



Health Promotion Service

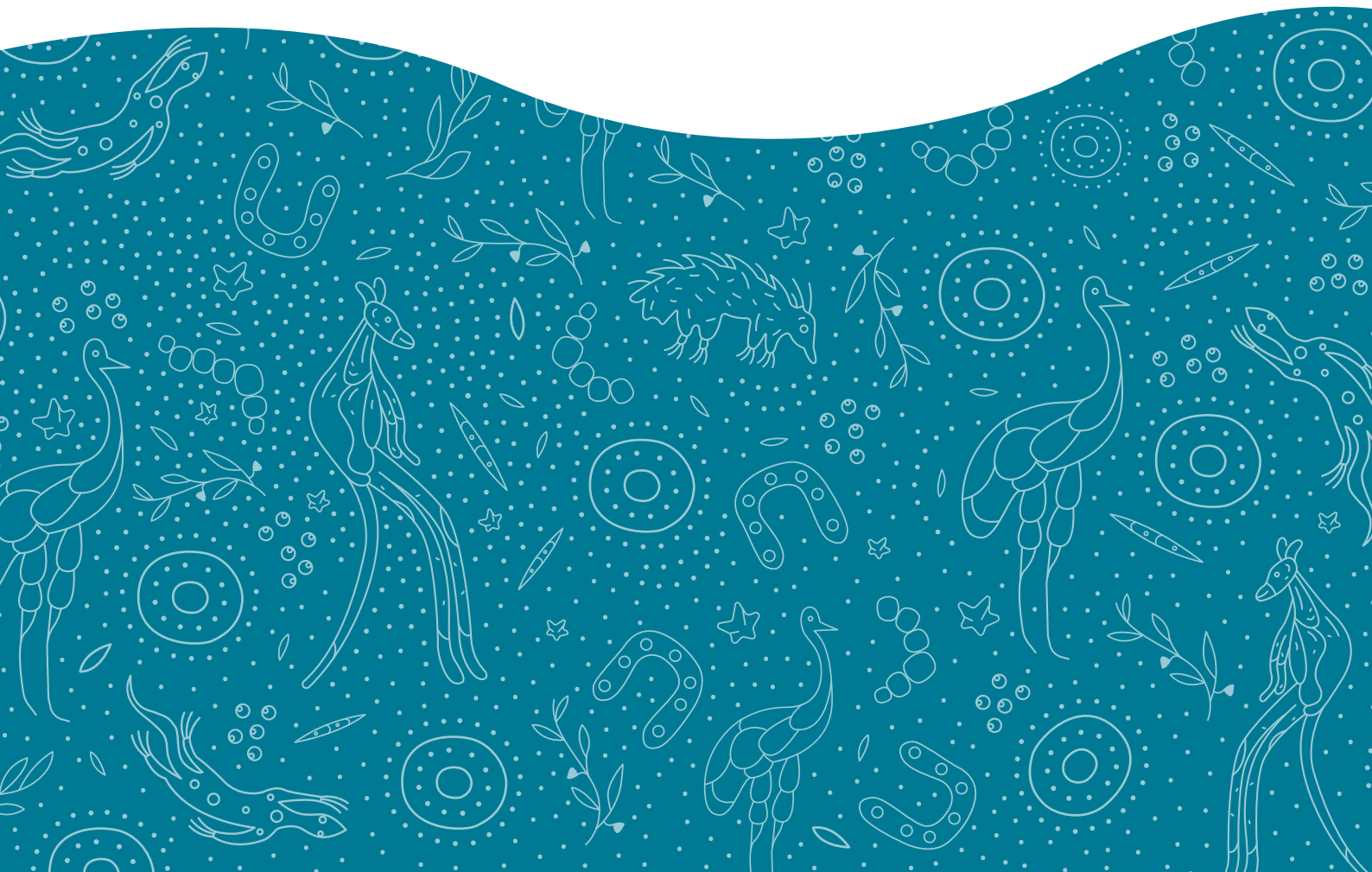
2022-2023

Yearbook



Acknowledgement of Country

We acknowledge the Aboriginal people of the many traditional lands and language groups of Western Australia and pay respect to their elders past and present. North Metropolitan Health Service recognises, respects and values Aboriginal cultures as we walk a new path together.





