



**Public Health Association of
Australia (WA Branch)
WA PHAA NEWSLETTER**

**Welcome to the June 2007 PHAA
newsletter!**

**Message from the President –
Mike Daube**

Presidents' Reports tend to focus on action that has been taken: seminars, workshops, advocacy and the like.

This time round I want to focus on three important areas of activity that lie ahead of us, and to seek your help and input.

First, please note that forthcoming events in which PHAA is involved include the seminar on "The new liquor licensing laws: are they good for our health?", to be held on Thursday, 21 June at Grace Vaughan house (more detail in newsletter). We have some excellent and authoritative speakers to discuss this important issue, and it would be good to see as many people as possible to discuss this important issue.

PHAA is also pleased to be associated with a seminar that has been organised for the 2007 Healthway Visiting Fellow, Professor Annie Anderson of the University of Dundee in Scotland. Professor Anderson will speak on Tuesday, July 10th from 4 - 6 p.m. at the Bankwest lecture theatre, Curtin University (Bentley) on "Obesity control: Energy balance - the challenge of changing behaviour and changing environments". Members are encouraged to attend either this

or one of the other seminars Professor Anderson is giving while she is in Perth.

Second, the WA PHAA State Public Health Conference, "Public Health in the 21st Century - people, places and policies" is being held at the Esplanade Hotel, Fremantle, on November 1 and 2, with pre-conference workshops on October 31. We already have some outstanding local and international speakers for this conference and a very encouraging level of interest. May I urge all members to participate in the Conference, and to encourage your colleagues to do so, as this is an important opportunity not only to discuss public health issues but also to promote public health interests. Further information is available on www.phaa.net.au.

Third, while we do not yet know the date of the Federal Election, we know that it will happen sometime this year, with speculation focusing around a date in October. We are keen that the voice of public health should be heard in the lead-up to the election, as this is the time when political commitments are made. As soon as the date of the election is known we will organise a forum, but in the meantime please let us know if there are any specific issues you would like us to campaign on. We are very keen to hear from you on this, whether with short notes or lengthier documents. Please send any suggestions you might have to the editor (melissagiv@git.com.au). This is an exciting time for public health. There is a real opportunity to lobby for policies & measures that will make a difference. Please let us know what you think should be our highest

priorities, and we will do our level best to ensure that they are represented nationally.

WA Conference Update: Public Health in the 21st Century "People, Places and Priorities"

Preparations for the PHAA WA State Conference, "Public Health in the 21st Century - People, Places and Priorities" are progressing nicely. Confirmed international guests include Dr Amaya Gillespie (UN, Family Violence Project, Geneva) & Dr Andrew Gilman (Sustainable development expert - Canada). Local speakers include Hon. Jim McGinty MLA, Prof D'Arcy Holman, Dr Norman Swan and Prof Fiona Stanley. We have received many interesting abstracts that cover a variety of themes and will have a full program of presentations, workshops and displays. Special themes will include nutrition and obesity, cancer and leadership.

The conference, to be held at the Esplanade Hotel, Fremantle 31 Oct, 1 & 2 Nov 2007, will offer an excellent opportunity for Public Health practitioners to exchange ideas and make contacts.

Several workshops will be held at Notre Dame University Wednesday 31 Oct. Topics for workshops include elder abuse, the art of communicating your message and the role of the Public Health Professional in health impact assessments.

The conference will also feature some great social events. A conference dinner will be held at the historical Fremantle Prison. It will be a night of delicious food, eerie fun and music that will get your feet up and dancing. Tickets can be bought with registration and include

a three course meal, drinks and a candlelight tour of the prison where you will be amazed by inexplicable happenings and entertained with stories of the supernatural.

Another event is welcome drinks, where conference delegates and their spouses can enjoy drinks and nibbles poolside at the Esplanade hotel.

