At Relay for Life on Saturday 21st September, CHI was invited to be a part of the Health Passport Initiative. R4L entrants visited various tents throughout the day and were stamped off for participating in a range of activities. CHI’s Health Passport checkpoint, manned by Michael and Katherine, showcased our recent successful community-based social marketing interventions, and quizzed participants on current and past campaign messages. These included There’s Nothing Mental about Seeking Help, Share Affection Not Infection (Chlamydia campaign), Cold and Flu Affects More Than You, and Active Play Every Day, where kids were invited to take home a skipping rope, Frisbee or vortex.

In line with the Cancer Council event, the focus of CHI’s checkpoint was the UV camera that was utilised in the ARC Sun Protection Study. Event attendees lined up to have their photo taken to detect the first signs of sun exposure and damage to the face. For those participants who had just applied sunscreen, the UV photo revealed areas on the face they had unknowingly missed during application, which surprised many.

It was a great event to showcase CHI’s recent and successful projects, which encouraged dialogue across many of our key behaviour change areas. The UV camera made people face the facts about sun protection, with some immediate behaviour change effects through use of the free sunscreen offered at the tent. The day was a huge success for CHI, generating community interest and support.
The past three months has again been a dynamic and productive period for CHI staff and its members. We have numerous large scale projects running at the moment, many of which involve considerable community engagement and partnerships with external stakeholders. Some of the key activities have included the launch of the second phase of the “Nothing Mental About Seeking Help Campaign”, which extends on the initial phase launched earlier this year by specifically focusing on increasing awareness surrounding the prevalence of mental health conditions. This is an exciting and important campaign funded by SAF, and I would like to thank all staff involved - and Joanne Telenta in particular - for their hard work and commitment.

Similarly, the ‘Active Play Every Day’ led by Dr Lyn Phillipson project represents a considerable team effort. Through partnerships with UOW researchers and community organisations, this project aims to increase awareness of the recommended levels of physical activity for children, and to provide a supportive environment for these recommendations to be met.

There have also been other significant developments in Prof Sandra Jones’ and A/Prof Peter Caputi’s ARC Discovery project on Alcohol and Media Study in the Schools, Dr Ross Gordon’s low income energy efficiency program grant (in collaboration with other UOW researchers), as well as numerous other ongoing research projects. The next three months promise to be just as busy, and we look forward to continuing our important work across a diverse range of health and social areas.

Kind Regards,
Chris.

A Note from the Deputy Director

Professor Jones in the Spot Light

Professor Jones was a keynote/ invited speaker at a number of conferences over the past 3 months:

Underage drinking: A problem we need to tackle as a community. Keynote Speaker. Eastwood Gladesville Liquor Accord Community Forum, September 2013
Regulating the promotion and sale of alcohol- missing in action? Keynote Speaker. Newcastle CDAT - "AOD at the Crossroads" Conference, September 2013
"Alcohol, your kids are soaking in it" (Youth culture and alcohol). Keynote Speaker for the ISHLD Drug & Alcohol Professional Development Conference, September 2013
Alcohol Advertising: It’s everywhere. Invited Seminar for Healthway and the McCusker Centre for Action on Alcohol and Youth, August 2013
There’s Nothing Mental About Seeking Help Campaign – Phase Two

Laugh While You Learn: Wednesday 4 September 2013

The “Nothing Mental About Seeking Help” campaign was launched by the Centre for Health Initiatives in May this year and is supported by SAF funding. The first phase of the campaign educated students about the symptoms commonly experienced by people suffering with stress, anxiety and depression.

The second phase was launched on Wednesday 4th September and aimed to create awareness of the prevalence of mental health conditions in an effort to reduce stigma and increase help seeking behaviours.

Students dressed up with wigs, gloves, glasses and other accessories for photos in a photo booth to illustrate just how common mental health conditions are among young people. Around one in four young people are living with mental health issues like anxiety or depression but very few talk about it or seek help. 18 to 24 year olds have the highest prevalence of mental health conditions so this is a real concern for students at our University.