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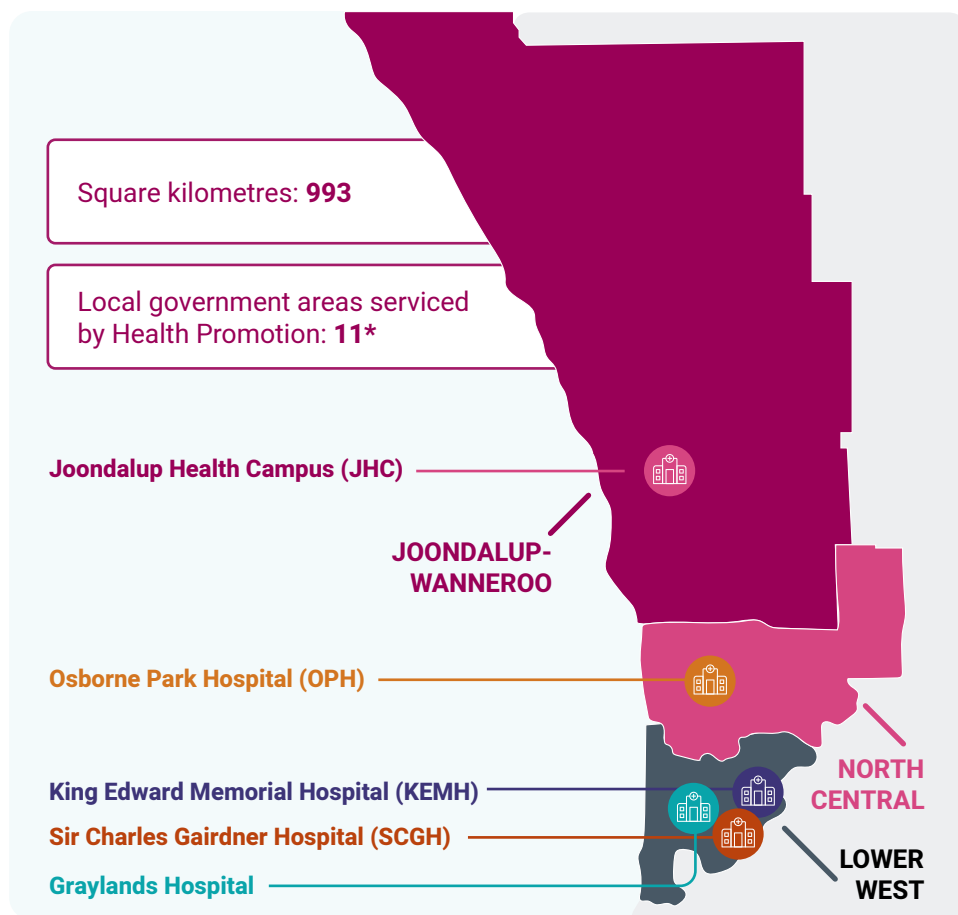
About us

The Health Promotion Service works across the North Metropolitan Health Service (NMHS) catchment area and aims to keep the population healthy by preventing chronic diseases (eg: cardiovascular disease, Type 2 diabetes, respiratory disease and some cancers) and injury. This aligns with the NMHS Strategic Priority of Enabling Healthy Communities.

The Health Promotion Service has 9.0 FTE and is led by Krista Coward, Manager Health Promotion. Staff work in one or more program areas:

- Healthy Population
- Priority Communities
- Healthy Service.

This report summarises each of the programs, acknowledges the staff present in 2022-2023, and summarises key achievements.



* Cambridge, Claremont, Cottesloe, Joondalup, Mosman Park, Nedlands, Peppermint Grove, Stirling, Subiaco, Wanneroo and Vincent.



About us

Our approach

Our work is guided by the [Western Australian Health Promotion Strategic Framework 2022-2026](#).

- Population-wide
- Focus on the lifestyle risk factors causing the greatest burden of disease:
 - » Smoking
 - » Poor diet
 - » Harmful alcohol use
 - » Overweight and obesity
 - » Physical inactivity.
- Identifies the causes of these risk factors and works collaboratively with local organisations and community to find ways to address them.

