

Improving the health status of Western Australians by building the leadership capacity of our members and making health promotion a priority.

AHPA (WA BRANCH) ANNUAL REPORT 2014

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ABOUT AHPA (WA BRANCH)

The Australian Health Promotion Association (AHPA) is Australia's peak health promotion body and is the only professional association in Australia specifically for people interested or involved in the practice, research and study of health promotion.

While there are more than 1000 members and subscribers at a National level, the AHPA (WA Branch) has 240 members drawn from government departments and agencies, universities, non-government organisations, community-based organisations and groups, private companies and industries, and students.

The Branch vision is to improve the health status of Western Australians by building the leadership capacity of our members and making health promotion a priority.



“I can do things you cannot do,
you can do things I cannot;
together we can do great things.”
- Mother Teresa

PRESIDENT'S REPORT

Power of a united voice

When reflecting on events that have occurred in the health promotion and public health sector this year, one key learning that stands out is the continuous need for us to work together to bring a united voice for our profession. With the announcement of cuts to the National Partnership Agreement on Preventive Health (amongst other cuts) there was a sense of anger and frustration that prevention was no longer a priority. This, along with member feedback, sparked the creation of the Branch's workforce advocacy campaign. Health promotion and prevention still have a place in Australia, and the world, and we need to band together to ensure it continues to remain a priority in the future. We need to continue to investigate the economic return of investing in health promotion and prevention, to highlight all cost savings to both the individual and the government. This is a time for the sector to focus on investigating where funding opportunities are available, and creating new and building on existing partnerships, in and outside the sector, so we can continue to achieve outstanding results in prevention together.

This year also saw a new Public Health Bill introduced into state parliament. It was pleasing to see the inclusion of public health plans for local governments. Public health plans keep prevention at the forefront. We will continue to work with key partners to advocate to improve other areas of the Bill, including the inclusion of health promotion officers, support public health planning at a state level and the opportunities to develop public policies.

Late in the year we heard the devastating news

that over 100 Aboriginal communities will be forced to close due to lack of federal funding. This sparked the 100 signatures campaign led by PHAIWA, and WA Branches of PHAA, EHA and AHPA. Aboriginal communities need to be consulted, heard and part of any solution. This is an important issue as it will not only effect those living in the communities but potentially put pressure on the capacity of services in nearby towns to address health inequalities. This highlights that as a sector we need to continue to address the social determinants of health to help reduce inequities, we can do this best by joining forces.

Branch activities

We went into 2014 with the thought that we would have a 'year of consolidation'. As we often find in the area of health promotion the Committee, made up of dedicated and enthusiastic volunteers, went above and beyond to produce an amazing array of activities. We have reflected a number of times this year on our progress and I always think how proud I am to be volunteering my time alongside the Committee.

The year started with the AGM in February, attended by around 60 members. The Ray James Memorial Lecture was presented by five speakers, each giving a short presentation that addressed the topic 'The State of Health Promotion: Challenges, Opportunities and the So What'. Our speakers included Amberlee Laws, Prof Rob Donovan, Jodie Hurd, Prof Mike Daube and Rochelle Tobin. The AGM also provided an opportunity to thank outgoing and incoming Committee members, as well as ex-officios and



student representatives. Three awards were presented. Asha Singh received the President's Award, and the Outstanding Mentor in Health Promotion Awards went to Dr Melissa Stoneham and Ann Barblett.

In another successful year of our mentoring program, we matched 17 mentees to mentors. The Branch hosted a mentoring event early in the year to highlight what mentoring is and how to make it successful. The Branch held 11 events, including partnering with a number of key health agencies to host the inaugural WA Population Health Forum presented by Professor Martin McKee and Professor Gerard Hastings. This format was popular and will continue in 2015.

The Members Services Subcommittee delivered a new format to communicate with members, a six weekly e-News. This e-News provided more frequent updates on Branch activities along with research, reports, media, conferences and funding opportunities throughout Australia. This was complemented with two editions of the News from the West. The Subcommittee has also developed a new template for jobs and events.

The Finance Audit and Risk Management Subcommittee has worked hard to establish procedures and increase the Committee's understanding of the Branch's finances. There has also been a focus on risk management and the Committee completed a risk matrix for all Branch operations.

The Branch awarded four Aboriginal and Torres Strait Islander scholarships this year, announcing two in NAIDOC Week. Two graduate scholarships were also awarded. Work has also commenced on a Reconciliation Action Plan.

Our Advocacy and Partnerships Subcommittee were extremely active in both proactive and reactive initiatives. A significant development this year was the formation of a workforce advocacy campaign. Key messages were developed in consultation with our Strategic Advisory Group and Committee members. We will continue to engage members in the campaign as it rolls out in 2015.

In following its success in 2013, the Branch held an annual planning day in December which provided an opportunity to reflect on the year and begin planning for 2015.

I would like to thank all Committee members, students, ex-officios, the Strategic Advisory Group, and partners for all your hard work and dedication to the Branch. Without you all, we could not have achieved what we have for our members in 2014. Particular thanks must go to Jamie-Lee Cavill who was the Branch President until July.

Finally, I am pleased to announce that the 2016 Australian Health Promotion Association National Conference will be held in WA. This is a significant year to be hosting the conference as it is the 30th year of the Ottawa Charter. We will continue to run the Branch business as usual, but look forward to working with more members to coordinate an incredible conference.

I leave you with a quote from Mahatma Gandhi, *"If I have the belief that I can do it, I shall surely acquire the capacity to do it even if I may not have it at the beginning"*. The Branch is here to help you build your capacity and the capacity of the health promotion sector.

