



Centre for Health Initiatives

Annual Report 2009



From the Director



2009 has been another great year for the Centre for Health Initiatives (CHI) – a year of substantial growth and many great achievements. CHI now employs 18 academic and general staff; and has 25 Members (academic staff from a range of schools and faculties), 9 Associate Members, and 72 higher degree research (HDR) students.

We completed a number of major research projects in 2009, across a broad range of areas (see pages 4-6), and have more than 40 ongoing projects as we move into 2010 (see pages 7-9). Completed projects include the ARC Discovery Grant Evidence Based Community Standards for Ethics in Advertising and the Journal Evaluation Tool (JET) project for the Council of Deans of Nursing and Midwifery. Through the JET project, CHI has enabled the Council of Deans of Nursing and Midwifery to be identified as one of the (chosen few) organisations to be consulted by the ARC in relation to the ERA journal rankings for the disciplines of nursing and midwifery.

Other projects include five Australian Research Council Grants: four Linkage Grants (with the Asthma Foundation NSW, Cancer Council NSW, WA Department of Communities, and BlueScope Steel) and a Discovery Grant.

A key focus of CHI is the development of early career researchers, and I would like to particularly congratulate Dr Andrew Bonney on his grant from CityCoastCountry Training, and Heidi Gilchrist and Gillian Stillfried for their Partnership Grant with NSW Police. Congratulations also to Prof Patrick Crookes, A/Prof Victoria Traynor and Richard Fleming for their successful application for an extension of funding for the Eastern Australia Dementia Training Study Centre in excess of \$2 million over the next 3½ years. Congratulations to Lance Barrie who was awarded 'Best Paper by an Emerging Researcher' at the 2009 International Non-Profit and Social Marketing Conference.

CHI researchers have also been extremely successful in having their work published in 2009 – with 8 book chapters, 38 journal articles, and 14 refereed conference papers. Special congratulations to the following authors whose articles were published in 'A' ranked peer reviewed journals: Danika Hall (Medical Journal of Australia), Patrick Crookes and Samantha Reis (Nurse Education Today), Judy Mullan (Australian Pharmacist), Don Iverson (Medical Journal of Australia), Ching Hsu, Peter Caputi & Mitch Byrne (Criminal Justice and Behaviour) and Sandra Jones (Medical Journal of Australia and Nurse Education Today).

As well as our contributions to the academic literature, CHI staff and members have continued to play key roles in the professional arena and in our community. In the professional context, we are especially proud of Prof Patrick Crookes who was elected Chair of the Council of Deans of Nursing (Australia & New Zealand) in 2009. In the community context, our work continues to have a major impact on policies and practices to improve the welfare of young people, particularly in the areas of food and alcohol marketing; and the community in general in the areas of social marketing, cancer prevention, and health professional education. The interest of our work to the general public is also evident in the volume of media coverage of our research in 2009, including seven television news stories, 16 radio items, and 15 newspaper items.

A key factor in all of our work is our strong relationships with our many partners with leading government, non-government and community organisations. Once again in 2009 we have been fortunate to work with the National Breast and Ovarian Cancer Centre, the Cancer Council NSW, the Asthma Foundation NSW, Australian Health Management, NSW Health, South Eastern Sydney Illawarra Area Health Service, the Illawarra Division of General Practice, NSW Police, NSW Justice Health, the Illawarra Crime Prevention Partnership, Convenience Advertising, John Bevins Pty Ltd, Uniting Care Ageing and Hammond Care. We have also formed a number of new partnerships including Alzheimer's NSW.

This report outlines some of our key achievements in 2009 – including projects completed, grants awarded, publications and presentations, and engagement with the community. The successes reported herein are due to the unfailing enthusiasm and commitment of a world-class team of researchers – staff and students – who are motivated by a strong desire to conduct research that makes a real difference to the wellbeing our community.

A handwritten signature in dark ink, appearing to read 'S Jones'.

Sandra Jones

CHI STAFF

Director

Professor Sandra Jones

Postdoc Research Fellow

Dr Heidi Gilchrist

Associate Research Fellows

Ms Keryn Johnson

Ms Lyn Phillipson

Dr Samantha Reis

Dr Gillian Stillfried

Project Managers

Ms Kelly Andrews

Mr Lance Barrie

Ms Julie Hall

Ms Joanne Telenta

Senior Research Assistant

Dr Christopher Magee

Research Assistants

Ms Katherine Butler

Ms Uwana Evers

Ms Julia Green

Ms Vanessa Hewitt

Ms Nadia Mannino

Administrative Officers

Mrs Melissa Davies

Ms Megan Kovac (casual)

