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The Year in Review



Welcome to the Health Promotion Service Annual Review for 2003 - 2004.

The health environment in NSW continues to be an area of change. This provides opportunities and challenges for population health advocates and particularly health promotion.

The Health Promotion Service is an active member of the South East Health Population Health and Primary Care Division. We have an on-going commitment to the creation of healthy environments, reduction of differences in health status between population groups and enabling individuals and communities to make healthy choices.

Project highlights this year include the encouraging results in the Out of School Hours Care sector which showed great improvement in the nutritional status of food offered to children in care, high media exposure in the Chinese press on tobacco issues, continued growth in enrolments in exercise classes for older people, an exhibition viewed by more than 1000 people as part of an Aboriginal Art Mentoring project and an increase in School Health Incentive Project grants to schools with specific equity needs.

This year we have also focused on improving the range and quality of community participation in our work. For the first time we have established a Community Participation Reference Group made up of community members and representatives of the Health Promotion Service. This group will guide our community participation focus in developing Strategic Directions for 2005 - 2010.

Throughout the coming year we will continue to focus on effective implementation and consolidation of current projects. The planned amalgamation with Illawarra Area Health Service in January 2005 will provide an opportunity for health promotion across the new area to develop and grow in meeting the population health demands of a projected 1.2 million people (2006).

The Health Promotion Service Administration team has been a source of on-going support and organisational skill in fulfilling the demands of our organisation. We are grateful for their patience and hard work over the past year.

If you would like to discuss a health promotion project or idea please call me on 02 9382 8147.

Jo Mitchell
Director of Health Promotion





GRANTS AND FUNDING

Grants received by the Health Promotion Service this year include:

- ▶ \$19,042 from The Cancer Council NSW, Chinese Australian Tobacco and Health Network to support environmental tobacco smoke and children projects across metropolitan Sydney.
- ▶ \$5,000 from the NSW Quit campaign for 2004 World No Tobacco Day 2004 activities.
- ▶ \$2,000 from The NSW Cancer Council for School Health Incentive Projects (SHIP) with a cancer prevention focus.
- ▶ \$27,193 from the Elsa Dixon Aboriginal Employment Program (Department of Education and Training) to employ an Aboriginal Health trainee.

STAFF ACHIEVEMENTS

Matthew Bogunovich was awarded a Graduate Diploma in Communication Management from the University of Technology.

Kim Simon graduated with High Distinction in the Graduate Diploma of Indigenous Health Promotion from the University of Sydney.

Janice Sangster and *Nick Knowles* are both studying for the Masters of Public Health at the University of NSW.

Katie Walford is studying for the Bachelor of Training and Development at the University of New England.

Jo Mitchell continues in the Doctorate of Public Health program at Flinders University and has a conjoint appointment with the University of NSW.

Janice Sangster has been nominated an Expert in Childcare Nutrition by the Dietitians Association of Australia.

Beth Stickney conducted lectures for the Graduate Medical Program Community Doctor Theme, the Master of Public Health Program and the Department of Nutrition and Dietetics at the University of Sydney. Beth Stickney is also a member of the NSW Breastfeeding Project Steering Committee and associated Working Party.



NUTRITION

The Nutrition Program is focused on improving the quality and safety of food available to children aged 0 -12 years through a number of strategies.

Breastfeeding Initiative

The Breastfeeding Initiative aims to increase the duration of breastfeeding among new mothers. The World Health Organisation recommends babies be breastfed exclusively for the first six months of life. In NSW only 5% of babies are exclusively breastfed to six months of age.

A needs assessment was conducted to identify the issues and explore ways to strengthen breastfeeding promotion across the Area. In addition to an extensive literature review, interviews were held with 19 health professionals and academics from around Australia with an interest in breastfeeding and 13 stakeholders from within the Area Health Service.

