

The Health Promotion Service operates from various sites across south eastern Sydney and the Illawarra. If you would like to find out more about our Service or information about a specific project or program area please contact us on:

Ph: 61 2 9947 9834 or 61 2 4221 6700

Fax: 61 2 9947 9876 or 61 2 4221 6722

Or write to us at:

Health Promotion Service

South Eastern Sydney and Illawarra Area Health Service

Primrose House, 190 Russell Avenue

Dolls Point NSW 2219

Australia

See our website: <http://sesiweb/ppp/population%20health/health%20promotion/>



HEALTH PROMOTION SERVICE

annual review

2005-2006

SOUTH EASTERN SYDNEY
ILLAWARRA

NSW  **HEALTH**





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The year in review

Welcome to the Health Promotion Service annual review for 2005–06.

The amalgamation of the former Illawarra and South Eastern Sydney Area Health Services has resulted in many Services within the new Area having an opportunity to review and refine their work portfolio and staffing infrastructure. Health Promotion was no exception and we undertook a strategic review of our work.

Every member of the Service participated in the review to which experts and community representatives also contributed. We now have robust program plans for each of our priority areas for the forthcoming five years. Priority areas have been identified as childhood obesity, tobacco, falls injury and equity. Urban development has also been identified as a work area of growing magnitude in the coming years.

In addition to this forward planning, Health Promotion has continued to implement its core business of promoting and protecting health as well as preventing ill-health. Highlights this year include work that addresses food security issues in the Illawarra and early life issues in south eastern Sydney; our annual mass media recruitment strategy ('Make a Move') for gentle exercise classes for older adults; our annual World No Tobacco Day that again received wide coverage in Chinese-Australian print and on the radio; and our pilot pedometer project that shows promising results.

'SHIP' (our school health incentive project that provides small grants to schools) continues to thrive and is now an embedded program reaching an increasing number of schools and students across the Area whilst our NRG @ OOSH physical activity/nutrition Out of School Hours project was successfully completed in more than 100 services and continues to be rolled out to a further 28 services in the Illawarra and Shoalhaven. Each of these projects is explained more fully within this annual review.

As always, all of our work is underpinned by the support of our Administration, Research and Evaluation and Communication and Marketing Teams who provide expertise and support vital for the success of the Service.

If you would like to know more about any of the projects profiled within our annual review please contact me.



Jo Mitchell
Manager, Health Promotion Service
South Eastern Sydney and Illawarra Area Health Service
Phone: 9947 9868



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Child overweight and obesity program

Rates of obesity in NSW have tripled over the last 15 years. Being overweight increases the risk of heart disease, type 2 diabetes, stroke and some cancers. The NSW Schools Physical Activity and Nutrition Survey ('SPANS') released this year confirms that overweight and obesity now affects a quarter of children and young people.

The Health Promotion Service continues to address the prevention of child overweight and obesity by promoting healthy food choices and physical activity. This message was highlighted at the SESIAHS Healthy Kids: healthy eating and physical activity workshop conducted with NSW Health, Department of Education and Training, Department of Sport and Recreation and the National Heart Foundation. One of a series conducted across NSW, the workshop attracted over 70 participants from local schools, Divisions of General Practice and childcare services.

Other strategies that address child overweight and obesity:

■ Breastfeeding initiative

This project aims to increase health service support for breastfeeding. Only a small proportion of mothers meet National recommendations of exclusively breastfeeding their infant until about six months of age and continued breastfeeding to 12 months and beyond. Now in its third year, the project continues to work with a range of health professionals and services that support new parents.

Health Promotion has been an active member of the SESIAHS Lactation Group and communicated extensively with members from SESIAHS maternity and child and

family services, GP Divisions, Karitane and the Australian Breastfeeding Association.

