

# HEALTH PROMOTION ACTION

2013 - 2014

Year in Review



Health  
Central Coast  
Local Health District

**CENTRAL COAST HEALTH PROMOTION SERVICE**

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## DIRECTOR'S REPORT



I am delighted to be writing this piece as a recap on the past twelve months for the Central Coast Health Promotion Service, my first twelve months as Director.

I would like to start by thanking my Team for their creativity, outstanding quality of work and professionalism over the past 12 months.

It has been a year of significant change for the Service - a change in leadership after nearly 30 years, funding uncertainty and a new level of reporting and accountability. Throughout this, strong and robust work continues in our four major priority areas - tobacco, overweight and obesity, falls and alcohol. The basis for the majority of our work is determined by local, state and national targets and plans - of which there are many!

It's important to remember why these priority areas are chosen - they reflect the small number of factors that account for most of the preventable death and chronic disease in Australia. The priority areas don't and cannot be expected to capture every type of behaviour that impacts on health. Our slice of the health pie is small - normally only 1-2% of the health budget is allocated to prevention. Scarce resources dictate that we need to be strategic in our approach, and these priority areas are the ones that stand to deliver the greatest gains to the community.

Priority for Health Promotion action is given when:

1. A health problem exists in a significant proportion of the population and causes substantial mortality or morbidity.
2. There is good knowledge about preventable factors that are amenable to intervention.
3. Evidence is available on population based strategies likely to have a significant impact on the problem.

Our work is characterised by striving to work across the five elements identified by the World Health Organisation as being the strategic course for Health Promotion work, referred to as the Ottawa Charter: *Building Healthy Public Policy, Creating supportive environments, Strengthening community action, Developing personal skills, Re-orienting health services.*

Use of this model ensures our work is of the highest standard and delivers the most effective and efficient strategies. The general rule of thumb is that effective Health Promotion requires at least three out of the five elements mentioned above. Otherwise, the project may be good clinical practice, good education etc, but not necessarily effective Health Promotion.

Factors that underpin the thinking in all our work include accountability, evidence based practice, leadership in Population Health work and strategic use of media. Collaboration with current and potential partners is also crucial to our success and combines expertise and energy to multiply results.

We work with the prevailing demographic, economic, political, environmental and social factors in mind, as these and other dynamics have a substantial impact on population health. We also draw on the ideas, research and techniques of other disciplines where it strengthens our work.

Look out for the Health Promotion five-year strategic directions document, which will guide our work towards 2020 and beyond...

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# FALLS PREVENTION

...fall related injuries in older people are a serious yet potentially preventable cause of mortality and morbidity...the effects of falls are costly to the individual in terms of health, function and quality of life...we provide older people, their families and carers with information and actions they can take to reduce the risk of falls and injury from falls...

## Why work with Community Pharmacies?

'The role of community pharmacy in falls prevention' aims to enlist the support of pharmacists and pharmacies to undertake falls prevention project in their pharmacy. Pharmacies are a valuable and trusted public health resource. With hundreds of contacts daily there is potential to use Pharmacies to improve the health and well-being of older people by reducing the risk of falls.

A local population survey indicated that older people have high recall of fall prevention messages from allied health professionals, including pharmacists.

## The Role of Community Pharmacy in Falls Prevention Project

An accredited continuing professional development (CPD) session for pharmacists was devised in partnership with the Pharmacy Guild of Australia. All falls risk factors were covered with an emphasis on medication and falls. The session provided training and resources for pharmacists to implement a falls prevention program in their pharmacy. During the training, attending pharmacists were required to develop their own falls prevention plan. Through consultation with some of the local pharmacists, resources were developed to assist and support the implementation of the project in the Pharmacies. The resources included; script covers, quick risk falls assessment, brochure, medicine record card, DVD and an outcomes log.

## What did we Achieve?

**46 pharmacists** representing 39.5% off all Central Coast Pharmacies attended the CPD training, this included hospital pharmacists and those undertaking the training trough Webinar.

