

Inside this issue:

PhD Student Wins “Best Paper”	1
A Note From the Director	2
Congratulations CHI Graduates!	2
CHI members participate in UOW Ageing Research Showcase	3
Organ and Tissue Donation: Engaging Orthodox Communities	4
Questionable Tactics in Marketing	4
Results from the UOW Cold and Flu Campaign	5
CHI Student Wins Faculty HDR 2011 Publication Prize	6
CHI Home to Two Soccer Superstars	6
Publication in the “Nature” of the Health Sciences	6
New PhD Scholarship for Research into ASD	7
Media Spotlight on CHI Research	7
New Projects and Grants	8
Papers Accepted for Publication	10
Interested in Presenting Your Research?	10

PhD Student Wins “Best Paper”

The 2011 Australian & New Zealand Marketing Academy Conference (ANZMAC) was a great success for CHI. Melinda Williams and her co-authors won best paper in the combined tracks Research Methods, and Marketing Metric and Modelling for her paper "Understanding the Behaviour of the Target Market: What do Adolescents Think About when Asked Questions About their Behaviour in the Sun?"

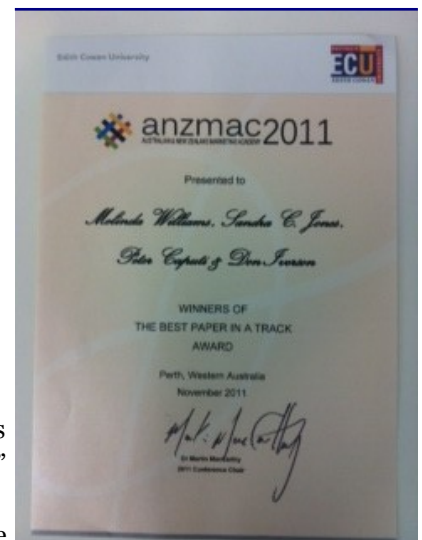
In addition to Melinda, three other CHI researchers presented papers at ANZMAC. Laura Robinson presented two papers at her first ANZMAC titled “Who do parents perceive is pressuring them to buy unhealthy (and healthy foods)?” based on findings from the CHI three-year ARC project on children’s junk food advertising and “Saving lives or raising revenue: Analysing media coverage of the alcopops tax in light of the evidence on its effects” which gave an overview of how the alcopop tax was presented in the media and how it shaped public opinion.

Secondly, Lyn Phillipson presented two papers from the very successful Healthy Heart, Healthy Mind project titled “Implementation and Evaluation of a Community-Based Social Marketing Campaign to Create Awareness of Hypertension as a Risk Factor for Dementia” and “Developing Messages to Create Community Awareness of Hypertension as a Risk Factor for Dementia”. As usual, Lyn charmed her audiences and did a great job of showcasing CHI’s good work in the community.

Lastly, Lance Barrie presented two papers titled “As long as you have some of that, it cancels it out’: How advertisers use guilt to sell us quick-fixes for our unhealthy behaviour” and “Four letters but not much spirit: Do Australian alcohol websites comply with the letter and the spirit of the ABAC Code? Both papers were received well by the audience.

Once again, the CHI team once took ANZMAC by storm – which is great to see at a pro-marketing conference.

Words by Lance Barrie



The Best Paper in Track award presented to Melinda Williams and her co-authors at ANZMAC



CHI Director,
Professor Sandra Jones

A Note from the Director

The last three months of this year have sped by in a blur of activity. We held our official opening of CHI's new office on 19 October and were delighted to have so many of our colleagues, research partners and friends join us to celebrate. A huge thank you to the CHI team for the massive amount of work that went into preparing for the event, decorating the office, and providing guided tours for our visitors.