Particular highlights this year were:

- launch of the facilitator's manual for the Earlybird program which encourages peer support for new parents. Produced in partnership with the Women's Health Unit, Families First and Child and Family Health (northern and central networks) and with funding from Kimberly-Clark Australia, the manual was distributed to Child and Family Health Nurses across NSW;
- the expansion of the Families First breastfeeding data collection to the southern network and the promotion of breastfeeding awareness month; and
- Community Health in the southern network completed a project that established breastfeeding baseline data and investigated ways to monitor local rates.

■ Childcare

Several projects have helped childcare services to improve the food available, food safety practices, nutrition policies and physical activity opportunities provided within their services:

- NRG @ OOSH ('Out of Schools

Hours' care for children aged 5-12 years), now in its fifth year, extended to the Illawarra and Shoalhaven. Individual feedback was given to the 28 services surveyed regarding menus, food serving practices, policies and physical activity opportunities. The feedback will help services to meet nutrition, food safety and physical activity quality assurance standards. Three nutrition workshops were conducted across the region and attended by 49 OOSH staff. Physical activity workshops and a small grants program for disadvantaged services are planned.

- in the northern network, an additional 13 OOSH services were assisted to review their menus and policies. Four were allocated small grants to improve their nutrition and food safety infrastructure and assist them to provide healthy and safe food. Twenty staff from 14 services attended two workshops on conducting physically active games within their service. Staff from the Commonwealth Active After Schools Communities program provided assistance.

Also aimed at carers of young children and conducted by Community Health in the southern network, was the successful pilot of the Food and Nutrition @ Supported



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Playgroups project. Evaluation showed improved capacity of playgroup leaders to provide accurate and appropriate information to parents regarding food and nutrition for children 0-5 years. This project will be extended to the northern network in the coming year and will also introduce strategies that address children's physical activity levels.



■ Schools

Recognised as a key setting to influence children and families, a number of projects have worked with schools across the Area. These include:

- continued support of the 'Fresh Tastes' NSW Healthy School Canteen Strategy through network meetings, workshops for canteen managers and school staff, parent information sessions and assistance with menu reviews. The team has worked closely with TAFE hospitality staff who also support the strategy. Several schools from SESIAHS have been featured as case studies in resource material distributed to all schools in NSW.
- 'Fit to Learn' project, now in its second year, which continues to provide support for a healthy school environment by encouraging students of two high schools to be more physically active and to drink more water.

Training was also conducted with Greater Western Area Health Service on the use of the Children's Activity Scan Tool to measure activity levels in playgrounds. ★



Tobacco control program

Tobacco continues to cause more deaths in Australia each year than any other preventable risk factor. Smokers are at increased risk of many cancers, heart disease, stroke, high blood pressure, high cholesterol, ulcers and respiratory tract infections.

People exposed to environmental tobacco smoke also have their health compromised by the many toxins and irritants emitted when tobacco is burnt. Children are particularly at risk and babies are more likely to be premature, of low birth weight and succumb to Sudden Infant Death Syndrome as well as other longer-term health effects such as impaired behavioural, intellectual and physical abilities, asthma and increased risk of childhood cancers.

The Tobacco Program's goal is to reduce tobacco related harm in south eastern Sydney and the Illawarra area. Our efforts to achieve this include reducing exposure to environmental tobacco smoke in the workplace and community, increasing the number of smokers accessing smoking cessation services and making quit attempts and changing young people's attitudes to smoking. Approximately one in five adults in SESIAHS are daily or occasional smokers.

Examples of our work during 2005-06 include:

■ Project to reduce smoking and exposure to environmental tobacco smoke in the Chinese-Australian community

Commenced in 2001, this project is being undertaken in partnership

with the Chinese-Australian community living in the St George Area. Specific target groups include Chinese men and their families from the People's Republic of China living in the Hurstville area and Chinese-Australian restaurant owners.

Activities to encourage quit attempts or behaviour change (such as not offering cigarettes as part of business deals and not smoking in enclosed public spaces, cars or homes) have included: mass media; training health professionals, pharmacists and community workers; resource development; advocacy for Chinese language QUIT services; support to the Chinese Cancer Line through the Cancer Council NSW and providing information about current smoke free legislation to restaurant owners.