Outcomes so far include:

- ▶ Consistent data collection: data on breastfeeding is now collected by Child and Family Health nurses across the Area.
- ▶ Shared care protocol: the St George Division of General Practice is working with the Area Lactation Group to develop a breastfeeding protocol for GPs caring for women as part of Shared Care programs.
- ▶ Parenting groups: opportunities to expand the existing Open Early Parenting groups are being reviewed in association with Families First.

The next stage of the project will look at breastfeeding at work as well as support for vulnerable groups.

NRG @ OOSH

The first phase of NRG @ OOSH showed significant improvements in the type and variety of foods served for afternoon tea at Out of School Hours Care services. Health Promotion worked with 41 OOSH services from Botany, Rockdale, Hurstville, Kogarah, South Sydney, Sydney City and Randwick.

More services provided calcium-rich foods (such as milk, cheese and yoghurt), cereal-based foods and good or moderate sources of iron and fewer services offered cordial and high-fat, high-sugar foods on completion of the project.

The second phase of NRG @ OOSH is assisting services to provide an environment that encourages children to be physically active. As a first step OOSH co-ordinators were interviewed to find out their needs and concerns and activity levels of children using the services were estimated.

"All the trainers are very impressed with NRG @ OOSH as were all at the Network of Community Activities. The Food is Fun training has come together very well. Congratulations!"

Leone Cripps, Network of Community Activities



Aboriginal Art - building relationships and promoting cultural identity.



ABORIGINAL HEALTH

Health Promotion has supported a twelve month Aboriginal Health traineeship with financial assistance from the Elsa Dixon Aboriginal Employment Program, Department of Education and Training.

Kirinari - Aboriginal Art Mentoring

An art mentoring project to develop social connectedness brought together young Aboriginal women from Kirinari Hostel, Kirrawee and the Kurranulla Elder Aboriginal Women's Painting Group. Art mentoring workshops were held over two days to bring together young and elder women from the Sutherland Shire community to share stories and learn new skills. A series of paintings and screen prints were produced which were viewed by more than 1000 people at an exhibition at Hazelhurst Regional Gallery, Gymea during National Aboriginal and Torres Strait Islander Day of Celebration (NAIDOC) week.

The Aboriginal Women's Art Mentoring Workshops were an initiative of Hazelhurst Regional Gallery and Arts Centre, Gymea; the Health Promotion and Aboriginal Health Services of South East Health; Kurranulla Aboriginal Corporation and Kirinari Aboriginal Hostel.

"I really enjoyed the workshops, it was really fun. We got to work with the elder women and we also got to know a bit more about our culture."

Carissa Skuthorpe, a Kirinari Hostel student.

EQUITY PROJECT

Developed by the Health Promotion Service in early 2003, the tool 'Four Steps Towards Equity: a tool for health promotion practice' is now being utilised. 'Four Steps' assists health promotion and population health practitioners to consider equity issues and integrate equity approaches into their core work. The tool has been used when planning new projects and also reviewing strategies for existing work to broaden the reach to disadvantaged or vulnerable groups.

Professional Development sessions on equity approaches in health and workshops to promote the tool were organised for NSW Health, the Capacity Building Network, the School Health Network, the Research and Evaluation, Physical Activity and Nutrition Networks as well as the Illawarra Multicultural Health Unit.





TOBACCO AND HEALTH

The Tobacco and Health Program continues to support work to reduce both the prevalence of smoking and community exposure to environmental tobacco smoke.

Hurstville Smoke Free Homes

This project is focused on reducing the exposure of Chinese Australians to tobacco smoke through a range of media and community based strategies. In the past year activities included: community displays; advertising and media coverage in the Chinese press; development of a Chinese resource 'Car and Home: Smoke Free Zone' distributed to childcare centres, community agencies, Chinese General Practitioners and Early Childhood Centres in the St George area.

