance Barrie

- Media framing of the ‘alcopop tax’ (2009-10)
  Prof Sandra Jones

- Rethinking scholarship: Implications for academic health workforce development and promotion (2010-11)
  Dr Kylie Smith, Prof Patrick Crookes

- Strategies to improve training practice communication regarding general practice registrars – A pilot study (2009-10)
  Dr Andrew Bonney

- The paradox of protective behaviours (2009-10)
  Prof Sandra Jones, Dr Samantha Reis

- The role of behavioural decision theory (BDT) concepts in young adults’ drinking behaviours (2010-11)
  Prof Sandra Jones, Mr Lance Barrie

- What advice do young people (12 to 17 year olds) receive about alcohol consumption? (2009-10)
  Prof Sandra Jones, Dr Keryn Johnson

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**NSW / ACT Dementia Training and Study Centre**

- Dementia and driving retirement: Making decisions
  A/Prof Victoria Traynor, Prof Don Iverson, Ms Cathie Andrew

- Dementia and lifelong learning
  A/Prof Victoria Traynor, Prof Jan Dewing, Ms Kim Hart

- Determining the needs of younger people with dementia and their families I
  A/Prof Victoria Traynor, Dr Adrienne Withall, Dr Chris Shanley, Prof Wendy Moyle, Ms Vanessa Curnow, Mr David Kampers, Ms Faye McMillan

- Determining the needs of younger people with dementia and their families II
  In conjunction with DoHA Special Needs Dementia Education Project
  A/Prof Victoria Traynor, Dr Adrienne Withall, Ms Susan Bromhead

- Evaluation of a Warfarin education programme in residential aged care facilities
  Dr Judy Mullan, A/Prof Victoria Traynor, Ms Margaret Jordan

- Evaluating the implementation of delirium pathways
  A/Prof Victoria Traynor, Ms Angela Brown, Ms Nicole Britten

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NEW AND ONGOING PROJECTS IN 2010
Partners

Alzheimer’s Australia
Alzheimer’s NSW
Asthma Foundation NSW (AFNSW)
Cancer Council NSW (CCNSW)
Catholic Education Office
Convenience Advertising
Coast City Country General Practice Training
Department of Communities WA
Hammond Care
Illawarra Crime Prevention Partnership
Illawarra Division of General Practice (IDGP)
Illawarra Retirement Trust (IRT)
National Breast and Ovarian Cancer Centre (NBOCC)
National Breast Cancer Foundation (NBCF)
National Drug Research Institute (NDRI)
NSW Dept of Education and Training (DET)
NSW Dept of Health and Ageing (DOHA)
NSW Health
NSW Justice Health
NSW Police
South Eastern Sydney Illawarra Area Health Service (SESIAHS)
UnitingCare Ageing
Warrigal Care
Watershed

Mr Lance Barrie
Audio-Visual Recording


Book Chapters


Journal Articles


Berry NJ, Jones SC & Iverson DC (2010). Toddler Milk Advertising in Australia: the Infant Formula Ads we have when we don’t have Infant Formula Ads. In P. Ballantine & J. Finsterwalder (Eds.), Australian and New Zealand Marketing Academy (ANZMAC) Conference 2010 - ‘Doing More with Less’ Christchurch, New Zealand: Department of Management, College of Business and Economics, University of Canterbury.


Fernando M & Sim AB (2010). Strategic Ambiguity and Leaders’ Responsibility beyond Maximising Profits. 26th EGOS Colloquium (pp. 1-12). Lisbon: EGOS.


CONFERENCE PUBLICATIONS (ABSTRACTS) CONT’D.


PRESENTATIONS

Crookes K (2010). Reaching out to the news media as a means of improving nursing student views of the profession they are joining. Sydney, 14/4/10.


PRESENTATIONS CONT’D.


Walsh K (2010). The Unconscious Organisation: Psychodynamic Perspectives on Organisational Change and its Relevance to Practice Development. Enhancing Practice 10, Belfast Northern Ireland, September.