It has been a time of mixed emotions, with arrivals and departures. CHI is delighted to welcome back Kelly Andrews, who has been on secondment to ISLHN. We were very sad to farewell Dr Danika Hall (who has been working with me since CHI was just an idea for a research group and has been an integral part of the team for more than seven years), but wish her every success in her new endeavours in the local community. We also said a reluctant goodbye our awesome interns, Cate Eman and Anita Quinn, who joined us for Spring session and very quickly became a part of the team.

It has been a busy time for grant preparation and submission over the last few months – particularly this last week (with four major grants being submitted today). It is good to see the hard work paying off, with several new grants awarded this quarter (see pages 8-9).

CHI staff and students have also been busy finalizing reports on some of our completed projects (read about the outcomes of our cold and flu campaign on page 5), writing papers (highlights on page 10), working on ongoing projects (this issue we feature our organ donation project in partnership with ISLHN, page 4), and presenting our research at conferences and community events.

It has also been an intense period for media coverage of our research (see page 7), including extensive nationwide coverage of our research into adolescents' alcohol-related expectancies and outcomes at Schoolies. Media stories are an important indicator for CHI, as they are the main mechanism by which we are able to share our research with the community and ensure that our work makes a real difference to the health and wellbeing of our population.

The newsletter presents only a few examples of the many activities we have been engaged in this quarter – more details of projects and outcomes are available on our website. You can also keep up on CHI activities by following us on LinkedIn (Centre for Health Initiatives), Facebook (www.facebook.com/centreforhealthinitiatives) and Twitter (@chi_sandra).



Dr Ross Gordon at his graduation in Stirling, Scotland, UK, sporting a smart kilt in addition to his dress robes

Congratulations CHI Graduates!

Dr Ross Gordon graduated from the University of Stirling with a Doctor of Philosophy in Marketing (Social Marketing) on Friday 25th November 2011.

Our two interns from Spring session, Anita Quinn and Cate Eman were awarded their Bachelor of Communication and Media Studies at the Arts faculty graduation on Monday 12th December.

CHI was well represented at the Health and Behavioural Sciences graduation ceremony on Tuesday 13th December. Dr Andrew Bonney graduated with his Doctor of Philosophy, Belinda Fabrianesi obtained a Graduate Certificate, and Ellena Rebbeck was awarded a Bachelor of Science with First Class Honours.

A huge congratulations to all graduates!

CHI members participate in UOW Ageing Research Showcase

CHI members Lyn Phillipson (CHI Research Fellow) and Dr Judy Mullan (GSM) were both invited speakers at the recent University of Wollongong's Social Innovation Network (SInet) held "Ageing Population Research @ UOW" Seminar on Monday, 12th Dec 2011, which took place in the Australian Health Services Research Institute (AHSRI) Training Room, Innovation Campus.

Australia's population is ageing and this ageing population is placing strains on national budgets and health systems. A wide range of research work is being undertaken on this topic. SInet was fortunate to have Dr Judy Mullan (Graduate School of Medicine), Dr Peter McLean (School of Management and Marketing), Dr Francesca Fernandez (Illawarra Health and Medical Research Institute, IHMRI), Dr Lois Burgess (Marketing Research Innovation Centre) and Lyn Phillipson (Centre of Health Initiatives, CHI) as guest speakers in this seminar.

Dr Judy Mullan discussed the impact of poor health literacy on aged adults; health literacy skills which include the ability to comprehend prescription bottles, health related materials etc. and the ability to access to, understand, and use information to maintain good health are important for aged adults and may decrease the likelihood of suffering from preventable health problems.

Dr Peter McLean presented on a new project "Transitioning people with intellectual disabilities into aged care". There are transition issues for people with intellectual disabilities from disability services to aged care services due to historical barriers and difficulties, Peter's project will identify potential opportunities for the development of programmes to ease this transition.

Dr Francesca Fernandez is investigating the mix of genes involved in Alzheimer's disease and her research aims to produce a reliable genetic diagnostic method for Alzheimer's disease and to obtain a better understanding of the causes and risk factors of this devastating disease.

