

PUBLIC HEALTH ASSOCIATION OF AUSTRALIA
MEDIA RELEASE

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UNDER EMBARGO UNTIL 6AM ON WEDNESDAY 29 SEPTEMBER 2010

NEW TECHNOLOGIES FEATURE ON FINAL DAY OF CONFERENCE

Around 300 public health experts and practitioners from around the country and eminent overseas visitors have come together for the Public Health Association of Australia's (PHAA) 40th Annual Conference in Adelaide. The three day conference concludes today, with a particular focus on the impact of new technologies on public health in the 21st century.

"While new technologies have enabled people to live healthier lives for longer, they also create some substantial ethical challenges for public health practitioners and researchers. The advent and implementation of new technologies, coupled with longer life expectancies, has also seen a huge blowout in health and aged care budgets for governments across the nation and globally," said Michael Moore, Chief Executive Officer (CEO) of the PHAA.

Among the experts speaking on the final day of the conference will be: Professor Janet Hiller, Deputy Head of the School of Population Health and Clinical Practice at the University of Adelaide; Professor Alan Petersen, Professor of Sociology at Monash University and Honorary Visiting Professor at the Centre for Biomedicine and Society at King's College in London; and Dr Suwit Wibulpolprasert, a General Practitioner, Public Health Specialist and Policy Advisor from Thailand.

"Another feature of the final day's program will be the panel discussion on *Ethics, the public and health technologies* at 11am. The expert panellists include: Associate Professor Rachel Ankeny, Associate Professor of History at the University of Adelaide; Professor Annette Braunack-Mayer, Acting Head of the School of Population Health and Clinical Practice at the University of Adelaide; and Associate Professor Jenny Baker from the Yaitya Purrana Indigenous Health Unit in the School of Population Health and Clinical Practice at the University of Adelaide. The speakers will consider values, ethics and community involvement in relation to the uptake of health technologies," said Professor Mike Daube, PHAA President.

What: PHAA 40th Annual Conference
Where: Adelaide Convention Centre
When: Wednesday 29 September 2010
Time: 8:30am – 3:30pm

For general comment on the conference:

Michael Moore, PHAA CEO:

0417 249 731

Professor Mike Daube, PHAA President:

0403 933 933

For access to presenters for comment/interviews; copies of presentation abstracts; and/or further information on the conference:

Melanie Walker, Conference Media Contact:

0438 430 963

An outline of the conference program is available on the PHAA website at:

http://www.phaa.net.au/documents/40th_Annual_Program.pdf

Sponsors of the 40th PHAA Annual Conference include: the Australian Government Department of Health and Ageing; Government of South Australia: SA Health; National Health and Medical Research Council; and New South Wales Department of Health.