**20 pharmacy assistants** attended a separate education evening.

## PRE AND POST EVALUATION RESULTS



**131,00** Script covers, **14,900** falls risk checklists, **16,000** brochures, **15,000** medical record cards and **280** DVDs have been distributed through pharmacies



## Look out for...

A locally designed Medicine record card for people 65+. It is important that older people carry a medicine record card with them at all times and show all health professionals. The card will list any prescribed medications, over the counter products and vitamins and herbs taken.

The final evaluation of the project is currently underway -

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## ACTIVE OVER 50™

In NSW, falls are the leading cause of hospitalisations from injury among people aged 65 years and over, with over 27000 hospitalisations and 400 deaths each year. The hospitalisation rate from falls has risen by around 2.5% each year, from 2173 per 100,000 population in 1998/99, to 2787 in 2011/12.

Insufficient physical activity is a major, amendable risk factor for falls.

Good evidence shows that participation in group exercise (that includes components of balance and strength) can reduce the rate of falls among older adults. Tai chi reduces the risk of having a fall, and exercise generally can reduce the risk of sustaining a fall related fracture.



## The Active Over 50™ Program

The Active Over 50™ program aims to contribute to a reduction in injuries from falls among Central Coast older adults aged over 50, as well as improve fitness and cardiovascular health through offering organized physical activity.

The program operates through a unique partnership with Central Coast fitness centres and community based fitness providers, offering exercise classes specifically for older adults. All instructors meet the industry standard qualifications for teaching 'older adult' exercise.

The inclusion of both fitness centres and community venues has been an important factor in increasing accessibility, availability and variety of physical activity opportunities for older adults.

### *What did we achieve?*

# 17 Years In operation

# 40,000

## Attendances in 2013/2014

The Central Coast Branch of Australian Academy of Tai Chi joined in offering classes under the umbrella of Active Over 50™, with 6 additional classes located at Wattanobbi, Kanwal, East Gosford and Wagstaffe. Since advertising the new tai chi classes in March 2014, there has been an increase in attendances of approximately 25% at the East Gosford class, requiring the addition of another venue.

In maintaining the quality of the Active Over 50™ program, training is offered on a regular basis to instructors;

- Two instructor training workshops on fall prevention and nutrition were presented by experts Sally Castell, and Rudi Bartl respectively. Around 60% of Active Over 50™ instructors attended each of the workshops, and earned important Fitness Australia re-registration points.
- Nationally accredited training in Exercise for Older Adults was also provided onsite at Mingara One fitness, for 10 instructors. The training was made possible through a partnership with the Mark McGaw Institute of Sport Science, Gosford TAFE staff, and the Health Promotion Service.
- A qualification update workshop in the Paul Lam style 'Tai Chi for Arthritis' and first aid training was also provided for 7 tai chi instructors.

### Look out for...

An increase in the availability of Active Over 50™ classes in the Wyong Local Government Area (LGA) during 2014/15. Over one third of all classes available are currently on offer in Wyong LGA venues. Through partnerships with the Wyong Council and local fitness providers an additional 10 classes are planned, targeting 'hot spots' with high older adult populations.

Also a new method for collecting attendances data is currently on trial utilising 'survey monkey'. Data collection tends to be slow and challenging, so it is hoped that this method will increase simplicity and efficiency for most fitness providers, and health promotion staff.