Dr Lois Burgess talked about the benefits of how senior citizens may use new information technologies to build online communities and reduce isolation. She emphasised the need for bottom-up approaches so that they can determine how these online communities are set up and used.

Lyn Phillipson presented on the wide variety of research work that the Centre for Health Initiatives is carrying out on ageing issues such as Dementia Online Illawarra, Promoting Healthy Lifestyles in Illawarra Retirement Trust (IRT) Communities, Dementia Risk Reduction (Healthy Heart, Healthy Mind) and Dementia, Caregiving & Respite.

PowerPoint slides of these presentations can be found on SInet website :
<http://research.uow.edu.au/sinet/UOW115973.html>

Words by LiMin Tan



Attendees listening to presentations at the Social Innovation Network 's (SInet) "Ageing Population Research @ UOW" Seminar





Organ and Tissue Donation: Engaging Orthodox Communities

The Centre for Health Initiatives in partnership with the Illawarra Shoalhaven Local Health District (Multicultural Health Service and Organ and Tissue Donation Service) has received funding from the Organ and Tissue Authority to conduct a community-based intervention specifically tailored to Greek, Serbian and Macedonian Orthodox communities residing in the Illawarra Shoalhaven Local Health Network. The overall purpose of the intervention is to:



- Improve understanding of the current barriers in the target communities to registration and discussion about organ donation
- Raise awareness within the target communities of organ and tissue donation processes
- Raise awareness regarding how to register to become an organ donor
- Raise awareness of the importance of discussing a decision to register within family and/or kinship groups

Formative research, including eleven focus groups, has been conducted with the targeted communities and this research is now being used to inform the development of social marketing intervention to begin in February 2012. The 'Discover & Discuss Together' campaign will incorporate the development and dissemination of culturally appropriate resources which address barriers in the target communities to making an informed decision about organ donation registration. The program will also work with local groups to provide opportunities to discuss issues of importance with them. In engaging in this way, the program aims to ensure community members will feel informed about the issue and will have a chance to know, understand and accept each other's wishes regarding organ and tissue donation.

For more information on the project please contact Lyn Phillipson:
lphillip@uow.edu.au

Words by Karen Larsen-Truong



Alcohol producers push the boundaries with their advertising

Questionable Tactics in Marketing

CHI Research Fellow, Dr Ross Gordon, and his colleague Tom Farrell from Oxford Brookes University recently published a report on Alcohol Marketing in the Developing World on the Alcohol, Drugs and Development website. The report is entitled 'Using Critical Social Marketing to examine Alcohol Marketing in Developing Nations'. One of the main conclusions from their study was that alcohol producers are using questionable tactics to market their beer and liquor brands in the developing world.

The website is run by the development agencies FORUT, IOGT-Sweden, and the International Blue Cross. The website and story can be found at: <http://www.add-resources.org/questionable-tactics-in-marketing.4994875.html>

Results from the UOW Cold and Flu Campaign

In 2011 the University of Wollongong (UOW) funded the Centre for Health Initiatives (CHI) to implement the UOW Cold and Flu Campaign on campus to raise awareness of the importance of preventing the spread of colds and flu and to provide clear messages to students and staff concerning action for them to take to reduce the risk of them contracting or spreading colds and flu.

Implementation of the campaign occurred over a three month period in the peak cold and flu season of 2011 (July to September 2011). The key campaign slogan was 'cold and flu affects more than you'. The message behind the slogan was the importance of thinking of others to reduce the spread of cold and flu viruses. It was hoped that students and staff would be reminded that their actions can impact on others. In line with this, the tagline '*be a team player*' was also used to emphasise the message. A core part of the campaign message was a set of recommendations on behaviours that individuals can adopt to reduce the spread of colds and flu on campus. These were:

- *Wash your hands*
- *Cough and sneeze into your sleeve*
- *Stay at home if you are sick*

The results of the evaluation show that the campaign was highly visible, memorable and effective in changing behaviours. The key findings are:

Most staff (62.8%) and students (79.7%) reported contracting a cold or the flu, or both in the winter period of 2011.

