Professor Sandra Jones Announced as ARC Future Fellow

The Director of the Centre for Health Initiatives, Professor Sandra Jones, has been awarded a four-year Australian Research Council (ARC) Future Fellowship grant for $931,010.

Professor Jones was one of four University of Wollongong researchers who were awarded a total of $3.095 million in the latest round of ARC Future Fellowships announced by Minister for Tertiary Education, Skills, Science and Research Senator Chris Evans on the 25th July.

The Minister said the Fellowships were designed to help the best and brightest mid-career researchers solve problems and make discoveries to improve the lives of all Australians.

The new CHI project will aim to reduce the frequency and amount of alcohol consumption, and alcohol-related harms, among young people aged 12-17 years by addressing social norms regarding underage alcohol consumption. Using a multi-component intervention it will engage the Illawarra community in strategies to encourage and empower young people not to drink.

The other three Future Fellows from the University of Wollongong are Dr Julia Martinez (Faculty of Arts), Associate Professor Louise D’Arcens: (Faculty of Arts), and Professor Zheng Jiang (Faculty of Engineering).

UOW Deputy Vice-Chancellor Professor Judy Raper congratulated the University’s four Future Fellowship recipients. “Future Fellowships are highly regarded and much sought-after, and I congratulate our four recipients,” Professor Raper said. “Their projects are all extremely worthwhile and will make a valuable contribution to the nation.”

Story modified from UOW Media Unit media release on 25th July 2012.
This quarter has seen an increasing public profile for CHI, with numerous examples of our research making a real impact on the health and wellbeing of Australians. The importance of our alcohol marketing research has been recognised in both the AMA Report on Alcohol Marketing and Young People (see page 2) and the National Summit on Alcohol Marketing at Parliament House (see page 3). In the area of aged care, the report on dementia and stigma authored by CHI and Alzheimer’s Australia was launched by Ita Buttrose at the National Press Gallery (see page 5); and the IRT-UOW collaboration received substantial funding under the Federal Government’s Teaching and Research Aged Care Services initiative (see page 4). The broader reach of our work is also evidenced by more than 30 stories on our research in the local and national media in the period June-September (see page 7).

Once again we have commenced a number of new projects (see page 6), and have a number of projects nearing completion which will be profiled in the next issue of this newsletter. On a personal note, I am delighted to have been awarded an ARC Future fellowship and am looking forward to being able to dedicate my time to this important project, addressing social norms around underage alcohol consumption. You can follow the progress of the project, and other related issues, on my UOW blog – http://uowblogs.com/sandracjones/

I will be handing over the management of CHI on the 1st January, although I will continue to be involved at a strategic level, as well as continuing to work on ongoing research projects. See the next issue of this newsletter for a profile of the new management team.

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).

AMA Report: Alcohol Marketing and Young People

The Australian Medical Association (AMA) released a comprehensive report on the evidence base regarding alcohol marketing in Australia. This report “Alcohol Marketing and Young People: Time for a new policy agenda” addresses: young people and alcohol consumption (consumption rates and alcohol-related harms); the shape of contemporary alcohol marketing (traditional marketing techniques and offline promotions, digital marketing and new media, sponsorship of sporting and cultural events); the impact of alcohol marketing on drinking patterns (total population consumption, beliefs and behaviours of young people); and regulating alcohol advertising and promotions (alcohol regulations in Australia, the limitations of self-regulation, and the case for regulatory reform); and policy options and recommendations.

The report was officially launched at Parliament House during the National Summit on Alcohol Marketing to Young People. Demonstrating CHI’s preeminence in the field of alcohol marketing research in Australia, the report cited 16 journal articles authored by CHI researchers.

National Summit on Alcohol Marketing to Young People

On Wednesday 19 September the AMA hosted a National Summit on Alcohol Marketing to Young People at Parliament House, Canberra, attended by representatives of NGOs and the AOD sector from around Australia.

CHI Director, Professor Sandra Jones, was one of the four invited speakers at the Summit, and presented an overview of some of the alcohol research conducted at CHI over the last four years.

Prof Jones spoke about the vast range of alcohol marketing that young people are exposed to, and the need to broaden the definition (and regulation) beyond traditional media advertising. This includes the product (alcohol strength, labeling, added ingredients such as caffeine); the price (including multipack pricing and sale prices); the place (availability, density, opening hours); and the promotion (mainstream media, internet, point-of-sale, sponsorship, sales and event promotions).

"...we really need to regulate all the forms of alcohol marketing that our kids are drowning in..."

Topics covered in Sandra’s presentation included CHI’s research on: RTD pricing and availability; standard drink labeling; alcohol energy drinks; alcohol advertising in mainstream media; alcohol marketing on the Internet; alcohol sponsorship of sport; and point-of-sale marketing.

