Kiama Stop Underage Drinking Project

The Kiama Stop Underage Drinking Project was officially launched on Oct 9 at the Sebel Harbourside in Kiama. The event was hosted by Kiama High School students Rachel Malin and Michael Swain and special guests included NSW Police Commissioner Andrew Scipione, Gareth Ward MP and Cr Neil Reilly from Kiama Council. Olympians Casey Eastman (Hockey) and David McKeon (Swimming) also spoke as project Ambassadors acting as great role models for local young people.

The project, a community-wide approach to addressing underage drinking, is part of a four year ARC funded Future Fellowship awarded to CHI Director, Professor Sandra Jones. Since the launch, a social marketing campaign has begun with posters, roadside banners and corflute signs placed around Kiama LGA, supported by a website www.stopunderagedrinkingcom.au and various traditional and social media activity. In October, Parent Sessions were facilitated by Prof Jones and Clinical Psychologist Dr Gerard Stoyles and in December, a poster and short film competition was launched for 12-17 year olds. The team (Prof Jones, Kelly Andrews, Dr Danika Hall, Lia Gasparro and Josh Beard) have also developed social norms teaching curriculum in collaboration with Kiama High School’s PDHPE teachers. This unit will be taught to all Yr. 7-10 students at Kiama High School as part of their Health program in Term 1, 2014.

Photo (from left): Commissioner Andrew Scipione, Michael Swain, David McKeon, Professor Sandra Jones, Rachel Malin, Cr Neil Reilly, Casey Eastman, and Mr Gareth Ward MP.

Exciting News for CHI

Exciting News for the Centre for Health Initiatives announced in December 2013. The centre successfully obtained Research Strength Status at The University of Wollongong for 2014—2016.

Congratulations to all staff and members, well done!!

Professor, Sandra Jones.
This is the final newsletter for 2013, marking the conclusion of a highly productive and successful year for CHI staff, members, and students. This year was characterised by continued growth in research output and our membership base. For instance, we recently welcomed several dynamic and highly successful academics as full members of CHI: Professor Rodney Croft (School of Psychology); Dr Peter Kelly (School of Psychology; A/Prof Rajeev Sharma (School of Information Systems and Technology [SISAT]); A/Prof Katina Michael (SISAT); Dr Gordon Spence (Sydney Business School); and, Dr Win Khin (SISAT). This offers the potential for new and exciting research collaborations. The CHI team has also continued to successfully attract research funding and publish in high quality journals, as reflected in the recent journal articles and projects outlined in this newsletter.

One of the most exciting areas of growth has been in relation to research translation. That is, in addition to generating high quality research output, the CHI team has been actively involved in the translation of research findings into practice to improve the lives and well-being of people in the community. This includes, for example, the brilliant work conducted by a CHI team led by Dr Lyn Phillipson around addressing the issue of organ donation among Greek, Serbian, and Macedonian Orthodox Communities. This research was formally recognised through the award of a National Multicultural Marketing Award by the Community Relations Commission. In addition, the Kiama Stop Underage Drinking Project, which is part of Professor Sandra Jones’ ARC Future Fellowship, was officially launched in October 2013 and is a community wide intervention to address the issue of underage drinking.

Other notable highlights include the submission of a final report for the Victorian Department of Justice examining alcohol marketing in young people, the continuation and success of the UOW Mental Health Campaign, the award of an ARC Linkage Grant examining the influence of sport on the well-being of Indigenous Australians, self-affirmation and smoking, and many more innovative projects involving CHI members and HDR students. In addition, the CHI team has recently been awarded funding in new and exciting areas (e.g., workplace bullying) marking the continued growth and diversity of the centre.

The continued success is reflected by CHI recently being approved as a UOW Research Strength for the 2014 – 2016 funding triennium. This is a major achievement and recognition of the important of the research activities undertaken by the CHI team.

And of course, it would be remiss of me to not mention CHI again winning the Movember Treadmill Challenge for a second year running, which was a great demonstration of team-work and athletic ability.

Photo: The CHI team consisted of (from left): Katherine Butler, Michael Chapman, Nicholas Corr, Lance Barrie, Jo Telenta, Elizabeth Smyth, Kelly Andrews and Carol Keane.
Dr Uwana Evers and Dr Pippa Burns attended their graduation ceremonies at The University of Wollongong on Friday December 20, 2013 where they were both awarded a Doctorate in Philosophy.