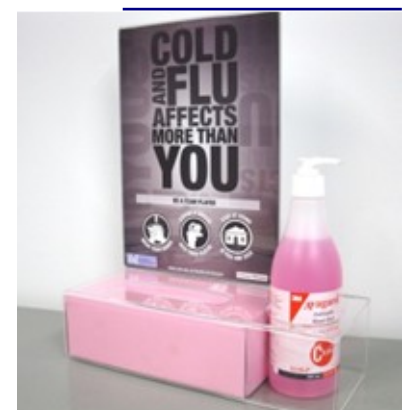
Unprompted recall of the campaign was high with the majority of students (70.3%) and staff (82.6%) reporting they had seen campaign messages and 17.4% of students and 35.1% of staff reporting they had received or used products associated with the campaign.

Respondents were asked what strategies they use to prevent getting or spreading a cold or flu. Prior to the campaign cough and sneezing in your sleeve was a strategy for preventing the spread of colds and flu used by 13% of staff and 12.1% of students. After the campaign approximately 20% of both staff and students reported that they use this behaviour. For staff the 'stay at home if you are sick' behaviour was used by 9.4% in the pre campaign survey and rose to 20.7% in the post campaign survey.

Beliefs about the cough and sneeze into your sleeve behaviour improved significantly after the campaign. Both staff and students were more likely to believe that the behaviour would reduce their risk of contracting or spreading colds and flu after the campaign ($p < 0.001$).

Staying at home if you are sick was seen as a highly effective strategy for reducing the risk of contracting or spreading colds and flu. Most respondents thought that this was very likely to be an effective strategy both before and after the campaign (92.1% and 90% respectively). Staff were more likely than students to rate staying at home if you are sick as easy or very easy to do both before (staff: 53.8%, students: 30.8%) and after the campaign (staff: 52.2%, students: 35.3%).

Most respondents (72.7%) agreed or strongly agreed that the cold and flu campaign shows that the University cares about their health; most agreed or strongly agreed (65.4%) that the campaign aligns with the values of the University; and approximately half (51.4%) agreed or strongly agreed that the campaign makes them feel supported in their work or studies.



Words by Karen Larsen-Truong



Winner of the 2011 FRC SNMIH HDR Publication Prize, Lyn Phillipson

CHI Student Wins Faculty HDR Publication Prize for 2011

At the recent Health and Behavioural Science faculty awards presentation, Ms Lyn Phillipson won the FRC SNMIH HDR Publication Prize for 2011. The prize was for her journal article “‘Between the devil and the deep blue sea’: The beliefs of caregivers of people with dementia regarding the use of in-home respite services” which was published in *Home Health Care Services Quarterly*.

This paper and others from Lyn’s PhD, ‘Factors influencing the use of respite services by caregivers of people with dementia’, have had an impact on both policy & practice:

- Invitation to assist in the production of a worker resource for the Benevolent Society NSW: University of Wollongong (2010). Research into Practice Briefing Paper 5. Working with and supporting informal carers, Benevolent Society, December, 2010. Available at www.bensoc.org.au
- Utilised by Alzheimer’s NSW in their preparation of a formal business case submission to NSW Health for Dementia Shopfront in the Illawarra region (2011)
- Cited by Alzheimer’s Australia in their response to the National Productive Commission Report on Ageing (2011)

Papers published from Lyn’s PhD have also provided valuable evidence of the needs of people with dementia and their caregivers which were utilised as part of two successful research grants:

- UOW Community Engagement Grant (UOW, 2011). Addressing the Information needs of Dementia Support Workers in the Illawarra
- Research Collaboration with Alzheimer’s Australia (URC Partnership Grant, 2010). Understanding Stigma in Dementia in Australia

CHI Home to Two Soccer Superstars

Congratulations to Ross Gordon and Lance Barrie for winning the Division 2 Male Indoor Soccer title at the sports hub on Wednesday 14th December. It was a dramatic final with Makeshift FC coming out on top 8-6 after a late scoring spree by their opposition.