REPORTS


Fleming R (2010). The use of environmental assessment tools for the evaluation of Australian residential facilities for people with dementia. Sydney, Primary Dementia Collaborative Research Centre, UNSW.
COMMUNITY AND PROFESSIONAL INVOLVEMENT

PROF SANDRA JONES
» Chair of the Information Advisory Group for the National Breast and Ovarian Cancer Centre
» Appointed to the Research Advisory Committee of the Asthma Foundation NSW
» Appointed to the National Breast Cancer Foundation's Register 4 Management Committee
» Reviewer for 12 international journals
» Invited Address to the Victorian Liquor Control Advisory Council: Point-of-sale alcohol promotions in Australia
» Invited Speaker at The Sydney Social Marketing Forum “Holistic Social marketing approaches – A case study on alcohol”
» Keynote Speaker at the Uniting Church Justice and International Mission Unit Convention 2010: “Ethics in Advertising?”
» Invited Speaker at the Wollongong CDAT Community Forum: “Alcohol Marketing in Australia: What are the issues and what should WE be doing about them?”
» Invited Speaker at the Cancer Council Victoria & VicHealth Alcohol Policy Roundtable: “Alcohol advertising - how does advertising influence health choices?”
» Presented at the University of the Third Age: “Asthma - I would have had it by now if I was going to get it”
» Presented a talk as part of UOW’s Uni in the Brewery series: “How media affects our health”
» Member of 2010 “Capturing Hearts and Minds” Project Steering Committee

PROF PATRICK CROOKES
» Chair, Council of Deans of Nursing and Midwifery, Australia and New Zealand
» Board Member, Australian Primary Health Care Research Institute (APHCRI), Research Advisory Board
» Member, Simulated Learning Environments Working Party for Health Workforce Australia
» Member of the Executive of the Global Alliance for Nursing Leadership, Education and Science (GANES)
» Keynote speaker, METI Conference, UK
» Committee member of SimTecT Health 2010 Conference
» Member, Aged Care Workforce Committee
» Invited Speaker, National Learning and Teaching Forum, Melbourne
» Invited Speaker at Ramsay Health Senior Managers Meeting, Cairns
» Member, ANZ Council of Chief Nurses Research Symposium, Melbourne

PROF DON IVerson
» Board Member: URAC and NBOCC
» Member, NBOCC Data Advisory Group
» Chair, NBOCC Programs & Partnerships
» Member, Research Australia, University Roundtable

PROF RODNEY CROFT
» Participant in the Mobile Phone Network Infrastructure Roundtable
» Participant in the World Health Organisation Research Agenda for Radiofrequency Fields
» Member of the EME Reference Group (ARPANSA)
» Participant in the IEEE ICES RF & ELF Health Standards Development
PROF RICHARD FLEMING

- Invited Speaker: Aged Care Standards Accreditation Agency Better Practice Conference Melbourne, August 2010, The built environment and people with dementia: principles of design and their application to modifying facilities.
- Invited Speaker: Aged Care Standards Accreditation Agency Better Practice Conference Sydney, September 2010, The built environment and people with dementia: principles of design and their application to modifying facilities.
- Invited Speaker: Aged Care Standards Accreditation Agency Better Practice Conference Brisbane, November 2010, The built environment and people with dementia: principles of design and their application to modifying facilities.
- In December 2010 invited to Salamanca by the Spanish National Reference Centre for Alzheimer’s and Dementia Care in collaboration with the Spanish Confederation of Families of Sufferers of Alzheimer’s Disease and other Dementias (CEAFA) to work with a panel of international experts on environmental design. This work will continue through 2011 resulting in a major presentation in Madrid in September.

PROF NICKY HUDSON

- Member Prevocational Workforce Advisory Committee, Clinical Education and Training Institute, NSW
- Member Prevocational Training Policy Advisory Committee, General Practice Education and Training, Australia
- Member Scientific Committee, Fourth International Clinical Skills Conferences, 2010
- Invited reviewer, National Priorities Research Program (NPRP), Qatar National Research Fund (QNRF), Qatar Foundation, Qatar
- Australian Medical Council (AMC) accreditation team James Cook University, 2010
- Member International Consortium of Longitudinal Integrated Clerkships
- Reviewer for: Advances in Health Science Education; Medical Education; Focus on Health Professional Education; BMC Medical Education; BMC Public Health; Advances in Physiology Education; The Clinical Teacher; Medical Journal of Australia
- Consulting Editor, Journal of Constructivist Psychology
- Consulting Editor, The Journal of Psychology: Interdisciplinary and Applied
- Member of the NEAMI Research Committee

PROF KEN WALSH

- Appointed Visiting Professor in the Department of Nursing and Applied Clinical Studies at the University of Canterbury Christ Church UK.