Chinese Australian Tobacco and Health Network (CATHN)

Health Promotion works with three other Area Health Services and The Cancer Council NSW to promote the benefits of reducing children's exposure to environmental tobacco smoke. Workshops were held in three Area Health Services for community workers, health professionals and family day care workers. A trainers' manual and resources including a brochure, key rings and magnets were produced.

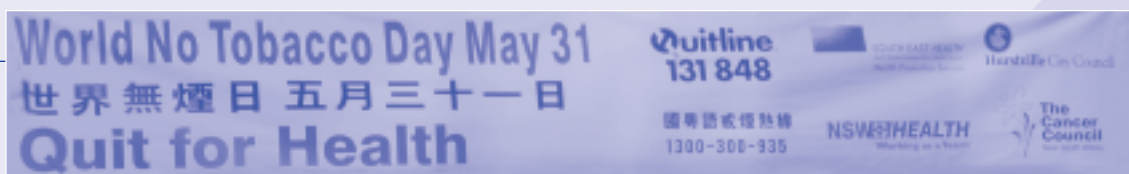
World No Tobacco Day – Quit and Save

The World Health Organisation 'Quit and Save' message was supported this year through displays at St George, Prince of Wales, Sydney and Sydney Eye Hospitals, the Langton Clinic and the Needle Exchange Program at St George Hospital. A local media relations campaign and liaison with Divisions of General Practice also supported the message.

Chinese community activities for World No Tobacco Day included the distribution of media releases and paid advertising in the Chinese press; production of a Chinese/ English 'Quit' banner in association with Hurstville City Council and development of multi-lingual posters to facilitate GPs talking to their smoking patients, in partnership with the St George Division of General Practice. A Chinese quit booklet was also provided to major Chinese medical practices in the Hurstville area to motivate smoking patients to quit.

Smoke Free Health Service

Health Promotion is working with St George Hospital to assist staff that smoke to comply with the Smoke Free Health Service Policy through access to smoking cessation services and tobacco control information. The Service also supports the on-going work of the Area Committee for a Smoke Free Health Service through the development of resources such as signage and local quit service guides.



HEALTH PROMOTING SCHOOLS

The Health Promoting Schools Program aims to increase the capacity of schools to adopt a health promoting schools approach and assist Area Health staff in their work with schools.



Winners are gridders at the 2003 SHIP launch - Sutherland North Primary School and Deborah Green CEO South East Health.

SHIP

The School Health Incentive Project continued for the fourth year to assist schools address issues of concern including mental health and resilience, social skills and peer support, anti bullying, nutrition and physical activity. This year eighteen grants were awarded from a funding pool of \$18,125, of which 56% included schools with specific equity needs.

Since the SHIP project began in 2000, 104 grants to 71 schools have been awarded which is close to 24% of schools in the area.

"Heightened awareness of nutrition has encouraged a lot of kids to have breakfast. Through observations we know it has worked - kids are eating better and working better throughout the day."

SHIP grant recipient.

Area School Health committee

Health Promotion is working with the education sector to finalise protocols to guide common work. A directory of health services available to all schools in south eastern Sydney was produced and distributed and a summary of all health projects in schools was compiled for the South East Health intranet.

Fit to Learn

Fit to Learn is a project with two high schools in the St George area to slow down the decline in physical activity and increase water consumption among students. The project is working with Kingsgrove High School and Georges River College, Peakhurst High Campus and two control high schools in Blakehurst and Gympie.

Baseline student surveys and environmental audits revealed that students drank about 600 mls of water while at school. Major barriers included preference for soft drinks and perceptions of hygiene regarding the school's bubblers and taps. Baseline results also indicated that girls at school were already less active than boys. Strategies to address the issues are being developed by students and teachers together with the Health Promotion Service. Each school will receive a total of \$7,000 over three years for implementation.

School canteens

The NSW Health strategy to encourage the sale of healthier food in school canteens 'Fresh Tastes @ School' was launched in south eastern Sydney in April and workshops are planned to support the initiative. The NSW School Canteen Association accreditation process receives on-going assistance from the Health Promotion Service. There are now 16 accredited and 12 commended canteens in the area.