For more information on the conference program and how to register for the conference, workshops and social events contact ephipps@bigpond.com.au or melissagiv@git.com.au

Professional Development Review

Where next for Health Promotion? The Ways We Live

On the 21.2.07, Dr Rob Moodie presented an informative session to answer the question 'Where next for Health Promotion?' He answered this question by considering the major ways in which we live. There are many ways of looking at how we can promote health – according to settings, to risk factors for disease, to population groups, to academic disciplines or by understanding upstream social and economic determinants and so on. Dr Moodie suggested that promoting health could also be considered from another perspective – *the ways we live*. In his presentation he highlighted four of the major ways of living and examined the impact these patterns of living have on our health and well-being now and in the future. In particular,

1. *The way we make money*: the impacts that industries such as food and beverages, tobacco, alcohol, pharmaceuticals, illicit drugs, armaments, automobile

and oil, have on determining our health.

2. *The way we treat each other:* the impact of social isolation and exclusion, discrimination and bullying and violence has on our health, particularly our mental health.
3. *The way we treat the planet:* the impacts of our lives on our planet that in turn impacts on our health and well being
4. *The way we determine individual and collective priorities:* this examines the notion that we prioritize short-term preferences (wants) over long-term preferences (needs) in our individual behaviours and our collective policies.

Dr Moodie also spoke on the implications of the *ways we live* on the health promotion workforce of the future. Traditionally epidemiologists, anthropologists, sociologists, statisticians, public health physicians and health economists are part of the health promotion workforce. When considering the *ways we live*, other disciplines and sectors which should be in our teaching and thinking become evident and include advertisers, market analysts, business implementers, political scientists, political economists, economists, geographers, urban planners, philosophers and ethicists.

Dr Moodie concluded his presentation by challenging the profession to position or brand health promotion to counteract the comments that health promotion and social marketing doesn't work, and that people can't change their behaviour. We should continually emphasize and show that health

promotion is, in fact an *essential* service, *not* a short-term project. We should also continually emphasize and show that effective health promotion is, for *life*, not something that can be started and stopped.

Can I drink it? The public health implications of recycled water

With the increasing interest on using recycled water as a way to overcome our water shortage, a seminar was held on the 26 April 2007 to discuss the public health implications of using recycled water for drinking purposes.

Palenque Blair, Environmental Engineer with the Water Corporation provided an overview of the trial of groundwater replenishment using recycled water. In 2006 in Perth there was approximately 115+GL /yr of treated wastewater discharged into the ocean. This is at a growth of 2-3% per year and presents a significant opportunity. In the groundwater replenishment trial water from the Beenyup Waste Water treatment plant will be returned via an injection bore back into the Leederville aquifer. To ensure public health safety, reverse osmosis and advanced oxidation treatment will be used as additional treatment steps before returning the water to the aquifer. In addition to this, monitoring of the injection & water quality outcomes in the aquifer at 5 depths at each of 5 sites is planned. As groundwater is very slow moving, the treated water would remain in the ground for decades (up to 50 years) before it reaches existing bores that are used for public water supply. During that time, the water would mix with existing groundwater as it travels through

the underground aquifer, until the two are indistinguishable.

Clemencia Rodriguez (School of PH, UWA) presented on the health risk assessment of chemicals of concern in treated wastewater used for drinking purposes. Recycled water contains a significant number of contaminants, including personal care products and pharmaceuticals. The development of analytical methods (to identify concentration of these chemicals) has grown faster than methods to assess toxicology (that is, to determine whether the chemical poses a health concern & if so at what concentrations). Clemencia outlined a three-tiered approach to assess the health risk of some 400 chemicals. The results will help inform the development of health protective drinking water guidelines.

Neil McGuinness, Manager of Wastewater Management with the Environmental Health Directorate (Dept Health) provided an overview of the legislative & policy implications of recycled water for drinking purposes. Neil highlighted the need for legislative changes & the subsequent development of public policy & guidelines to ensure public health safety in using recycled water for drinking purposes.