A/PROF PETER CAPUTI

- Member of the Editorial Board of Journal of Psychology: Interdisciplinary and Applied
- Member of the Editorial Board of Journal of Constructivist Psychology
- Member of the Research Committee, NEAMI
A/PROF LYNDAL PARKER-NEWLYN
» Chair, GAMSAT consortium of Graduate Australian Medical Schools Research Committee
» Member, GAMSAT Policy Committee and GAMSAT Operations Working Group
» Invited curriculum consultant, University of Western Australia Faculty of Medicine
» Reviewer for: Australian New Zealand Association for Health Professional Education Journal, Australian Family Physician, Medical Education, Australasian Journal of Rural Health

A/PROF VICTORIA TRAYNOR
» Member of Dementia Collaborative Research Centre’s Management Committee

DR ANDREW BONNEY
» Appointed Scientific Director, Primary Care and Rural Health, Illawarra Health and Medical Research Institute
» Invited presenter at Annual CoastCityCountry General Practice Training Conference – ‘Older patients and General Practice Registrars’
» Invited speaker at National General Practice Education and Training Conference – ‘Pathways to becoming involved in research’
» Clinical examiner for Royal Australian College of General Practitioners
» Reviewer for: Australian Family Physician; Medical Education; Australasian Medical Journal

DR MARIO FERNANDO
» Member, Editorial Review Board, Leadership & Organization Development Journal
» Invited Speaker, Spiritual Leadership, Spirituality in Laypeople (SIL), Faculty of Graduate Studies, Colombo University
» Invited Master Class, Teaching and Learning Management through Socially Innovative Engaged Scholarship, Australian New Zealand Academy of Management Annual Conference, Adelaide

DR HEIDI GILCHRIST
» Member SESIAHS Drug and Alcohol Research Development Committee
» Member UOW Social Innovation Network (SINET)
» Member UOW Reconciliation Statement Working Party

DR CHRISTOPHER MAGEE
» Invited Plenary Speaker, The 7th Annual Collaborators’ Meeting: The 45 and Up Study

DR LINDSAY OADES
» Board of Directors, NEAMI

DR GILLIAN STILLFRIED
» Member of the UOW Social Innovation Network (SINET)
» Member of the Illawarra Community Cancer Network Committee

DR MARGARET WALLACE
» Rater in the McMaster Online Rating of Evidence System (MOREEBN).
» Co-presented with Associate Professor Ken Russell from the Faculty of Informatics on Florence Nightingale’s achievements as a statistician on the centenary of Florence Nightingale’s death on Friday 13 August.
» Registered as an Australian Learning and Teaching Council Assessor at the recommendation of the Deputy Vice-Chancellor (Academic)
MS ANGELA BROWN
» Reviewer for: Journal of Nursing Management, Joanna Briggs Institute, Contemporary Nurse; Nurse Education
Today Invited presentation Monash university practice development Round Table Leadership and Evidenced
Based Practice
» Invited to host workshop for South Eastern Sydney Illawarra Health Public Health and Health Promotion Forum
on leadership and Change
» Collaboration with South Eastern Sydney Illawarra Health Effective Leadership in Practice Project
» Represented Australia and New Zealand Council of Deans on Australian Nursing and Midwifery Council working
group on accreditation
» Represented NSW Deans on NSWHealth Interdisciplinary Clinical Placement Booking System working party