PHYSICAL ACTIVITY

The Physical Activity Program is committed to increasing opportunities for the population of south eastern Sydney to be active every day.

Active Transport

The Active Transport project encourages staff on the Randwick Hospitals' Campus to walk, cycle or catch public transport to work. This year a presentation and display were taken to 27 departments in the three hospitals at Randwick, four bicycle skills workshops were held and two new bike parking racks were installed. Transport Access Guides were reprinted and distributed throughout the campus. The project will be evaluated in the next year to assess changes in support for active transport and in staff activity levels.

Exercise opportunities

This year there was significant growth in enrolments in the exercise classes run by SHARE, AIM and WAVES. Altogether nearly 1,500 residents attend an exercise class each week, which is an increase of over 15%.

A mentoring protocol was trialled by AIM and WAVES to increase the confidence of bi-lingual fitness leaders to guide community exercise classes. Health Promotion supports the SHARE, AIM and WAVES organisations.

"The AIM for Fitness Men at Work class is a wonderful opportunity for people our age to get together and exercise in a friendly environment. The class itself is not too difficult and they're a great bunch of blokes to be with. It's one of the most enjoyable days of my week."

Harry Stanley, a Men at Work participant and Botany resident.

Walking Groups

Three walking groups formed by the Service under the National Heart Foundation's Just Walk It program were maintained in 2003/4. Fifty five registered members participated in weekly walks and special monthly walks to various destinations. In 2003, walk leaders were surveyed about the support they required to sustain group memberships. Incentives like t-shirts and sunscreen, together with promotional press and newsletter coverage were considered important as well as on-going contact with the Health Promotion Service and the National Heart Foundation. As a result a plan to provide support and maintenance for the Just Walk It groups has been developed.



Getting to work the active way.



FALLS INJURY PREVENTION

The goal of the Falls Injury Prevention Program is to reduce the number and impact of falls injuries in people over 65 years. There is evidence that hip fracture rates are stabilising in NSW, due to the range of prevention measures, including physical activity, that have been promoted over the last decade.

Make a Move

Following the success of the metropolitan wide Make a Move falls campaign (2001-2003), MaM was implemented locally again this year and supported by advertising, media relations and free class offers to AIM and SHARE. The Physical Activity Directory to the eastern and southern suburbs was reprinted and offered electronically.

SureStep

The SureStep project, run by POW Community Health and Health Promotion, continues to screen all referrals for falls risk and refer appropriately. The screening is now imbedded in the universal general assessment by Community Health. Nurses receive falls prevention education at orientation and the SureStep manual is included in the team's reference manuals.

"SureStep's greatest success has been in mainstreaming falls prevention activities into client assessment, staff education and orientation."

Jenny Blennerhassett, Prince of Wales Community Health.

COMMUNITY PARTICIPATION

Improving the range and quality of community participation in our work has been a focus for the Health Promotion Service this year. For the first time a Community Participation Reference Group was established in April 2004. The Group is made up of community members with an interest in health along with representatives of the Health Promotion Service.

This main task of the group is to guide the community participation component in developing Strategic Directions for 2005 - 2010. Major achievements for the group so far include: commenting on the Health Promotion Strategic Directions for 2001-2004 and making recommendations to Health Promotion to progress effective community participation and work with community members. The group is also considering recommendations on community participation at organizational, policy and program/project levels.



A SureStep assessment and action led to 'vast improvements' in Ray's quality of life.