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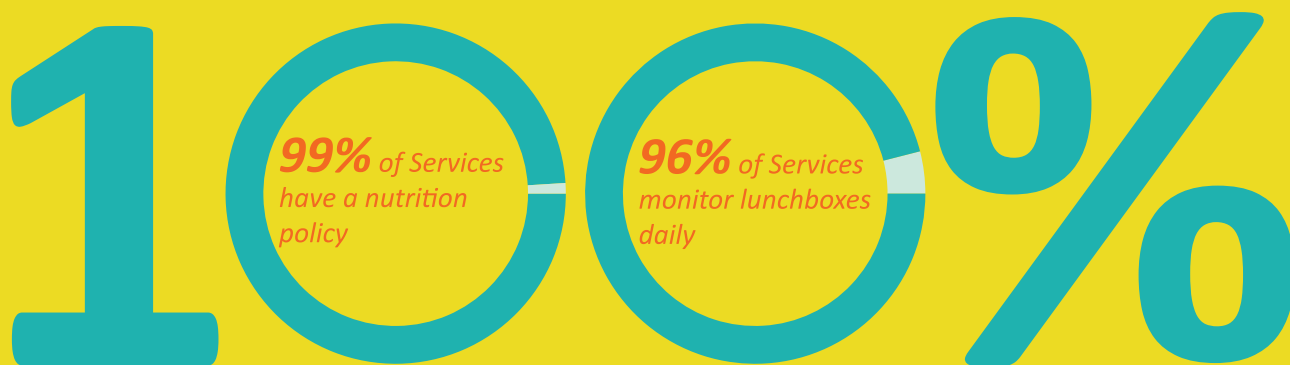
*63 classes at 35 venues are available each week, and offer group classes in strength training, ballroom dancing, tai chi, aqua fitness and gentle exercise.*



## What did we achieve?



*72.4% of services meeting 70% of practices (target of end 2013/14: 50% of services meeting 70% of practices)*



## Overweight & Obesity prevention

...in 2011, 59.8% of males and 45.5% of females were classified as overweight or obese...rates of overweight and obesity amongst children and young people are also high, however the increasing trend appears to be stabilising.

We work with partners on projects to encourage physical activity and healthy eating in many settings: schools, early childhood services, built environments, workplaces, home and community settings...within these partnerships we build knowledge, ability and encourage supportive environments...projects are tailored to meet specific populations...

## Munch & Move

Munch & Move supports the healthy development of children birth to 5 years by promoting physical activity, healthy eating and reduced small screen time in early childhood education and care (ECEC) services. Munch & Move is state-wide program that is part of the Healthy Children's Initiative, and aims to create supportive environments and develop personal skills in children and their families.

Munch & Move aims to support ECEC services and educators to implement a fun, play-based approach to supporting healthy eating and physical activity habits in young children. The Munch & Move program fits within the National Quality Standards and the Early Years Learning Framework which guide ECEC services.

### Munch & Move on the Central Coast

To improve ECEC educator knowledge, confidence and skills in the provision of a supportive environment for healthy eating, physical activity and reducing small screen recreation for children training workshops were offered to staff.

A total of 2 full-day workshops and 4 evening professional development workshops were conducted. In addition, the Services were provided with resources, including lunchbox USB/web resource and The Great Lunchbox Debate posters, learning experiences and physical activity ideas, and updated Australian Dietary Guidelines resources

Some of the ways we supported ECEC Services when they adopted key Munch & Move performance indicators, was to give the Munch & Move Energiser Awards to 12 Services, to provide service visits and to review the menus in collaboration with the Nutrition Service.

We also needed to make sure that the Munch & Move messages were extended to families, to accomplish this we provided information on:

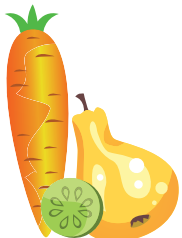
- Health Weeks
- Healthy lunchboxes USB/web resource
- Newsletter snippets

Through partnering with other ECEC sector stakeholders presentations were given to TAFE Children's Services students, resources were provided to Family Day Care Schemes and Cooks of ECEC Services are supported by the Central Coast Nutrition Service.

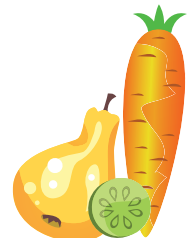
### Look out for...

- The introduction of Potter the Otter storybook, fundamental movement skills activity ideas, online training modules, and moving toward Munch & Move sustainability.
- Focus groups to be conducted to inform planning and actions to support families in reducing screen time.

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**96% of services provide  
Fruit and Vegetables daily**



# Live Life Well @ School

The 2010 Schools Physical Activity and Nutrition Survey indicates that while the prevalence of overweight and obesity among children aged 5 to 17 is stabilising, it is still at concerning levels, with more than one in five (22.8%) children overweight or obese.