Our portfolio areas

Staff are delegated to lead a portfolio area, listed below, based on their strengths and interests. They develop relevant professional networks, undertake regular professional development and share their learnings and practice wisdom with team members to ensure high quality service delivery.



Smoking



Nutrition



Alcohol



Physical activity



Injury



Aboriginal and Torres Strait Islander community



Culturally and Linguistically Diverse community



Data support



Community engagement



Research and evaluation



Healthy Population

About the program

This program partners with local governments and other organisations to develop interventions that support healthy lifestyles for the whole community. Small shifts in behaviour at a population level can lead to large overall reductions in the burden of chronic disease and injury. An [*agreement*](#) between the Department of Health and Health Service Providers requires NMHS to support north metropolitan local governments with Local Public Health Plans as required under Part 5 of the Public Health Act 2016.

The way we work

We build the capacity of local government officers by coordinating professional development and networking activities, offering mentoring and expert advice, providing feedback on draft policies and programs, and partnering to develop interventions that enable and empower the community to lead healthier lives.

Our team in 2022-2023



Assunta Di Francesco
Health Promotion Coordinator (Program Lead)



Michael Clow
Public Health
Nutritionist



Haylee Bullock
Health Promotion
Officer



Justine Rolfe
Health Promotion
Officer



Rebecca Salsano
Health Promotion
Officer



Healthy Population

Key achievements

- NMHS Local Government Network – facilitated four network meetings with north metropolitan local government officers where guest speakers raised awareness of priority public health issues and strategies. Topics covered: (1) Data on the health and wellbeing of our population; (2) Community consultations – tips and ideas for public health planning; (3) Supporting your community to be more physically active; and (4) Preventing injuries and promoting safer communities. Information was subsequently uploaded onto the Health Promotion [internet page](#) for easy reference. In April, local governments were also invited to express interest in various evidenced-based physical activity programs.
- Public health planning consultancy service – provided a service to nine local governments. This included presentations of local community health profile data, advice on public health planning, detailed written and verbal feedback on draft local public health plans, community consultation plans and policies impacting health. The team also drafted a guide on developing a Local Public Health Plan and sought input from key informants.
- Partnership with City of Vincent on Smoke-Free Town Centres project – in a first for the country, the City of Vincent launched five smoke-free (and vape-free) town centres simultaneously in November 2022. As a key project partner, Health Promotion assisted the City to obtain Healthway funding and provided professional support and advice to City staff during project planning and implementation.
- Led Smoke-Free Town Centres Outcome Evaluation – developed a comprehensive evaluation methodology and tools and partnered with Curtin University to obtain ethics approval. Recruited and trained six health promotion students from Curtin University and Edith Cowan University, and seven staff, to collect baseline data on smoking and e-cigarette use in five entertainment precincts. Data collection will be repeated post-implementation (November 2023) to determine if the project reached the goal of reducing smoking by 40%. Details of the project and evaluation were shared with colleagues at the 2023 National Preventative Health Conference.
- Making the healthy options easier – the Public Health Nutritionist assessed the food environment at two local sport and recreation centres and provided comprehensive reports and follow-up meetings with stakeholders. As a result, one venue removed unhealthy advertising and replaced it with images of their exercise classes and healthy eating campaigns in an effort to protect children from unhealthy food advertising. Both venues increased their healthy food options.



Healthy Population

- Local drug action groups and teams – provided local health data and advice to interagency groups in the Cities of Stirling, Vincent and Subiaco to reduce harmful alcohol use. Commenced investigations into WA liquor licensing system and the role of local governments.
- Water Promotion Project – commenced scoping and stakeholder analysis to promote water as the beverage of choice.

Case study

Creating Fresh Air – Smoke-Free Town Centres

Tobacco use is the leading cause of preventable disease and premature death in Western Australia, and the use of e-cigarettes is growing at an alarming rate. Creating smoke-free public places is an effective strategy to reduce smoking, assist smokers to quit and reduce exposure to second-hand smoke and second-hand aerosol.¹

The [*City of Vincent's \(City\) Smoke-Free Town Centres Project*](#), the major project of the City's [*Public Health Plan 2020 – 2025*](#), aims to reduce smoking by 40% in five town centres. This ambitious project is the first time an Australian local government has committed to creating five smoke-free town centres simultaneously. The town centres include the entertainment districts of Beaufort Street, Leederville, Mount Hawthorn, North Perth and William Street. The project is funded by Healthway and the City and represents a collaborative venture between the City, North Metropolitan Health Service, Australian Council of Smoking and Health and Cancer Council WA.

