

## Advocacy in Action



### Welcome from Professor Mike Daube, Director of PHAIWA

Some of the most effective advocates are those we never hear or read about. They quietly make a case, find the right targets, pursue their objectives and see remarkable outcomes. These are not necessarily the most skilled and experienced health advocates. Nor are they the commercial lobbyists who are equally skilled and vastly better resourced.

The unsung lobbyists can be parents or concerned members of the community with a passion to act. They are sometimes naïve, sometimes do things that none of us would recommend to advocates, but through their sheer passion and determination they are able to move mountains (or politicians, which can be even harder - see page 6 to read more on recent work with politicians).

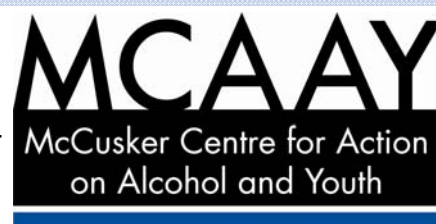
Much of the work of the Public Health Advocacy Institute is focussed on helping to develop skills and professionalism in health groups and those concerned for the public health around the state. The response to our work over the past two years has been immensely rewarding, and there are clear indications that it has been leaving its mark.

While we pursue this work, we should, however, always bear in mind the lessons to be learned from the naïve advocates - that a strong case, passion and absolute determination can sometimes bear remarkable fruit. Despite our cynicism about politicians, they do respond to concerned, honest individuals. We should not overlook the lessons to be learned from them, or the benefits of harnessing this honest, passionate determination for causes that will promote public health.



### Introducing the McCusker Centre for Action on Alcohol and Youth

The prevalence of risky drinking and associated harms among young people are of great concern. To support and extend existing efforts to prevent harm to young people from alcohol, the McCusker Centre for Action on Alcohol and Youth (MCAAY) was launched on 17 September 2010 with funding from the McCusker Charitable Foundation. MCAAY will work alongside PHAIWA at Curtin University's Health Research Campus, under the direction of Professor Mike Daube.



MCAAY aims to reduce alcohol-related harms in young people through reduced overall consumption and lower risk patterns of consumption. The primary target group for MCAAY will be Western Australians aged 14 to 25 years.

Targets of MCAAY will be to raise awareness of the magnitude of alcohol-related harms among youth, the approaches we know can work, other options and the need to act without delay. A focus of MCAAY will be developing coalitions and partnerships with other concerned groups, organisations and individuals, and will place a special focus on involving young people.

Speakers at the launch of MCAAY included Malcolm McCusker AO QC CitWA, Tonya McCusker, Professor Mike Daube, Professor Steve Allsop, Professor Fiona Wood and Professor Jeanette Hackett.

To find out more about MCAAY, contact Julia Stafford, MCAAY Executive Officer: phone 92669079, email [j.stafford@curtin.edu.au](mailto:j.stafford@curtin.edu.au) or visit [www.mcaay.org.au](http://www.mcaay.org.au).



## 'Champion' discussion groups for the project: Why weight WA?

Last year, Annie Gan was awarded the Australian Health Promotion Graduate Scholarship to work at PHAIWA for six months. Since February, Annie has been developing an e-advocacy project on the key PHAIWA priority area of obesity prevention. The project will launch an obesity advocacy website targeted at the West Australian community with the name "Why weight WA?"

Discussion groups were held in May to gauge the level of public need and opinions of the project. The groups were a success and helped PHAIWA to understand community perceptions of how an advocacy website would work and what they thought about the concept of using 'champions' to send out messages to the public as role models. The themes that came from the interested and passionate participants were that they wanted the website concept to be adapted for the WA community and to have local and real examples of people doing something great in their neighborhood to address the issue of weight. The discussion groups helped to decide that these role models are to be named 'Local Voices' rather than champions, to better encapsulate their roles in taking advocacy action for the community. Local voices can either whisper (e.g. sign up to the website and keep informed) or shout (e.g. speak out about public transport issues and how they affect the environment we live within).