Melinda Edmunds
President

2014 COMMITTEE



MELINDA EDMUNDS BSc (Health Promotion)
President (from July) & Co-Vice President (until July)

Joined AHPA (WA Branch) Committee: 2014
Years working in health promotion: 5
Current role: Prevention Project Coordinator, Diabetes WA



JAMIE-LEE CAVILL MHIth Prom, BSc (Exercise and Health Science)
President (until July)

Joined AHPA (WA Branch) Committee: 2011
Years working in health promotion: 8
Current role: Senior Health Promotion Officer, South Metropolitan Population Health Unit (Maternity Leave)



LISA ROOKE MPH (Current), PGCertHIthProm, BSc (Nutrition & Food Science)
Co-Vice President & Scholarships

Joined AHPA (WA Branch) Committee: 2011
Years working in health promotion: 8
Current role: Health Promotion Officer, South Metropolitan Population Health Unit



LORENA CHAPMAN BSc (Health Promotion)
Co-Vice President (from July) & Advocacy + Partnerships

Joined AHPA (WA Branch) Committee: 2013
Years working in health promotion: 5
Current role: Program Support Officer, Continence Advisory Service of WA



LISA WHEATLEY BSc (Health Promotion), BSc (Nutrition), GradDip (Primary) Ed
Treasurer

Joined AHPA (WA Branch) Committee: 2012
Years working in health promotion: 8.5
Current role: Community Wellness Consultant, HBF



COURTNEY MICKAN PGDipHIth Prom, BHealthSc
Secretary

Joined AHPA (WA Branch) Committee: 2013
Years working in health promotion: 4
Current role: Health Promotion Officer, South Metropolitan Population Health Unit



AMBER GIBLETT BSc (Health Promotion)

Member Services

Joined AHPA (WA Branch) Committee: 2011

Years working in health promotion: 3

Current role: Health Promotion Officer and A/ Population Health Coordinator, Great Southern Population Health Unit



SARAH GRAHAM BSc (Health Science)

Capacity Building + Excellence

Joined AHPA (WA Branch) Committee: 2013

Years working in health promotion: 5

Current role: Health Promotion Coordinator, Mentally Healthy WA



CHANTELLE JEFFERY BSc (Health Promotion)

Capacity Building + Excellence

Joined AHPA (WA Branch) Committee: 2008

Years working in health promotion: 15

Current role: Health Promotion Coordinator, Wheatbelt Public Health Unit



HEATHER O'MALLEY MPH, BA

Capacity Building + Excellence

Joined AHPA (WA Branch) Committee: 2013

Years working in health promotion: 10+

Current role: A/Health Promotion Coordinator, North Metropolitan Public Health Unit



STACEY-MAE PROKOPYSZYN BSc (Health Promotion)

Capacity Building + Excellence (until August) & Finance Audit + Risk Management (since August)

Joined AHPA (WA Branch) Committee: 2014

Years working in health promotion: 2

Current role: Health Promotion Officer, WA Cervical Cancer Prevention Program



BECKY WHITE PhD (Candidate), GradCert (International Health), BSc (Health Promotion)

Member Services

Joined AHPA (WA Branch) Committee: 2014

Years working in health promotion: 9

Current role: Director, Reach Health Promotion Innovations



LAUREN ZAPPA BSc (Health Promotion)

Capacity Building + Excellence (since August)

Joined AHPA (WA Branch) Committee: 2014

Years working in health promotion: 6

Current role: Healthier Workplace WA Coordinator, Cancer Council WA



KIRSTY CAVE BSc (Nutrition), PGDipHlthProm
Advocacy + Partnerships (since August)

Joined AHPA (WA Branch) Committee: 2014
Years working in health promotion: 8
Current role: Senior Health Promotion Officer, South Metropolitan Population Health Unit



FIONA MCDUGALL PGCertPubHlth, PGCertHlthMgmt, PGCertOHS, Masters of Edu, GradDip Edu, BA (ComDev/Sociology), Cert IV Trainer and Licensed Practical Nurse
Scholarships (until November – continued on as an ex-officio)

Joined AHPA (WA Branch) Committee: 2014
Years working in health promotion: 6
Current role: Housing Services Officer, Department of Housing



EMMA-LEE FINCH BSc (Health Promotion), BSc (Nutrition)
Finance Audit + Risk Management (until July – continued on as an ex-officio)

Joined AHPA (WA Branch) Committee: 2012
Years working in health promotion: 5
Current role: Health and Safety Consultant, Department of Fire and Emergency Services

Student Committee Members

CURTIN UNIVERSITY

- HAZEL LEONG
Advocacy + Partnerships Subcommittee Member
- MELISSA DENEHY
Advocacy + Partnerships Subcommittee Member
- DENISE CORLETT
Member Services Subcommittee Member
- KRISTIN QUINLIVAN
Capacity Building + Excellence Subcommittee Member

NOTRE DAME UNIVERSITY

- DARCI MILLER
Member Services Subcommittee Member
- PETER MARTIN
Advocacy + Partnerships Subcommittee Member

UNIVERSITY OF WESTERN AUSTRALIA

- ANDREA JANSEN VAN RENSBURG
Capacity Building + Excellence Subcommittee Member

MEMBERSHIP

AHPA (WA Branch) membership consists of Corporate, Individual, Student and Aboriginal and Torres Strait Islander members. Corporate membership includes health and community, for-profit, and government organisations. Individual membership includes health promotion and allied health, and community professionals working in the field of health promotion and public health. Student membership attracts scholars from major universities in the fields of health promotion and health sciences.

SINCE the same time last year, there has been an overall decrease of five memberships. In 2014 the Branch has seen a decrease in individual (133 in 2013) and corporate (34 in 2013) memberships. However, in 2014 the Branch has seen a significant increase in student memberships (77 in 2013).