Prior to the project commencing, the City also introduced local laws to further protect people from exposure to second-hand smoke, with a six-month transition from awareness raising to enforcement. The Health Promotion Service provided input into the project design and funding application and agreed to undertake outcome evaluation to measure if the goal was met. The service also prepared responses to the City's public consultations on the proposed project and local laws. Throughout the project, Health Promotion staff provided the City's project staff with professional support and advice when requested.



Healthy Population

When project planning commenced in July 2022, the Health Promotion Service developed the evaluation methodology after reviewing the scientific and grey literature and conducting targeted consultations with those experienced in creating smoke-free public places. The evaluation methodology included pre- and post-project measures of:

1. Active smoking behaviours – people smoking tobacco products or using e-cigarettes in the smoke-free boundary and periphery; and
2. Cigarette butt counts – counts of cigarette butts, cigar butts, empty pack counts and discarded e-cigarette paraphernalia in designated 'hot spots' in the smoke-free boundary at specific time points and days of the week, including evenings and weekends.

Ethics approval was granted by Curtin University, who agreed to partner with the service and lead post-project data analysis and the preparation of scientific publications.



◀ *Smoke-free evaluation fieldworkers: Health Promotion staff and volunteers.*

In November 2022, the Health Promotion Service led the baseline data collection prior to the project launch. Fieldworkers were volunteers recruited from Curtin University and Edith Cowan University, and Health Promotion staff. Several quality assurance strategies were implemented, including rigorous pilot testing prior to data collection, a two-day training program for fieldworkers and provision of detailed step-by-step guides. Debriefing opportunities were also included in between data collection days and an evaluation workshop was held once baseline data was collected to consolidate lessons learned. Data collection will be repeated in November 2023 post-project.



Healthy Population

The Health Promotion Service has analysed the baseline data and prepared a detailed report and summary report on the results, strengths, project limitations and challenges. Results have been used to inform project strategies and have been presented at several forums with City staff, including the National Preventive Health Conference. This project will help guide the creation of smoke-free public places across the country in the future.



▲ *Launch of Fresh Air project: Councillor Jonathon Hallett, City of Vincent; Krista Coward, Manager Health Promotion, NMHS; Joanne Graham-Smith, Healthway; Melissa Ledger, Cancer Council WA; Noni Walker, Australian Council on Smoking and Health; Mayor Emma Cole, City of Vincent.*
Photo by Travis Hayto.



Priority Communities

About the program

This program partners with local organisations and community to promote health in two priority localities in the NMHS catchment area. People in lower socioeconomic groups are generally at greater risk of poor health and are more likely to smoke, be obese and be insufficiently active. An [analysis](#) of social, health and demographic data identified two priority localities – Mirrabooka-Balga and surrounds; and Merriwa-Clarkson and surrounds.

The way we work

We collaborate with local service providers and community to develop tailored interventions that support healthy behaviours and create safer environments.

Our team in 2022-2023



James Gibson

Aboriginal Health Promotion Coordinator (Program Lead)