RESEARCH AND EVALUATION

All major health promotion projects are evaluated to monitor process and outcomes. Evaluation undertaken this year includes:

- ▶ **Bravo A, Stickney B.**
A role for Health Promotion in breastfeeding support and promotion in South East Health.
Results of a needs assessment have been used to negotiate a plan for Health Promotion to complement and add value to current breastfeeding support in South East Health. The main focus of work is to encourage a co-ordinated approach to breastfeeding support, work with Divisions of General Practice, workplace support for breastfeeding and peer support for mothers and families.
- ▶ **Knowles N, Stickney B, Zoeller R.**
Active Transport at the Randwick Hospitals' Campus.
A project encouraging staff and visitors to walk, cycle or catch public transport to the Randwick Hospitals' Campus continued. Evaluation measures focus on organisational, policy and structural supports for active transport as well as changes in knowledge, attitudes and behaviour.
- ▶ **Rimes T, Cass Y.**
Fit to Learn.
Evaluation measures of Fit to Learn focus on changes in students' participation in physical activity and consumption of water as well their attitudes, barriers and enablers to physical activity and consumption of water at school. Post intervention evaluation will investigate changes in the curriculum and the school environment.
- ▶ **Rimes T, Price P, Cass Y.**
Evaluation of the School Health Incentive Project (SHIP).
The evaluation of the 2002 round of SHIP grants consisted of post telephone interviews with principals or key teachers from 23 schools. It provided information on the reach of the project, schools' satisfaction with the grants scheme and perceived achievements in line with the three components of the Health Promoting Schools Framework of curriculum, environment and partnerships.
- ▶ **Sangster J, Cooke L, Eccleston P.**
Evaluation of the first phase of the NRG @ OOSH project.
An evaluation was conducted with the 41 Out of School Hours Care services that participated in the NRG @ OOSH project. The evaluation examined the changes to menus, nutrition and food safety policies and food hygiene practices. The results were used to inform the planning of the second phase of the NRG @ OOSH project.
- ▶ **Sangster J, Knowles N, Eccleston P, Porter S.**
Needs assessment for the physical activity component of the NRG @ OOSH project.
A needs assessment was conducted to determine the current opportunities for active play and children's participation in active play at Out of School Hours Care. The physical activity training needs of co-ordinators as well as their knowledge and confidence in providing physical activity opportunities for children was also reviewed. The research will be used to inform the development of project strategies.

- ▶ **Walford K, Stride V, Eccleston P.**
The St George staff smoker support project.
This research project is reviewing the most appropriate organisational model to support NSW Health's Smoke Free Workplace Policy at St George hospital. The model will consider processes for staff to be assessed for nicotine replacement therapy and subsequent supply as well as access to cessation services.

LINKS TO CLINICAL SERVICES

The Health Promotion Service supports the clinical work of the Area Health Service as well as working with project partners to encourage a health promoting approach.

Health Promotion has supported the following initiatives:

- ▶ Membership of the Population Health and Primary Care Division and the Cardiac and Respiratory Divisions.
- ▶ Represented on the Diabetes and Stroke Clinical Reference Groups.
- ▶ Participation in the Area Chronic Disease Management Initiatives including Aboriginal Chronic Care projects.
- ▶ Involvement in Families First, Area Immunisation Steering Committee, Area School Health Committee and Smoke Free Health Service Implementation Committee.
- ▶ Membership of Sutherland, War Memorial and Sydney Children's Hospital Health Promotion Committees.
- ▶ Support for the St George Diversity Health Committee and the St George Advocates for Children group.
- ▶ Participation in the South East Health Lactation Group.
- ▶ Membership of the Advisory Committee of the NSW Centre for Public Health Nutrition.
- ▶ Liaison with Divisions of General Practice and the General Practice Advisory Committee.
- ▶ Support for Service Agreements with The Sutherland Hospital, Prince of Wales Community Health and St Vincent's Community Health Services.
- ▶ Facilitation of evaluation workshops for the HIV and Related Diseases Unit, Sutherland Hospital Health Promotion Committee and the NSW Parenting Coordinators Network.
- ▶ Organisation of bi-annual Population Health Forums. This year the Forums focused on community participation in health.



