The NSW and ACT Alcohol Policy Alliance (NAAPA) hosted the NSW Alcohol Summit at Parliament House Sydney on Thursday 14 April. Attended by over 180 people, including more than 20 NSW politicians, the Summit brought together health professionals, community representatives, law enforcement officials, researchers, and front-line workers from around the state to discuss NSW’s alcohol problem and potential policy solutions.

CHI’s Professor Sandra Jones presented on research conducted by CHI into point-of-sale alcohol promotions. CHI’s research has shown that POS promotions in bottle shops and liquor stores are ubiquitous in NSW (and in other states), with an average of more than 30 promotions per store. CHI’s research also shows that people who participate in POS promotions buy more alcohol, spend more money, and drink more alcohol.

For a copy of the Communiqué issued at the close of the Summit: http://www.fare.org.au/support-us/nsw-alcohol-summit/

Photo: John Della Bosca presenting at the 2013 NSW Alcohol Summit.
Welcome to the first CHI Newsletter for 2013. With Prof Sandra Jones tending to her ARC Future Fellowship and Dr Chris Magee (Deputy Director) on study leave it is my pleasure to bring you the latest CHI news.

It has certainly been a busy three months to kick start the year with lots of great achievements by CHI staff and students.

Notably, the CHI team continues to grow - as we welcome two new academic staff members. 2013 also looks like another year which will be defined by our engagement in activities that make a real difference to the communities in which we live and work. The first three months have already seen engagement with students, culturally diverse communities, seniors, and those in our community living with mental illness.

CHI members have also received considerable media attention in regards to the release of the POINTED project report, the senate enquiry into Gambling, participation in the Creativity Project and the launch of the UOW-IRT joint project to create an Illawarra aged care teaching and research community.

As if this wasn’t enough, CHI staff and students are continuing to publish journal articles and participate in the writing of new research grant applications. Indeed many members were lucky enough to benefit from a retreat and workshop to support their preparation of submissions for the latest round of Nationally Competitive Grants. So we are looking forward to continued grant successes in 2013!

Enjoy the news!
Lyn :)
The Creativity Project, held at the Museum of Contemporary Art in Sydney on Wednesday 13 March aimed to “challenge thinking, lift spirits and open minds to the power of real engagement” and to advocate for the rights of all children to be able to access the very best creative opportunities.

CHI’s Professor Sandra Jones co-presented with her son Lincoln Jones (author of “Don’t fix me I’m not broken”). Lincoln talked about his experiences as an autistic person, particularly in regard to his creativity. Sandra talked about educators’ attitudes towards children with disabilities from a parent’s perspective, and how schools (and other educational institutions) can encourage and develop creativity in their students.

“Lincoln’s biggest limitations do not come from his autism. They come from people who look at him through eyes that see only his deficits and not his many strengths and talents”
Sandra Jones
CHI researchers Prof Sandra Jones and Mr Lance Barrie have recently been involved in a novel project led by Deakin University titled the Patron Offending in Night Time Entertainment Districts (POINTED). This project investigated the role of three major factors involved in patron behaviour in night time entertainment districts (NEDs). Researchers worked with stakeholders in night-time entertainment precincts across five Australian cities (two regional and three metropolitan). The primary aims of the project are to measure and observe:

1. levels of pre-drinking in NEDs
2. harmful drinking practices (such as mixing with energy drinks) of patrons
   - illicit drug use in entertainment areas

Methods included patron interviews (incorporating breathalysing) and observations of patron behaviour inside venues. Recently results from this study have been released with some alarming findings including:

- The average BAC reading nationwide was 0.054 however Wollongong’s average reading was 0.66.
- Almost two-thirds of the overall sample (65%) reported consuming alcohol before attending licensed venues/‘going out’
- Younger participants were significantly more likely to report pre-drinking, as were participants in Geelong and Perth.
- Participants who mixed energy drinks with alcohol self-reported consuming significantly more alcohol than those who consumed alcohol alone, were significantly more likely to report pre-drinking and were significantly more likely to report illicit drug use compared with those who had not consumed energy drinks.
- Finally, people who had consumed energy drinks on the night of interview were also more likely to report having driven while drunk or having committed property crime ($\chi^2=5.51, p=0.019$) while intoxicated in the past three months, than those who had not consumed energy drinks.
- In Wollongong, over 1 in ten participants had reported being involved or impact by alcohol related aggression such as physical or verbal abuse.

Recommendations from the report include a restriction on trading hours particular in 24 hour trading venues, an evidence based approach to increase the price of alcohol through taxation, banning energy drinks in all venues and reducing alcohol promotions (both in venue and at bottle shop) to reduce the incentive of bulk buying.

