Change in public health happens almost by definition because somebody, somewhere has advocated for it. Being a public health advocate does not always make you popular - but it can get good results, whether at local or community levels, and it is amazing how public health measures that somebody, somewhere once opposed, become well accepted and even popular after they have been implemented.

It is crucial for the future of public health in this state that advocacy is not seen as something for only a relatively small number of high-profile organisations and individuals. There is scope for all of us to play a role - and also a responsibility for those engaged in advocacy to ensure there is good succession planning, and that even now we are training the advocates of the future.

The PHAIWA e-advocacy mentoring program started last year with 18 participants, and has already led to some very positive outcomes.

As you will read in Melissa Stoneham’s comments below, this year we are delighted to have 33 new mentees for the program from all over the state, NGOs, all levels of government and the private sector.

It is hard to think of any public health activity more worthwhile than encouraging new advocates and ensuring that this important work continues into the future.

Elsewhere in this newsletter you will read about some of PHAIWA’s other activities, from the Indigenous Storybook to specific projects in areas such as children’s environment and health, alcohol and tobacco to accounts of work with various partner organisations.

If you have stories about developments or successes in public health advocacy, please let us know. It has been exciting to see how many different people and organisations want to be involved in some form of advocacy. Please do also let us know if there is any further support we or others can provide for you.
One lucky member of the PHAIWA team travelled to Sydney recently to attend the Australian Health Promotion Association’s 21st National Conference. Held at the Darling Harbour Exhibition Centre between June 16 - June 19, the Conference theme ‘Changing Settings: liveable, vibrant healthy places?’ covered a number of diverse topics including healthy workplace initiatives, children’s settings, food & beverage marketing, digital media and community engagement. PHAIWA was represented by James Stevens-Cutler who presented on the Children’s Environment & Health Local Government Report Card Project.

Other West Australians who presented at the Conference included Krysten Blackford, Curtin University; Jamie-Lee Cavill, South Metropolitan Public Health Unit; Courtney Mickan, South Metropolitan Public Health Unit; Asha Singh and Helen Mitchell, Diabetes WA; and Julia Dick, City of Rockingham. There were also some notable key note presentations from Prof Mark Dooris, University of Central Lancashire; Dr John Buchanan, University of Sydney; Prof Helen Roberts, University College London; and Ms Stephanie Harvey, CEO Indigenous Community Volunteers.

PHAIWA is currently accepting Local Government submissions for the Children’s Environment & Health Report Card Project. 2013 marks the 3rd instalment of the project which began in 2011. This edition features no great change to previous years other than allowing submitters the option to submit four additional supporting sources of evidence, up from three in 2012. The Annual Report and Strategic/Corporate Plan remain the two compulsory documents required for submissions to be accepted. If your Local Government would like to participate in the 2013 Report Card Project please contact James Stevens-Cutler at james.stevens-cutler@curtin.edu.au or 9266 2489. For more information please visit the project website: http://www.phaiwa.org.au/other-projects-mainmenu-146/local-government-report-card-project
Local Government and Tobacco Control Grants Scheme

The second round of funding for the Tobacco Control Grants Scheme is well and truly underway with 23 submissions being received up until this stage of the project. So far all applications have been approved for funding. The second round will close on Wednesday July 31 with the third funding round opening on Monday September 2.

How are local governments using the grants?

**Shire of Esperance**

Painting four murals to promote tobacco control laws: smoking in outdoor eating areas; smoking within flags at beaches; smoking in cars with kids and smoking at playgrounds. The murals are to be located at strategic hot spots in the Esperance town centre.

**City of Vincent**

Running a program targeting smoking in licensed premises that involves developing ‘social smoking’ posters and stickers which are distributed to licensed premises and displayed in smoking areas and on cigarette vending machines. The signs show images where people are snickering or avoiding a 'smoker', demonstrating the off-putting tobacco smell, the excessive cost in taking up smoking and a group of friends enjoying a drink without feeling the need to smoke.

**City of Armadale**

Using the popularity of scooters, BMX bikes and skateboards to promote and educate young people in Armadale about the various negative impacts of smoking. Smarter than Smoking resources are displayed at six skate park workshops and competition events including banners, competition wheel and flip charts with printed resources and merchandise are also available to young people throughout the project.