CHI MEMBERS

Ms Alison Bell

Dr Andrew Bonney

Ms Angela Brown

Mr Roy Brown

Prof John Bushnell

A/Prof Peter Caputi

Prof Patrick Crookes

A/Prof Janette Curtis

Dr Mario Fernando

Mr Terry Froggatt

Prof Nicky Hudson

Prof Don Iverson

Ms Joanne Joyce

Dr Judy Mullan

Dr Lindsay Oades

A/Prof Lyndal Parker-Newlyn

Dr Russell Pearson

Dr Allison Shorten

Dr Kylie Smith

A/Prof Victoria Traynor

Dr Margaret Wallace

Prof Kenneth Walsh

Dr Moira Williamson

CHI Associate Members

Ms Kay Crookes

Dr Andrew Dalley

Prof Jan Dewing

Mr Richard Fleming

Prof Julian Gold

Dr Lisa Kervin

A/Prof Tony Okely

Ms Natalie Wall

Prof Anthony Worsley

CHI STUDENTS

PhD Students

Amira Al Showkan

Ahmad Al-Sagarat

Gabrielle Berea

Nina Berry

Andrew Bonney

Angela Brown

Roy Brown

Jessica Browne

Kellie Buckley-Walker

Pippa Burns

Neysa Burns

Phoebe Carter

Chun-Min Chen

Timothy Coombs

Justin Coulson

Sandra Daley

Uwana Evers

Richard Fleming

Terry Froggatt

Janette Gale

Mohammed Ghadi

Danika Hall

Jennifer Heath

Yumiko Horiguchi

Ching-I Hsu

Keryn Johnson

Joanne Joyce

Chettha Kaewprom

Samantha Karmel

Kate Lewis

Susan Liersch

Jessica Ogle

Anne-Marie Parrish

Lyn Phillipson

Phat Prapawichar

Paula Robinson

Rani Sarmugam

Paul Smith

Natalie Stefanic

Shae-Leigh Vella

Stewart Vella

Susan Vella

Natalie Wall

Melinda Williams

Zhenyu Zhang

Rebecca Zuchetti

Masters Students

Catherine Andrew

Kelly Andrews

Chantel Ashkar

Catherine Bateman

Nicole Britten

Susan Bromhead

Rebeka Carter

Kay Crookes

Jacqueline Cross

Heidi Dowse

Kathryn Godwin

Kim Hart

Margaret Jordan

David Kampers

Yuka Kishi

Julia Kittscha

Li-Chiu Lin

Li-Mei Liu

Jenifer Lowe

Melissa Lynch

Faye McMillan

Leeanne McQueeney

Paula Olsen

Cortnee Parkinson

Ketty Rivas

Jenny Sim

Katherine Van Putten

2009 GRADUATIONS

Dr Samantha Reis, PhD

“Interpersonal concomitants of depression: An attachment perspective”

Supervisor: A/Prof Brin Grenyer

Dr Laura Buccini, DPH

“Developing an Instrument to Measure Clinical Trial Informed Consent Comprehension in Non-Cognitively Impaired Adults”

Supervisors: Prof Don Iverson, A/Prof Peter Caputi, Dr Caroline Jones.

Dr Thomas Matthias, PhD

“A conceptual model of information system implementation within organisations”

Supervisor: A/Prof Peter Caputi

Dr Chun Min Chen, PhD

“Health and Service Use in Old Age: Longitudinal Population Based Studies in Taiwan”

Supervisors: Dr Judy Mullan, Prof David Griffiths, A/Prof Irene Kreis, Dr Robert Clark.

Projects Completed in 2009

EVIDENCE BASED COMMUNITY STANDARDS FOR ETHICS IN ADVERTISING

Prof Sandra Jones
ARC Discovery Grant

The results of this project suggest that members of the community have consistent opinions on what they consider (un)acceptable for the messages and appeals used in advertising. These views, however, are not reflected in the decisions of the organisation responsible for advertising standards. There is a need for the self-regulatory code to be revised to improve consistency with community standards.

DEVELOPMENT OF A RANKING OF REFEREED JOURNALS IN WHICH AUSTRALIA AND NEW ZEALAND NURSING AND MIDWIFERY RESEARCHERS PUBLISH THEIR WORK

Prof Sandra Jones, Prof Patrick Crookes, Ms Chris Brewer, Dr Samantha Reis
Australia & New Zealand Council of Deans of Nursing & Midwifery

The aim of this project was to systematically derive a tool to rank refereed journals where researchers in nursing and midwifery publish. The Journal Evaluation Tool was developed through extensive consultations with experts in the fields of nursing and midwifery. The new tool will now be disseminated to nursing and midwifery bodies in Australia and New Zealand, along with instructions for use and recommendations for future research.

EVALUATION OF THE YOUTH BEYOND BLUE POSTER CAMPAIGN

Prof Sandra Jones, Mr Lance Barrie
Convenience Advertising

The Youth Beyond Blue Poster campaign was launched by Beyond Blue in university settings throughout Australia in 2009. Our evaluation of the poster campaign demonstrated good levels of recall and recognition of Youth Beyond Blue; recall and understanding of the main messages of the campaign; and perceptions of relevance, appropriateness and actions as a result of seeing the posters.

BUILDING AN EVIDENCE BASE TO REDUCE ALCOHOL RELATED CRIME IN THE ILLAWARRA

Prof Sandra Jones, Dr Heidi Gilchrist, Mr Lance Barrie
South Eastern Illawarra Area Health Service

SESIAHS Drug and Alcohol Service (as part of the broader Illawarra Crime Prevention Plan, 2007) established a partnership with CHI in order to examine alcohol-related violence in the Emergency Departments of Illawarra Hospitals, and build a profile of alcohol-

related crime in the Illawarra. The findings support the anecdotal evidence that alcohol-related violence and aggression are an increasing problem for staff working in the ED.

STRATEGIC RESEARCH PARTNERSHIP (STREP) GRANTS THE PROGRESSION OF BARRETT'S OESOPHAGUS TO CANCER NETWORK

Dr Christopher Magee, Ms Joanne Telenta
The Cancer Council NSW

This project involved identifying high priority research issues that could be targeted to accelerate progress in cancer control policy and practice in Barrett's Oesophagus and Oesophageal Cancer. Structured interviews conducted with relevant experts including surgeons, health economists and pathologists identified key research needs and barriers to research that need to be targeted and addressed.