Julia Platts

Public Health Nutritionist and
Health Promotion Officer



Karis Krop

Health Promotion Officer



Priority Communities

Key achievements

- Relationship building – more than 70 local organisations that provide services to priority communities were introduced to the newly formed Priority Communities team and informed of health promotion issues and approaches. Common agendas were identified and potential areas of collaboration were discussed.
- Social Inclusion Network – reinvigorated Social Inclusion Mirrabooka and Surrounds (SIMS), bringing together more than 90 people from 40 local organisations to identify priorities for action in Mirrabooka and surrounding suburbs. Following a series of workshops, SIMS members identified that action was needed on: food security; physical activity; homelessness and vaping. SIMS members, who meet quarterly, have now formed working groups to develop strategies to address these priority issues.
- Represented NMHS – at the request of the City of Wanneroo, the Aboriginal Health Promotion Coordinator joined the City's Ni Kadadjiny Koort (Aboriginal and Torres Strait Islander community reference group) and contributed at eight meetings and events.
- Co-facilitated program for Aboriginal families – worked with Wadjak Northside Aboriginal Community Resource Centre and Community Link and Network to deliver an eight-week program that aimed to empower parents. Families also cooked a healthy meal and children participated in active games.
- Mirrabooka Harmony Week Festival – promoted health and wellbeing at interactive stalls in Mirrabooka during Harmony Week, each attracting over 200 people. People cast a vote for a health promotion priority in a token drop activity – healthy eating and physical activity were deemed the priorities. Sixty-six community members also completed a Have Your Say survey, providing intelligence for future activities. The most highly rated health promotion activities were 'safer suburbs for walking', 'smoke-free public places' and 'healthy food options at sport and recreation facilities'.
- MyMirrabooka Smile World Oral Health Day – initiated a community event and partnered with Aboriginal Health Strategy, Dental Services, Australian Dental Association WA, City of Stirling and a local dentist. Distributed more than 400 oral health packs in Mirrabooka.
- Conducted two nutrition workshops for new migrants – one at Metropolitan Migrant Resource Centre to older adult CaLD people using three interpreters and one at Sudbury Community House Family Foundations.
- Recruited Torres Strait Islander peer mentor for Injury Matters Stay on Your Feet program who was trained and supported to deliver injury prevention presentations to peers.



Priority Communities

- Merriwa Local Drug Action Team – used the relationships developed to support the Alcohol and Drug Foundation, revived the Merriwa Local Drug Action Team and recruited a lead agency after it was inactive for 12 months.
- Men’s Health Week Walk – partnered with Ebenezer Aboriginal Corporation and the Heart Foundation to facilitate a Men’s Health Week walk and yarn.

Ways of working



Source: *Planning for Partnerships: A framework for establishing and measuring partnership and collaboration for the Sustainable Health Review*, Western Australian Council of Social Service, 2022. Used with permission.



Priority Communities

Case study

Sustaining partnerships: Social Inclusion Mirrabooka and Surrounds (SIMS)

The Health Promotion Service has facilitated a social inclusion network of local service providers and community members in Mirrabooka and surrounding suburbs for more than a decade, known as Social Inclusion Mirrabooka. In recent years, active membership of the network had dwindled, with regular meeting attendance of five to 10 people. Following the formation of the Priority Communities program within the Health Promotion Service in mid-2022, Health Promotion staff applied contemporary partnership principles² and investigated the feasibility of the network going forward.

Commencing with a scoping and establishing phase, staff reviewed past members and scoped organisations either located or actively providing services within Mirrabooka and surrounding suburbs. More than 100 members from more than 80 organisations were identified. The Priority Communities team introduced themselves to local organisations and nominated a health promotion officer as their key contact. During the communication phase, the strategic questioning method was used to develop two key questions: (1) Is there motivation to reinvigorate the network? and (2) How could the network positively contribute to the lives of people living in the area? Following a series of emails, phone calls and in-person visits, more than 40 face-to-face meetings were held per month with local organisations, with the aim of strengthening relationships and encouraging stakeholders to consider the two questions put to them.

In October 2022, the Priority Communities team initiated a structured consultation phase by hosting a Social Inclusion Mirrabooka meeting with all engaged stakeholders. The meeting was attended by 18 people representing 13 different organisations and one community member. The group participated in a co-design process to reinvigorate the network, which included a SWOT analysis to identify key elements and strengths to be upheld, historic issues to avoid and emerging trends to be included in the future. The group also identified 17 networks/advisory/working groups that members were involved in. Further investigation found these were complementary groups and the purpose was not duplicated.

The coordination phase commenced in 2023 and members developed terms of reference. They were also invited to propose a name for the group or accept the existing name. Through group discussion, Social Inclusion Mirrabooka and



Priority Communities

Surrounds (SIMS) was confirmed as the preferred name as it reflects that equity and inclusion is the shared purpose, and better represents the geographic area of the group. Members confirmed that meetings would be held quarterly and identified local priorities for action: (1) food security, (2) homelessness, (3) e-cigarettes (vaping) and (4) physical activity. Members were invited to join working groups focusing on these priorities and collaborative meetings were initiated in April 2023. The four working groups are using a co-design process to develop partnership projects to address the nominated priorities and will report their progress to the wider SIMS group each quarter.