If you would like more information on this project, please contact Mr Lance Barrie on lanceb@uow.edu.au
Sharing the Good News about Cancer

As part of a Cancer Institute NSW funded project, CHI (Phillipson, Jones and Hall) in partnership with the Illawarra Shoalhaven Local Health District and Cancer Council NSW (Southern Region) are engaging in an intervention to reduce stigma and promote help-seeking for cancer in the Serbian and Macedonian communities of the Illawarra. Research conducted by CHI in late 2012, showed that many members of these communities lack access to basic information about cancer and how it can be tested for and treated effectively. Participants in focus groups revealed that cancer was feared, and for many was linked with death, not with treatments or cures. Whilst some know about risk factors for developing cancer, many still believe cancer occurs as a result of bad luck, fate or destiny and that little can be done to prevent it. Also, whilst some community members report undergoing regular cancer screening tests, others do not believe they are worthwhile because of a belief that cancer treatments are not effective. For many in the community Cancer remains a difficult and uncomfortable subject to talk about and, as a result, cancer within the community can be a taboo subject, associated with bad news.

To begin to address misconceptions and taboos, two cancer forums were conducted in March allowing community members an opportunity to hear some good news about cancer. During the last 10-20 years, cancer screening and treatments have improved significantly. Specifically, the improved survival rates for both bowel and breast cancers were promoted and community members learnt of the benefits and easy access to screening for both types of cancer. Importantly, stories of cancer survival were told, overcoming some of the taboos about discussing cancer. Community members were also provided with the opportunity to ask questions from local cancer expert Associate Professor Morteza Aghmesheh, Staff Specialist Medical Oncologist, Illawarra Cancer Care Centre, Wollongong Hospital.

The project will continue during 2013 with a social marketing program including further good news forums, newsletters, media and opportunities to reduce stigma via the promotion of cancer screening and survival stories within the two communities.

For further information about the project, please contact Dr Lyn Phillipson, Ph: 42 214773, Email: lphillip@uow.edu.au
CHI Welcomes New Staff Members

Jeong Kyu Lee earned his PhD in Communication Arts and Sciences from The Pennsylvania State University in 2010 and he specialised in health communication theories and health interventions during his doctoral years.

Prior to joining CHI, Jeong Kyu served as a Post-Doctoral Research Fellow at ClearWay Minnesota that was created in 1998 from the state’s tobacco settlement funds. At ClearWay Minnesota, he worked on surveillance research projects with multiple collaborators including the Minnesota Department of Health and the University of Wisconsin’s Center for Tobacco Research and Intervention.

Jeong Kyu’s research integrates and applies theories from communication, marketing, and social psychology to health campaign design and evaluation. His recent research focuses on the use of branding to promote healthy decision making and behavioural change.

His interdisciplinary scholarship has been published in numerous journals such as Health Communication, Communication Methods and Measures, American Journal of Health Behavior, American Journal of Preventive Medicine, among others.

A/ Prof Samantha Thomas joined CHI as a Principal Research Fellow in January 2013.

Samantha specialises in risk behaviours; social marketing campaigns, and understanding the impact of advertising on health and social behaviours. In 2009, Samantha was chosen by The Weekend Australian as one of the Top Ten Emerging Health Leaders in Australia. In 2010 she received a prestigious Australian Davos Connection Future Leader Award.

Samantha graduated with a PhD in Community Health from the University of Auckland. Prior to joining CHI, she worked at the World Health Organisation (Geneva), King’s College London, and Monash University.

Samantha has received grants from a range of organisations including the ARC, NHMRC, Victorian Department of Justice and the AFL Research Board.

Her most recent grants include an ARC Discovery Grant (2011) with Prof Tim Olds (University of South Australia) exploring the ways in which Australian families interpret and respond to weight messaging. She is also conducting research funded by the Victorian Responsible Gambling Foundation which explores how Victorian Families interact with gambling marketing strategies.

Samantha has provided expert testimony to a number of Australian Parliamentary Inquiries, most recently to the Australian Senate Committee on Gambling Reform. Her work is regularly featured in national and international press.

**Specialties:** Gambling, Obesity, Social Marketing, Critical Marketing, Risk Behaviour and Ethnography.
Mental Health Grant Success
CHI member Prof Lorna Moxham and a group of mental health nursing academics have won a grant to take 20 nursing students, 2 medical students and 2 psychology students on an immersive learning experience. Along with the students 30 consumers with lived experience of mental illness will attend a 5 day recovery camp. This clinical learning experience is the first of its kind (as we understand) in Australia. The hours are counted as a legitimate clinical experience. Four academic staff will also attend the camp. We leave UOW Wollongong campus on Monday 13th May and return Friday 17th May. The grant will cover all costs associated with the camp. In addition to the clinical experience students will gain, we also will be undertaking a comprehensive research based evaluation of the experience. The staff involved are Professor Lorna Moxham and Ms Susan Liersch (joint leaders), Ms Renee Brighton & Mr Christopher Patterson. All of whom are experienced mental health and/or drug and alcohol nurses. We have already received inquiries of interest from students and consumers. It’s going to be really exciting!