STRATEGIC RESEARCH PARTNERSHIP GRANTS IN COLORECTAL CANCER - SETTING PRIORITIES AND DEFINING RESEARCH QUESTIONS FOR LATER PHASE PROCUREMENT

Prof Sandra Jones, Ms Joanne Telenta
The Cancer Council NSW

The aim of this project was to systematically identify, and reach consensus on, research issues and opportunities that offer the potential for accelerated progress in colorectal cancer (CRC) control policy and practice within Australia. The challenges involved in stimulating such research were also assessed and a procurement strategy developed to address them.

EFFECTIVE LEADERSHIP PROGRAM EVALUATION

Ms Lyn Phillipson, Mr Lance Barrie
SNMIH/SESIHHS

'Effective Leadership Program' is a leadership development program for clinical services staff delivered in partnership by the School of Nursing Midwifery and Indigenous Health (SNMIH) and South East Sydney Illawarra Health (SESIH). This project evaluated the efficacy of the course, and found strong agreement from participants that the program had improved their ability to act across all areas of leadership practice.

WHAT ADVICE DO HEALTH PROFESSIONALS GIVE PREGNANT WOMEN ABOUT ALCOHOL?

Prof Sandra Jones, A/Prof Alison Shorten, Dr Wade Mitchell, Ms Lyn Phillipson
HBS FRC Seeding Grant

This project explored the advice that midwives give and

pregnant women receive about alcohol consumption. Midwives and pregnant women consistently agreed that conversations about alcohol are generally limited to brief screening questions at the first visit. While both groups expressed comfort with the idea of discussing alcohol consumption, they lacked knowledge of the risk and recommendations.

UNDERSTANDING NURSING COMPETENCE IN DEMENTIA CARE: A LITERATURE REVIEW

A/Prof Victoria Traynor, Professor Patrick Crookes and Dr Kumiyo Inoue

Dementia Collaborative Research Centre Funding

A synthesis of the findings was used to make a proposal for (1) ten dementia competencies: (i) Understanding Dementia; (ii) Recognising Dementia; (iii) Effective Communication; (iv) Assisting with Daily Living Activities; (v) Promoting a Positive Environment; (vi) Ethical and Person Centred Care; (vii) Therapeutic Work (Interventions); (viii) Responding the needs of Family Carers; (ix) Preventative Work and Health Promotion; and (x) Special Needs Groups.

EVALUATING THE IMPACT OF THE ENVIRONMENT ON THE PHYSICAL ACTIVITY LEVELS OF PEOPLE WITH DEMENTIA IN RESIDENTIAL AGED CARE FACILITIES

A/Prof Victoria Traynor, Prof Patrick Crookes, Ms Lyn Phillipson, Mr Ross Clifton, Mr Richard Fleming
UOW URC Partnership Grant

This project aimed to develop a model and trial methodology to evaluate the extent to which physical activity of aged care residents with dementia is facilitated or discouraged by their physical environment. The project found that in residential aged care facilities there is a lack of physical activity among people with dementia, and that even contemporary and facilitative architecture designs do not result in high levels of physical activity levels.

HCOASC DEVELOPMENT OF DELIRIUM PATHWAYS

A/Prof Victoria Traynor
Health Care of Older Australians Standing Committee.

The delirium care pathways resource and an explanatory report were delivered to DoHA. A Master of Science student will now oversee the implementation of these outcomes. In addition the SESIAHS is also exploring the area-wide implementation of the pathways. Ongoing involvement has been maintained in the development and approval of the final pathways document beyond the expiration of the contract with DoHA.

ALCOHOL ENERGY DRINKS: BLURRING THE LINE BETWEEN ALCOHOL AND SOFT DRINKS

Prof Sandra Jones, Mr Lance Barrie
CHI Internal Research Grant

This study aimed to investigate university students' perceptions of, and experiences with, pre-mixed (RTD) alcohol energy drinks (AED). It found that while many were aware of the health risks associated with AEDs, they thought the positive experiences and social aspects of drinking AEDs, outweighed the potential negative effects.

USING MARKET SEGMENTATION TO DEVELOP MORE EFFECTIVE COMMUNICATION STRATEGIES TO ENCOURAGE ORGAN DONATION

Prof Don Iverson, Prof Sandra Jones, Dr Chris Magee, Ms Kelly Andrews
CHI Internal Research Grant

A survey was developed to identify target audience segments – based on both organ donation literature and theories and frameworks from social marketing and advertising – from two distinct populations: undergraduate university students and older people (55+). This study found that although most individuals supported organ donation, there was a lack of knowledge in regards to donation policies and procedures. It was concluded that there was a need for future interventions focusing on increasing awareness of the processes required for organ donation registration; simplifying the registration process; and encouraging potential donors to discuss their intentions with family members.

HOW FOOD BRANDING STRATEGIES BUILD RELATIONSHIPS WITH CHILDREN

Prof Sandra Jones, Ms Lyn Phillipson
CHI Internal Research Grant

The way in which food is marketed to children has recently been recognised as a likely causal factor in the increasing prevalence of childhood overweight and obesity. This study analysed children's responses to advertisements found in popular children's magazines and found that this marketing taps into the impressionable minds of children, influencing their food preferences as well as their views on the social meanings of food.

WHAT ARE AUSTRALIAN WOMEN'S PERCEPTIONS OF DISEASE AWARENESS ADVERTISEMENTS AND THEIR SPONSORS?

Ms Danika Hall, Prof Sandra Jones, Prof Don Iverson
CHI Internal Research Grant

Women were shown hypothetical DAA advertisements. Most women felt positively about the advertisements and advertisers, and those receiving limited information were more likely to report an intention to ask for a prescription or a referral. The regulation of industry-sponsored disease awareness advertising in Australia requires strengthening, with specific guidelines on the inclusion of more detailed disease information.