Launch of the Chinese language quit brochure.

■ Support for the Smoke Free Workplace Policy

The St George Smoke Free Workplace Implementation Project worked towards St George Hospital

becoming smoke free from 1 September 2005. A component of this project was a staff smoker support program conducted by the Health Promotion Service in partnership with Hospital management. This resulted in the development of an organisational model to help staff who smoke comply with NSW Health policy. Strategies included the development of systems for a nicotine replacement therapy (NRT) assessment process, provision of NRT and an education program for staff.

Telephone interviews conducted with participating staff three months after their first attempt to quit yielded statistically significant results: 26% indicated they had quit smoking and the average number of cigarettes smoked per day decreased from 20.6 to 13.3. Literature suggests that with intensive behavioural support and NRT 18% abstinence can be achieved. The 26% quit rate achieved at St George Hospital is therefore very promising.

■ World No Tobacco Day 2006

The theme of World No Tobacco Day 2006 (May 31) was to alert smokers to the dangers of 'chop-chop' (illegal tobacco grown in bulk) and that so-called 'light' and 'mild' are no less harmful than full-strength cigarettes. Health Promotion supported the day with paid media



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in the Wentworth and Southern Couriers, St George and Sutherland Shire Leaders and Chinese radio advertising (32 x 30 second spots and two x 15 minute interviews). Local promotions involving poster displays, resource distribution, payslip notifiers, cessation clinic referrals and a 'phone messaging service were conducted by the Sydney Children's Hospital, HARP Unit and The St George Hospital and Community Health Service.

■ Emerging work

A needs assessment has commenced to determine which communities within SESIAHS are most vulnerable to smoking (eg people living in less affluent localities, Aboriginal people, culturally and linguistically diverse communities, inmates of correctional facilities, mental health patients, pregnant women). A review of best-practice interventions to address smoking for vulnerable communities in our local area is being conducted. ★



Local residents celebrate World No Tobacco Day.

Falls prevention program

Each year, one in three people over 65 years and living in the community fall. Fall injuries are a major cause of morbidity and mortality for the older community. A serious fall injury can result in long-term hospitalisation, loss of independence and the need for supported care and, in some cases, premature death. NSW Health's 'Management Policy to Reduce Fall Injury in Older People' was developed in an effort to provide a long-term pro-active approach to falls prevention. Health Promotion will support the implementation of this Policy by taking a population level approach to falls prevention, rather than concentrating at the individual level.

About 15% of the south eastern Sydney and Illawarra population are aged over 65 years. Expected demographic changes indicate a rise in the proportion of older people in the next ten years of 4% in the south eastern Sydney area and 7% in the Illawarra and Shoalhaven areas.

Evidence suggests investing in physical activity programs that focus on strength, gait and balance provides the greatest gains in reducing fall injury among community dwelling older people.

■ Falls Program Plan 2006-11

Health Promotion undertook an extensive planning process in consultation with local experts to develop a new five-year strategic plan for Falls Prevention. Our goal is to reduce the incidence of falls and falls injury to people over 55 years living in our local community. Based on available evidence, two program objectives were identified: to increase strength, gait and balance of community living older people and to reduce multiple risk factors in older people considered at high risk.

Our planned future projects will:

- support and expand falls preventive physical activity opportunities in the community for older people;

- ensure physical environments encourage physical activity through urban planning; and
- support the local implementation of the NSW Health Falls Policy.

■ Physical Activity Opportunities

Health Promotion continues to support SHARE and Heartmoves to provide physical activity opportunities and walking groups for older people across the Area:

- SHARE provided 41 exercise classes per term during 2005-6, and a total of 524 people attended a SHARE class each week in the northern network. This is an increase of 15 classes and 204 participants since the 2003 recruitment campaign. SHARE delivered 9 one-off community classes with 187 people participating. SHARE also developed a training package that assists fitness leaders to demonstrate the links between physical activity and falls prevention, as well as recruit new participants to their groups.
- Thirty-three Heartmoves classes are currently being offered, including one in Warrawong for community members studying English and a

men's only weights class at a local TAFE. Approximately 460 people attend a Heartmoves class each week in the southern network - an increase of seven classes and 110 participants since 2004. Health Promotion continues to support Heartmoves with four new leaders trained, as well as hosting a Heartmoves fitness leader network meeting.



