Cold and Flu Affects More Than You

The cold and flu campaign was designed to remind students and staff about the importance of cold and flu prevention and provide simple strategies for keeping sickness at bay.

Formative research with UOW staff and students revealed that many people felt catching a cold was an inevitable part of attending university and were confused about the best strategies for stopping the spread of illnesses.

A range of materials were developed to promote simple strategies for staying healthy during cold and flu season. Project officer, Karen Larsen-Truong hopes the messages will make people think more about how to prevent the spread of colds and flu.

“We developed the campaign tagline, ‘Cold and Flu Affects More Than You’, to encourage staff and students to think about their peers and colleagues when they’re sick and to use simple strategies like washing your hands, sneezing into your sleeve and stay at home if you’re sick. I hope that the campaign generated conversations and made students and staff think about strategies to stay healthy on campus.”

Campaign activities and materials included posters, flu booths, ‘cold and flu geeks’, desk top hygiene centres, free cold and flu merchandise, a ‘wall of sneeze’ promotion, and a flu facts website. Karen said the campaign was well received by staff and students.

“We had an overwhelmingly positive response about the campaign. Students were surprised by the free stuff and I think they thought the campaign was fun and interesting. The campaign had not come too soon for staff. They were enthusiastic about the messages and keen to promote them in the workplace. I had numerous requests for hygiene centres and many comments about making them more available across the University.”

Story: Ellena Rebbeck
This has been an extremely busy, and exciting, quarter for CHI. After much planning and waiting, we have moved to our new premises on the Innovation Campus (see the bottom of this page for details of our official opening to be held 19 October). We are settling in, and really enjoying having sufficient space to have whole team located together. A huge thank you to Donata and Christine, and all the CHI helpers, for a mammoth effort in getting everything packed and unpacked in record time.

Within days of our move, we welcomed our first official visitor - the NSW Commissioner of Police, Andrew Scipione, who came to talk to CHI researchers about the range of projects we are engaged in to reduce alcohol-related harm in our community.

CHI welcomed two new Research Fellows, Navjot Bhullar and Henry Zheng (see page 5), and we anticipate continuing to grow the team in our new premises.

This quarter also saw the conduct of our well-received cold and flu prevention campaign for UOW staff and students (see page 1). The extremely positive feedback on the campaign from staff and students is a great credit to Karen, who did a fantastic job of coordinating this multi-component and multi-location intervention.

In the midst of all this excitement, CHI members, staff and students continued with a wide array of ongoing research projects, won new grants, published papers, presented at conferences, and were active in the media and community. I’m sure you will enjoy reading about all of these activities in our ever-expanding newsletter.

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).

### Official CHI Launch on the Innovation Campus

CHI have recently relocated to the Innovation Campus and are holding an official opening of our new premises.

The opening will provide an opportunity for our friends and colleagues from UOW, our external research partners, and our neighbours on the Innovation Campus to see our new premises and meet CHI staff and students.

The event will also showcase some of CHI’s completed and current projects.

Finger food and wine will be provided.

**What:** CHI’s Official Launch event at iC

**When:**
Wednesday, 19th October, 2011

**Where:**
Building 233 (ITAMS)
Innovation Campus
Squires Way, Fairy Meadow

**Time:**
4pm - 6pm

**RSVP:**
Email ccairns@uow.edu.au
Phone (+61 2) 4221 5106
Dr Andrew Bonney and Pippa Burns represented CHI at the recent Primary Health Care Research Conference that was held in Brisbane. The theme of the conference was: Inspirations, collaborations and solutions.

Andrew presented his work around “The older patient, the doctor and the trainee: patients’ attitudes and implications for models of care”. His research concluded that by “ensuring inter-personal continuity with the patient’s regular GP should (...) aid patient safety. In addition, some older patients may be comfortable with their GP taking a consultant-like role in chronic disease management, with significant implications for models of care.”

Pippa presented her research into health literacy and older adults with asthma. Her findings suggest “that older adults with asthma are exposed to the same self-management strategies. However, those with adequate health literacy report better health and less impact on day to day activities, implying that they are better able to utilise these strategies.”

There was a good deal of discussion around self-management of chronic disease at the conference. Although much of the research reported focused on just a single chronic disease, researchers were acknowledging that many people suffer from multiple chronic diseases and some work in this area was reported. There was also much discussion of the role of social media in research, both in terms of promoting current work and for use in recruiting research participants.

Next year’s Primary Health Care Research Conference will be held in Canberra in July.

Prof Sandra Jones gave a talk at the Australian New Zealand School of Government (Tuesday 6th September) entitled “The interface between evidence and policy: The case of alcohol consumption”.

Prof Sandra Jones presented a seminar for the Australian Market Research Society (3rd August) entitled “Evidence-based policy: Fact or fantasy?”. Prof Sandra Jones gave a talk at the University of the Third Age (September) entitled “GPs, older adults and alcohol”.