EFFECTIVE INFORMATION SYSTEMS TRAINING: COMPARISON OF ERROR MANAGEMENT AND COUNTERFACTUAL THINKING TRAINING STRATEGIES

A/Prof Peter Caputi, Dr Amy Chan
URC Small Grant

This project compared the effectiveness of error management training and counterfactual thinking to identify effective means of training novice learners to gain basic competence in using a computer spreadsheet application. Findings showed some support that error management and counterfactual thinking strategies in combination was more effective than each strategy on their own. However this relationship was evident for easy tasks only, and future research is warranted.

DESIGNING AND IMPLEMENTING ASSESSMENTS FOR SOCIALLY INNOVATIVE TEACHING AND RESEARCH IN COMMERCE

Dr. Mario Fernando
Teaching and Learning Scholar Grant

This project examined, documented and disseminated how assessments in Commerce undergraduate subjects can be designed and implemented to promote the teaching-research nexus. The project outcomes included an integrated model on teaching-research-community nexus for socially innovative teaching and research in Commerce. The model was successfully piloted in two commerce undergraduate subjects in Spring 2009.

EFFECTIVE LEADERSHIP PROGRAM

Ms Angela Brown
SNMIH/SESIAHS

'Effective Leadership Program' is a leadership development program for clinical services staff delivered in partnership by the School of Nursing Midwifery and Indigenous Health (SNMIH) and South East Sydney Illawarra Health (SESIH). This is the third year this program has been offered and in 2009 includes a non clinical leaders pilot.

In addition SNMIH through Angela Brown and Roy Brown has built upon an established partnership with Uniting Care Aging [UCA] (NSW and ACT) to provide a bespoke program - 'Developing leadership in dementia care', for a (multi-disciplinary) cohort of their staff. Through a series of four workshops over a 12 week period, this program sought to enable participants to use leadership skills and knowledge to create a climate in which people can work together to achieve successful outcomes in response to challenges they identify in their workplace



Prof Don Iverson



Prof Patrick Crookes

Ongoing Projects 2009

EXTERNAL RESEARCH GRANTS

THE USE OF SOCIAL MARKETING STRATEGIES AND ONLINE COMMUNICATION TOOLS TO IMPROVE ASTHMA SELF-MANAGEMENT IN OLDER PEOPLE

Prof Sandra Jones, Prof Tony Worsley, Prof Don Iverson (UOW) Mr Greg Smith, Ms Michele Goldman (AFNSW)
ARC Linkage Grant 2009-2012

AN INVESTIGATION OF THE NATURE AND EFFECTS OF POINT-OF-SALE PROMOTIONS FOR ALCOHOL BEVERAGES

Prof Sandra Jones, Prof Steve Allsop, Dr Tanya Chikritzhs
ARC Linkage Grant 2009-2011

AN UNDERGRADUATE NURSING COMPETENCIES ASSESSMENT TOOL FOR USE ACROSS AUSTRALIAN UNIVERSITIES

Prof Patrick Crookes, Roy Brown
Australian Learning and Teaching Council (ALTC)

IMPLEMENTATION AND EVALUATION OF A COMPREHENSIVE SUN PROTECTION PROGRAM FOR ADOLESCENTS

Prof Sandra Jones, Prof Don Iverson, A/Prof Peter Caputi
ARC Linkage Grant 2009-2011

MEASURING CHILDREN'S RESPONSIVENESS TO FOOD ADVERTISING

Prof Sandra Jones, Dr Lisa Kervin
ARC Discovery Grant 2009-2011

SMASHED: DRUGS AND DRIVING DON'T WORK

Prof Sandra Jones
NRMA ACT Safety Trust

THE SELF-MANAGEMENT WANTS AND NEEDS OF ADULTS WITH ASTHMA IN NSW

Prof Sandra Jones, Ms Kelly Andrews
The Asthma Foundation NSW

UNDERSTANDING NURSING COMPETENCE IN DEMENTIA CARE: A LITERATURE REVIEW

A/Prof Victoria Traynor, Prof Patrick Crookes
Department of Health & Ageing

POST ADOPTIVE BEHAVIOUR IN IT ENABLED WORK SYSTEMS: USING MULTI-METHOD RESEARCH TO STUDY IMPLEMENTATION OF ENTERPRISE SYSTEMS IN A LARGE ORGANIZATION

A/Prof Peter Caputi, Rohan Jayasuriya
ARC Linkage Grant

LIQUID HANDLING WORKSTATION FOR HIGH-THROUGHPUT LIPIDOMIC SAMPLE PREPARATION

Prof Don Iverson
Clive and Vera Ramaciotti Foundation Equipment Grant

OLDER PATIENTS' ATTITUDES TO GENERAL PRACTICE REGISTRARS

Dr Andrew Bonney, Prof Sandra Jones, Mr Lance Barrie
CityCoastCountry Training

AN EXPLORATORY STUDY INVESTIGATING GP REGISTRAR ATTITUDES REGARDING THE USEFULNESS OF MEDICAL ONLINE COMMUNITIES

Dr Stephen Barnett, Mr Lance Barrie, Dr Sam Reis, Dr Andrew Bonney, Prof Sandra Jones Dr Shane Dawson
CityCoastCountry Training

EVALUATION OF THE CITY OF GREATER DANDENONG: PUBLIC DRINKING OF ALCOHOL CAMPAIGN

Prof Sandra Jones, Mr Lance Barrie
Convenience Advertising

ANNUAL REVIEW AND RANKING OF REFEREED JOURNALS IN WHICH AUSTRALIA AND NEW ZEALAND NURSING AND MIDWIFERY RESEARCHERS PUBLISH THEIR WORK