The tai chi classes are always popular.

Health Promotion assisted the National Heart Foundation to establish two new walking groups under the 'Just Walk It' banner in the Shoalhaven area. Both groups have been running for over six months with enthusiastic regular

attendees each week, regardless of the weather. Two existing ongoing walking groups in the Sutherland Shire also continue to attract regular attendance.

The Physical Activity Directory continues to be a valuable and popular resource for allied health, GPs and other health professionals. It is available on the intranet at: <http://sesinfo.sesahs.nsw.gov.au/healthpro/PhysicalActivity.htm#padb>



Strength training session for men.

■ Make A Move

This year the Make A Move recruitment campaign was promoted through local media outlets. Ensuing calls resulted in 164 information kits being sent out and 62 people taking up the offer to attend three free classes. Just under half went on to re-enrol for another term.

The campaign also targeted the local Chinese community with fliers translated and distributed to places of worship, Migrant Resource Centres and community noticeboards in ethnic press. Figures were disappointing, with only 14 calls taken and three new exercisers registering for classes.

■ Pedometer Project

The Illawarra and Shoalhaven 'Healthy Heart Project' is a randomised control trial to determine the effectiveness of a pedometer-based intervention on the physical activity levels of people with heart disease. Participants in the intervention group receive a pedometer and step calendar and participate in goal setting and regular feedback sessions with the researcher.

Over 200 people have been recruited from outpatient cardiac rehabilitation classes and via mail and telephone since October 2005. Recruitment will continue until October 2006. Data are collected via questionnaires and cardio-respiratory fitness assessments at baseline, post intervention (six weeks) and at the six months follow up. Final results are expected in April 2007. ★



Equity and communities program

People who are socially disadvantaged get sicker and die earlier than those who are more affluent - the greater share of preventable health problems are attributable to the social conditions in which people live and work.

Our Equity and Communities Program works to minimise differences in health due to social causes by:

- improving physical and social environments;
- improving the availability and/or access to healthy and affordable food options to disadvantaged population groups;
- improving access to local health care and community services for vulnerable groups; and
- increasing opportunities for vulnerable families to provide a better start in life for their children including increased educational opportunities.

Although the Program area was only formally established mid 2006, a number of projects during 2005-06 fall under the equity banner. Examples of these projects include:

■ Food Security

Food Fairness Illawarra

Approximately 6.8% of the Illawarra region population (18,000 people) are prone to restrictive diets due to lack of personal resources. Health Promotion has been a key partner in the development of a local Illawarra coalition - 'Food Fairness Illawarra' - to address this.

Food Fairness Illawarra was formed after a successful forum held during

anti-poverty week in 2005. Members include representatives from the community and from a range of welfare, council and health organisations, food providers and Wollongong University. The coalition meets regularly to develop programs promoting food security, seek secure sustainable funding sources and advocate for food fairness at a local level.



Food Fairness Illawarra members.

Warrawong community kitchen

Health Promotion staff based in Community Health have been instrumental in the initiation and maintenance of a community kitchen in Warrawong where volunteers serve over 70 free lunches to local residents from Monday to Thursday. In addition, the kitchen provides a non-threatening environment for socialising and access and referral to health, housing, council, Centrelink and other services. Over the past 12 months there has been an increase in the number of referrals to essential services, new support groups have been established and kitchen volunteers have enhanced employment skills and experience.

Funding is augmented by a payroll deduction scheme established by staff in the former Illawarra Area Health Service. Money raised has allowed the purchase of more nutritious and varied foods in quantities adequate for the increased number of clients attending.



Volunteers prepare lunch ... before welcoming diners.