In 2014 the AHPA (WA Branch) focused on improving identification of Aboriginal and Torres Strait Islander members. This resulted in an increase of three members who identified on their application as Aboriginal or Torres Strait Islander (1 in 2013). This does not account for individual or student members who are of Aboriginal or Torres Strait Islander descent who do not identify this on their membership application or Aboriginal specific organisations holding a corporate membership. For more information please refer to the Scholarships report (page 21).

WA Branch Membership as at 31st December 2014

Individual**	115	48%
Student or unemployed	91	38%
Corporate (Government)	17	7%
(Community Organisation)	12	5%
Aboriginal and Torres Strait Islander	4	2%
Total	240	100%

**AHPA (WA Branch) receives capitation income or a percentage of payment from individual memberships only.

STRATEGIC ADVISORY GROUP

The Branch Committee is supported by a Strategic Advisory Group (SAG), which is made up of senior health promotion practitioners from the variety of sectors who employ health promotion practitioners in WA. The SAG provides high level strategic support and advice to the Committee on key operational and strategic issues. The SAG assists the Branch to build a highly functional Committee, including the provision of mentoring and support to nurture future leaders.

PARTNERSHIPS + REPRESENTATION

A large proportion of the AHPA (WA Branch) work is undertaken in partnership and collaboration with other organisations. This year the Branch has maintained strong working relationships with existing partners and established new partners along the way.

External Committee Membership

- Health and Medicine Consortium
- Local Government Health Promotion Network
- Health Promotion Advisory Board Curtin University
- WA Coalition for Action on Alcohol and Youth

National Committee Membership

- Presidents Group
- National Conference Organising Committee
- National Aboriginal and Torres Strait Islander Committee
- Professionalising Health Promotion Committee

The Strategic Advisory Group consists of the following:

- Ann Barblett, South Metropolitan Population Health Unit
- Tracey Benson-Cooper, South Metropolitan Population Health Unit
- Dr Jo Clarkson, Healthway
- Associate Professor Juli Coffin, Geraldton Regional Aboriginal Medical Service
- Dr Jude Comfort, Curtin University
- Richard Crane, National Heart Foundation (WA Division)
- Gemma Crawford, Curtin University
- Julia Dick, City of Rockingham
- Professor Peter Howat, Curtin University
- Tia Lockwood, WA Country Health Service
- Trevor Shilton, National Heart Foundation (WA Division)
- Dr Melissa Stoneham, Public Health Advocacy Institute of WA (PHAIWA)
- Suzanne Taylor, WA Country Health Service
- Associate Professor Lisa Wood, Centre for the Built Environment and Health, UWA

The Branch Committee is made up of individuals from the following agencies and organisations:

- Cancer Council WA
- Continence Advisory Service of WA
- Diabetes WA
- Department of Parks and Wildlife
- HBF
- Mentally Healthy WA
- North Metropolitan Public Health Unit
- Reach Health Promotion Innovations
- South Metropolitan Population Health Unit
- WA Cervical Cancer Prevention Program
- WA Country Health Service

The Branch is supported by ex-officio members from the following:

- ACOSH
- Curtin University
- Child and Adolescent Health Services
- City of Belmont
- Department of Health and Department of Treasury, Perth Children's Hospital Project
- Department of Housing
- Department of Fire and Emergency Services
- Diabetes WA
- Drug and Alcohol Office
- South Metropolitan Population Health Unit
- WA Country Health Service
- WA AIDS Council

The Branch is supported by student representatives from the following:

- Curtin University
- Notre Dame University
- University of Western Australia (UWA)

Partnership activities and/or projects the AHPA (WA Branch) has taken part in over the last 12 months

Partnership	Activity and/or Project
Healthway	<ul style="list-style-type: none"> Graduate and Aboriginal and Torres Strait Islander Scholarship Program Seminar with Dr Melanie Barwick, 2014 Healthway Visiting Fellow
Public Health Association of Australia	<ul style="list-style-type: none"> WA Population Health Forum AHPA/PHAA Student Careers Night Seminar with Dr Melanie Barwick, 2014 Healthway Visiting Fellow Advocacy letter to the CEO of McDonalds Australia, expressing concern of the placement of McDonalds near schools Advocacy letters to the Mayors of the City of Stirling, Joondalup, and Swan, and the Bicycle Network expressing concern for Coca-Cola's 'Happiness Cycle' initiative
Environmental Health Australia (EHA)	<ul style="list-style-type: none"> WA Population Health Forum Advocacy letter to the CEO of McDonalds Australia, expressing concern of the placement of McDonalds near schools
Public Health Advocacy Institute of WA (PHAIWA)	<ul style="list-style-type: none"> 10th Opinion Piece Seminar WA Population Health Forum Advocacy letter to the CEO of McDonalds Australia, expressing concern of the placement of McDonalds near schools Advocacy letters to the Mayors of the City of Stirling, Joondalup, and Swan, and the Bicycle Network expressing concern for Coca-Cola's 'Happiness Cycle' initiative Community Advocacy and Media Workshop WA Aboriginal communities 100 signatures letter campaign to Premier Colin Barnett
National Heart Foundation (WA Division), Cancer Council WA, LiveLighter®	<ul style="list-style-type: none"> Contributed to LiveLighter® frozen sugary drinks advertisement Advocacy letter to the CEO of McDonalds Australia, expressing concern of the placement of McDonalds near schools Advocacy letters to the Mayors of the City of Stirling, Joondalup, and Swan, and the Bicycle Network expressing concern for Coca-Cola's 'Happiness Cycle' initiative
Telethon Kids Institute	<ul style="list-style-type: none"> Advocacy letter to the CEO of McDonalds Australia, expressing concern of the placement of McDonalds near schools
WA School Canteen Association, Australian Dental Association, Australian Medical Association WA	<ul style="list-style-type: none"> Advocacy letters to the Mayors of the City of Stirling, Joondalup, and Swan, and the Bicycle Network expressing concern for Coca-Cola's 'Happiness Cycle' initiative
Injury Control Council of WA	<ul style="list-style-type: none"> Promotional sponsor for Community Safety Month

LEADERSHIP

The Leadership Group is responsible for ensuring strong governance of the committee, strategic and operational direction and support to the whole committee. The Leadership Group is also responsible for liaising with National and key stakeholders.