The information gathered from the discussion groups has aided in the development of the Why weight WA? project. The next phase of the project is to recruit Local Voices from the community to show the great work that is going on in obesity advocacy in WA and/or provide interested community members training and information on how to be an advocate for obesity issues that they are passionate about.

Please contact Annie Gan on [a.gan@curtin.edu.au](mailto:a.gan@curtin.edu.au) if you would like to learn more about the project or how to become a Local Voice.



## PHAA Conference - Food Futures: An Australian Approach

PHAIWA staff and Healthway visiting Fellows Dr Tim Lobstein and Jane Landon attended the 2010 Food Futures: An Australian Approach Conference held in April at the Hotel Realm in Canberra. Invited speaker Dr Tim Lobstein gave an insightful presentation in the plenary session on the topic "Food Supply Policies: Lessons from Europe."

High quality and interesting papers were presented over the two days. A highlight was the lively and entertaining debate on

Australia's Future Security being dependent on food, with the Hon Mark Butler and Rosemary Stanton winning for the affirmative. Other staff from PHAIWA gave presentations including; "Bull's Eye: Gaining Consensus Agreement on Obesity Advocacy Targets in WA" by Helen Mitchell and "Monitoring of Food & Beverage Advertisements: Effectiveness of advertising codes", by Marie Deverell.

### **Bull's eye: Gaining consensus agreement on Obesity Advocacy Targets in WA**

Presented by: Helen Mitchell - Research Fellow,  
Mike Daube and Melissa Stoneham  
Email: [h.mitchell@curtin.edu.au](mailto:h.mitchell@curtin.edu.au)  
Web: <http://www.phaiwa.org.au>





## Continuing to build advocacy capacity in Regional WA



Albany participants Terri Pikora and Juan Clark role play a meeting with Bob Kucera.

In our March 2010 newsletter we outlined a series of regional advocacy and media capacity building workshops, to be run in partnership with the Injury Control Council of WA (ICCWA). Since then, PHAIWA and ICCWA have taken the training workshops to injury prevention professionals in Albany and Broome.

Albany participants gained valuable political insights from guest presenter Bob Kucera, former Minister for Health, Sport and Recreation, Disability Services and various other portfolios. Mr Kucera role-played as a radio presenter, interviewing participants as they practiced doing a radio interview. He also stepped back into the role of MP, allowing

participants to experience what it's like to meet with a politician and lobby them on an issue. Workshop participants and presenters were very grateful for the opportunity to learn from Mr Kucera's significant political experience.

Participants also received an insider's view of the world of journalism and what the media look for in a press release from journalists Phoebe Wearne from the Albany Advertiser and Chris Hingston from the Broome Advertiser. Feedback from all of these regional workshops has been overwhelmingly positive and PHAIWA will continue similar workshops in rural and metro areas.



## Supporting emerging leaders

The Public Health Advocacy Institute (WA) is committed to developing leadership capacity and highlighting the "newer" or "emerging" public health figures in WA. To enable these emerging leaders to be discovered, PHAIWA developed the Opinion Pieces seminars, which is a series of 10 minute conversations focusing on a range of preset topics, about creating a healthy environments and the future of public health.

The need for this type of program was highlighted in a recent survey of 168 young professional across Australia, where 36% said their biggest challenge at work was not being taken seriously, being treated with respect and not having their skills recognised due to their age.

To commence the search for emerging leaders, PHAIWA forwarded an email to a vast range of existing leaders in public health asking them to nominate emerging leaders in their organisation. The criteria for presenters included:

- Being under 35yrs of age
- Showing promise of leadership
- Passionate about public health
- Confident public speaker

PHAIWA was overwhelmed with the response. The first Opinion Piece was held on Friday 11 June. The topic of the first seminar in the series was "Principles, values and beliefs of public

health - how can they be more visible and persuasive with the public, politicians and decision makers. The emerging leaders showcased included Emma Croager, Leesa Tapping, Eleanor Costello and Jonathan Hallett, pictured above with Dr Melissa Stoneham (centre). PHAIWA will continue to organise these Opinion Pieces every three months. For more information contact Dr Melissa Stoneham on [m.stoneham@curtin.edu.au](mailto:m.stoneham@curtin.edu.au)