Healthy eating and physical activity in children is important to achieve a healthy weight, good health, growth and development, key to establishing healthy practices in later years.

Live Life Well @ School is a primary school program, to;

- Develop teachers' knowledge and skills in teaching about nutrition and movement.
- Support schools to create environments which enable children to eat healthily and be physically active.

## What did we achieve?

Central Coast primary schools have a long history of being proactive about the health of their students and school communities, and have been well supported in this by the Health Promotion and Nutrition Services.

The state-wide Live Life Well @ School program began in 2008, focusing on healthy eating and physical activity in primary schools. Ninety four per cent of Central Coast schools are now participating in this program, and are exceeding the state targets for participation (80% of schools) and meeting the key program practices.

Forty Six Central Coast primary schools were represented at the Central Coast K-6 Physical Activity and Healthy Eating Conference, June 5, 2014

The Conference is part of the professional development offered to teachers through the Live Life Well at School program. Delivered by the NSW Office of Preventive Health, NSW Dept of Education and Communities, the Australian Council for Health, Physical Education and Recreation (ACHPER) and supported by Central Coast LHD, the intention of the conference is that teachers are inspired with some new ideas and skills to deliver quality physical activity and nutrition education and to share back at their school.

## Look out for...

- Playground stencils will be available for loan to schools to encourage students to be more physically active at recess and lunch breaks.
- On the back of the success of The Magic Lunchbox storybook and teacher resource pack to encourage healthy lunchbox food and drinks, a new storybook/resource package is being developed to encourage water as a drink.

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*To the end of June 2014, 78.4% of Central Coast schools have achieved 70% of practices, with the state - target being 50% of schools achieving 70% of practices.*



# Nutrition in Central Coast Canteens

## Why are we doing this?

To increase the healthy food and drink choices available to school aged children

## How did we do it?

- Providing professional development for Primary & Secondary school canteen workers through canteen network meetings each term.
- Continuing with the incentive scheme for attendance to the Network meetings.
- Supporting the Fresh Tastes @ School initiative through the 2014 Central Coast Canteen Award.
- Consultation with canteen staff on the Central Coast Canteen Award program.
- Distributing the 2013/14 Great Ideas Booklet.
- Maintaining relevant information and resources on the Health Promotion Service website.
- Arranging and promoting a bus to attend the 2014 Healthy Kids Canteen Expo in Homebush.
- Promoting Live Life Well @ School and Crunch and Sip program through the Canteen Networks.
- Providing consultancy and menu appraisals – telephone, personal and via e-mail.

## What did we achieve?

- **Canteen Award to 25 schools** (36% of Central Coast Public Schools with a canteen). Award scheme survey conducted to assess interest in the program.
- Network incentives – some canteen managers up to their 40th meeting!
- Great ideas booklet produced and loved by all!

## Look out for...

We will continue to recognise best practice in the provision and promotion of healthy food and drinks by Central Coast Primary School Canteens.

In consultation with local canteen supervisors workshops are offered to Network members, each term, to provide support and professional development and an opportunity for networking and sharing of ideas across the Central Coast e.g: food demonstrations, marketing information, food safety and hygiene, what has worked well, samples.

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# Central Coast Primary School PDHPE Network

The Personal Development, Health & Physical Education (PDHPE) Network supports teachers and schools to address the healthy weight aspects of the PDHPE syllabus by;

- Increasing teacher knowledge, skills and confidence.
- Facilitating idea sharing and cooperation among schools.
- Providing advocacy on health issues to school communities.
- Developing resources to assist local teachers.

## How did we do it?

The Network conducted two BOSTES (Board of Studies Teaching and Education Standards) accredited teacher workshops this year and a presentation to the Central Coast Primary School Principal's Conference.

Our first workshop was a double-header. We offered a wonderful guest presentation from local teacher Emma Davies on 'Energisers and Active Breaks' to increase incidental exercise during the school day. Health Promotion Officer Jeff Smith also dusted off the leg warmers and head band to run a huff and puff session called 'Discover Your Inner Exercise Leader'. The workshop was rounded off nicely by a 5 minute case study from Wyoming Public School on a popular recess/lunchtime game.