Subcommittee Members

- President: Melinda Edmunds
- Co-Vice Presidents: Lisa Rooke and Lorena Chapman
- Treasurer: Lisa Wheatley
- Secretary: Courtney Mickan
- SAG members: Tia Lockwood, Dr Jo Clarkson and Trevor Shilton

AHPA ANNUAL AWARDS

The Branch awards provides an opportunity for health promotion professionals and agencies to be recognised by colleagues and peers for their commitment and innovation in health promotion practice.

At the 2014 Annual General Meeting (AGM) the Committee presented two awards, to recognise individual and organisational achievement in health promotion within Western Australia.

Award recipients included:

1. **Outstanding Mentors in Health Promotion:**
Dr Melissa Stoneham and Ann Barblett
2. **President's Award:**
Asha Singh

Congratulations to our award recipients.

GOVERNANCE

Governance was again a focus in 2014 for the Leadership Group. Governance processes were strengthened with an increased focus on ensuring all members of the Branch Committee have a concrete understanding of the required processes, policies and procedures. The Leadership Group also supported the subcommittees to develop roles and responsibilities documents for their ex-officios and students. This has assisted the Branch in monitoring and achieving the objectives outlined in the AHPA (WA Branch) Operational Plan 2013-2015. This was also monitored through the development of a six monthly audit of the Operational Plan, which helped the Branch assess the progress made to date in achieving the objectives. This audit will continue to form part of the Branch's procedures to ensure the new Operational Plan 2015-2018 is regularly monitored.

2014 was again a year of working to consolidate the Branch financial position. The Finance Audit and Risk Management Subcommittee educated Committee members about the Branch's finances, which also involved each subcommittee developing their own budgets for 2014, this will happen again in 2015.

The Leadership Group continued to meet on a bi-monthly basis to advance key focus areas. These meetings occurred more regularly during busy times for the Branch.

MAJOR ACHIEVEMENTS

- Strong leadership – links with subcommittees to provide guidance and continuity.
- Worked with key stakeholders to host the WA Population Health Forum.
- President held one to one meetings with all Committee members in July.
- Communicated and coordinated three meetings with the SAG. Linked SAG members with each subcommittee to mentor and guide Committee members.
- Liaised with AHPA National through Branch Presidents meetings.
- Ensured strong governance as directed by the WA Branch Operational Plan.
- Organised the 2015 AGM including Ray James Memorial Lecture presented by Dr Shelley Bowen.
- Selection process for National Conference scholarships (11 applications received and two awarded) and provided WA representation on conference organising committee.
- New regional professional development scholarship to enable members could attend advocacy workshop.
- Submitted an EOI to host the 2016 National Conference.
- Linked to National Professionalising Health Promotion Committee.
- Organised and chaired monthly Committee meetings.
- Supported work of Subcommittees and attended Subcommittee meetings: provided feedback, review and sign-off on all letters, financial reports, minutes, flyers, advocacy documents and submissions before they were released.
- Two editorials written for News from the West.
- Three contributions to the National Update.
- Maintained key partnerships (see page 12), including attending a range of meetings with key stakeholders including:
 - o PHAA (WA)
 - o PHAIWA
 - o Environmental Health Australia
 - o Other stakeholders sitting on represented committees.

2015 ONWARDS

During 2015 the Leadership Group will:

- Update and track progress of the Operational Plan
- Seek new opportunities and partners to represent AHPA
- Retain strong governance and procedures
- Engage SAG members consistently through regular SAG meetings and Subcommittee links
- Investigate the best way to engage students representatives and ex-officios
- Support the development of a new Student Subcommittee
- Provide support and guidance to Subcommittees
- Develop the leadership skills of Committee members.

ADVOCACY + PARTNERSHIPS

The Advocacy and Partnerships Subcommittee builds the Branch's advocacy capacity and action for change.

Subcommittee Members

- Committee members: Lorena Chapman (Chair), Melinda Edmunds and Kirsty Cave
- Ex-officios: Ruth Wernham, Ruth Aspinall, Emma Hills, Rochelle Tobin and Joanna Steel
- Student representatives: Melissa Denehy, Hazel Leong and Peter Martin
- SAG members: Dr Melissa Stoneham, Trevor Shilton and Prof Peter Howat

MAIN ROLE

The main role of the Advocacy and Partnerships Subcommittee is to:

- Contribute to raising awareness of the WA Branch as a recognised organisation who can provide expertise, information, and resources on health promotion policy and programs.
- Comment on proposed policy, legislation, and programs (and other relevant documents) to advocate for sound health promotion practice in WA.
- Develop and maintain partnerships to increase the profile of the WA Branch, in collaboration with the Leadership Group.

POSITION STATEMENTS

Subcommittee members are developing a suite of position statements on a range of health promotion topics and frameworks.

- Five position statements were completed and endorsed in 2014, including:
 - o Health Promotion Settings
 - o Health Promotion Research and Evaluation
 - o Mental Health Promotion
 - o Priority Populations
 - o LEAP themes
- An additional eight position statements are currently in the process of being written.