▲ *Social Inclusion Mirrabooka and Surrounds members.*



Healthy Service

About the program

NMHS is required to comply with the [*Smoke Free Policy*](#) (MP 0158/21) and the [*Healthy Options WA Food and Nutrition Policy*](#) (MP 0142/20) to help create a healthy workplace and role model to other workplaces. This program supports NMHS hospitals and sites to implement these mandatory WA Health System policies.

The way we work

We provide leadership and subject matter expertise to NMHS sites and services to implement mandatory health promoting policies.

Our team in 2022-23



Alisha Miles
Senior Health
Promotion Officer



Lisa Wolinski
Senior Health
Promotion Officer



Rebecca Salsano
Health Promotion
Officer

Key achievements

- NMHS Smoke Free Policy – authored and launched first NMHS Smoke Free Policy in November to ensure NMHS provides a comprehensive approach to protect staff from exposure to environmental tobacco smoke, support staff who smoke, treat nicotine dependent patients to alleviate cravings while on a smoke-free site and encourage people who smoke to quit.
- Delivered consultancy service to Sir Charles Gairdner Osborne Park Health Care Group, Women and Newborn Health Service (WNHS) and Mental Health Service to develop and implement local smoke free procedures. Hospital working groups, supported by senior health promotion officers, are leading local implementation of the policy.



Healthy Service

- World No Tobacco Day campaign – worked with hospital working groups and Corporate Communications to promote the support available to staff who smoke. This included internal news items, posters in staff areas and an email signature block directing staff to the [Smoke Free Intranet Hub](#) developed by Health Promotion. A highlight was a visit from Jeff the Diseased Lung (mascot), who was photographed with NMHS leaders and working group members and posted on social media. The campaign message was “Make every day World No Tobacco Day”.
- Healthy Options report – compiled a report for NMHS North Executive Team on retail compliance with the Healthy Options WA Food and Nutrition Policy, as per the [Retail Procedure: Healthy Options WA Food and Nutrition Policy](#) authored by Health Promotion.

▼ *WNHS Smoke Free Working Group members, WNHS Executives and staff with Jeff the Diseased Lung.*



▲ *Healthy Service Team with Jeff the Diseased Lung:
L-R: Lisa Wolinski, Senior Health Promotion Officer;
Alisha Miles, Senior Health Promotion Officer;
Rebecca Salsano, Health Promotion Officer.*



Other achievements

Supported the next generation of health professionals

- Recruited and trained six health promotion student volunteers to collect data for the Smoke-Free Town Centres project
- Hosted three tertiary students and one student volunteer for work placements of up to six weeks. Two student dietitians took up the invitation from local community agencies to conduct healthy eating workshops for new migrants, one of which included three interpreters – a great experience for the students!

Provided health promotion input and advice

Represented NMHS:

- Public Health Planning Reference Group – interagency group, and related working groups, led by Department of Health to inform the administration of public health plans required under Part 5 of the Public Health Act 2016
- Healthy Venues Project Reference Group – time-limited interagency group led by Healthway to inform the Healthy Venues Project (ie: Healthway grants for sport and recreation centre food outlets to increase healthy options)
- Department of Health’s quarterly professional network meetings for staff working in tobacco control and public health nutrition
- Mental Health Commission’s bi-monthly alcohol and other drugs prevention officers meeting
- Department of Local Government, Sport and Cultural Industries quarterly physical activity and health promotion network
- Local Government Health and Wellbeing Group – quarterly network for local government officers working on health and wellbeing interventions
- State-wide health promotion campaign launches and events.

Represented Public Health:

- Family and Domestic Violence (FDV) Framework Project Control Group – multidisciplinary group providing input into NMHS FDV Project.

Represented Health Promotion:

- Perth Public Health Forum – multidisciplinary forum of metropolitan Health Service Providers that discusses metropolitan public health issues chaired by Director Public Health, NMHS.