Dr Samantha Reis, Prof Patrick Crookes, Prof Sandra Jones
Australia & New Zealand Council of Deans of Nursing & Midwifery

FACILITATING PERSON-CENTRED WAYS OF WORKING: STRENGTHENING THE DEMENTIA CARE WORKFORCE BY ENHANCING FACILITATION AND MENTORING SKILLS FOR DBMAS AND OLDER PERSON'S MENTAL HEALTH (OPMH) STAFF

Prof Ken Walsh and Ms Denise Edgar
NSW Dementia Behaviour Management Advisory Service (DBMAS). Central Service. South East Sydney Illawarra Health - Mental Health Service

EASTERN AUSTRALIA DEMENTIA TRAINING STUDY CENTRE

A/Prof Victoria Traynor, Prof Patrick Crookes, Mr Richard Fleming
Department of Health and Ageing

EVALUATION OF A 3 YEAR PRACTICE DEVELOPMENT PROGRAM TO ENHANCE PERSON-CENTRED CULTURES WITHIN UNITING CARE AGEING (SOUTH EASTERN REGION) AUSTRALIA

Prof Jan Dewing, Ms Jane Nolan, Ms Heidi Dowse, Ms Tamra Macleod, Mr Philip Eldridge, Ms Anna-Marie Harmon, Mr Carmel Gibson

FINANCIAL IMPACT OF COMMUNITY-BASED HEALTH CARE TEACHING MODELS IN RURAL AUSTRALIA - RURAL COMMUNITY BASED MEDICAL EDUCATION: THE REAL COSTS

JN Hudson, EA Farmer, K Weston

UNIVERSITY RESEARCH GRANTS

CLOSING THE GAP BETWEEN DRINKING GUIDELINES AND OLDER PEOPLE'S ALCOHOL KNOWLEDGE, ATTITUDES AND BEHAVIOURS

Prof Sandra Jones, Prof Don Iverson
Near Miss Grant UOW

ALCOHOL SPONSORSHIP OF SPORTING EVENTS: EXPOSURE, AWARENESS AND ATTITUDES OF YOUNG PEOPLE

Dr Heidi Gilchrist
URC Small Grant

MEASURING THE EFFECTIVENESS OF UNDERAGE DRINKING INTERVENTIONS TARGETING SECONDARY SUPPLY

Prof Sandra Jones, Dr Heidi Gilchrist and Dr Gillian Stillfried
UOW Partnership Grant (with NSW Police)

OPEN SESAME! ASSESSING THE "OPENABILITY" OF HOSPITAL FOOD AND BEVERAGE PACKAGING

Ms Alison Bell
HBS Early Career Researcher Grant

ALCOHOL LABELLING INFORMATION – STRATEGIES TO REDUCE HARM

Dr Gillian Stillfried, Dr Samantha Reis, Prof Sandra Jones
UOW URC Small Grant

EMPOWERING THE COMMUNITY TO RESPOND TO INAPPROPRIATE ALCOHOL MARKETING - IMPLEMENTATION AND EVALUATION

Prof Sandra Jones
UOW Community Engagement Grant

ALCOHOL ATTITUDES AND BEHAVIOURS OF AUSTRALIAN FEMALE UNIVERSITY STUDENTS: ARE THEY LINKED TO RISKY SEXUAL BEHAVIOURS?

Dr Heidi Gilchrist
HBS Early Career Researcher Grant

YOUNG ADULT SUN PROTECTION: BRIDGING THE GAP BETWEEN INTENTIONS AND BEHAVIOUR

Ms Keryn Johnson
HBS Early Career Researcher Grant

SCOPING STUDY AT MISSION AUSTRALIA

Mr Terry Froggatt
UOW Research Development Fund

INTERNAL FUNDING

CHI GRANTS

A SYSTEMATIC REVIEW OF THE IMPACT OF WORK SCHEDULES ON EMPLOYEE HEALTH

A/Prof Peter Caputi and Dr Christopher Magee

ALCOHOL AND THE INTERNET: A CONTENT ANALYSIS OF POPULAR ALCOHOL WEBSITES

Ms Samantha Karmel and Mr Lance Barrie

ALCOHOL AND THE INTERNET: THE IMPACT OF ALCOHOL WEBSITES AND PROMOTIONS ON YOUNG PEOPLE

Mr Lance Barrie and Ms Samantha Karmel

FEASIBILITY STUDY FOR THE ESTABLISHMENT OF AN ILLAWARRA INTERNET PANEL

Prof Sandra Jones

DEVELOPMENT AND MARKETING OF CHI FACEBOOK PAGE

Prof Sandra Jones

CONSTRUCTION OF HEALTH RISK IN TELEVISION ADVERTISEMENTS: WHAT IS THEIR IMPACT ON PEOPLE'S HEALTH UNDERSTANDINGS AND LIFESTYLE CHOICES?

Dr Heidi Gilchrist

STRATEGIES TO IMPROVE TRAINING PRACTICE COMMUNICATION REGARDING GENERAL PRACTICE REGISTRARS – A PILOT STUDY

Dr Andrew Bonney

MEDIA FRAMING OF THE 'ALCOPOP TAX'

Prof Sandra Jones

NEW MEDIA AND ALCOHOL MESSAGES: WHOSE SPACE IS MYSPACE

Prof Sandra Jones

NURSE EDUCATION: A DYING ART? EXPLORING STRATEGIES FOR ENCOURAGING NURSES INTO RESEARCH AND EDUCATION

Prof Patrick Crookes, Dr Kylie Smith.