PARTNERSHIPS

- Contributed to a LiveLighter® press advertisement highlighting the dangers of frozen sugary drinks.
- Partnered with PHAA WA, PHAIWA, Environmental Health Australia, Heart Foundation WA, Telethon Kids Institute, LiveLighter®, and Cancer Council WA on a letter which was sent to the CEO of McDonalds Australia expressing concern of the placement of McDonalds near schools, and more recently within metres of the Foundation Christian College and Riverside Primary School.
- Partnered with PHAIWA, PHAA WA, LiveLighter®, Cancer Council WA, WA School Canteen Association, Heart Foundation WA, Australian Dental Association, and AMA WA on a letter which was sent to the Mayors of the City of Stirling, Joondalup, and Swan (councils who had been invited to participate) as well as the Bicycle Network expressing concern for Coca-Cola's 'Happiness Cycle' initiative (in partnership with the Bicycle Network). Responses have been received from the Bicycle Network, City of Joondalup and City of Swan. The Branch has been invited to be part of continued discussions on this issue, at a state and national level.

MEETINGS

- President and Co-Vice President attended PHAIWA's 'Nudging the Political World' dinner.
- The President regularly attended meetings for the Local Government Health Promotion Network.

REACTIVE ADVOCACY ACTIVITIES

- A letter was sent to the Liquor Act Review Committee congratulating them on their Liquor Control Act recommendations.
- Letters were sent to the Premier (cc: Minister for Racing and Gaming) and Opposition Leader (cc: Shadow Minister for Racing and Gaming) asking for their support to introduce secondary supply laws in WA. Responses were received from the Minister and Shadow Minister for Racing and Gaming.
- Letters were sent to the CEO of Free TV Australia, the Minister for Health and the Shadow Minister for Health asking for their support to close the loophole that allows alcohol advertising during live sport broadcasts on weekends and public holidays. A thank you letter was also sent to the Health Spokesperson for the Greens for their committed support. A response was received from the Assistant Minister for Health.
- A letter was sent to the City of Armadale Mayor congratulating the City on the development of their Public Health and Wellbeing Plan.
- A letter was sent to City of Fremantle Mayor to raise his awareness of health promotion and encourage the development and implementation of a Public Health and Wellbeing Plan.
- Letters were sent to Nutrition Australia and Woolworths congratulating them on their partnership to promote healthy eating through the Healthier Bites range. In the Nutrition Australia letter we encouraged them to fully consider any conflicting priorities of their partners that may dilute their healthy message (supply and promotion of alcohol). In the Woolworths letter we asked them to consider their position in the supply and promotion of alcohol in Woolworths stores.
- A submission was submitted commenting on ANPHA's draft report on the effectiveness of current alcohol advertising regulatory codes.
- A submission was submitted commenting on the City of Perth's Public Health and Wellbeing Plan.
- The 2013 Federal Election Bulletin was re-sent to members in preparation for the Senate re-election in WA.
- The WA Branch assisted with advocacy work undertaken at a national level surrounding federal budget announcements.

HEALTH PROMOTION WORKFORCE ADVOCACY CAMPAIGN

In 2014 the Branch, led by the Advocacy and Partnerships Subcommittee, initiated a workforce advocacy campaign which aims to protect health promotion and prevention in WA by:

- Raising awareness of health promotion and prevention and the level of priority given to it.
- Up-skilling and mobilising AHPA members to effectively advocate for the health promotion profession.

Work to date has included:

- The development of key messages, with feedback received from the SAG and committee.
- Hosted a Community Advocacy and Media workshop, in partnership with PHAIWA, on Friday 28 November to up-skill AHPA members. For more information see the Capacity Building and Excellence update (page 18).

2015 ONWARDS

During 2015 the Subcommittee will:

- Continue to finalise and publish the Branch position statements and use them in advocacy activities.
- Collaborate with the Capacity Building and Excellence Subcommittee to deliver more advocacy training for members.
- Engage more members in advocacy activities through the establishment of Local Action Groups, specifically in regional and rural areas.
- Develop health promotion related advocacy tools to assist members in advocacy activities.
- Continue to identify and respond to health promotion related issues as they arise. There will be a particular focus on the Public Health Bill and the inadequate references to health promotion and prevention.
- Continue to develop and strengthen partnerships with health promotion organisations to increase advocacy capacity.

MEMBER SERVICES

The Member Services Subcommittee provides an avenue for communicating and engaging with members.

Subcommittee Members

- Committee members: Amber Giblett (Chair), Becky White and Courtney Mickan
- Ex-officios: Lauren Bryce Moore, Melanie Griffiths (part of 2014) and Kahlia McCausland
- Student representatives: Darci Miller and Denise Corlett
- SAG members: Tracey Benson-Cooper and Julia Dick

MAIN ROLE

The main role and responsibilities of the Subcommittee is to:

- Raise awareness of the WA Branch and maintain/ increase membership;
- Build the profile of the WA Branch; and
- Communicate regularly with WA Branch members.

MAJOR ACHIEVEMENTS

- Implementation of a six-weekly e-News to communicate more effectively with members, and to reduce the length of the News from the West.
- Reducing the length of the News from the West and decreasing it to two editions per year, in line with member and Branch feedback.
- Work towards establishing social media governance documents within the WA Branch Committee and National communication working group.
- New-look and succinct member survey report, which was distributed at an earlier date to the Committee to help guide subcommittee actions for 2014.
- Development of membership promotion flyer.
- Surveying of expired AHPA (WA Branch) membership holders.