The CHI Seminar Series has continued over the last months, sharing research findings from various studies being conducted within the centre. In early August, Professor Richard Fleming delivered a very interesting talk on the influence of the physical environment on people with dementia in residential aged care. Pippa Burns and Uwana Evers gave the seminar in September about the development and use of a survey tool for their research on asthma and older adults.
New Grant for Carers of CALD Dementia Patients

The aim of this project is to identify the needs of carers who care for elderly CALD relatives diagnosed with dementia in terms of medication (e.g. medication information, medication aides, side effects etc). The secondary aim of the project is to develop and pilot a medication resource tool (based on these identified needs) which will improve communication and support for carers about their relative’s medication.

**Improving medication information resources for carers of CALD patients diagnosed with dementia.**

**Funder:** Multicultural Health Service Cultural Diversity Health Enhancement Grant 2011-2012  
**Investigators:** Mullan JR, Mullan J, Jeleric E, Vanzenann C.  
**Partners:** Illawarra Shoalhaven Local Health Network

Outstanding Contribution to Student Learning

Dr Mario Fernando has received a 2011 Australian Award for University Teaching from the Australian Learning & Teaching Council (ALTC).

His Citation for Outstanding Contributions to Student Learning was “For engaging commerce students in ethical issues through curriculum and resource development that highlights the affective domain”.

Mario Fernando adopts a teaching approach inspired by transformative learning which challenges students’ dominant assumptions regarding ethical issues. Class discussions and assessment activities focus on emotionally intensive encounters on complex social issues such as corruption and violation of human rights. These encounters challenge students to re-examine their dominant worldviews, appreciate alternative viewpoints, and develop new perspectives or reinforce existing ones. Mario has developed socially responsible resources for numerous programs in the Faculty of Commerce.

For more information about these awards, see:  

Academic Integrity Team Wins Best Paper Award

A paper presented at the Australian Universities Quality Forum (Melbourne 1 July 2011) by Wollongong researchers in conjunction with researchers from five other Australian universities was awarded “Best Paper”.

The papers authors include CHI member Margaret Wallace and her partners in the Australian Learning and Teaching Council Priority Project 'Academic integrity standards: Aligning policy and practice in Australian universities'.

The Best Paper award attracted $1,800 for the paper 'Academic Integrity Standards: A Preliminary Analysis of the Academic Integrity Policies at Australian Universities'.

For more information about the audits conducted by the Australian Universities Quality Agency (AUQA), visit http://www.teqsa.gov.au/
Welcome to CHI!

The team at the Centre for Health Initiatives gives a warm welcome to their two newest colleagues, Dr Navjot Bhullar and Dr Henry Zheng.

Navjot Bhullar

Dr Navjot Bhullar obtained a doctorate degree in Psychology from University of New England, Armidale and was a postdoctoral research fellow on an ARC-funded project in the same department for 2 years. Before joining University of Wollongong in September 2011, Navjot was working at the University of Canberra as a Lecturer in Psychology, and eventually decided to venture into a research only position at CHI. Her primary research interests are in the areas of mental health and well-being within the Positive Psychology paradigm. In addition, she works in the area of environmental psychology in collaboration with her colleagues at UNE. Another quirky side to Navjot’s endearing demeanour is that she loves advanced statistics, and is most happy when she has access to all her statistical softwares for data analyses! No doubt she enjoys watching The Big Bang Theory.

Henry Zheng

Dr Henry Zheng holds a doctoral degree in population health and community medicine from the Faculty of Medicine, the University of New South Wales. His PhD research focused on the quantification of the effect size and dose response of a physical activity intervention in reducing the risk of and preventing coronary heart disease. Prior to joining the Centre for Health Initiatives, University of Wollongong, Henry worked (and is still working) as a research fellow with the Institute of Health and Biomedical Innovation, Queensland University of Technology. His research interests span exercise interventions for prevention and management of cardiovascular disease, diabetes, obesity, depression and falls; improvement of mental health and cognitive function; and promotion of active and healthy ageing. A key area of his research interests is in evidence translation through designing, developing and evaluating evidence-based, safe, targeted and innovative therapeutic exercise programs for prevention and management of chronic degenerative conditions.
New Grant for Dementia Online Illawarra

**Dementia Online Illawarra:**
*Innovative approaches to supporting the information needs of Dementia service providers in the Illawarra.*

**Funder:** Office of Community & Partnerships, UOW  
**Investigators:** Lyn Phillipson, (CHI, UOW)  
Peter Samsa (Australian Health Services Research Institute (ASHRI), UOW), Associate Prof Helen Hasan (School of Economics, UOW), Simone Stuart (HACC Development Officer, Illawarra Forum)  
**Partners:** Illawarra Forum, Illawarra Dementia Services Network, Alzheimer’s Australia, NSW.