**Shire of Morawa**

A local artist working with students at Morawa District High School will develop a series of photos portraying the harmful effects of tobacco use and harm minimisation techniques for tobacco use. These photos will be used to create a projector image that encourages a healthy, smoke free lifestyle. This projection will be launched at a smoke-free community event in Morawa over seven consecutive evenings during Drug Action Week and will also be used at other community events.

If you would like to find out more please contact Dr Melissa Stoneham or James Stevens-Cutler or visit project website is available here: [http://www.phaiwa.org.au/other-projects-mainmenu-146/local-government-report-card-project](http://www.phaiwa.org.au/other-projects-mainmenu-146/local-government-report-card-project)

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**THE PROBLEM**
The smoking rate in WA remains high at 18.8%. Local governments can play an important role in providing and enforcing smoke free public spaces.

**ABOUT THE LICENSES**
**Number of retailers licensed to sell tobacco in WA:** 3,750

Annual license fee: $204.00 (initial application), $173.50 (renewal)

Licensed retailer requirements:
- Display approved license to sell tobacco and two prominent anti-smoking signs
- Ensure cigarette products are hidden from customer view
- Train staff as to their legal responsibilities when selling cigarettes

**PENALTIES FOR SELLING WITHOUT A LICENSE**

<table>
<thead>
<tr>
<th>INDIVIDUALS</th>
<th>COMPANIES</th>
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</thead>
<tbody>
<tr>
<td>First offence = $40 000</td>
<td>First offence = $80 000</td>
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<tr>
<td>Second offence = $80 000</td>
<td>Second offence = $160 000</td>
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</table>

**ONE SOLUTION**
The West Australian Government requires retailers to pay an annual registration fee for the right to sell tobacco products. This system was the first of its kind in Australian and similar fee-based tobacco licensing mechanisms have now been introduced in SA, TAS, NT and ACT. In 2013, for the first time, a portion of the revenue generated from the WA licensing system has been used for preventive health strategies that target tobacco control at the local government level.

**ABOUT THE PROJECT**
PHAIIWA and WA Health Department have joined forces to encourage local governments to apply for grants to promote tobacco control and compliance. Over one year, we will provide approximately 60 grants worth $5000 (up to $10,000 if innovative) to WA local governments for projects that value add to existing legislative requirements around tobacco control. Most of these grants aim to increase the number of smoke free public places. So far we have funded 23 local governments to promote smoke free public places.

**HOW LOCAL GOVERNMENTS ARE USING THE FUNDING**

**City of Esperance**
The Esperance Cannery Art Centre and the Shire have painted four murals which promote tobacco control laws: smoking in outdoor eating areas; smoking within flags at beaches; smoking in cars with kids and smoking at playgrounds. The murals are located at strategic hot spots in the Esperance town centre.

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The City is running a program targeting smoking in licensed premises that involves developing ‘social smoking’ posters and stickers which are distributed to licensed premises and displayed in smoking areas and on cigarette vending machines. The signs show images where people are snickering or avoiding a ‘smoker’ and demonstrate the off-putting tobacco smell, the excessive cost in taking up smoking and a group of friends enjoying a drink without feeling the need to smoke.

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This project uses the popularity of scooters, BMX bikes and skateboards to promote and educate young people in Armadale about the various negative impacts of smoking. Smarter than Smoking resources are displayed at six skate park workshops and competition events including banners, competition wheel and flip charts with printed resources and merchandise also available to young people throughout the project.

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PUBLIC HEALTH
WA GOVERNMENT AGENCY
PHAIWA Launches the 3rd WA Indigenous Storybook in Geraldton

The third edition of the WA Indigenous Storybook, a collection of positive stories celebrating the achievements of Indigenous people in the Midwest and Pilbara, was officially launched in Geraldton on Tuesday 21st May at Bundiyarra Aboriginal Corporation by Mayor Ian Carpenter. About 40 people, including many of the Storytellers, attended the launch and were Welcomed to Country by Naaguja woman Kathy Councillor who is also the co-author of the story Languages of the Wajarri.