KEY TASKS

Key tasks for 2014 have included:

- Collating and circulating the weekly job and event list.
- Online communication with members to circulate information about upcoming AHPA (and other) events, advocacy opportunities and initiatives, etc.
- Distribution of the WA Branch e-News on a six-weekly basis.
- Distribution of two editions of News from the West (June and December 2014).
- Investigating and establishing new communication channels for members (including social media).
- Revising, updating and disseminating the annual member survey.
- Development of an annual member survey report with findings determining action areas for the WA Branch Committee.
- Membership promotion.
- Maintaining and updating the WA Branch pages of the National website.
- Dissemination of new member packs to welcome them to the WA Branch and provide information on services.
- Responding to member requests and queries.

2015 ONWARDS

During 2015 the Subcommittee will focus on the following key areas: social media; website improvements; and membership promotion.

Key plans for 2015:

- Distribution of the 2015 member survey and member survey report
- Weekly job and event list
- Bi-monthly WA Branch e-News
- Social media implementation
- Website improvements
- Membership promotion strategy
- Distributing new member packs
- Two editions of the News from the West.

CAPACITY BUILDING + EXCELLENCE

The Capacity Building and Excellence Subcommittee strengthens the health promotion workforce through professional development and support.

Subcommittee Members

- Committee members: Heather O'Malley and Sarah Graham (Co-Chair), Chantelle Jeffery, Lauren Zappa and Stacey-Mae Prokopyszyn (until August)
- Ex-Officios: Melissa Panuccio and Nadine Radin
- Student representatives: Kristin Quinlivan and Andrea Jansen Van Rensburg
- SAG members: Richard Crane and Assoc Prof Lisa Wood

2015 ONWARDS

During 2015 the Subcommittee will:

- Continue to respond to the professional development needs of members as identified in the member survey.
- Explore opportunities to engage more with regional members through a regional only webinar/teleconference event.
- Explore opportunities to offer practical skill development sessions, for example how to use webinar and videoconferencing; app development; and finance and budget management skills.
- Continue to offer the Learning Circle Series and Student Careers Showcase.
- Offer more advocacy training, including one focused on using social media for advocacy.
- Explore different types of mentoring, including e-mentoring, group mentoring and tools to support informal mentoring in consultation with National.
- Provide members with more networking opportunities.
- Investigate ways to offer more networking opportunities for regional members.

MAIN ROLE

The main role of the Capacity Building and Excellence Subcommittee is to:

- Build capacity and excellence in the health promotion workforce, through:
 - o Providing and sourcing professional and leadership development opportunities for all members, from new graduates to more experienced practitioners, and the broader health promotion community in WA.
 - o The mentoring program, which provides an opportunity for experienced health promotion practitioners to support early career practitioners.

MAJOR ACHIEVEMENTS

MENTORING PROGRAM

In 2014 the program ran from February to December with 34 participants (17 mentees and 17 mentors). The program uses a traditional mentoring model (one-to-one) to match individual applicants with a suitable mentor. It provided the basis for a successful mentoring relationship by offering appropriate mentoring guidelines, tools and timely information to participants.

PROFESSIONAL DEVELOPMENT

AHPA (WA Branch) Annual General Meeting (AGM) and Ray James Memorial Lecture

February 5

60 attendees

The AGM provided an opportunity for members to network, as well as hear from the Branch about the work undertaken over the past 12 months. The Ray James Memorial Lecture was presented in a new format, with five speakers each giving a short presentation that addressed the topic 'The State of Health Promotion: Challenges, Opportunities and the So What'. Our speakers included Amberlee Laws, Prof Rob Donovan, Jodie Hurd, Prof Mike Daube and Rochelle Tobin.

10th Opinion Piece Seminar

February 28

At this event, which was a partnership with PHAIWA, three emerging public health leaders presented their opinion on whether the Ottawa Charter is still useful for health promotion practitioners in 2014. Speakers included Lorena Chapman (Cancer Council WA), Jemma Snow (Royal Flying Doctor Service Western Operations) and Tom Shalders (Royal Life Saving Society WA).

Mentoring Workshop - 'Mentoring, what's in it for me?'

19 May

15 attendees

This year the Branch also invested in a professional development event specific to mentoring. The workshop was facilitated by Dr Jennifer de Vries, an independent researcher and leadership development consultant. The workshop aimed to increase mentoring skills in the health promotion workforce and support mentors and mentees who were participating in the AHPA (WA Branch) mentoring program. The feedback from participants was very positive and the information provided by Dr de Vries will guide future planning for the AHPA (WA Branch) mentoring program.

Student Careers Showcase - 'How to get that job... where to look, how to apply and what employers are looking for'

24 September

60 attendees

The event, presented by the AHPA and PHAA (WA Branches), included guest speakers, a panel discussion and opportunities for students to network with potential employers. It provided students with important information that will assist them when starting their career, including

what employers look for in a job application; the organisations that employ health promotion and public health professionals; and what job titles to look for when searching for jobs.

Guest speakers included:

- Professor Tarun Weeramanthri, Department of Health
- Dr Jo Clarkson, Healthway
- Rochelle Tobin, AHPA (WA Branch) Health Promotion Scholarship recipient

The panel session provided students with the opportunity to ask health promotion and public health professionals working in a variety of careers pathways "how to get that job". The panel included:

- Dane Waters, Health Communication Resources
- Julia Stafford, McCusker Centre for Action on Alcohol and Youth
- Sarah Bailiff, Cancer Council WA
- Toyah McCarthy, City of Wanneroo
- Melissa Panuccio, Child and Adolescent Health Services

2014 Healthway Visiting Fellow – Dr Melanie Barwick

9 October

57 attendees

In collaboration with Healthway and PHAA (WA Branch), this event featured Dr Melanie Barwick presenting on the topic 'Getting the Word Out - Learning to Share and Apply Evidence Where it Matters Most'. Dr Barwick explored the new field of Implementation Science that aims to address how best to share what we learn with varied audiences in hope of attaining greater impacts.