Uwana’s Doctoral thesis was titled “Get your life back: The development, implementation and evaluation of a social marketing campaign to increase awareness of asthma among older adults”.

Pippa’s Doctoral thesis was titled “Breathing not wheezing: The development and piloting of an online asthma education intervention for older Australians”.

Supervisors: Professor Sandra Jones, Professor Don Iverson and Associate Professor Peter Caputi.

Photo (from left): Dr Uwana Evers and Dr Pippa Burns.

Ms. Kelly Andrews from The Centre for Health Initiatives graduated with a Masters of Science Research at The University of Wollongong during the mid-year ceremonies in July 2013.

Kelly’s Masters thesis was titled “Self management perceptions and practices of adults with Asthma”.

Supervisors: Professor Sandra Jones and Dr Judy Mullan.

Photo (from left): Professor Sandra Jones and Ms. Kelly Andrews.
Movember Treadmill Challenge

On Thursday 28th November, the Centre for Health Initiatives entered the iC Health ‘Movember Treadmill Challenge’, setting out to reclaim the title from 2012. This year, five teams paced it out on the treadmill from 9am till 2pm, raising awareness and funds for male mental health and prostate cancer charities. It was a fun day, and fantastic to see the various iC businesses coming together to support such a great cause, raising over $300 on the day.

While the theme of the event was the Tortoise and the Hare, the CHI team knew this was no time to be slow and steady. The team hopped into action and sprinted to the finish line to reign as champions over the Innovation Campus teams, running a total distance of 63.23km. The final results were as follows:

1st place: CHI (63.23 km)
2nd place: iC Management (57.60km)
3rd place: Commonwealth bank (56.51km).

Best Dressed on the day was awarded to CHI’s Lance Barrie ... sporting bunny ears and a white fluffy tail. Training for the 2014 event has commenced!

Photo: Lance Barrie and his award winning outfit.

National Multicultural Marketing Award for CHI

The Centre for Health Initiatives at the University of Wollongong in partnership with the Multicultural Health Service (ISLHD) was awarded a prestigious National Multicultural Marketing Award (Government Category) by the Community Relations Commission at a Gala event in Sydney recently.

The award was for our project ‘Discovering and Discussing Organ Donation Together’: a social marketing program promoting awareness & discussion about organ & tissue donation amongst Greek, Serbian & Macedonian Orthodox communities.

The project was led by Dr Lyn Phillipson; supported by Prof Sandra Jones, Karen Larsen-Truong and Joshua Beard (CHI) and Leissa Pitts & Miriam Nonu (ISLHD).

In his speech the Minister for Citizenship and Communities made specific reference to the project in the Illawarra as a model of community engagement & marketing working in partnership to improve the health of local communities.

Photo (from left): Dr Lyn Phillipson from CHI and Leissa Pitts from ISLHD accepting the prestigious award.
New CHI Grants

**Foundation for Alcohol Research & Education**

Why don’t friends and relatives of underage drinkers comply with secondary supply laws in NSW?
Jones SC, Barrie L, Robinson L, Wyatt A.
2014 $20,000

Nearly 60% of alcohol consumed by 12-17 year olds is supplied by friends, relatives or strangers (ASSAD, 2011); this project seeks to explore why Australian adults continue to provide alcohol to adolescents despite being aware that this behavior is illegal. We will conduct an online survey of 400 adults to explore motivation to comply with secondary supply laws. Using projective techniques, to avoid social desirability bias, we will explore motivational factors in (non) compliance with secondary supply laws and two other illegal behaviours. By understanding the motivations of friends and relatives in supplying alcohol to underage drinkers, this research will inform educational and communication interventions to change the drinking environment for young people.

**Foundation for Alcohol Research & Education**

‘Alcohol Truth’: A counter-marketing intervention to address adolescent alcohol consumption
Jones SC, Gordon R.
2014-205
$40,000

There has been surprisingly little application of counter marketing principles to youth alcohol interventions, despite the success of such approaches in tobacco counter marketing. The project is to develop and implement an alcohol media literacy program – along the lines of the US truth® campaign (www.thetruth.com) – that seeks to engage young people in actively critiquing the myriad of alcohol marketing messages which they have been (and will be) exposed to. Schools will be recruited to the study and randomly allocated to either an active intervention or a waitlist control. The intervention will include classroom activities (including deconstruction of alcohol advertisements and other marketing messages), peer education, and student-led advocacy activities.