THE PARADOX OF PROTECTIVE BEHAVIOURS

Prof Sandra Jones, Dr Samantha Reis

THE VALUE OF 'FREE'

Prof Sandra Jones

WHAT ADVICE DO YOUNG PEOPLE (12 TO 17 YEAR OLDS) RECEIVE ABOUT ALCOHOL CONSUMPTION?

Prof Sandra Jones

CANCER RISK AND PROTECTIVE BEHAVIOURS OF ILLAWARRA ADULTS

Dr Gillian Stillfried

EASTERN AUSTRALIA DEMENTIA TRAINING AND STUDY CENTRE SCHOLARSHIPS**DETERMINING THE NEEDS OF YOUNGER PEOPLE WITH DEMENTIA AND THEIR FAMILIES I**

A/Prof Victoria Traynor, Dr Adrienne Withall, Dr Chris Shanley, Prof Wendy Moyle, Ms Vanessa Curnow, Mr David Kampers, Ms Faye McMillan

DETERMINING THE NEEDS OF YOUNGER PEOPLE WITH DEMENTIA AND THEIR FAMILIES II

A/Prof Victoria Traynor, Dr Adrienne Withall and Ms Susan Bromhead

(In conjunction with DoHA Special Needs Dementia Education Project)

DEMENTIA AND DRIVING RETIREMENT: MAKING DECISIONS

A/Prof Victoria Traynor, Prof Don Iverson and Ms Cathie Andrew

DEMENTIA AND LIFELONG LEARNING

A/Prof Victoria Traynor, Prof Jan Dewing and Ms Kim Hart

ASPIRE TO INSPIRE: ENHANCING OUR PERSON CENTRED CULTURE: A TRANSFORMATIONAL PRACTICE DEVELOPMENT PROGRAM IN AGED CARE

Prof Jan Dewing, A/Prof Victoria Traynor and Ms Heidi Dowse

(In conjunction with UnitingCare)

EVALUATION OF A WARFARIN EDUCATION PROGRAMME IN RESIDENTIAL AGED CARE FACILITIES

Dr Judy Mullan, A/Prof Victoria Traynor and Ms Margaret Jordan

OTHER**EVALUATING THE IMPLEMENTATION OF DELIRIUM PATHWAYS**

A/Prof Victoria Traynor, Ms Angela Brown and Ms Nicole Britten

Internal consultancy



A/Prof Victoria Traynor

BOOK CHAPTERS

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Ms Kelly Andrews

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Ms Danika Hall

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Ms Keryn Johnson

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Mr Lance Barrie

CONFERENCE PUBLICATIONS (FULL REFEREED PAPERS)

Barrie L, Jones SC, Lynch M & Coppa K. (2009) Confirming the existence and size of behavioural segments in the adolescent sun protection project: Results of a NSW schools survey, Australian and New Zealand Marketing Academy Conference. Melbourne, Victoria: Monash University.

Barrie LR, Jones SC & Wiese EM (2009) "Ice is crazy but if you just smoke a bit of dope it's not that bad": Formative research for a drug-driving social marketing campaign in the ACT. International Nonprofit and Social Marketing Conference. Melbourne: Victoria University and Swinburne University of Technology.

Fernando, M (2009) Going beyond climate ethics: virtuousness in climate change initiatives. Conference on the International Dimensions of Climate Policies, Switzerland: Swiss National Science Foundation.

Farmer EA, Hudson JN, Smith BR. (2009) Implementing longitudinal community-based health education using a sustainable change model. Association for Medical Education in Europe, Malaga, Spain

Hall D, Jones S & Iverson D (2009) Disease awareness advertisements in Australian magazines: an analysis of content and compliance, Australian and New Zealand Marketing Academy Conference. Melbourne, Victoria: Monash University.

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Hudson JN, Weston KM, Farmer EA, Ivers RG, Pearson RW (2009) Are patients willing participants in the new wave of community-based medical education in regional and rural Australia? 3rd International Clinical Skills Conference: Prato, Italy

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Jones, S.C. (2009) Does presentation make a difference to risk perception: Testing different formats for communication of cancer risks, Marketing & Public Policy Conference, Washington, DC: Mendoza College, University of Notre Dame.

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Smith P Crittenden N & Caputi P (2009) Measuring women's attitudes to building a career. Proceedings for the 2009 44th Australian Psychological Society Annual Conference, Darwin (pp. 167-172). Victoria: The Australian Psychological Society Pty Ltd.

CONFERENCE PUBLICATIONS (ABSTRACTS)

Bonney AD, Phillipson L, Jones SC & Iverson DC (2009) Older patients' attitudes to general practice registrars: a qualitative study. GP '09 - The conference for general practice 2009

Brown RA & Crookes PA (2009) Clinical skills – how many and how well can you perform them? Research in Clinical Skills: Showcasing Best Practice for Students & Practitioners, Third International Clinical Skills, Prato, Italy pp. 32-33

Brown RA, Crookes PA Dignam DM, McCutcheon H, Della P & Edwards H (2009) Developing a competency assessment process in professional healthcare (nursing), Poster presentation at ATN Conference, RMIT, Melbourne.

Curtis J (2009) Interprofessional collaboration in skill development for undergraduate and postgraduate students in mental health nursing: Research in Clinical Skills: Showcasing Best Practice for Students & Practitioners, Third International Clinical Skills, Prato, Italy pp. 20-21

Dewing J (2009) Consent and Practice Development. Practice Development Conference UTS and Westmead Hospital. NSW Sydney.