Other achievements

Maintaining professional standards

- Developed an annual professional development plan for the Health Promotion Service
- Staff attended professional development, including:
 - » Nicotine, Smoking and Vaping Cessation Training
 - » National Preventative Health Conference 2023
 - » Injury Prevention Summit 2023
 - » Value-based messaging workshops
 - » Aboriginal Engagement and Reconciliation Forum 2022
 - » Weaving Tapestries (community development) workshop
 - » WorkSmart Assessor Training.
- The Aboriginal Health Promotion Coordinator conducted in-house training on history of Aboriginal and Torres Strait Islander culture in Australia
- The Health Promotion Coordinator commenced the NMHS Diploma of Leadership and Management and the Aboriginal Health Promotion Coordinator commenced a Master of Business Administration at Curtin University after receiving the Rob Riley Scholarship
- Staff joined Public Health Service colleagues at Reconciliation WA's Walk for Reconciliation
- Achieved >90% compliance with mandatory training.

Blender Bike

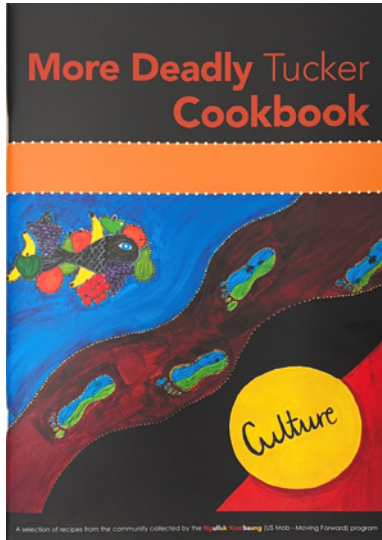
The Blender Bike uses pedal power to make smoothies. The service has [loaned](#) the bike to schools, not-for-profit organisations, local government and community groups/sporting clubs since 2018. This year the service invited the LiveLighter® team to develop new smoothie recipes and four new recipe cards were created. The bike was used at 14 community events in 2022-2023.

Julia Platts, Public Health Nutritionist, ► trying out the [Popeye's Punch](#) recipe.





Other achievements



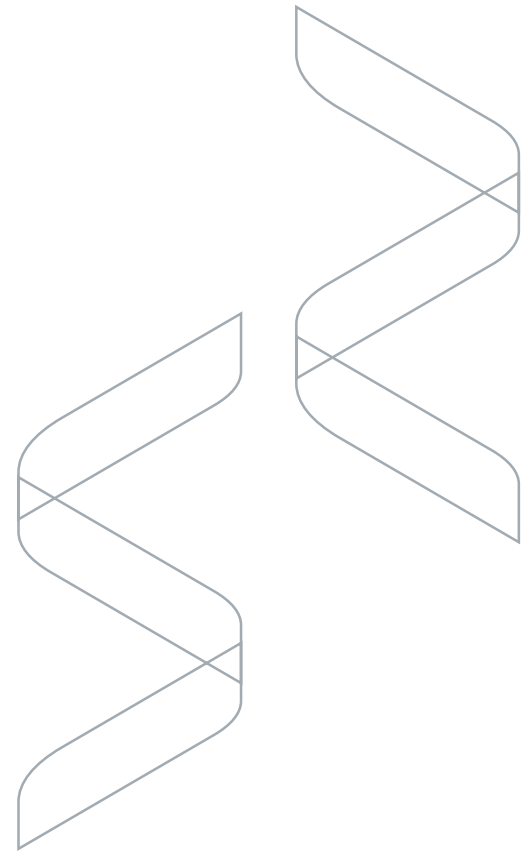
More Deadly Tucker cookbook

The More Deadly Tucker cookbook is a pictorial, practical know-how resource with 40 tasty recipes, each with step-by-step photographed instructions. Created by the service a decade ago, with input from more than 100 local Aboriginal community members, the cookbooks are sold at cost price. 263 More Deadly Tucker cookbooks were [sold](#) this year.



References

1. Department of Health, State of WA. 2022. [Western Australian Health Promotion Strategic Framework 2022-2026](#)
2. E Perroni, 2022. Planning for Partnerships: A framework for establishing and measuring partnership and collaboration for the Sustainable Health Review, Western Australian Council of Social Service, Perth, Australia



Health Promotion Service

2022-2023

Yearbook

Contact details

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🌐 [North Metropolitan Health Service - Health Promotion](#)