**beyondblue: Workplace bullying in Australia**

Magee, C.A., Gordon, R., Caputi, P., Oades, L.
2013 - 2014
$98,000

The aim of this project is to investigate the nature of workplace bullying in Australia, and the impact it has on employee well-being, mental health, and workplace productivity. The project will also identify strategies that are effective in preventing and managing workplace bullying. This will involve a multi-method study consisting of rapid reviews, an online survey, and a Delphi survey with relevant experts.

**NSW Health: Health effects of environmental noise.**

Magee, C.A., Gordon, R., Iverson, D.C., Barrie, L.
$84,000

This project will consist of three systematic reviews to investigate the effects of environmental noise (e.g., traffic, industrial, and aircraft noise) on three health-related outcomes: cardiovascular disease, sleep quality, and cognition (e.g., school performance). The results will be used to inform policy in relation to the management of noise exposure in NSW.

**URC Small Grant**

Jeong Kyu Lee, Christopher Magee
$10,000.

"The role of self-affirmation in enhancing the persuasiveness of antismoking messages"
CHI in the Media

October 2013

Professor Sandra Jones was interviewed by The Drum on 21st October 2013 regarding alcohol and sport. Professor Jones advised that associating alcohol with sport sends a clear message to young people that drinking and sport go together, and that spectators, fans and sport people all drink alcohol.

Professor Sandra Jones was interviewed by the Illawarra Mercury, Daily Advertiser, Newcastle Herald, Mudgee Guardian, Maitland Mercury and Port Lincoln Times on 21st October 2013 regarding recent findings that Australians want alcohol out of sports advertising.

November 2013

Dr Lyn Phillipson was interviewed by the Illawarra Mercury on 8th November 2013 about the success of her campaign to reduce the stigma surrounding organ donation in the Macedonian, Serbian and Greek communities, which she received a national award.

Professor Sandra Jones was interviewed by the Kiama Independent on 18th November 2013 regarding her comments about school leavers needing more choice when it comes to end of year celebrations.

Professor Sandra Jones was mentioned in an article by the Illawarra Mercury on 26th November 2013 regarding her comments about increasing the price of alcohol and reducing its availability in attempt to reduce rates of drunken violence.

Professor Sandra Jones was interviewed by the Kiama Independent on 26th November 2013 regarding the launch of her poster competition for the Kiama Underage Drinking Project.

December 2013

Professor Sandra Jones was interviewed on ABC Radio National on 2nd December 2013 regarding health experts opinions that alcohol promotions on Facebook are flouting advertising codes.

Professor Sandra Jones was mentioned on ABC News Online, Prime 7, Yahoo News, Sydney Morning Herald, Canberra Times, Brisbane Times, The Age, and WA Today on 2nd December 2013 regarding health experts alarm over boom in Facebook alcohol advertisements.

Professor Sandra Jones was mentioned on Toronto News, Kenya Star, Calcutta News, Illawarra Mercury, ABC Illawarra, 2UE Sydney, 6PR Perth, 666 ABC Canberra and 4ZZZ FM on 9th December 2013 regarding health experts alarm over boom in Facebook alcohol advertisements.
The Centre for Health Initiatives (CHI) is a Research Strength of the University of Wollongong. It is composed of appointed academic and general staff, affiliated academic staff, and research students. CHI prioritises the conduct of research that will impact on professional practice, policy or individual health behaviours and facilitates the application of this research in the relevant organisations or community environments.

CHI News is published quarterly. The deadline for submission to the next issue of CHI News will be the 14 March 2014. Please contact Alisha Cork on alishac@uow.edu.au.

Papers Accepted for Publication


Bonney A, Jones SC, Iverson D & Magee C (in press) Trust, Continuity and Agency: Keys to Understanding Older Patients’ Attitudes to General Practice Trainees. Education for Health (accepted 02/12/13)


Gho S, Munro B, Jones SC & Steele J (online ahead of print) Exercise bra discomfort is associated with insufficient exercise levels among Australian women treated for breast cancer, Supportive Care in Cancer 10.1007/s00520-013-2027-9 (accepted 18/10/13)


Magee, C.A., Caputi, P., Iverson, D.C. (accepted). Lack of sleep could increase obesity in children and too much television could be partly to blame. Acta Paediatric. Accepted 1/10/2013