MEDIA, PUBLICATIONS AND RESOURCES

Media Coverage

Every Health Promotion project has a communication and marketing plan which generally includes a media relations component. This year media releases were distributed to relevant health professional, local and metropolitan media to support campaigns, events and major project findings. Over 27 media articles were generated with eight appearing in general media, ten in ethnic press, four in GP newsletters and five in Area Health Service newsletters. Six paid advertisements were organised for Health Promotion projects, two of which were placed in ethnic media. The Health Promotion Service also produces a two page supplement for the monthly newsletter of the Area Health Service, the South Easterly.

Journal Articles

Cass Y, Price P. Moorefit - increasing physical activity in adolescent girls using the Health Promoting Schools framework. *Health Promotion Journal of Australia* 2003;14(3):159-64.

Cass Y, Sullivan S, Ritchie J. Health promotion seeding grants: reality testing? *Health Promotion Journal of Australia* 2004;15(4):49-54.

Mitchell J, Davidson M, Hony J, Sullivan S. Budget auditing: A process to assist planning for health promotion services. *Health Promotion Journal of Australia* 2003;14(2): 86-90.

Sangster J, Eccleston P, Stickney B. Improving what's in the lunchbox in childcare centres. *Health Promotion Journal of Australia* 2003;14(3):171-174.

Conference Presentations

Bravo A, Stickney B, Heads J, Steinlein E, Vella S. Breastfeeding promotion and support in South East Health. Paper presented at the South East Health Nurses and Midwives Caring for Children and Families Conference, February 11 2004.

Cass Y. Navigating the ethics process – lessons and insights. Paper presented at the Ethics for Working in Schools Forum, Sydney, June 29 2004.

Sangster J, Cooke L, Eccleston P. Improving the food provided in out of school hours services. Poster presented at the 22nd National Dietitians Association of Australia Conference, Melbourne, May 2004.

Stickney B. The NSW Child Health Survey 2001 - what it can tell us about breastfeeding in NSW. Paper presented at the NSW Lactation College Conference, June 2004.

Posters

The following posters were presented at the 18th World Conference on Health Promotion and Health Education, Melbourne, April 26 - April 30 2004:

Bravo A, Stickney B, Heads J, Steinlein E, Vella S. Mapping key health service initiatives that promote and support breastfeeding in south eastern Sydney, Australia.

Cass Y, Price P. Moorefit At Moorefield. An environmental approach to promoting physical activity in schools.

Knowles N, Stickney B. Active transport: Increasing levels of physical activity amongst health service employees.

Mitchell, J. A critical analysis of health promotion policy using an equity frame: A local case study.

Price P, Cass Y, Rimes T. Shifting the balance of power from health to schools. Evaluating a Health Promoting Schools small grants program.

Rimes T, Cass Y. From 'Moorefit at Moorefield' to 'Fit to Learn'.

Vilshanskaya O, Stride V, Mitchell J, Cass Y, Hauber-Davidson M. Four Steps Towards Equity: A tool for Health Promotion Practice.

Reports

Knowles N, Zoeller R, Davidson M, Stickney B, Hony J. Make a Move Campaign - Implementation & Evaluation Report (Year 3). Sydney: Health Promotion Service, South East Health, 2003.

Price P, Cass Y. School Health Incentive Project. Implementation and Evaluation Report 2000 - 2002. Sydney: Health Promotion Service, South East Health, 2004.

Sangster J, Cooke L, Eccleston P. Nutrition Ready-to-Go at Out of School Hours Care – NRG @ OOSH project. Implementation and Evaluation Report. Sydney: Health Promotion Service, South East Health, 2004.

Resources

Marshall L, Cooke L, Sangster J. Nutrition Ready to Go at Out of School Hours Care – A Food and Nutrition Manual for Out of School Hours Services. Sydney: Health Promotion Service, South East Health, Health Promotion Central Coast Health and Network of Community Activities, 2003.