The Healthy Roads Initiative advisory committee held its first meeting in May with positive feedback from members. Chaired by Professor Geoff Dobb (Director of Critical Care and Head of Intensive Care at Royal Perth Hospital and a former president of the Australian Medical Association), the committee consists of representatives from several leading health organisations including Headwest WA; Royal College of Surgeons; St John Ambulance Association WA; Paraplegic Benefit Fund; PHAA (WA); and Australasian College of Emergency Medicine as well as two leading road safety organisations RAC WA and the Office of Road Safety. The committee will focus on developing and communicating messages about the consequences of road injury and the role that health organisations play in reducing road injuries and deaths in WA.

The media launch for the Healthy Roads initiative took place on Sunday 27 June at Royal Perth Rehabilitation Hospital. The aim of the launch was to encourage health organisations to be actively involved in advocating for road safety and to increase public awareness of the health consequences of road crashes, including long-term injury. Three of the Healthy Roads committee members spoke about the consequences of road injury for individuals, families, and the community and the importance of raising public awareness on the impact of road crashes. Zebulun Gibson, 21, was involved in a recent car crash and graciously took time to tell his story and speak to the media about the life changing experience. Coverage of the launch appeared on Channel 7, 9 and 10 and in The West Australian.

James Stevens-Cutler, a Health Science student from UWA will be helping out on the Healthy Roads initiative during his practicum at PHAIWA. He will specifically be working on the media aspect of the project and will be collating media information to assist in identifying potential areas for road safety advocacy.

The initiative has been successful in securing ongoing funding from the Office of Road Safety for the 2010/11 period. This will provide the opportunity to continue the advisory committee, further develop the advocacy framework for road safety as well as modify the existing toolkit to include road safety advocacy strategies and running information sessions for health organisations.

for more information about the initiative, please contact Andrea Boss on 9266 2092 or [a.boss@curtin.edu.au](mailto:a.boss@curtin.edu.au) or visit <http://www.phaiwa.org.au/index.php/road-safety-home>





## WATDSP Update

The WA Tobacco Document Searching Program (WATDSP) commenced in September 2007. This three year Healthway funded project concluded at the end of August. The Program has been established as an intensive document searching project to uncover tobacco industry documents as they relate to Western Australia and more broadly Australia. The Program has helped to increase further the effectiveness of tobacco control advocacy in Western Australia to support a continued reduction in smoking and deaths from smoking.

The WATDSP team have researched tobacco industry documents; kept up-to-date with tobacco control initiatives both locally and globally; and have disseminated research findings through journal articles, reports, conference presentations, workshops, submissions to support tobacco control policy, media releases, newsletters and on the Program's website. The WATDSP researchers have collaborated with others in tobacco control including the Australian Council on Smoking and Health, the Cancer Council and the National Heart Foundation.

A highlight of the Program included the launch of the WATDSP monograph: "We are still not yet out of the woods in W.A.": Western Australia and the international tobacco industry. The monograph presents findings from tobacco industry documents and demonstrates the extent to which the global tobacco industry was concerned about tobacco control developments in Western Australia. The findings provide evidence of the way in which the international tobacco industry monitored and lobbied against tobacco control initiatives in Western Australia for over 50 years.

The research team also discovered that confidential alcohol company documents were available through the tobacco document archives. The documents identified alcohol industry concerns and how both the tobacco and alcohol industry use similar strategies to promote their products and overcome or delay regulation. The findings have been presented in journal papers and at conferences across Australia and at an Alcohol Forum in Nova Scotia. The research has generated significant media attention in Australia and internationally.

The WATDSP provided evidence to support tobacco control policies including the Tobacco Products Control Amendment Bill 2008, the Plain Tobacco Packaging Bill 2009 and to the Tobacco Working Group of the National Preventative Health Taskforce. The WATDSP team are pleased to have contributed in part to the recent developments in tobacco control.

The Program has encouraged interest from others in document searching by facilitating tobacco document searching workshops, involving practicum students and volunteers and by circulating regular monthly email updates.