Blair Nancarrow, Director-Australian Research Centre for Water in Society CSIRO, reflected on her work in social research to discuss the public perceptions of drinking & using recycled water. Blair opened by asking the questions 'How do people decide whether to reuse water for various purposes & from various sources?' and 'How do people decide whether

to accept the products of reused water?' Based on previous research into public perceptions of using recycled water, subjective norms, emotion & trust seems to contribute to strongly to intended behaviour. Blair concluded by stating that there is no easy way to deal with the big issues, but understanding the community is essential & you can't just "bring the community along".

Dr Richard Lugg, Public Health Physician concluded the seminar by reflecting on each of the above presentations to answer the question 'so can we drink it?' He commented that with the establishment of a regulated treatment chain (eg. using microfiltration, reverse osmosis and oxygenation as described in the groundwater replenishment trial), using toxicology data to assess the health risks of any chemicals that remain, and having an incident and emergency management system in place (should a breakdown in the treatment chain occur) public health safety should be assured. Therefore in Dr Lugg's opinion the answer to the question 'so can we drink it?' is yes. However acceptance by the public will be the biggest problem.

So, perhaps our next public health social marketing campaign will be 'Drink Recycled Water'.

Upcoming Professional Development Opportunities

31 October – 2 November 2007
Fremantle, Western Australia
PHAA (WA Branch)- State Conference: Public Health in the 21st Century
"People, Places and Priorities"

Website:

http://www.phaa.net.au/branches/WA/wa_conference_2007.htm

4 - 7 September 2007 Melbourne, Victoria

The MHS 20-20 Vision:

Looking Toward Excellence in Mental Health Care in 2020

Website: <http://www.themhs.org>

23-26 September 2007 Alice Springs, Northern Territory

4th IAS Conference on HIV Pathogenesis, Treatment and Prevention

38th Public Health Association of Australia Annual Conference

Alice 2007 Reality Check: Inequalities & Health - Tackling the Differentials

Website:

<http://www.phaa.net.au/conferences/Alice%20Springs%2007/Asprings1.html>

7-9 November 2007 Sydney, New South Wales

HIA 2007 – South East Asian and Oceanic Regional Health Impact Assessment Conference

Website: www.hia2207.com.

30 November - 3 December 2007 Melbourne, Victoria

The Asia Pacific EcoHealth Conference

Ecology and Health: People & Places in a Changing World...

Website:

<http://www.deakin.edu.au/events/ecohealth2007/index.php>

Upcoming Seminar hosted by PHAA (WA)

**The New Liquor Laws: Are they good for our health?
21 June 2007, 5pm (registration at 4.45pm)**

Dr Tanya Chikritzhs (National Drug Research Institute), Gary Kirby (Drug and Alcohol Office), Jessica May (Dept Racing, Gaming and Liquor) and Superintendent Jim Migro (WA Police) will present on the public health implications of the new Liquor Licensing Act.

Venue: Grace Vaughan House, 227 Stubbs Terrace, Shenton Park.
To RSVP, please email margaret.leonard@health.wa.gov.au or phone 9347 6900.

New Resource Released - Primer to Action: Social Determinants of Health

A new Canadian resource was launched at the Health Promotion Ontario 10th anniversary conference on the Evolution of Health Promotion in May this year, which guides practitioners and activists in taking action on conditions affecting health.