Dewing J (2009) The environment and older persons living with a dementia. Practice Development Conference Portsmouth PCT. Hampshire, England.

Dewing J (2009) Who Am I? Environmental design and dementia Inaugural Regional Practice Development Conference. Nursing and Midwifery Planning and Development Unit. Cork, Republic of Ireland.

Fernando M & Sim AB (2009) Strategic ambiguity and organizational virtuousness. Social Innovation Network Conference: University of Wollongong.

Fernando M & Zanko M (2009) How context matters in corruption: The case of Wollongong City Council. Social Innovation Network Conference: University of Wollongong.

Fernando M, Brown S & O'Brien G (2009) Faculty scholars reporting back. Focus on Teaching Symposium: University of Wollongong.

Liu L, Curtis J & Crookes PA (2009) Developing the essential infection control competencies for nurses. The 4th International Congress of the Asia Pacific Society of Infection Control (p. 124). Macau, SAR, China: ASIA Pacific Society of Infection Control.

Liu L, Curtis J & Crookes PA (2009) Using a Delphi technique to develop infection control competencies for new graduates in Australia and Taiwan. The 12th East Asian Forum of Nursing Scholars (p. 63). Tokyo, Japan: The Japanese Association of Nursing Programs in University.

Lowe J, Joyce J & Crookes P (2009) Magnet in aged care: attracting and retaining aged care staff. Poster presentation at 6th Health Services & Policy Research Conference Brisbane Convention & Exhibition Centre

Smith KM (2009) Socio-historical perspectives to risk behaviour in young people in Australia: implications for theory and practice. SiNet Conference: University of Wollongong.

Smith KM & Crookes PA (2009) Back to the future: modernising nursing careers by exploring nursing history. SiNet Conference: University of Wollongong

Community and Professional Involvement

PROF SANDRA JONES

- Director, Cram Foundation
- Editorial Board, Journal of Public Affairs
- Editorial Board, International Journal of Non-profit & Voluntary Sector Marketing
- Chair, National Breast Cancer & Ovarian Centre (NBOCC) Information Advisory Group
- International Review Panel, Alberta Cancer Board Social Marketing Program
- Advisory Committee, Community Alcohol Action Network
- Thinking Drinking 3 organising committee (2009 - Melbourne)
- Tom Baker Cancer Centre, Invited Speaker Series: 'Evidence' in Social Marketing, Alberta, Canada
- Social Marketing Advanced Training Session, Alberta Health Service, Alberta, Canada
- Invited presentation: How media affect health, Fairy Meadow Rotary Club
- Plenary: Alcohol Advertising in Australia: How much evidence do we need? Creating Synergy, Wollongong NSW
- Invited Paper: Alcohol Point-Of-Sale: Under the Regulators' Radar? Thinking Drinking 3, Melbourne

PROF PATRICK CROOKES

- Completed his term as National Coordinator of the four Dementia Training Study Centres from June 2006 – June 2009
- Elected Chair of the Council of Deans of Nursing (Australia & New Zealand)
- Member, Global Alliance for Leadership in Nursing Education and Science (GANES)

PROF KEN WALSH

- Keynote presentation: Evolving cultures of innovation through practice development. 4th International Congress on Innovations in Nursing, Perth.
- Keynote presentation: Communication and practice development: a conversation on conversations. 2nd Australasian Paediatric and Child Health Practice Development Conference, Adelaide.
- Keynote presentation: Knowing isn't enough: Practical processes for developing engagement and generating solutions in practice development. 1st National Nephrology Educators Conference, Sydney.

A/PROF PETER CAPUTI

- Consulting Editor, Journal of Constructivist Psychology
- Consulting Editor, The Journal of Psychology: Interdisciplinary and Applied

A/PROF VICTORIA TRAYNOR

- Half-day workshop to NSW Dementia Behaviour Management Advisory Service about Dementia Competencies
- City Coast Training dementia sessions for General Practitioners
- Warrigal Care presentation about dementia education opportunities
- Member of Dementia Collaborative Research Centre's management committee
- Invitation to talk about dementia to multi-cultural communities in the Illawarra

DR GILLIAN STILLFRIED

- Member of the UOW Social Innovation Network (SInet)
- 2009 Sinet Conference Steering Committee
- Member of the Illawarra Community Cancer Network Committee
- Invited Resource Re-Development: Adult Learning Australia's Falls Prevention

DR MARIO FERNANDO

- Awarded the Pearson-ANZAM Management Educator of the Year Award (2009) at the Australia New Zealand Academy of Management Conference in Melbourne

DR MARGARET WALLCE

- Co-chair of the organising committee for the 4th Asia Pacific Conference on Educational Integrity held at the University of Wollongong 28-30 September
- Invited to participate in quality assurance processes for the Bachelor of Nursing at Avondale College

MS ANGELA BROWN

- Collaborators Angela Brown SNMIH and Karen Patterson SESIH were the invited keynote speakers at The Australian Health Services Leadership Summit 2009

MR ROY BROWN

- Invited presentation: Australian Nursing and Midwifery Council PR Group Feedback and discussion on ALTC project (R Brown & P Crookes)
- Invited presentation: Council of Deans of Nursing and Midwifery of Australia & New Zealand - Feedback and discussion on ALTC project (R Brown & P Crookes)
- Invited presentation: ALTC Assessment Group Melbourne, Australia (R Brown, P Crookes, D Dignam, H McCutcheon, P Della & H Edwards)