Information about the WATDSP including a list of publications and presentations can be viewed at <http://healthsciences.curtin.edu.au/watdsp/>. As the WATDSP project has now finished, any enquiries about the project can be directed to [phaiwa@curtin.edu.au](mailto:phaiwa@curtin.edu.au).



## Partnerships survey

PHAIWA recently undertook a survey with key staff from a number of our partner agencies. The purpose of this survey was to evaluate the partnerships of various organisations involved with PHAIWA, and to evaluate some of the activities of PHAIWA since our establishment in 2008. To read some of the key results of the survey, download a summary at the link below: <http://www.phaiwa.org.au/index.php/blognews/266-partnerships-evaluation-summary>



## How To Lobby Me

Four politicians with a diverse history and background in WA politics facilitated a new PHAIWA professional development seminar in April on political lobbying. The “How To Lobby Me” seminar was for health professionals hoping to learn the ins and outs of lobbying and develop advocacy skills of working with politicians.

The Hon. Jim McGinty, Former Minister for Health and Attorney General; Senator Rachel Siewert, Federal Senator for Western Australia; Peter Tagliaferri, Former Mayor of Fremantle and; Dr Janet Woollard MLA, Independent MP for Alfred Cove, shared their experiences in government and politics and gave advice to attendees on how to get their public health message on the agenda of decision makers on all levels of government - local, state and federal.



The Hon Jim McGinty, Dr Janet Woollard, Senator Rachel Siewert, Peter Tagliaferri

Watch the PHAIWA e-news bulletins for more professional development opportunities on advocacy and lobbying.



## Election Health Forum

Very shortly after the Federal election was called in July, PHAIWA moved quickly to hold an “Election Health Forum” at Challenge Stadium on August 17, only four days before the election day. This free event was organised in partnership with the Public Health Association of Australia (WA Branch), the Australian Health Promotion Association (WA Branch) and the Faculty of Public Health Medicine.

All major parties were invited to send a representative to present their health and public health policies. Approximately 150 Health professionals from a wide range of fields attended to hear the different party’s policies on public health and prevention.

The forum was chaired by the highly entertaining and engaging Fiona Stanley AC. The parties were represented by Senator Rachel Siewert from the Australian Greens, Melissa Parke MP, Member for Fremantle from the ALP, and Senator Judith Adams from the Liberal Party.

Prof Stanley did an excellent job fielding some tricky questions from the floor, and it was much appreciated by all involved that the politicians took time out of their busy schedule to talk about public health policies. It was a valuable experience for all involved to hear the different perspectives from all parties on the future of health for Australia.



Professor Fiona Stanley introduces the politicians: (sitting) Senator Rachel Siewert, Melissa Parke MP and Senator Judith Adams



The Australian Health Promotion Association 20<sup>th</sup> national conference was held in chilly Melbourne from May 30 to June 2 2010. Around 550 delegates represented all the Australian states and territories and the PHAIWA was part of the WA contingent. The theme of the conference was 'Partnerships for health promotion: walking the talk together'.

Melissa Stoneham, PHAIWA Senior Research Fellow, presented the results and key messages which came out of the WA local government survey conducted by PHAIWA and the Environmental Health Directorate (WA Health). A report and fact sheets are available to download from [www.phaiwa.org.au](http://www.phaiwa.org.au)

Julia Stafford, PHAIWA Research Assistant, presented on the partnership between PHAIWA and ICCWA to deliver advocacy and media capacity building workshops in regional WA (see newsletter page 3 for more details).

Andrea Boss, PHAIWA Research Assistant with the road safety program, presented on the Promoting Road Safety through Public Health Advocacy Project. The presentation focussed on the advocacy approaches adopted to place road safety on the public health agenda. Information on the road safety project is available at [www.phaiwa.org.au](http://www.phaiwa.org.au)

An interactive poster titled "Developing advocacy targets for overweight and obesity in WA" was displayed on behalf of Helen Mitchell, former PHAIWA research fellow. The poster outlined the 12 consensus targets for obesity advocacy in WA.