Ross, Lance and their trophies

Publication in the “Nature” of the Health Sciences

It was big news when Dr Kylie Smith and Prof Patrick Crookes had their paper accepted for publication in the prestigious *Journal of Advanced Nursing (JAN)*. This marks the first time anyone in the faculty has published in JAN, which is the top ranked nursing journal on the Journal Evaluation Tool (JET) and is the most cited nursing journal in the world.



Dr Kylie Smith

New PhD Scholarship for Research into ASD

In recognition of the importance of research into ways to improve the health and wellbeing of people with Autism Spectrum Disorders (ASD), and our increasing research profile in this area, the Centre for Health Initiatives has introduced a PhD Scholarship for Research into Autism Spectrum Disorders. We will be commencing with a single three-year scholarship awarded each triennium, but are seeking external sponsorship to enable us to offer a new Scholarship for commencement each year. The selection criteria are the calibre of the candidate and the potential for the project to make a contribution to improving the lives of people with ASD.

The successful candidate for the inaugural UOW Centre for Health Initiatives Doctoral Scholarship for Research into Autism Spectrum Disorders (2012-2014) was Ms Elizabeth Cridland for her project *“Understanding the Experience of Asperger’s Syndrome during Adolescence: A Personal Construct Psychology and Family Systems Approach”*

Congratulations Elizabeth!



The inaugural recipient of the Doctoral Scholarship into ASD Research, Liz Cridland

Media Spotlight on CHI Research

Research from the Centre for Health Initiatives has had extensive media coverage over the past few months.

OCTOBER

Prof Sandra Jones reported on research finding that young females regularly binge drink. Findings suggest that there is an alarming link between heavy drinking and negative sexual consequences. CHI has collaborated with NSW Police Commissioner Andrew Scipione to address social issues relating to alcohol. This story was covered in **The Sun Herald, Sydney Morning Herald, ABC Radio, The Age, The Daily Telegraph, 10 News, 7 News** and **WIN News**.

Campus Review featured **Prof Patrick Crookes** in an article on the growing shortage of practical training positions for student nurses.

Prof Sandra Jones was interviewed by **ABC Illawarra** about the effectiveness of diversion drug programs for minors. Research findings suggest that juvenile drug diversion programs are more effective than incarceration in reducing recidivism.

WIN News interviewed **Prof Sandra Jones** about a new skin cancer prevention campaign created by health experts and doctors.

NOVEMBER

Medicalxpress.com detailed the findings of **Dr Nina Berry**, who co-wrote a review published in the *International Breastfeeding Journal*, which found that formula-fed infants had a higher risk of serious illness than breast-fed infants due to the challenges of supplying critical and appropriate food and liquid in emergencies.

Prof Sandra Jones attracted a great deal of media attention with CHI’s research on Schoolies, which found that 23% of boys and 13% of girls reported having unprotected sex during Schoolies Week. Prof Jones also called on government, local councils, and schools to invest money into alcohol-free alternatives for Schoolies. The story was covered by New Zealand’s **Dominion Post, The Australian, The Herald Sun, The Sunday Age, The West Australian, The Sydney Morning Herald, 2UE, ABC News 24, ABC Radio National, ABC Statewide Drive**, as well as a host of regional ABC programs.

Prof Sandra Jones was interviewed by **ABC News Hobart** and **ABC Adelaide** about Research which has found that many older Australians have a problem with alcohol. Prof Jones stressed that alcohol also has an impact on medication and health conditions.

Prof Don Iverson was included in a **Medical Observer** article about the shortage of training places and uncertainty regarding achievement of residency that may force international medical students to head back overseas to study.

Australian Ageing Agenda reported on **Prof Richard Fleming’s** involvement in a design team based at UOW’s NSW/ACT Dementia Training Studies Centre and commissioned by the Department of Health and Ageing to provide design advice to make buildings suitable for those with dementia.