MR ROY BROWN
» Reviewer for: Nurse Education in Practice; International Journal of Evidence Based Health care (JBI); Journal of
Nursing Management
» Invited book reviews
» Member Higher Education Academy, UK
» NSW Health Critical Care Stream Group
» Invited presentations;
  » Perioperative Nurse Forum – competency what is it?
  » Chief Nurses Forum
  » Nursing and Midwifery Leadership Collaborative – NSW
  » ALTC Leadership Forum - SA
  » ALTC Workshop – NT
  » Nursing and Midwifery Executive – Tasmania
  » Chief Nurse Forum – Victoria
  » Queensland Nursing and Midwifery Education and Training Alliance
  » Chief Nurse Forum – ACT
  » ALTC Workshop - WA
» ALTC Project Reference group member (CG8-679) – Examining the impact of simulated patients and information
and communication technology on nursing students’ clinical reasoning
» Council of Deans of Nursing and Midwifery (Aus-NZ) member of the Simulated Learning Environment Specialist
Group
» OCTAL Nomination for two consecutive years

MS KATHERINE EAGLETON
» Member of 2010 “Capturing Hearts and Minds” Project Steering Committee
Highlight: Grand Stories

Members of the Rotary Club West Wollongong Inc launched a community project called Grand Stories with great success at their October Conference 2010. UOW provided Rotary with a sample DVD and brochure to use at their launch which resulted in an immediate 27 enquiries to take part. This oral history initiative aims to capture and preserve the rich stories and memories held by friends and family within our community. Rotary will provide resources to assist people in interviewing and story telling tips along with help to record to DVD. This community relations project is yet another UOW community engagement success involving collaboration between Rotary (Patrick Roberts, Jack Dalton and Jessie Blundell), Faculty of Arts (Shawn Burns, Emma Wright and Michaela Droppova) and CHI (Sandra Jones, Donata Palinkas, and CHI staff).
February
Radio Station 2SM interviewed Professor Sandra Jones about the culture of binge drinking.

Professor Nicky Hudson from The Graduate School of Medicine was quoted in the Illawarra Mercury article about a new medical clinic opening in Warrawong.

March
Illawarra Mercury interviewed Professor Sandra Jones about the effects of energy drinks and supplements.

WIN News, the Illawarra Mercury and ABC Illawarra interviewed Professor Sandra Jones about a project designed to promote health in older Australians. Also reported in Australian Ageing Agenda.

The Illawarra Mercury quoted Professor Sandra Jones in an article regarding one-off booze bans such as ‘Feb Fast’.

The Illawarra Mercury quoted Professor Sandra Jones in a story about vitamins, minerals and energy drinks.

April
The Sydney Morning Herald and The Age Melbourne quoted Professor Sandra Jones in reports about an overhaul to the advertising industry’s self regulatory system.

May
The Breast Cancer News ran a summary of Professor Sandra Jones recent work - Australian women’s awareness of breast cancer symptoms and responses to potential symptoms.

June
Professor Sandra Jones was quoted in The Sydney Morning Herald in an article about the Advertising Standards Bureau’s internal study on community standards. Sandra was also interviewed on ABC Radio Central West and her comments were extensively run on the Catholic Archdiocese of Sydney News (online and email newsletter).

July
ABC Illawarra interviewed Professor Sandra Jones regarding consumer willingness to pay for reversing cameras in motor vehicles. The Illawarra Mercury also interviewed Sandra and ran a story on this research.

August
Illawarra Mercury IQ lift out ran an opinion piece by Professor Sandra Jones about health messages conveyed by mass media.

Illawarra Mercury reported on Professor Sandra Jones “Everything I need to know about my health is on TV – but most of it is wrong” UOW Uni in the Brewery talk.

September
WIN News interviewed Professor Sandra Jones in relation to alcohol guidelines and binge drinking among adolescents.

Targeted News Service (TARGNS) reported that Professor Sandra Jones will partner with Dapto and Wollongong High Schools to increase secondary school students’ understanding of their peers with autism spectrum disorders.

November
Illawarra Mercury supplement ‘Grant Projects’ reported on CHI’s educational resource for peers of students with Autism Spectrum Disorders.

The Sydney Morning Herald - Health & Science article ‘The fear factor’ on breast cancer quoted Professor Sandra Jones.

Illawarra Mercury – Letters to the Editor published Professor Sandra Jones letter titled ‘Toy store no place for grog brand’.

December
The Weekend Australian published an opinion editorial by Professor Sandra Jones titled ‘Agency ignores those on front line’.

WIN, ABC Illawarra and the Mercury reported on a pilot dementia study being carried out by UOW ‘s Professor Sandra Jones and researcher Katherine Eagleton.
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