Standout keynote addresses, relevant to the work of PHAIWA, came from:

- ◇ Peter Gordon, VicHealth board member, lawyer with Slater & Gordon at the forefront of significant proceedings against major industries including tobacco, as well as former President of Footscray Football Club (now Western Bulldogs), responsible for moving the club's financial reliance away from tobacco and alcohol industries. Peter called on those working in health promotion and public health to continue to advocate against the idea of the 'nanny state' and discussed the role modelling opportunities for the AFL and other major sports.
- ◇ Stephanie Alexander, cook and food writer, established the Stephanie Alexander Kitchen Garden Foundation which has supported schools around Australia to build their own kitchen gardens. Stephanie discussed the benefits of the kitchen garden program for children and the wider school community.
- ◇ Professor Rob Carter, Director of Deakin Health Economics, outlined some ACE prevention results and discussed the opportunities in partnering with health economists including to identify the cost-effectiveness of prevention strategies and to determine the optimum package of interventions. More information on the ACE prevention studies are available at [www.sph.uq.edu.au/bodce-ace-prevention](http://www.sph.uq.edu.au/bodce-ace-prevention)
- ◇ Dr Lance Emerson, CEO of the Australian Research Alliance for Children and Youth (ARACY), discussed how solutions for complex problems were beyond the capacity of any one organisation. Fact sheets about collaboration are available from [www.aracy.org.au](http://www.aracy.org.au)
- ◇ Professor Patricia Rogers, RMIT University, discussed different types of partners, the purpose of evaluating partnerships, characteristics of effective partnerships and noted that relationships are the glue that holds things together, expertise can help but its not sufficient.

If you would like more information on any of PHAIWA's presentations, please send an email to [phaiwa@curtin.edu.au](mailto:phaiwa@curtin.edu.au)



## Lets Bin the Spin together

The 'Bin the Spin' awards for the unhealthiest promotions of the month kicked off in August to an enthusiastic reception.

Quick off the mark was Vicki White of Diabetes WA with her entry for Hungry Jacks 'Bourbon Whopper'. While the T.V advertisement notes in small print 'non-alcoholic sauce', Vicki asks, "do we really want our kids (any age) asking for a 'Bourbon' Whopper?"

Candice Patterson of Silver Chain spotted a fundraising effort with a touch of irony. Raffle tickets to support overseas aid workers in India with a total prize pool of over 100 bottles of wine. Candice noted, "An organization promoting health in third world countries is then giving away mass amounts of wine in a \$2 raffle prize draw back home!"

All five winning entries can be seen on the PHAIWA website [www.phaiwa.org.au](http://www.phaiwa.org.au).

### Keep sending them in!

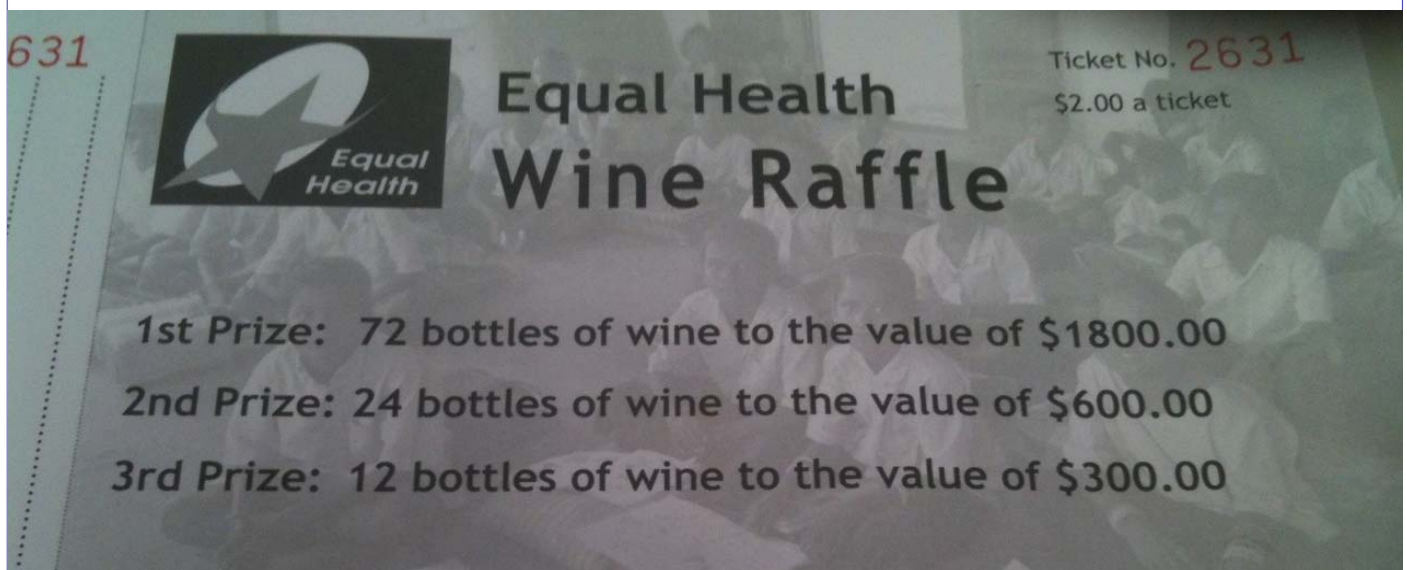
- ◇ Have you seen unhealthy promotions that are...
- ◇ Misleading?
- ◇ Emphasise 'health' benefits of a clearly unhealthy product?
- ◇ Positioned in an inappropriate manner? (e.g. where children walk past on their way to school or next to a newspaper article about chronic disease); or
- ◇ For any other reason, strike you as 'not right'?