Students also posed for photos with friends behind a quirky cardboard cut-out and received giveaways including postcards and magnetic photo frames. An infographic (which can be viewed on the website: www.nothingmentalaboutseekinghelp.com.au) was shown to students queuing for photos, and there were floor posters with statistics about mental health, so they could learn while they waited. The cardboard cutouts and photo booth were a fun way of alerting students to the prevalence of mental health conditions.

Congratulations to the winners of the photo-booth competition!

First Prize Winner – $100
2nd Prize Winner – $75
3rd Prize Winner $50
Active Play, 60 Minutes Everyday

Friday 6 September:
Students at three local primary schools will be swivelling and spinning, flinging and fetching to tropical tunes this week as part of the ‘Active Play Every Day’ project.

The ‘Active Play Every Day’ project aims to increase awareness of the National Physical Activity Guidelines for children aged 5 – 12 years and provide support for children, parents and teachers to achieve the recommendation to be active for at least 60 minutes every day.

“This week is ‘Beach Safari’ and we’re playing with hoola hoops and frisbees. Next week we have ‘Circus Clowns’ with balls and hacky sacks, and the last week is ‘Space Pirates’ with skipping ropes and vortex” said Dr Lyn Phillipson from the Centre for Health Initiatives at the University of Wollongong.

All students at Coniston, Keiraville and Mount St Thomas Public Schools can participate in the early morning activities and take home toys and active homework each week.

“Often the focus for physical activity is weight control but our emphasis is the fun and convenience of active play as well as the social, cognitive and health benefits,” said Dr Phillipson.

“There are plenty of ways for children to be active, even if they aren’t sporty. Active play can happen at school, playgrounds, parks, in your home, backyard or neighbourhood,” she said.

The project website activeeveryday.org.au promotes active games, toys, places and facilities in the Wollongong area. Posters and printed information will be distributed through schools, clubs and community centres and radio advertisements will run throughout September.

“Parents can encourage their kids to play games like chasing, tag, stuck-in-the-mud, hopscotch, hand-ball and dancing, or create their own action game based on their favourite characters,” said Dr Phillipson.

Project partners include the Interdisciplinary Educational Research Institute, Illawarra Shoalhaven Local Health District’s Health Promotion Service and Wollongong City Council Children’s Services.

For further information about the ‘Active Play, 60 Minutes Every Day’ project, please contact Dr Lyn Phillipson: 4221 4773 or mobile: 0431 533 060.
Other CHI Member Activity

Professor Patrick Crookes, Dean of Health and Medical Science at UOW commenced a secondment with the Federal Office for Learning and Teaching in August 2013.

It is a 3-days per week secondment to allow him, to drive a project to develop an effective model of change for the Higher Education sector in Australia. The intention is that the pilot for the proposed model of change will focus on enhancing the Recognition and Rewarding of Teaching in promotion processes in Australian universities. The secondment is worth circa $200,000 and came about after he engaged in a competitive application process at the national level.

Photo: Professor Patrick Crookes
CHI in the Media

July

14 July 2013, Mr Lance Barrie was interviewed by the Illawarra Mercury regarding an article “Teen Drinking” should parents be able to supply alcohol?

29 July 2013, Dr Lyn Phillipson was interviewed by the Illawarra Mercury regarding a forum on planning ahead for aging care and coping with Dementia.

August

07 August 2013, Professor Sandra Jones was interviewed by the Illawarra Mercury and The Border Mail regarding the governments bid to recoup the cost of drunken behaviour.

07 August 2013, Professor Sandra Jones was one of three experts interviewed by Pro Bono Australia regarding Coca-Cola’s anti-obesity campaign.

09 August 2013, Professor Sandra Jones was featured by more than 150 regional newspapers across Australia regarding the governments bid to recoup the cost of drunken behaviour.

29 August 2013, Professor Sandra Jones was interviewed by WIN News and ABC Radio regarding teenage eating and drinking habits.
Papers Accepted for Publication


Chowdhury, R. I. & Fernando, M. (accepted, 10 September 2013). The relationships of empathy, moral identity and cynicism with consumers’ ethical beliefs: The mediating role of moral disengagement. *Journal of Business Ethics*


Conference Papers