At the conclusion of the Summit, the AMA and NAAA issued a joint statement, calling on the Australian Government to establish a major Parliamentary Inquiry with the following Terms of Reference:

1. A comprehensive analysis of the extent to which children, teenagers and young Australians are exposed to alcohol advertising and promotion, and the modes and contexts in which it occurs. As part of this, the Inquiry should:
   - include a substantial focus on marketing techniques in digital platforms and in new and emerging social media, and the extent to which these platforms and media are targeted;
   - include a focus on alcohol industry sponsorship of sporting and youth cultural and music events and alcohol promotion targeting tertiary education students, and
   - use its powers to require leading alcohol companies and their communications agencies to table their annual expenditure, and to provide research and planning documents on alcohol promotion and marketing.

2. A comprehensive independent review and analysis of research on the impacts of alcohol advertising and promotion on the attitudes and behaviours of young Australians regarding alcohol consumption.

3. A ‘failure-analysis’ of the voluntary, industry-administered, code of alcohol advertising practice that currently operates in Australia.

4. Recommended best practice approaches to government regulatory schemes for alcohol marketing.

For more details on the Summit and the recommendations:


Aged Care Teaching Centre Announced

A project from the Illawarra Retirement Trust (IRT) Group and the University of Wollongong (UOW) which improves learning environments in the aged care sector today received more than $500,000 funding under the Federal Government’s Teaching and Research Aged Care Services initiative.

The Minister for Mental Health and Ageing, Mark Butler, said the Federal Government would provide funding for projects across Australia to create integrated aged care teaching centres. Details of the specific funding were announced in Wollongong this morning by the Member for Cunningham, Sharon Bird, and the Member for Throsby, Stephen Jones.

IRT Group CEO Nieves Murray, said the partnership with UOW would allow for best-practice modelling for education in aged care, through the combining of teaching, research and the delivery of care in the same setting.

“This gives the aged care workforce the chance to have their training in a clinical setting – our care centres become the classroom,” Ms Murray said.

“In this hybrid education environment, students will be exposed to the full gamut of medical conditions and the different models of care over an extended period of time. This allows students clinical hands on experience in the management of clinical conditions.

“There is growing demand for aged care services – in fact, by 2050 almost 5 per cent of all workers will be working in the aged care sector.

“In Wollongong alone there will be a 70 per cent increase in people aged over 65 – this program will go a long way towards shaping an education system to deal with the future demand for quality care services,” Ms Murray said.

The Head of the School of Nursing, Midwifery and Indigenous Health at UOW, Associate Professor Angela Brown, said the partnership would allow both organisations to share their expertise.

“Students of nursing, psychology, exercise physiology and dietetics will learn how to apply their skills in practice,” A/Prof Brown said.

“Researchers will work on topics of immediate relevance to the care of the elderly and we hope to use the specialist courses we have on leadership to maximise the benefits of the project.”

Mr Butler said that overall 16 grants will be provided to universities and aged care facilities across the country under the Teaching and Research Aged Care Services initiative.

“The projects will cover a range of disciplines including nursing, psychology, medicine, physiotherapy and occupational therapy designed to support the training and professional development of workers in aged care,” Mr Butler said.

Story from UOW Media Unit, published on the university website on 5th September 2012.

HDR Graduations and Submissions

A huge congratulations to Dr Melinda Williams for graduating on July 19 with her PhD entitled “An Exploration of Adolescent Sun-Related Behaviours and their Measurement”.

Kelly Andrews submitted her Masters of Science (Research) for examination on August 29 entitled "Self Management Perceptions and Practices of Adults with Asthma". Congratulations, Kelly!
UOW Cold and Flu Campaign: Pre campaign findings

The UOW Cold and Flu Campaign is currently up and running with various activities occurring on a number of UOW campuses.

Results of the pre campaign survey have been analysed and reaffirm the importance of the UOW Cold and Flu Campaign. Of all the infectious diseases that come to mind 55% students and 68% staff felt that colds and flu were of greatest concern. Some other key findings include:

- 78% of staff and 87% of students reported contracting a cold or the flu in the previous 12 months.
- 63% of staff and 53% of students had taken time off uni due to colds and flu in the previous 12 months
- 69% of staff and 74% of students had come to uni while experiencing cold and flu symptoms

Vaccine coverage for both students and staff is low. A total of 16% of staff had received the vaccination before the pre campaign survey whereas only 13% of students had. Of those who hadn’t received the vaccine, 9% of staff and 11% of students said they intended to get the vaccine this year.