Winning 'bin the spin' entry by Vicki White, Diabetes WA

...then nominate them for the 'Bin the Spin' Awards!

Send an email to [phaiwa@curtin.edu.au](mailto:phaiwa@curtin.edu.au) with a picture of the offending promotion from any marketing medium, where it was seen and why you think it's the unhealthiest promotion of the month.



Winning 'bin the spin' entry by Candice Patterson, Silver Chain.



## Professional development events

Other free professional development events organised by PHAIWA in recent months include:

“Australian Health Survey - facing new challenges”, by Dr Paul Jelfs, Australian Bureau of Statistics on July 1 2010 (pictured left) in partnership with AHPA and PHAA.

“How to market alcohol to kids”, by Professor Gerard Hastings, Director of the Institute for Social Marketing, University of Stirling and the Open University, UK on August 10 2010 (pictured right).

Subscribe to the PHAIWA E-news list <http://www.phaiwa.org.au/index.php/phaiwa-e-news> for more free lectures and professional development opportunities in the future.

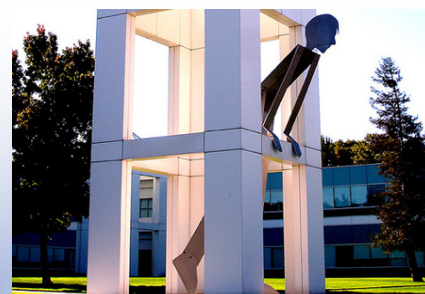


## PHAA State Conference 2010

### PHAA State Conference:

“Global Issues, Local solutions - Thinking outside the box”

Tradewinds Hotel, East Fremantle  
18 -19 November 2010



Registrations are open now for the 2010 PHAA State Conference.

The theme for the 2010 conference will seek to explore local solutions to global issues that are seriously impacting on the ability to live a healthy and long life. Equity, sustainable development and climate change, the lack of improvement in Indigenous health, chronic diseases and food security will be but a few of the topics discussed. Three half-day pre-conference workshops will also be held on Wednesday November 17. The workshops topics are:

- ◇ “Another View of Public Health Understanding Mapping and Spatial Analysis”
- ◇ “Embracing Aboriginality and Multicultural partnerships in Community Gardens to deliver solutions to global issues”
- ◇ The “Catch-Up Vaccination Guide”

For information about the conference see the website: <http://phaa.net.au/wa.php>

For administrative enquiries please contact Erin Phipps (Secretariat) on [ephipps@bigpond.com](mailto:ephipps@bigpond.com).

For other enquiries email Melissa Stoneham (Conference Convenor) at [melissagiv@bigpond.com](mailto:melissagiv@bigpond.com).