The 13 diverse stories in the third edition highlight and address issues affecting Indigenous people and communities across the two regions and discuss topics about leadership, environmental health, community gardens and employment, the importance of language and personal journeys.

The Storytellers were introduced by Dr Melissa Stoneham and each presented with a copy of the Storybook by Mayor Ian Carpenter. The response from the guests was very positive and the Storytellers said they felt proud and empowered to be able to tell their own stories and share them with the wider community.

One story tells of the growth of the Geraldton Streetwork Aboriginal Corporation (STREETIES) from its early days to the established and prolific organisation it is today; implementing innovative intervention programs for young people aimed at keeping them engaged positively in their communities. Another tells of the “Welcome to Country” Smartphone App. which describes the use of information technology to address cultural and heritage issues.

After the proceedings, we all enjoyed some freshly made damper and lemon myrtle tea courtesy of the staff at Bundiyarra. Overall, the launch was an enjoyable and successful event!

PHAIWA is looking forward to producing the fourth edition of the WA Indigenous Storybook which will be focussed on the Goldfields/Esperance and Great Southern regions.
PHAIWA Launches the 3rd WA Indigenous Storybook in Geraldton

The fourth edition of the WA Indigenous Storybook is underway and we are inviting storytellers from the Goldfields/Esperance and Great Southern regions. If you have a great story to share and would like to get involved please email Melissa Stoneham at m.stoneham@curtin.edu.au or Sunni.Wilson@curtin.edu.au or call 9266 2344.

Calling Storytellers!

The fourth edition of the WA Indigenous Storybook is underway and we are inviting storytellers from the Goldfields/Esperance and Great Southern regions. If you have a great story to share and would like to get involved please email Melissa Stoneham at m.stoneham@curtin.edu.au or Sunni.Wilson@curtin.edu.au or call 9266 2344.

So what would make a good story? The Storybook embraces a holistic view of health and therefore encourages stories from all sectors - such as education, employment, housing, environment, transport, media, the arts, sport and recreation, alcohol and drugs and many others. Stories can describe local community projects, successes and lessons learnt from recent projects or can document a personal journey of an Indigenous leader or mentor.
The Alcohol Advertising Review Board (AARB) released its first annual report in June at a forum in Melbourne hosted by the McCusker Centre for Action on Alcohol and Youth, Cancer Council WA and Cancer Council Victoria.

Professor Fiona Stanley, Chair of the AARB, along with McCusker Centre Director, Professor Mike Daube, called on governments to introduce strong, independent, legislated controls on all forms of alcohol advertising and promotion. Professor Stanley said, “Our children and young people should not be exposed to so much alcohol promotion both directly and through sports sponsorship and online promotion. It’s time for governments to act”.

Speaking at the forum, Dr Stephen Parnis, President of the Australian Medical Association Victoria, said, “Harmful use of alcohol by adults and young people is one of our greatest preventable public health problems”. “Time has come for real regulation, established by government and backed by sanctions for non-compliance”, said Dr Parnis.

Terry Slevin from Cancer Council WA said that our drinking culture is no accident, and that it is carefully created by a well-funded industry.

Simone Pettigrew, Professor of Marketing at UWA, said that the messages young people are receiving are that alcohol is inexpensive and best purchased in bulk. “The younger the children are exposed to alcohol advertising, the younger they are when they take up drinking, but also the more excessive their drinking when they do start”, said Professor Pettigrew in an interview with ABC News.
The Alcohol Advertising Review Board annual report summarises the first year of activity for the world-first alternative alcohol advertising review system. It provides further evidence that self-regulation of alcohol advertising is failing and that irresponsible alcohol promotions are common.

In its first year, the AARB received 200 complaints and produced 145 determination reports; 104 determinations upheld complaints, 32 upheld complaints in part (meaning that the panel believed an ad breached some but not all of the provisions identified in the complaint) and 9 dismissed complaints. The number of complaints received and determinations made by the AARB far exceeds those made through the alcohol industry’s voluntary processes - the ABAC Scheme - in a similar time frame. This is likely to reflect both the level of community concern about alcohol advertising and support for an independent system of review.