Prof Sandra Jones’ research into alcohol and children featured in **The Sunday Telegraph’s** Body and Soul lift-out, and was included in other News Limited Sunday papers across Australia. Prof Jones said giving children alcohol on special occasions does more harm than good.

DECEMBER

A/Prof Lyndall Parker-Newlyn spoke about UOW’s Graduate School of Medicine program in an article about the different courses on offer for those who have completed ‘generalist’ degrees which cover a range of disciplines which was published in **The Sun Herald**.

Prof Don Iverson was interviewed by **ABC Broken Hill**. He said the Federal Government’s immigration policies are deterring international regional medical students from staying in Australia.

New Projects and Grants

The nature of alcohol advertising in ‘old’ and ‘new’ media and the impact on young people’s alcohol-related attitudes and behaviours

Chief Investigators: Prof Sandra Jones and A/Prof Peter Caputi

Timeline: January 2012–December 2014

Funder: Australian Research Council (ARC Discovery)

Amount: \$165,000

Summary: While there is increasing evidence of an association between alcohol advertising and youth drinking, there have been no published studies that have comprehensively examined the role of different forms of alcohol advertising on young people’s drinking perceptions and intentions. The rise of ‘new media’ and the increasing move to ‘below-the-line’ marketing means that young people are exposed to an unprecedented level of alcohol marketing messages. The proposed program of research is a longitudinal cohort study, combined with a series of targeted qualitative and quantitative studies, to examine the relative effects of exposure to differing advertising messages via different media on young people’s alcohol-related attitudes and behaviours.

Research into the Nature & Extent of Point of Sale Promotions at Retail Outlet in Victoria.

Researchers: Prof Sandra Jones, Mr Lance Barrie, Dr Ross Gordon, A/Prof Peter Caputi, Ms Laura Robinson

Funder: Department of Justice- Responsible Alcohol Victoria

Amount: \$159,262.40.

Summary: The aim of the project is to examine the nature, extent and impact of point-of-sale (POS) alcohol promotions at retail outlets in Victoria.

Researchers will follow a cohort of 100 young people in Victoria over a 12-month period and measure:

- Their alcohol purchase and consumption behaviour
- The degree of direct exposure to alcohol promotions
- The degree to which exposure to promotions impacts on alcohol purchase and alcohol consumption behaviour; and
- Provide insight on the dynamics between alcohol promotion and, alcohol purchase and consumption behaviour

New Projects and Grants

Alcohol Policy Interventions in Scotland and England: APISE.

Chief Investigators: Hastings G, MacKintosh A.M, Institute for Social Marketing, University of Stirling. Meier, P, University of Sheffield. Harris, F, Open University Business School. Gordon R, Centre for Health Initiatives, University of Wollongong.

Timeline: January 2012 - June 2015.

Amount: £1,054,241.

Summary: The overall aim of the study is to yield robust evidence on the effectiveness and mechanisms of macro-level alcohol policy interventions. The main objectives of the study are to:

1. Evaluate the impact of alcohol policy interventions on changes in alcohol related knowledge, attitudes and behaviour
2. Compare the impact of policy interventions in Scotland, England and other participant countries by exploiting natural experiments
3. Compare the policy context and implementation in Scotland, England and other participating countries to increase understanding about the mechanisms and processes of successful behaviour change.

A secondary objective of the study is to combine efforts with international collaborators to collectively contribute to the evidence base on effectiveness of alcohol policy interventions and the knowledge base concerning methods of evaluating alcohol policy interventions.

Overcoming Isolation for GP Registrars: A project with CCCGPT and GPT1 registrars using Virtual Communities of Practice.

Chief Investigator: Dr Stephen Barnett, University of Wollongong.

Timeline: January 2012—December 2012.

Funder: Coast City Country General Practice Training

Amount: \$60,000.