These findings highlight the importance of delivering key messages and practical solutions that take into account that many staff and students will experience colds and flu and many will come to uni while experiencing symptoms. Results of the overall evaluation of the 2012 Cold and Flu Campaign will be available soon.

For more information please visit: http://www.uow.edu.au/health/chi/flufacts

Or contact Karen Larsen-Truong at karenlt@uow.edu.au or (02) 4298 1231

Ita Buttrose Launches CHI Report on Dementia and Stigma Beliefs

Ita Buttrose, president of Alzheimer’s Australia, gave the National Press Club Address at the National Gallery in Canberra on 11 July 2012.

The purpose of the address was to discuss dementia, a growing health and social issue in the Australian community. The address also served to launch an Alzheimers Australia Discussion paper author by Lyn Phillipson, Dr Christopher Magee, Dr Ellen Sladien (Alzheimers Australia) and Professor Sandra Jones.

The discussion paper presented the results of research conducted by the team as part of a URC Partnerships Grant. The objective of this research is to understand the beliefs and attitudes (including stigma) that people in the community hold towards dementia and people living with dementia.

The results indicated that the majority of people sampled hold negative attitudes about people with dementia (e.g., ‘people with dementia can be an irritation’) which led to preferences to avoid those with dementia. Furthermore, participants indicated that they believed they would be discriminated against if they were diagnosed with dementia.

The launch of this report also attracted additional media attention, with Lyn Phillipson being interviewed by WIN News, ABC local radio, and the Illawarra Mercury.
New CHI Grants

When it’s good to be a quitter: The development of youth orientated anti-tobacco resources
Funder: Community Engagement Grants Scheme (CEGS)
Amount: $8,605
Partners: Thirroul Neighbourhood Centre, Youth Drug & Alcohol Service
Researchers: Dr Ross Gordon and Mr Lance Barrie
Summary: In Australia, evidence shows that of those aged 14 years or older; the regularity of smoking was inversely related to the socioeconomic status. Community organisations that deal with young smokers trying to quit struggle to find relevant and acceptable materials for this difficult to reach group. This project will target youth from lower SES groups in the Illawarra through facilitated discussions and develop a set of youth oriented materials for distribution through Illawarra neighbourhood centres and community organisations.

Effectiveness of “signs and symptoms” campaigns for lung cancer: a rapid review
Funder: The Sax Institute
Amount: $18,000
Researchers: Dr Christopher Magee, Dr Ross Gordon, Prof. Sandra Jones, Lyn Phillipson, Lance Barrie
Summary: This rapid review aimed to answer the following questions:
1. How effective have community-based “signs and symptoms” interventions/campaigns been in influencing knowledge, attitudes, beliefs and health seeking behaviours in: (a) The general community, and (b) Population groups at increased risk of developing lung cancer (for example, low socio-economic status communities, indigenous communities, rural and remote communities, Culturally and Linguistically Diverse (CALD) communities).
2. How effective have lung cancer “signs and symptoms” interventions/campaigns for health professionals been in influencing knowledge, attitudes, beliefs and health professional behaviours?

Improving cancer outcomes among culturally and linguistically diverse communities: a rapid review
Funder: The Sax Institute
Amount: $21,000
Researchers: Prof Sandra Jones, Ms Lyn Phillipson, Dr Ross Gordon, Dr Chris Magee, Ms Leissa Pitts, Ms Karen Larsen-Truong
Summary: This rapid review aimed to answer the following questions:
1. What are the knowledge, attitudes or beliefs of people living in CALD communities in Australia in relation to: (a) the nature of cancer (what it is), (b) the causes of cancer, (c) their susceptibility to (or risk-factors for) cancer, (d) cancer prevention and screening programs, (e) the likely short and long term outcomes for those diagnosed with cancer, and (f) the treatment of cancer.
2. What models, programs or interventions have been effective in reducing the risks associated with cancer in CALD communities – including tobacco use, alcohol use, fruit and vegetable consumption, physical activity, overweight and obesity, human papillomavirus infection and hepatitis B?

Southern Region Domestic Violence Cinema Advertising Project
Partner: NSW Police
Amount: Pro bono
Researchers: Prof Sandra Jones, Dr Ross Gordon, Mr Lance Barrie
Summary: This project was initiated by the Shoalhaven Violence Committee to raise community awareness about domestic and family violence and encourage action. NSW Police will use cinema advertising to communicate their message about domestic violence as this channel has been identified as an effective way to reach the community. CHI will evaluate the effectiveness of the advertisements and interview cinema patrons using an intercept survey.
CHI in the Media

**July**

A CHI report titled “Exploring Dementia and Stigma Beliefs” co-authored by Dr Ellen Skaldzien, **Professor Sandra Jones**, Dr Christopher Magee, and Lyn Phillipson was launched by Ita Buttrose, attracting attention from Channel 10 News, the ABC’s 7.30 Report, the Medical Observer, The Canberra Times, and The Launceston Examiner. Lyn Phillipson was interviewed by ABC Radio and the Illawarra Mercury on July 11 about the study.