The AARB’s annual report includes a summary of complaints received in the AARB’s first year, the Top Ten Shockers, a hypothetical weekend in the life of a child based on complaints received by the AARB and comments from Panel members.

If you see an alcohol ad that concerns you, contact the Alcohol Advertising Review Board at www.alcoholadreview.com.au.

To find out more:

- Follow @AlcoholAdReview on Twitter - [https://twitter.com/AlcoholAdReview](https://twitter.com/AlcoholAdReview)
In June, Melissa Stoneham from PHAIWA embarked on a journey to visit some of the Mid West Health Services. These visits, which were taken with the City of Greater Geraldton’s Healthy Community Officer and a WACHS Health Promotion Officer, were to identify what interventions were occurring in the space around physical activity and healthy eating as well as recruiting mentees for the online advocacy mentoring program. It seems to have worked as we have had applications from three “want to be mentees” from the Mid West region!

L-R: Bonnie Hook (Health Promotion Officer WACHS - Geraldton); Emily O’Hara (Healthy Communities Coordinator – Go GERO!); Melissa Stoneham (PHAIWA) and Liz Bradshaw (Health Promotion Officer – Mullewa)
PHAIWA Commences the 2013 E-advocacy Mentoring Program

PHAIWA is excited to welcome 33 new mentees to our online e-advocacy mentoring program. This year we have mentees from all over the state, including 5 from the Mid West, 2 from the Great Southern, 1 from the Goldfields, 1 from the Kimberley and 2 professionals who work across the State. Mentees have come from local government, state government, NGOs and NFPs, Medicare Local Offices and private industry.

The e-mentoring program aims to promote and transfer advocacy skills to public and allied health professionals in WA. PHAIWA is keen to develop and nurture the expertise of individuals and groups working within health promotion, public health and sectors external to health, to ensure that high quality, innovative and effective advocacy leadership continues in WA.

We look forward to showcasing our mentees throughout the newsletters over the coming 15 months. If you would like more information about this program, please contact Melissa on m.stoneham@curtin.edu.au or visit our website.

Local Government Injury Prevention and Community Safety Capacity Building Project Update

PHAIWA has been successful in securing further funding from the Department of Health for the Local Government Injury Prevention & Community Safety Capacity Building Project in the 2013/14 period. This project engages with local government authorities (LGAs) to investigate options to promote and enhance community injury prevention and community safety at a local level.

As with the previous funding, there will be an opportunity for local governments to apply for small grants to identify and prioritise existing and/or new initiatives to address community injury prevention or community safety within their area.

For further information, please contact Andrea Boss at a.boss@curtin.edu.au
Sunday 17th March marked one year since Isabel Ross packed her duffle bags, waved farewell to her friend and colleagues in Geraldton and set off for untold adventures in Swaziland. I thought that may have been a milestone worth a glass of bubbles, however Isabel tells me she was in the midst of a 6-week dry spell so had to find alternate ways to celebrate. So she had the usual “dinner at someone else’s home”, a dinner party at her home and also took the opportunity to head to kaNdinda community for a sod-breaking. What is sod-breaking I hear you ask?

Late last year, Rosecraft (a handicraft company that operates near kaNdinda) approached Gone Rural boMake with funding from the VOSS Foundation to implement a water project. In a very progressive move, the Ministry of Health representative of the area demanded that homesteads be equipped with sanitation facilities before any boreholes were drilled. So, in the past few months, Isabel and friends have been working with 100-odd homesteads to build composting toilets, as well as foot-powered, water-saving “Tippy Tap” hand washing facilities. With that phase complete, the task of drilling 5 boreholes stretching across 3 tinkhundla (local government areas) began.