Summary: Online communities of practice have the potential to reduce professional, social and structural isolation in general practice training, resulting in better outcomes for trainees and the health system.

This pilot study will provide a world-first study on this method in general practice training, with far-reaching consequences if successful.

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The Centre for Health Initiatives (CHI) is a Research Strength of the University of Wollongong. It is composed of appointed academic and general staff, affiliated academic staff, and research students. CHI's key streams of research are:

1. Initiatives in Social Marketing and Community Engagement,
2. Initiatives in Critical Marketing and Media Analysis, and
3. Initiatives in Health Education, Leadership and Practice Development.

CHI prioritises the conduct of research that will impact on professional practice, policy or individual health behaviours and facilitates the application of this research in the relevant organisations or community environments.

CHI News is published quarterly. The deadline for submission to the next issue of CHI News will be the 23 March 2012. Please contact Uwana Evers on 4221 5441 or uwana@uow.edu.au.

Papers Accepted for Publication

- Berry, N., Jones, S. C., & Iverson, D. (in press). Toddler Milk Advertising in Australia: infant formula advertising in disguise? *Australasian Marketing Journal*.
- Bonney, A., Jones, S. C., & Iverson, D. (in press). Older patients' attitudes to general practice trainees: Implications for training. *Education for Primary Care* (accepted 6/12/2011).
- Gilchrist, H., Smith, K.M., Magee, C., Jones, S. C. (in press). A hangover and a one night stand: alcohol and risky sexual behaviour among female students at an Australian University. *Youth Studies Australia* (accepted 8/12/2011).
- Gordon, R. (in press online). Rethinking and retooling the social marketing mix. *Australasian Marketing Journal*. doi:10.1016/j.ausmj.2011.10.005
- Gordon, R., Heim, D., MacAskill, S. (in press online). Rethinking drinking cultures: A review of drinking cultures and a reconstructed dimensional approach. *Public Health*. doi:10.1016/j.puhe.2011.09.014
- Jones, S. C., Gregory, P., & Kervin, L. (in press). Branded food references in Australian children's magazines: 'advertisements' are the tip of the iceberg. *Pediatric Obesity* (accepted 17/12/2011).
- Jones, S. C., & Reid, A. (in press). Sex and Sexism in Australian Alcohol Advertising: (Why) Are Women More Offended than Men? *Contemporary Management Research* (accepted 14/11/2011).
- Magee, C.A., Caputi, P., Iverson, D.C. (in press). Are parents' working patterns associated with their child's sleep? An analysis of dual-parent families in Australia. *Sleep and Biological Rhythms* (accepted 2/11/2011).
- Magee, C.A., Kritharides, L., Attia, J., McElduff, P., Banks, E. (in press). Short and long sleep duration are associated with prevalent cardiovascular disease in Australian adults. *Journal of Sleep Research* (accepted 16/11/2011).
- Magee, C.A., Stefanic, N., Caputi, P., Iverson, D.C. (in press). The association between job demands/control and health in employed parents: The mediating role of work-to-family interference and enhancement. *Journal of Occupational Health Psychology* (accepted 6/12/2011).
- Smith, K.M., & Crookes, P.A. (in press). The Study of Nursing Care Project: Back to the future for contemporary nursing research? *Journal of Advanced Nursing* (accepted 6/12/2011).
- Smith, K.M., Crookes, P.A., Else, F., Crookes, E. (in press). Scholarship Reconsidered: Implications for reward and recognition of academic staff in schools of nursing and beyond. *Journal of Nursing Management* (accepted 9/12/2011 for publication in March Special Edition).

Interested in Presenting Your Research?

The Centre for Health Initiatives wants to hear about what you're doing!

The monthly CHI Research Seminar Series will continue throughout 2012, and is after expressions of interest from researchers looking for a forum to present their work.

If you are interested in presenting a research seminar in 2011, please contact Christine Cairns on ccairns@uow.edu.au or (02) 4221 5106