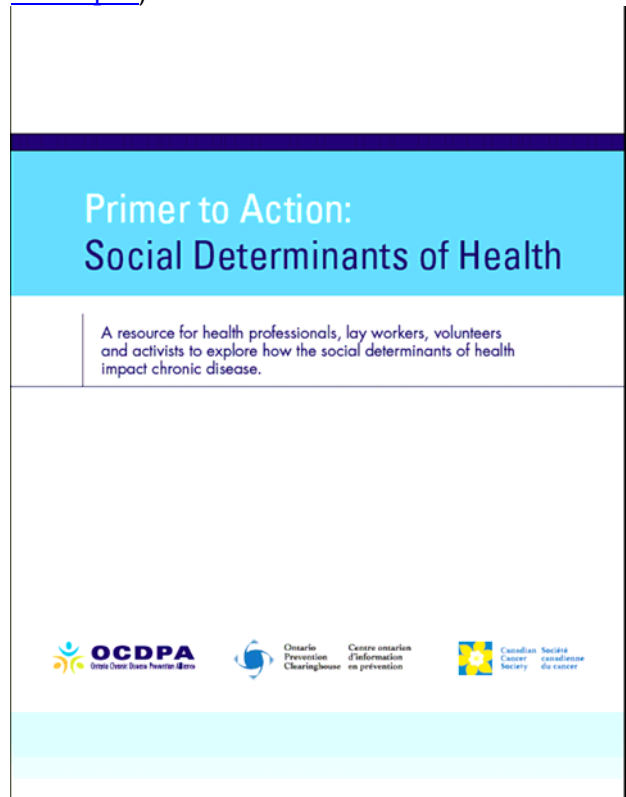
Primer to Action: Social Determinants of Health is a resource for health professionals, lay workers, volunteers and activists to explore how the social determinants impact chronic disease. It is intended to act as a guide to navigate through organisational barriers and offer concrete 'primers' to get stimulate action to increase access to the social determinants. The resource focuses on six key determinants of health: income, education, employment, housing, food and inclusion.

The **Primer to Action** provides a great example of the Canadian context, and how collaboration can produce excellent results.

A partnership between the Ontario Chronic Disease Prevention Alliance, Ontario Prevention Clearinghouse

and the Canadian Cancer Society - Ontario Division developed the resource. It draws upon the skills and expertise of numerous health, social, and education professionals and organizations.

Download **Primer to Action: Social Determinants of Health** here: <http://www.ocdpa.on.ca/docs/Primer%20to%20Action%20SDOH%20Final.pdf>



Do you have a resource, campaign or program you would like people in public health to know about?

Contact the editors so we can include it in the December newsletter.

2007 Healthway Visiting Fellow, Professor Annie Anderson

This year's Healthway Visiting Fellow, Professor Annie Anderson, will visit WA in July.

Dr Anderson is Professor of Food Choice and Director, Centre for Public Health Nutrition Research, Department of Medicine, at the University of Dundee, Scotland. Her visit will focus on the role of good nutrition and identifying innovative, practical and effective routes to obesity reduction in the community.

While in Western Australia she will conduct workshops and seminars in Geraldton and Perth on obesity control and prevention. These will be open to health professionals as well as members of the public. (*See schedule, below*).

Professor Anderson's Seminar Schedule				
July 2007	10	Tuesday	1600-1800	SEMINAR A: <i>Obesity control: Energy balance the challenge of changing behaviour and changing environments</i> Venue: <u>Bank West Theatre, Curtin University</u> (with the Public Health Association Australia and the Australian Health Promotion Association - WA Branches)
	17	Tuesday	1300-1600	WORKSHOP (D): <i>Obesity prevention- theory and practice in the real world</i> Venue: <u>Curtin University Research Campus 10 Selby St, Shenton Park</u>
	19	Thursday	1600-1800	SEMINAR B: <i>Obesity control: Access to healthy foods - the development of a co-ordinated approach</i> Venue: <u>The Cancer Council WA (TCCWA)</u> (with Dietitians Association of Australia)
	23	Monday	1230-1330	The Cancer Council WA PUBLIC SEMINAR: <i>Obesity, Nutrition & Cancer Prevention</i> Venue: <u>Alexander Library Lecture Theatre</u> (RSVP not required) (TCCWA)
	25	Wednesday	1600-1800	SEMINAR C: <i>Evidence based approaches to behaviour change programs to control obesity.</i> Venue: <u>School Public Health, Curtin University Building 400, Room 305</u> (with Public Health Association Australia - WA Branch)

The seminars and workshops will be free, but participants need to RSVP to p.howat@curtin.edu.au (leave your name, phone contact, and state which presentations you plan to attend).



New funding opportunities available soon from Healthway

From July 2007, Healthway will be offering three new grant schemes to support health promotion in WA through the arts, schools and local government.