■ Vulnerable Groups

Grandparents

Conducted by Health Promotion staff based in Community Health, this partnership project with Wollongong City Council, Illawarra Multicultural Services, Centacare and the Salvation Army aims to provide support and education for grandparents about issues pertinent to their grandchildren, particularly grandparents from culturally and linguistically diverse backgrounds.

Achievements over the year include:

- educational sessions for grandparents on childhood development that resulted in increased knowledge of children's educational materials and support services;

- an interpreter-led education day for Macedonian grandparents about healthy food choices, childhood obesity prevention strategies and dental health promotion;
- a collaborative event with SESIAHS Mental Health team, Centacare and Community Health Psychosocial team for grandparents looking at adolescent mental illness, self-esteem, behavioural modification and communication skills;
- an end of year picnic day at the Botanical Gardens where grandparents were asked about their needs, future events and requirements for ongoing support; and
- a trial 'Grandparents Playgroup' to encourage grandparent-child interaction that provided an opportunity for information sharing and social interaction in a comfortable, supportive environment.

Cook Islanders Project

This collaborative project between the Health Promotion Service and the Cook Island Association addresses issues identified by the community. Ongoing support and resources are provided to increase opportunities to promote healthy lifestyle practices among the community. Achievements include 'TIPs' (Tips and Ideas for Parenting Skills) training and an ongoing physical activity program for Cook Islander women established at TAFE.

Future informal morning coffee sessions are planned for young parents to increase knowledge and awareness of childhood development

issues, and support will be provided in planning a celebration day for Cook Islanders.

Aboriginal health

The Aboriginal Health Program works to support Aboriginal Health Workers and the Aboriginal community to address health issues of concern.

Achievements during 2005-6 include:

- the Aboriginal Health Promotion Officer continued work with students at the Kirinari Aboriginal Hostel. A partnership, now in its third year, between the hostel, Kurranulla Aboriginal Corporation, Health Promotion and Hazelhurst Regional Art Gallery provided art workshops for students and local Elders. The workshops aim to forge connections with the local Aboriginal community and to build

participants' self esteem. Ceramics, paintings and recycled sculpture were exhibited at the gallery.

- the Health Promotion Service has commissioned a painting from the Aboriginal Women's Art Therapy Group which, when completed, will be used on a culturally appropriate brochure on mental health services for Aboriginal people in the area.
- the Aboriginal Health Promotion Officer has also supported Aboriginal Health Workers in a variety of ways including writing submissions and reports and preparing conference presentations. ★



The Hazelhurst Gallery exhibition celebrated the creativity of students and Elders.

Partnerships and support

A wide range of factors such as whether our work environment is smoke free or not, whether public transport is affordable and accessible, and whether our living environments include open spaces suitable for recreational activity influence population health outcomes. For this reason, Health Promotion initiates and participates in many working partnerships with others, both internal to the Area Health Service and externally with organisations outside the health sector. Furthermore, multi-agency collaborative projects are more likely to have a greater impact and be sustainable due to the pooling of financial and human resources and skills.

Health Promotion also provides support in the form of funding, expertise or human resources to other Services and Departments whose spheres of interest overlap with ours, in recognition that their suitability, capacity or expertise exceeds ours.

Examples of our work undertaken in partnership with others includes:

■ Working with schools

Schools initiatives work in partnership with the education sector and adhere to the NSW Health's *Health Promotion with schools - a policy for the health system* which advocates for a comprehensive, planned and sustainable approach.

Partnership projects with schools include:

- School Health Incentive Project (SHIP) is an ongoing initiative, now in its sixth year, which offers small grants and support to schools across the Area to implement health promotion projects addressing health issues of concern. SHIP is funded by a partnership between Health Promotion, Area Mental Health, Area HIV/AIDS and Related

Programs Unit and The Cancer Council, NSW. Forty-one schools received grants in 2005/6 totalling almost \$40,000. This represents a reach of almost 16,000 students. Half the grants addressed nutrition and/or physical activity; the remainder addressed largely emotional and social health issues. An evaluation of the previous years grants resulted in a newsletter and two case study resources that were distributed to local schools.