Spotlight on Autism Spectrum Disorder & Asthma
CHI PhD candidate Andrea Garner presented a guest lecture for the UOW Faculty of Education Summer Institute - Special Education: Autism Spectrum Disorders in January as well as a guest lecture on ‘Inclusion Today’ for the Faculty of Education in March 2013.

Kelly Andrews presented two papers at the National Tackling Asthma in Australia Conference held in Canberra on 19-20 March 2013. The first, “Breathing better: a multi component intervention to improve asthma awareness and outcomes in the elderly” was presented on behalf of Sandra Jones, Pippa Burns, Uwana Evers, Don Iverson, Peter Caputi, Sara Morgan and Michele Goldman. The second, “Effectiveness of emotional appeals in asthma campaigns to increase self-management intentions” was presented on behalf of Sandra Jones, Samantha Reis and Karen Larson-Truong.

UOW-IRT launch joint project to create an Illawarra aged care teaching and research community
CHI members, Prof Richard Fleming, A/Prof Angela Brown and Dr Gillian Stillfried featured in the news this month following the launch of a two-year project to create a strong aged care teaching, learning and research community in the Illawarra. Researchers from the Faculty of Health and Behavioural Sciences (UOW) and IRT have joined forces to develop the Illawarra Teaching and Research Aged Care Services (ITRACS) Project. The project is funded by a $587,000 grant from the Australian Department of Health and Ageing.

Some of the ITRACS Team at the launch (from left to right): Dr Gillian Stillfried (UOW), Craig Hamer (IRT), Barbara Squires (IRT), A/Prof Angela Brown (UOW), Tania Tsiamis (IRT), Prof. Richard Fleming (IRT), Katie Davies (IRT), Angela Douglas (UOW) and Craig Smith (IRT).
**CHI Grant Writing Workshops**

**Workshop 1 - Thursday 17 & Friday 18 January**  This 2 day workshop was open to all CHI staff, members, and colleagues from HBS and other faculties. The workshops provided an opportunity for people to present their research projects (background, project plan, investigators) and receive feedback from an expert panel (including Prof Don Iverson and Prof Fred Ashbury) as well as from other experienced grant recipients and colleagues.

**Workshop 2 – 11- 13th February** was the first time CHI hosted a three-day residential workshop at Sebel Harbourside hotel in Kiama in which participants were provided with both expert input and assistance from research/admin assistants to facilitate the completion of the full grant application (including assistance with budgets, formatting attachments, writing summary statements, selecting FOR codes etc). This intensive workshop was offered to CHI staff and members who had submitted an EOI to the RSO for an ARC Discovery, DECRA, Future Fellowship, or NHMRC Project Grant or Fellowship. Feedback from the workshop was extremely positive with participants feeling they had achieved maximum benefit from the program in an excellent conference environment. A similar workshop is planned for 2014 and will again be hosted as a residential workshop.

**CHI in the Media**

Prof Sandra Jones was quoted in an article about the slip, slop, slap message losing its impact on 06 February 2013.

Dr Lyn Phillipson was interviewed by ABC Radio on 19 February 2013 about the CHI-ISLHD Organ Donation Project with orthodox communities in relation to a Donate Life press release highlighting the needs of CALD communities.

Mr Lance Barrie was interviewed by ABC Breakfast Radio on 21st March and WIN News and Lisa Wachsmuth from the Illawarra Mercury on 22 March 2013 regarding a final report released by NDLERS which the Centre for Health Initiatives was a major collaborator in the Patron Offending and Intoxication in Night-Time Entertainment Districts (POINTED) report.

Prof Sandra Jones was interviewed by Amy Corderoy from the Sydney Morning Herald on 25th March 2013. Professor Jones was quoted about her research among university students in Wollongong who found binge drinking was linked to women having negative experiences such as sex they regretted, rape or unwanted sexual advances.
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 June 2013. Please contact Alisha Cork on alishac@uow.edu.au

Papers Accepted for Publication


Andrews K, Jones SC & Mullan J (in press) Stigma: still an important issue for adults with asthma. *Journal of Asthma & Allergy Educators* (accepted 10/02/13)

Phillipson, L. Magee, C and Jones SC (2013). Why carers of people with dementia do not utilise out-of-home respite services.. *Health & Social Care in the Community* Article first published online: 18 MAR 2013. DOI: 10.1111/hsc.12030


New Projects

Prof Sandra Jones commenced her ARC Fellowship project in January 2013:

This project aims to reduce the frequency and amount of alcohol consumption, and alcohol-related harms, among young people aged 12-17 years by addressing social norms regarding underage alcohol consumption. Using a multi-component intervention it will engage the Illawarra community in strategies to encourage and empower young people not to drink.

Strategies include: a social marketing campaign to alter social norms around underage drinking; a youth component that includes a range of school and community-based activities; and a parent component that includes online and environmental activities.

We are working with a whole host of community partners including schools, NSW police, Medicare Locals, community and youth groups and local government. Work began in Jan 2012 and will be piloted in Kiama in 2013-14 with the intervention occurring in Wollongong in 2015-16.