Health Promoting Schools Grants

These are grants of up to \$2,500 each to support schools to develop projects that promote the health of their students through activities aligned with the Health Promoting Schools Framework. Schools are encouraged to undertake activities that promote the priority health areas of **mental health, nutrition and/or physical activity**. All schools throughout WA are eligible to apply.

Health In Schools Through The Arts (HISTA)

Sponsorship of up to \$2,500 is available to support schools to develop performing and visual arts activities that are designed to address a specific health issue. Successful schools will be required to undertake activities that address at least one of Healthway's priority health areas of **mental health, nutrition and physical activity**.

Healthy Local Government Grants

This is a new funding scheme for local government authorities to address a range of public health issues under their control at the local level. The grant program will provide funding in six key areas: healthy eating, smoke free areas, skin cancer prevention strategies,

creating supportive environments, prevention of alcohol misuse and active communities.

For more information on any of these grants, check out the website at www.healthway.wa.gov.au from July onwards or contact Healthway on 08 9476 7000 or 1800 198 450 or email healthway@healthway.wa.gov.au



Western Australia PHAA Advocacy Priorities – A Focus on Obesity

The PHAA (WA) Branch is developing a discussion paper & prevention framework for overweight and obesity in collaboration with the Centre for Behavioural Research in Cancer Control & the WA Centre for Health Promotion Research, Curtin University. **Overweight of Obesity Prevention Framework – A Health Promotion Approach** has been developed by Peter Howat, Alexandra McManus, Mike Daube & Linda Burke.

The framework will provide a vision for the future and advocacy tool for practitioners, policy makers and politicians. A range of economic, organisational & policy interventions, together with health education strategies have been identified to tackle the growing problem of overweight and obesity in Western Australia. The Framework is available from the PHAA (WA) webpage:

[http://www.phaa.net.au/branches/
WA/WA.htm](http://www.phaa.net.au/branches/WA/WA.htm)

Core Health Promotion Competencies for Australia 2007

The first national project to identify Health Promotion Competencies in Australia was undertaken in the early 1990's via the Western Australian Centre for Health Promotion Research at Curtin University, with the National Heart Foundation (WA), and the Health Department of WA, under the auspices of the Australian Association of Health Promotion Professionals, now the Australian Health Promotion Association:(AHPA).

These competencies were revised in 2000-01 under the auspices of AHPA and the National Health Promotion Workforce Development Task Group, a committee of the National Public Health Partnership Group. A recommendation of the 2000-01 study was that the competencies be reviewed and updated at least in a 5-year cycle.

In 2005 the Australian Health Promotion Association, the Public Health Association of Australia Health Promotion Special Interest Group, and the International Union conducted a review of the HP Competencies for Health Promotion and Education SW Pacific Regional Committee. Four hundred health promotion practitioners throughout Australia completed an on-line survey on Health Promotion Competencies for Australia. The survey results were then explained and discussed in a series of 10 workshops throughout Australia in 2006 to help identify practical uses of the competencies and to determine a set of core competencies for health promotion practice in Australia.

The modified Delphi Technique has included senior health promotion practitioners and over 600 practitioners around Australia. The resulting list of 31 health promotion *core* competencies can be used to help practitioners define health promotion, to clarify job roles, to

assist managers to define job descriptions and do performance reviews, help build capacity in the health workforce, provide guidance for developing and revising tertiary education courses and assist people to gain health promotion jobs.

Practitioners can pick individual competencies from the over all list and use them to define specific jobs or roles, or to assess individual or organisational competency in health promotion tasks. We hope that practitioners will put the Core Health Promotion Competencies to good use and we welcome feedback on their use. We also recommend that this list be reviewed and revised in 2010 as the field of health promotion is constantly evolving and will require a different set of core competencies in the future.

Both the original list of 83 competencies and the list of core competencies is available on the PHAA website:

www.phaa.net.au .

Ray James, Peter Howat, Trevor Shilton and Cheryl Hutchins

WOULD YOU LIKE TO MAKE A CONTRIBUTION?

Do you have a contribution for the PHAA (WA) newsletter? Please forward to Melissa Stoneham at melissagiv@git.com.au