Unity in diversity at Beverley Hills Intensive English College.

- Links with the education sector. The Area School Health Committee in the northern and central networks and the Illawarra Health Promoting Schools Network in the southern network bring together health and education staff to share resources and information, plan joint initiatives and improve communication between the two sectors. The committee in the northern and central network has developed a database of school risk assessments to support the occupational health and safety of health staff working on school premises. The Illawarra Health Promoting Schools Network conducted a workshop on increasing awareness of education sector procedures and improving communication with schools, students and the school community. The outcome was a better understanding of communication processes between the education and health systems and agreement on procedures.

■ Healthy Cities Illawarra

The Health Promotion Service provides funding to - and is a member of - the Healthy Cities Illawarra management committee. Healthy Cities Illawarra provides a



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range of programs including child injury prevention, sexual health promotion and prevention of HIV/AIDS, environmental health, community development and health equity.

Under this alliance Health Promotion and many other agencies are working together on the Illawarra Food Fairness Alliance; a program that aims to improve food security for disadvantaged communities (see 'equity and communities' pages). Another project involving Multicultural Health and the University of Wollongong works with men from culturally and linguistically diverse backgrounds that are not in full time work to improve their sense of well-being and self esteem.

■ Work in partnership with other SESIAHS services/departments

Throughout the last year, the Health Promotion Service has supported and worked with the Director, Population Health to consolidate the formation of a Population Health divisional structure. Health Promotion has provided significant support through allocating staff resources to fulfil a Service development support role to the Director. This has facilitated a number of Division activities including two Division-wide activities to contribute to the development of a Strategic Directions Statement for the Division and participation in pilot testing of the NSW Health Population Health Standards.



Managers from the Division at a strategic planning day.

Health Promotion has provided advice and support to a number of SESIAHS Committees including Area Lactation Groups, Families First and the Sydney Children's Hospital and War Memorial Hospital Health Promotion Committees. ★



Quality and infrastructure

■ Strategic Planning

The Health Promotion Service undertook a Service-wide planning process from August 2005 to March 2006. Four program areas were identified for the work of the Service from 2006-11 - three priority areas identified by the NSW Health Department (childhood obesity, falls injury and tobacco); and a fourth program focusing on addressing the social determinants of health.

A Strategic Framework for the Service was developed to provide a shared vision and a reference point for how we function. A process based on National Public Health Partnership Planning Framework for Public Health - Portfolio Approach, modified to fit our needs and timeframe, was chosen to ensure consistency of process across the four program areas. Planning decisions were based on agreed criteria and principles, and on how the Health Promotion Service could best address the program areas within current resources.

■ Workforce Development

The capacity of Health Promotion and other staff external to the Service (so that they might incorporate health promotion approaches as part of their core business) was enhanced during 2005-6 in the following ways:

- Evidence based practice workshop. Twenty-two staff from Health Promotion and two staff from Dental Health and HIV/AIDS and Related Programs Unit attended a two-day evidence based practice workshop that addressed the interpretation and application of research to inform policy and practice decisions. The workshop was organised as part of our commitment to the NSW Health Promotion Workforce Development Implementation Group 'rollout of the evidence-based practice in public health and health promotion training' initiative. All participants felt the material covered was relevant and evaluation showed an improved confidence in evidence based practice.
- Aboriginal scholarship program. Health Promotion is a major partner in the Aboriginal population health scholarship program, developed in

partnership with Directorate of Population Health, Planning and Performance services. This new program aims to increase opportunities for Aboriginal people to gain practical skills and experience by working within an Area Health Service as well as academic qualifications in Population Health through the University of Wollongong. Health Promotion has continued to provide the main coordination function, ensuring links between the students, the university and the health service. Anecdotal evidence from two students who have completed placements with Health Promotion and Aboriginal Health whilst continuing their academic studies suggests that the first year of the program has been successful in enhancing their population health theoretical knowledge and allowed them to be involved in community-based programs.