MS NINA BERRY

- Plenary, Australian Lactation Consultants Annual Conference, 6 September: "It's all formula to me" Mothers' understandings of Toddler Milk advertisements

MS JOANNE JOYCE

- Invited presentation Sept 2009: The Health Roundtable Nursing Workforce Sustainability on Magnetism in Australia: Strategies for Improving Retention Group (J Joyce & P Crookes)
- Invited presentation Nov 2009: Northern Territory Nursing and Midwifery Executive Leadership Group on Magnetism in Australia: Strategies for Improving Retention (J.Joyce & P Crookes)

PROF NICKY HUDSON

- Invited plenary presentation: Community Based Health Education: the Wollongong experience. University of Tasmania Medical Education Forum, December 2009
- Conference Workshop: 3rd International Clinical Skills Conference 2009. Prato, Italy Teaching medical students how to manage difficult behaviour (Simpson H, Hudson JN, Harland J)

DR HEIDI GILCHRIST

- Member SESIAHS Drug and Alcohol Research Development Committee
- Member Illawarra Crime prevention Partnership Subcommittee
- Member UOW Social Innovation party Network (SINET)
- Member 2009 SINET Conference Steering Committee
- Member UOW Reconciliation Statement Working Party



Dr Samantha Reis | 2009 PhD Graduate

CHI in the News

Political and cultural controversies relating to alcohol advertising, access and consumption provided a consistent media buzz throughout 2009.

In **JANUARY**, the Illawarra Mercury quoted Sandra Jones' opinion regarding the Australian drinking culture in their article, 'Are we heading for this?'

In **FEBRUARY**, Sandra continued her commentary on this subject when the Illawarra Mercury featured her professional profile: 'How media affects health'. She conducted an interview on ABC Illawarra, regarding Trading hours, late-night drinking, and the impact on the local community and quoted again in the Illawarra Mercury 'Bianca and a lost generation of ladies' about ladette culture and young women's drinking. ABC Radio National interviewed Sandra regarding Health organisations seeking Medicare rebates for weight loss treatments and what can be learned from anti-smoking campaigns.

In **MARCH**, Sandra Jones provided media comment in the Sydney Morning Herald: 'Grog on, Aussie, grog on: it's time to turn off the tap' and again on the issue of young women's drinking in the Illawarra Mercury: 'Smashed glass, broken lives'. Sandra was interviewed on alcohol marketing and sport on ABC TV's 7:30 Report and provided interview comment to the following ABC radio programs: ABC Radio Toowoomba (Effects on health warning labels on cigarettes, debate on alcohol labelling); ABC Wide Bay, Bundabery QLD, (Labelling on alcohol products – similar to cigarettes. Do marketing campaigns work?); ABC Newcastle, (Likely effectiveness of health warnings on alcohol labels); ABC Illawarra (re a range of policy interventions to reduce binge drinking); ABC Radio Dubbo (health warning labels).

In **APRIL**, Sandra's expertise was noted in interviews in the Illawarra Mercury's: 'Effects of young people drinking too much' and 'Booze bucks' which focused on alcohol consumption on reality television programs. ABC Radio Illawarra, interviewed her about raising the drinking age to 21 years and WIN News also ran a story featuring moves to ban the use of the term 'recreational' and 'party drugs' as they make illicit substances sound harmless.

The local media highlighted Sandra's work in **MAY** with a story on her nomination for the prestigious National Drug and Alcohol Awards for excellence in research towards the prevention of harm caused by drugs and alcohol. Sandra was interviewed for the story published in Epoch Times (USA): Alcopops Tax 'A good start': Health Expert and for ABC Radio National concerning sport, alcohol and sexual behaviour in our wider society.

JUNE provided a different flavour with media interest around moves from some fast food chains to stop advertising unhealthy products during children's TV programming (ABC Radio Illawarra, Sandra Jones).

JULY and **AUGUST** however, brought a return to alcohol related stories featuring Sandra Jones: ABC Radio, (effects of alcohol advertising on the young); ABC 702 Sydney (Alcohol sponsorship in sport); ABC Newcastle, (Alcohol sponsorship in sport); WIN News, (Schools' call for ban on energy drinks); WIN News (implications of the tax on alco-pops which passed through the Senate in August).

ABC Illawarra also interviewed Victoria Traynor about the impact of environment on physical activity levels of people with dementia living in residential aged care.

In **SEPTEMBER**, WIN News interviewed Sandra Jones and Lyn Phillipson regarding the use of the Bundy bus to transport school children and the Sunday Telegraph published '7 diet mistakes even smart women make' with Sandra Jones providing comment regarding young women's dangerous drinking.

National Breast Cancer Awareness Day is held annually in **OCTOBER** and Sandra Jones was interviewed for WIN News on the work of the National Breast and Ovarian Cancer Centre and the importance of research. Kelly Andrews was interviewed for WIN News regarding the importance of communication regarding organ donation and Sandra was again cited in MX Newspaper's article, 'Government raising the legal drinking age to 21yrs' and in the Sunday Age, 'Report on alcohol consumption by teens/young people'.

In **NOVEMBER**, Sandra Jones was interviewed for the Sydney Morning Herald, 'Do it longer: sex drug ads dominate list of outrage' which was in relation to advertising regulation and again in the Sunday Age, 'Booze bruising teen brains' regarding the impact of alcohol advertising on young people's drinking. On the radio, Patrick Crookes was aired on ABC 702 and ABC PM on the subject of clinical placements for nursing graduates in NSW.

CHI media coverage was rounded off in **DECEMBER** with Sandra Jones quoted in the Sydney Morning Herald's article 'The fear factor' concerning young women's fear of breast cancer.



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