'Getting Your Message Out There' Community Advocacy and Media Workshop

28 November

27 attendees

This interactive workshop, presented by the Branch and PHAIWA, provided participants with the opportunity to develop their skills in public health advocacy. Participants were provided with an introduction to advocacy and public health advocacy, the importance of partnerships and coalitions, working with the media, e-advocacy and community engagement. The aim of the workshop was to provide Branch members with the knowledge and skills they need to actively participate in the Branch's health promotion workforce campaign to protect health promotion and prevention in WA.

Writing for Publication Learning Circle Series

In response to member feedback, the Branch presented a brand new format of professional development this year with the first of our Learning Circles. The Writing for Publication Learning Circle first met in March then July, before it came into its own with strong attendance at the October and December sessions. The Writing for Publication Learning Circle is co-facilitated by Dr Justine Leavy (2012 Ray James Award winner for best paper in the Health Promotion Journal of Australia) and Dr Jonine Jancey (Editor in Chief of the Health Promotion Journal of Australia).

Session 1 - Writing for Publication

23 October

14 attendees

At this session group members looked at where they were on the writing spectrum

and discussed what they wanted to get out of the learning circle. Participants shared what writing experience they had and reviewed protocol papers as a format to consider for publication. Writing processes that group members had experienced were discussed including authorship, ethics applications, and submission of articles. Members began a reading log and linked up with writing buddies to help each other along the way.

Session 2 - Putting pen to paper

4 December

9 attendees

At this session group members shared the progress they had made on their articles, looking at the aim of the paper, potential authors, journals and type of paper.

NELSON BAKER, KIMBERLEY POPULATION HEALTH UNIT*

The West Kimberley Youth Photovoice project is capturing young people's thoughts, behaviours and attitudes through a visual research method in Broome and the Fitzroy Valley.

KORRINE BENNELL, WA COUNTRY HEALTH SERVICE – SOUTH WEST*

The Young Mums Nutrition Program provides training to volunteer parents, carers and community workers in nutrition and physical activity to deliver peer education.

TYRA THOMAS, ABORIGINAL HEALTH TEAM, CHILD AND ADOLESCENT COMMUNITY HEALTH*

Exploring the development of a suitable and user friendly smart phone application targeted to Aboriginal populations aiming to raise awareness of iron deficiency anaemia.

JULIEANNE BERG, GERALDTON REGIONAL ABORIGINAL MEDICAL SERVICE*

Improving nutrition and increasing physical activity among Yamatji people through the expansion of Wellness Clinic services and weight management programs.

GEMMA BROOKS - WA COUNTRY HEALTH SERVICE - PILBARA

Developing ear health education packages for doctors, health workers, parents, children and teachers in the Pilbara.

ROCHELLE TOBIN - PUBLIC HEALTH ADVOCACY INSTITUTE OF WA

Reducing soft drink consumption in remote Aboriginal communities through the installation of watercoolers and training community store staff.

2014

HAZEL LEONG - FOODBANK WA

Improving nutrition among children through the development of a Superhero Food Resource Kit for schools and health educators.

JEFF TURNER - WA AIDS COUNCIL

Building evidence for young men's sexual health strategies and developing capacity to engage young men in diverse programs.

2015

SCHOLARSHIPS

The Branch continues to administer a scholarship program through the support of Healthway to provide unique opportunities for health promotion graduates and Aboriginal and Torres Strait Islander people to apply their health promotion knowledge and skills in a supportive environment.

Subcommittee Members

- Committee members: Lisa Rooke (Chair)
- Scholarships Coordinator: Jonathan Hallett
- Ex-officio: Sam Bradder and Fiona McDougall (committee member until November)
- SAG members: Suzanne Taylor, Ann Barblett, Assoc Prof Juli Coffin

MAIN ROLE

The main role of the Scholarships Subcommittee is to:

- Coordinate the AHPA (WA Branch) and Healthway Scholarships Program and lead Aboriginal Health initiatives for the Branch.

MAJOR ACHIEVEMENTS

- Successful application for Healthway funding for the Scholarships Program for 2015 – 2017.
- Past recipients, members, partners, and the health promotion community received copies of the '21 years of the health promotion graduate scholarship program' storybook.
- Two graduates were awarded scholarships in 2014.
- Four Aboriginal and Torres Strait Islander scholarships were awarded with the first two awarded and announced during NAIDOC week.
- Commenced work on a Reconciliation Action Plan.
- Represented the Branch on the national AHPA Aboriginal and Torres Strait Islander Committee.
- Focused on the identification of Aboriginal and Torres Strait Islander members.

THE ongoing support provided by Healthway for the continuation of the Scholarships Program is appreciated. Since beginning the partnership 22 years ago, the Scholarships Program has provided career opportunities in health promotion for more than 75 graduates and Aboriginal and Torres Strait Islander people. The Branch remains committed to ensuring the Scholarships Program continues to provide work experience and skill development benefits for these individuals.

A list of recipients and a summary of their project can be seen on the opposite page. Four Aboriginal and Torres Strait Islander scholarships (marked with an *) and two graduates and received scholarships in 2014. Two graduate scholarships have been announced for 2015.

2015 ONWARDS

During 2015 the Subcommittee will:

- Maintain links with national Aboriginal and Torres Strait Islander Committee.
- Continue to identify and resolve barriers to membership for Aboriginal and Torres Strait Islander health promotion practitioners.
- Continue to support the Scholarships Coordinator with the AHPA (WA Branch) and Healthway Scholarships program through promotion and selection of recipients.

FINANCE AUDIT + RISK MANAGEMENT

The Finance Audit and Risk Management (FARM) Subcommittee maintains the Branch's finances and seeks to mitigate identified risks.