Aboriginal scholarship recipients Shane Venables (standing) and Kaylee Anderson (left).



■ Community Participation Reference Group

The Community Participation Reference Group (CPRG) was established in 2004 to ensure that community needs are heard and community members take part in planning and implementation of health promotion projects.

During the year the CPRG, together with the Manager Health Promotion, developed a Policy for Community Participation. The Policy stipulates our commitment to working closely with our local communities and that we will ensure an environment where a diverse range of viewpoints, cultures and perspectives on health and wellness are acknowledged and acted upon.

More recently, CPRG members took an active part in the Health Promotion Service's strategic planning for 2006-11. They have also developed a brochure in partnership with the Service that provides an introduction to health promotion, showcases our work along with our vision and principles, and invites other community members to become part of the collaborative process. ★



Technical support

Health Promotion technical support staff provide specialist expertise for the Service in the areas of research, evaluation, communication and marketing. These activities are core skills for all Health Promotion staff who can and do undertake some of this work themselves. Our technical support staff, however, are able to ensure both consistency and quality across the Service.

■ Research and evaluation

Research and evaluation initiatives of the Health Promotion Service are designed to improve health promotion practice and health promotion processes. These initiatives support the conduct of high quality, evidence-based health promotion programs within the Service and contribute to the field of health promotion more broadly. Research and evaluation strategies provide support for practice at the Service, program and project levels.

Research and evaluation to support major Health Promotion projects that were commenced or completed in 2005-06 includes:

Cass Y, Fildes D (University of Wollongong), **Facci F** (Multicultural Health), **Goncalves A** (Multicultural Health), **Marshall C** (Healthy Cities Illawarra), **Wallner F** (Healthy Cities Illawarra), **Williams K** (Men's Health Project).

Evaluation of the culturally and linguistically diverse men's shed project.

SESAHS's Health Promotion and Multicultural Health Services are working in partnership with the University of Wollongong and Healthy Cities Illawarra on a project with men from culturally and

linguistically diverse backgrounds who are not in full time work. Evaluation is using a modified participatory action research framework that encourages communication and interaction between the men and supports their involvement in the development of a program of activities tailored to their needs.

Cooke L, Eccleston P.

Evaluation of the NRG @ OOSH nutrition project.

The evaluation assessed whether the intervention increased the nutritional quality of the food provided to children attending participating OOSH services. It also evaluated at pre- and post-test the proportion of services with nutrition and food safety policies and written menus.

Porter S, Eccleston P.

Needs assessment for the Illawarra NRG @ OOSH intervention.

A needs assessment was conducted with 28 Out of School Hours services in the Illawarra. It examined services' menus; food safety practices; policies (nutrition, food safety and physical activity); opportunities for children to participate in physical activities; and determined OOSH co-ordinators' training needs. The needs assessment provided baseline data and allowed the subsequent intervention to be tailored to services' needs.

Stickney B, Mitchell J, Tranter D, Price P, Gray E, Hodge W.

Applying the National Public Health Partnership Planning Framework for Public Health (portfolio approach) to planning in a local Health Promotion Service.

The Health Promotion Service used a modified version of the 'National Public Health Partnership Planning Framework for Public Health – portfolio approach' for our Service-wide planning process. It's use ensured consistency of process across four identified program areas (childhood obesity, falls injury, tobacco and health equity).

Stickney B, Mitchell J, Hodge W.

Using the 'Delphi' process to develop criteria for decision-making in a Service-wide planning process.

The Health Promotion Service's recent strategic planning process utilised a 'Delphi' process to ensure all staff were involved in the development of criteria for assessing potential projects. Project selection was therefore based on the values of those who will subsequently undertake the work and on the implementation context.



Stride V, Eccleston P, Walford K.

Evaluation of the staff Nicotine Replacement Therapy program at The St George Hospital.