With almost 90 per cent of artisans from around the area being forced to use water from rivers that livestock like to use as their toilet, Isabel reflected on the level of excitement about the project. One celebration was a fundraising activity that hosted a sod-breaking event. Gone Rural boMake matched what the community raised, and the result was
The sod breaking fundraiser was attended by many dignitaries including the Chief of kaNdinda, Chiefs of two nearby tinkhundla, the local MP, a representative from the Ministry of Health, Development Commission, men, women, children and Swazi TV. The Chief broke the sod, which was followed by a number of short speeches and entertainment from the community. The imbali (maidens) danced with high kicks, the young boys sang and the lutsango (women) shocked all by singing “The men are all drunk at the shabeens, while the women keep the homes in order”. Isabel thought these were quite controversial words for an audience dominated by men, but added it was events like this that made leaving friends, family and home worthwhile.

While in Swaziland, Isabel’s travels and life experiences continue to grow. Over the past few months, she has been white water rafting down the Usuthu river (waterfalls and all), climbed Sibebe which is the largest batholith in the world, the second largest monolith in the world (after Uluru) and also the name of a local Swazi beer (pictured right—not the beer but the rock), hiked for three days through South Africa’s Drakensberg (Dragon’s teeth) mountains and spent a weekend in Durban, where she and her friends finally lit the Chinese lanterns (below) that Isabel had been carrying around with her since Christmas!

Oh and I almost forgot to mention, Gone Rural and Gone Rural boMake was selected by the Swazi Observer as this year’s International Women's Day heroines for the work they do in empowering rural women in the country. Well done to Gone Rural, Gone Rural boMake and of course, Isabel.
PHAIWA's website

Can’t wait for our quarterly newsletter to find out what’s happening at PHAIWA? Our website is now being updated more frequently so we would love for you to come and visit! You can keep up to date with the latest PHAIWA news, learn more about each of our key projects and discover a variety of advocacy based resources. There are also links to sign up to our MediaWatch, E-news and JournalWatch services. Check it out at www.phaiwa.org.au

@PHAIWA on twitter

Have you joined the twitter craze? Follow @PHAIWA to stay tuned to some of the latest happenings in public health.

Professor Mike Daube Celebrates 40 Years in Public Health!

Last month we held a little party for our Director Professor Mike Daube to celebrate his 40 years of contribution to Public Health.

Professor Daube has spent more than four decades as a Public Health campaigner and we would like to congratulate him on this remarkable achievement!
PHAIWA Subscriptions

**E-news:**
PHAIWA sends email updates listing events, conferences, campaigns, news, media and employment opportunities. Emails are sent out to members of the E-news list around once a week, and subscription is free of charge.

If you would like to subscribe to the PHAIWA e-news list, please click on the following link: [E-NEWS](mailto:). Or send an email to phaiwa@curtin.edu.au with the subject line 'E-news subscribe'.

If you have a relevant event or news that you would like PHAIWA to publicise on our E-news list, please email phaiwa@curtin.edu.au.

**MediaWatch service:**
PHAIWA also provides a free-to-subscribe MediaWatch service. The daily MediaWatch email summarises news articles with relevance to public health, advocacy and PHAIWA priority areas from selected local and national print news (The West Australian, The Sunday Times, The Australian and ABC News online).

If you would like to subscribe to MediaWatch please click on the following link: [MediaWatch](mailto:). Or send an email to phaiwa@curtin.edu.au with the subject line 'MediaWatch subscribe'.

**JournalWatch:**
Every month PHAIWA also delivers a free ‘JournalWatch’ service. This service provides an email précis of 10 public health journals, The aim of ‘JournalWatch’ will be to highlight the advocacy/policy implications of these articles. If you would be interested in receiving this service or just want to know more please email us at phaiwa@curtin.edu.au.

Anyone can subscribe to JournalWatch by clicking this link: [Subscribe to JournalWatch](mailto:) or by sending an email to phaiwa@curtin.edu.au with the subject “JournalWatch: subscribe”.

**Bin the Spin**
PHAIWA invites all eagle-eyed advocates to submit entries to the monthly ‘Bin the Spin’.

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’?...then nominate them for the 'Bin the Spin'!

Nominations are welcome from any marketing medium. For example: *Newspaper or magazine ads; billboards or other outdoor advertising; product packaging; TV ads (where you can capture a graphic or a link from YouTube); supermarket or shopping centre displays; online or new technologies.*

If you find something, send us an email at phaiwa@curtin.edu.au