Due to the ageing of the population, by 2050, the number of people living with dementia in Australia is expected to increase to 1.13 million (Access Economics, 2009). Extrapolating from national data, over 2000 of these will be living in the Illawarra. People living with dementia have significant physical and psychological needs. To provide them with adequate support for they require appropriate information and support in the community to access health and social care networks (AIHW, 2006). In Australia, however, the dementia services care environment is particularly complex and fragmented (Brennan, 2010; Brodaty et al, 2003). As such, adequate information and assistance to navigate this system is integral to effective dementia service delivery (Phillipson, Jones and Magee, 2011; Robinson, Emden, Lea et al, 2009).

The ‘Dementia Online Illawarra’ project has been conceived in response to community needs and builds on the recent consultative work of the Illawarra Forums ‘Dementia Mapping Project’. It also draws on the research expertise and interests of academics from UOW (Phillipson, Palinkas, Samsa and Hasan). The project aims to increase the sustainability of current local resources, and pilot the use of a web-based platform to facilitate information sharing about local dementia services in the Illawarra. The project will work with the Illawarra Dementia Support Network (DSN) to investigate the utility of a centralised online platform to facilitate sharing of local dementia resources and information, as well as to perform functions such as providing information about waiting lists, availability of services and enabling communication regarding changes to the service environment over time. As such, outcomes will last well beyond the funding period as the platform will become a central resource and tool for the dementia network. This project will provide immediate benefits to the Illawarra Community, ensuring that dementia service providers in the region will have a sustainable online forum, developed on the basis of community needs, which provides the community with another means by which to build local dementia networks and share and update local service information.
Dr Chris Magee was interviewed by The Australian Financial Review about his research on employee productivity and presenteeism. Hard-working employees who take fewer sick days are more likely to be guilty of “presenteeism”- going to work, but not productive because they are feeling unwell.

Professor Sandra Jones was interviewed by The Conversation about the alcohol industry’s proposed alcohol warning labels.

Lance Barrie was interviewed on WIN news about the new warning labels that the Alcohol Industry (Drinkwise) has placed on alcohol products. These labels in their current form are not effective and do not provide the consumer with any useful or persuasive information regarding the health effects of drinking alcohol.

The Conversation interviewed Professor Sandra Jones for an article about a recent study which found older women who have one standard alcoholic drink a day may be healthier than their teetotalling peers. “The beneficial effects found in this study relate to moderate alcohol consumption at midlife (not lifetime alcohol consumption),” Professor Jones said.

Professor Sandra Jones was interviewed as part of a story published on HealthCanal.com. Professor Jones’ team from UOW’s Centre for Health Initiatives (CHI) has discovered that nearly one in five older adults has been diagnosed with asthma at some time in their life.

PhD candidates Pippa Burns and Uwana Evers were interviewed by WIN News about a recent Centre for Health Initiatives (CHI) poll of over 4000 older adults from around NSW. The researchers found that one in ten people suffer from asthma, with most elderly residents unaware they are experiencing the condition. The story was also covered by i98fm, who interviewed Professor Sandra Jones on the subject.

Professor Sandra Jones spoke to The Advertiser about a recent Centre for Health Initiatives (CHI) study which has found that nearly one in five older adults has been diagnosed with asthma at some time in their life.

Professor Sandra Jones was interviewed by The Conversation about a recent Finnish study which found that men who live alone are up to 4.9 times more likely to die of alcohol-related liver disease than men who live with a partner.

Professor Sandra Jones was interviewed by The Conversation concerning The Heart Foundation’s plans to remove its tick from takeaway foods, citing unfair advantage for companies such as McDonalds over small takeaway outlets that can’t afford accreditation fees. Professor Jones answered a range of questions concerning the meaning of the tick and how it is awarded.

Professor Sandra Jones was interviewed on Radio National as part of a discussion about the DRINKWISE alcohol labelling initiative introduced by the alcohol industry.

Dr Andrew Bonney wrote a piece for the Illawarra Mercury, stating that “GPs are perfectly positioned to be at the frontline of research to improve treatment of patients”. Professor Sandra Jones was interviewed by WIN News about a proposal for convenience stores to be able to sell alcohol.
Papers Accepted for Publication


Conference Presentations


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 Wednesday 14th December 2011. Please contact Uwana Evers on 4221 5441 or uwana@uow.edu.au.

For the Calendar...

Special Guest Lecture @ CHI

**Helpful, harmful, or overhyped? The effects of advertising antidepressant medications directly to the public.**

**David Erceg-Hurn**  
M.Psych / PhD (Clinical) Candidate  
Project Officer - Brief Alcohol Intervention Training Program  
School of Psychology, University of Western Australia  

**Date:** Monday 24th October  
**Time:** 12.30-1.30pm  
**Venue:** ITAMS Building 233.G01, iC Campus

CHI Seminar Series

The monthly CHI Research Seminar Series will continue throughout 2011 at lunch time (12.30-1.30pm) in the IHMRI Building 32-Room G01 on the following dates:

**13th October**  
Ms Jo Telenta and Ms Andrea Garner

**17th November**  
Professor Patrick Crookes and Dr Kylie Smith

**15th December**  
Professor Sandra Jones and Mr Lance Barrie

A delicious free lunch is provided, so come along!