This evaluation aimed to assess effectiveness and usefulness of the pilot staff nicotine replacement therapy program at The St George Hospital. It examined the initial assessment process, subsequent referral and use of free and subsidised nicotine replacement therapy by staff making a quit smoking attempt via this intervention.

Sullivan S, Leung B, Eccleston P.

Nicotine Replacement Therapy project with Chinese-speaking General Practitioners.

A pilot project that encouraged Chinese-speaking GPs to conduct smoking cessation brief intervention and provide free nicotine replacement therapy to their Chinese-speaking patients was commenced in the Hurstville area. The evaluation uses structured interview processes to collect qualitative and quantitative data and examines the suitability and success of the pilot from the point of view of the patients and the GPs.

■ Communication and marketing

Communicating and marketing the work of the Health Promotion Service involves taking a strategic approach to identifying and managing media issues and opportunities; writing and editing both printed and on-line publications in line with corporate identity guidelines; overseeing the production of publications and resources; exploring sponsorship options; and ensuring the smooth running of publicity events. Combined, these efforts maintain and increase the profile of the Health Promotion Service both internally within SESIAHS and externally.

Publicising the activities of the Service in regional and metropolitan media seeks to raise community awareness and subscription to health promoting activities as well as agenda setting on health issues. This year, the Health Promotion Service had 31 media releases printed, nine of which were in ethnic media. We also achieved numerous repeats of nine community service

announcements, six broadcasts and six interviews on ethnic radio in nine different languages. Twelve paid advertisements were placed in both mainstream and ethnic press. Four people contacted the Service directly as a result of using our updated Internet site.

Articles submitted by the Service featured in internal newsletters and publications, as well as in each Division of Population Health on-line bulletin and Area Health Service printed newsletter. The Health Promotion intranet site has been maintained and our work also featured regularly in the publications of our project partners. ★



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Staff achievements

Amanda Bates completed her Masters of Science (Nutrition and Dietetics) at the University of Wollongong.

Andy Bravo completed the Certificate IV Training and Assessment with Lady Gowrie Child Centre, Sydney.

Lyra Butler completed her first year of a PhD in Public Health at the University of New South Wales.

Esther Chau is undertaking a Certificate of Graphic Design course at St George TAFE.

Brenda Leung is studying for her News Media (Journalism) Certificate III with St George TAFE.

Jo Mitchell is in her final year of the Doctor of Public Health Program at Flinders University.

Bharat Nepal completed the Certificate IV in Fitness (Special Populations) at Randwick TAFE.

Janice Sangster completed her Master of Public Health at the University of New South Wales.

Amanda Bates and **Tara Lawson** lectured at the University of Wollongong on program planning.

Pip Budgen supervised two 3rd Year Public Health Students whilst on placement with the Health Promotion Service. Pip also completed a two-year contract to manage the NSW Physical Activity and Nutrition Networks on behalf of NSW Health.

Yona Cass, Susan Furber and **Tara Lawson** conducted a two-day

'Evidence Base Health Promotion' professional development course for Health Promotion staff. Content was developed by the Sydney Health Projects Group, The University of Sydney.

Susan Furber has a conjoint appointment with the University of New South Wales and is supervising Lyra Butler to undertake her Public Health PhD with the University of New South Wales.

Tara Lawson coordinated two Aboriginal scholarship recipient placements as well as organising placements for University of Wollongong Population Health students.

Jo Mitchell has a conjoint appointment with the University of NSW School of Public Health and Community Medicine.

Stuart Porter supervised two Aboriginal Population Health cadets whilst on placement with the Health Promotion Service.

Beth Stickney conducted lectures for the Graduate Medical Program Community Doctor Theme and the Human Nutrition Unit at the University of Sydney.

Robyn Tindall supervised a 3rd year Public Health student and two final year Nutrition and Dietetics students from the University of Wollongong whilst on placement with the Health Promotion Service. Robyn also lectured on breastfeeding to Midwifery and Nutrition students at the University of Wollongong. ★

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