Subcommittee Members

- Treasurer: Lisa Wheatley
- Committee member: Stacey-Mae Prokopyszyn
- Ex-officio: Emma-Lee Finch (committee member until July)
- SAG member: Gemma Crawford

MAIN ROLE

In previous years the Subcommittee was named Finance and Business (FAB), however in 2014, the Branch identified the need for the Subcommittee to expand to include risk management and audit. As a result, this year has been a particularly busy (and productive) year for the Subcommittee.

MAJOR ACHIEVEMENTS

- Established a Terms of Reference for FARM.
- Held regular FARM Subcommittee meetings, which included our SAG representative who has provided us with valuable guidance.
- Educated committee members about the Branch's finances - including having Subcommittees develop budgets for 2014.
- Developed a risk management plan/register.
- Developed a treasury guide to assist future FARM Committee members.

2015 ONWARDS

During 2015 the Subcommittee will:

- Continuing to educate committee members on finance matters and supporting subcommittees in developing and managing their own budgets.
- Continuing to support Subcommittees in implementing (and monitoring) risk management practices.
- Coordinating the monitoring of operational plan activities.
- Supporting the use of LEAP funds.

As per previous years, the AHPA National Board is in the process of completing a National and WA Branch audit to provide comprehensive financial information to AHPA members and Healthway. Copies of this audit will be made available to members upon completion in April/May 2015.

Below is a summary of the AHPA (WA Branch) cash balances as at 31 December 2014.

Cash Balances	As at 31 Dec 2014
AHPA (WA Branch) funds:	\$17,496.00
LEAP Funds:	\$18,451.94
Healthway Funding:	\$263,397.45

*Note: The figures are unaudited and are subject to change.

As per previous years, the primary source of income was from Healthway funding (for the Healthway Scholarship program), professional development event attendance fees, and capitation. The majority of the Branch's expenditure was for the Healthway Scholarships Program which included payment to agencies and to the consultant who manages the Scholarships Program. Other sources of expenditure included delivering professional development events, Branch running costs (postage, stationary etc.), and payment of scholarships to the Australian Health Promotion Conference and AHPA (WA Branch) advocacy workshop.

I am pleased to say that the AHPA (WA Branch) is currently in a sound financial position.

I'd like to take this opportunity to thank the FARM Subcommittee for their support in 2014, and I hope the 2015 Treasurer enjoys this role as much as I have over the past 2 years.

Lisa Wheatley
Treasurer

ACKNOWLEDGEMENTS

EX-OFFICIO COMMITTEE MEMBERS

Thank you to Jonathan Hallett (Curtin University), Kahlia McCausland (Curtin University), Lauren Bryce-Moore (Child and Adolescent Health Services), Melanie Griffiths (Curtin University), Melissa Papuccio (Child and Adolescent Health Services), Nadine Radin (South Metropolitan Population Health Unit), Lauren Gillies (Department of Health and Department of Treasury and Finance Perth Children's Hospital Project), Ruth Aspinall (South Metropolitan Population Health Unit), Rochelle Tobin (Diabetes WA), Ruth Wernham (WA AIDS Council), Emma Hills (ACOSH), Joanna Steel (WA Country Health Service), Ebony Nardi (Drug and Alcohol Office) and Samantha Bradder (City of Belmont) for your assistance throughout 2014.

MEMBER SERVICES

Thank you to the many contributors who once again provided a wide array of information and updates throughout 2014 for News from the West, and the weekly jobs and events lists. We look forward to your continued support in 2015.

HEALTHWAY

Thank you for your ongoing support to continue running the AHPA (WA Branch) and Healthway Scholarships Program. We would particularly like to thank Dr Jo Clarkson and Laura Hunter for their ongoing support and guidance.

NATIONAL HEART FOUNDATION (WA DIVISION)

Thank you for continuing to provide the Branch with storage space at your offices in Subiaco.

HEALTH AGENCIES

Thank you to the following agencies that enabled Committee members to continue this important work: Cancer Council WA, Continence Advisory Service of WA, Diabetes WA, Department of Parks and Wildlife, HBF, Child and Adolescent Community Health, Mentally Healthy WA, North Metropolitan Public Health Unit, South Metropolitan Population Health Unit, WA Cervical Cancer Prevention Program and WA Country Health Service.

KEY STAKEHOLDERS AND PARTNERS

Thank you to all our ongoing and new key stakeholders and partners. We look forward to working together again in 2015.

MENTORS

Thank you to the following mentors, who volunteered their time: Ann Barblett, Rebecca House, Jonathan Hallett, Charlene Shoneye, Toyah McCarthy, Noni Walker, Jill Darby, Venessa Wells, Laura Emery, Lisa Wheatley, Clover Maitland, Tia Lockwood, Abby Page, Suzanne Taylor and Melinda Edmunds.

PROFESSIONAL DEVELOPMENT

A huge thank you to all the presenters and guest panelists who generously volunteered their time and expertise. Thank you also to the organisations who donated the use of venue facilities free of charge. We would also like to extend a special thank you to those who assisted at the events throughout the year.

SCHOLARSHIPS

A huge thank you to Jonathan Hallett (Scholarships Coordinator) for all his assistance with and ongoing commitment to the Scholarships Program. Thank you also to Lisa Rooke, Laura Hunter, Leanne Pilkington, Suzanne Taylor, Trish Pierce, Lorena Chapman, and Joanne Graham-Smith for their time and commitment to the selection process for the Aboriginal and Torres Strait Islander and Graduate Scholarships. Congratulations to the 2014 Graduate Scholarship recipients on your achievements and thank you to the supervising agencies and supervisors. Thank you to all applicants and agencies who applied for the 2014 Scholarships Program. Congratulations to the successful applicants.



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Making Health Promotion a Priority