**Professor Sandra Jones** was interviewed by the Illawarra Mercury and ABC Illawarra on July 26 about the ARC grant of $931,010 secured by CHI to investigate a way to reduce alcohol consumption in youth aged 12-17.

WIN Wollongong and ABC Riverina interviewed **Professor Sandra Jones** about her research into underage alcohol consumption.

**August**

Fifty-Plus News reported that CHI released the results of a pilot study on the stigma associated with dementia showing widespread ignorance and negative attitudes towards people with dementia.

The Medical Journal of Australia interviewed Dr Stephen Barnett about his role in creating health websites, including www.e-healthspace.com.au, where doctors can share ideas, case studies, and access specialist support.

The Illawarra Mercury and WIN News interviewed **Professor Andrew Bonney** about a grant from the Federal Government which will allow the Graduate School of Medicine to host the trial of the National Broadband Network based video medical consulting—Telehealth. ABC Illawarra also reported on the story.

ABC Central West NSW reported that Uniting Care are building an aged care facility in Orange. The households have been built especially for people with dementia after consultation with **Professor Richard Fleming**.

The Illawarra Mercury reported on August 13 that **Professor Sandra Jones** has secured $931,010 funding to research underage drinking.

**Dr Ross Gordon** was interviewed by the Illawarra Mercury on August 16 about the world-first High Court decision to introduce plain-packaging for all cigarettes and tobacco products.

The Illawarra Mercury interviewed **Professor Sandra Jones** on August 31 about the NSW Community Attitudes and Behaviours report, compiled by the Foundation for Alcohol Research and Education, which found 80% of NSW residents think Australia has a problem with alcohol abuse.

WIN News, ABC Illawarra, i98FM, Health and Ageing Australia, and the Illawarra Mercury interviewed **Associate Professor Angela Brown** about the funding granted to UOW and the IRT group to run an integrated aged care teaching program across the Illawarra.

WIN News interviewed **Professor Sandra Jones** regarding a national proposal to weigh children in primary school to track population weight and obesity statistics.

**September**

The Illawarra Mercury interviewed Lyn Phillipson on September 13 about the new CHI grant to work with Serbian and Macedonian communities regarding cancer diagnosis.

CHI’s ‘Dementia Services Online’ research project (Lyn Phillipson in partnership with the Illawarra Dementia Services Network) was noted in the Parliamentary Hansard. Federal member for Cunningham Sharon Bird’s speech to the House of Representatives on September 17 acknowledged the innovative research being carried out.

ABC Illawarra interviewed **Professor Sandra Jones** about the plain packaging legislation for tobacco companies.

**Dr Ross Gordon** and Lance Barrie were interviewed on WIN News on September 18 about the Quit Smoking campaign in the Illawarra developed by teens for teens.

**Professor Sandra Jones** warned that alcohol producers have bypassed restrictions on advertising in Australian media by targeting young people directly online in the Illawarra Mercury on September 19.

**Professor Sandra Jones** appeared on WIN News on September 21 about the AMA call to raise the legal drinking age.

Lance Barrie was interviewed by the Illawarra Mercury on September 25 about the local Quit Smoking campaign by teens for teens.
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 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 14 December 2012. Please contact Uwana Evers on 4221 5441 or uwana@uow.edu.au.

Papers Accepted for Publication


Call for Papers for Journal of Social Marketing

The Journal of Social Marketing has provided an outlet for contemporary ideas in the field, including critical thinking, transformative social marketing, use of dialogic theory, and moving upstream. This special issue entitled “Social Marketing: New Ideas, Fresh Thinking” seeks to enhance this tradition by encouraging submissions that introduce new ideas, fresh thinking, or investigate under researched dimensions of social marketing. Manuscript submissions examining (but not restricted to) the following topics are encouraged:

• Use of alternative theories and models in social marketing
• Innovative research methods in social marketing
• Social marketing in new contexts
• Critical social marketing
• Critical and reflexive discourse in social marketing
• Rethinking the social marketing mix
• Upstream social marketing
• Social marketing pedagogy

This special issue of the Journal of Social Marketing will feature 5 published papers which introduce new ideas and fresh thinking into the field.

Early expressions of interest and enquiries can be directed to the special issue Guest Editor, Dr Ross Gordon, who can be contacted at rgordon@uow.edu.au.