Our second workshop saw the Network attract 2012 ACHPER Conference favourite Wendy Lee to present on Reinforcing Numeracy and Literacy with Physical Activity. Wendy shared a fantastic selection of ideas to get active in these traditionally sedentary teaching areas. The Network continued its tradition of publishing video footage of workshop presentations by releasing Wendy's workshop as a series of YouTube clips and on-line handouts on the [healthpromotion.com.au](http://healthpromotion.com.au) website.

The previous relationship between ACHPER and the PDHPE Network changed this year as ACHPER was able to align its full day K-6 Physical Activity conference program with Live Life Well @ School funding. As a result of the new arrangement the Central Coast was fortunate enough to enjoy its third full day K-6 Physical Activity conference in four years! In support of the conference the Network workshop scheduled for Term Two 2014 wasn't offered.

## What did we achieve?

*49 different Central Coast schools were represented at Network workshops this year.*

BOSTES accreditation appears to have boosted attendance numbers with average attendance climbing back to over 50 individual teachers per workshop. Approximately half of all attendees claimed the BOSTES professional development points.

In a 6 month follow-up survey of eleven teachers who attended our first workshop, six (55%) indicated that they had already introduced changes at school in response to the workshop.

The local school community's high regard for the Network was demonstrated by our being able to gain a presentation spot at the Central Coast Primary School Principal's Conference. The presentation not only provided an opportunity to update the principal's knowledge of healthy weight issues effecting schools, it also rallied support for school involvement in a variety of health promotion initiatives.

The Central Coast continues to mentor other LHDs in conducting a local PDHPE Network. 7 of the 8 Sydney LHDs now offer PDHPE Networks. 4 of the 7 regional LHDS either already offer or are working towards offering Networks. The Murrumbidgee is the latest area to seek our assistance in getting started. Two existing Networks have also sought our help in becoming BOSTES accredited. At this time the Central Coast is the only Network with BOSTES accreditation as a professional development provider.

## Look out for...

The Network will continue to extend its provision of on-line resources with the release of a series of on-line instructional videos on utilising the Games Sense approach to conducting physical activity.

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*Results from National Ride to Work (R2W) Day indicate that the annual event is effective in attracting and maintaining new riders, an important target market. To further support new riders, more regular R2W days have been recommended.*



# Central Coast Go Active 2 Work Day

## Why are we doing this?

Active transport initiatives have been identified as one of the most promising areas of action for intervening to reduce obesity at the population level in NSW.

Central Coast Go Active 2 Work Day, the 'Third Wednesday every month', aims to provide an opportunity for more Central Coast workers to be more active, more often by increasing their use of active transport (walking, cycling and public transport) for trips to and from work.

With most people being time poor and not getting enough physical activity, one of the biggest benefits active transport offers individuals, is the opportunity to fit some, or even all, of the physical activity required for good health, into their working week.

## How did we do it?

The Central Coast Local Health District (CCLHD) has had a successful Go Active 2 Work program operating for their staff since 2010. Building on this, the Health Promotion Service extended the initiative to the wider Central Coast community during Bike Week in September 2013. Since then, the third Wednesday every month has been promoted as Central Coast Go Active 2 Work Day (GA2W).

Promotion of the program was across the Central Coast through both print and electronic mediums e.g.

- Advertising and editorial in the local papers.
- Extensive exposure on local radio.
- Bus advertising in both Gosford & Wyong Local Government Areas.
- Distribution of GA2WD resources through Gosford Library Express outlets.
- Assistance from both Gosford and Wyong Councils in distribution of merchandise and cross promotion of active transport initiatives.

The call to action was to encourage members of the Central Coast community to register via an on-line registration system. Those who registered were then asked to complete a transport behaviour survey to help inform future program design and for evaluation purposes.

Registered participants received a GA2W courier style satchel which included active transport and health promoting resources and continue to receive an e-mail reminder and e-newsletter in advance of Central Coast Go Active 2 Work Day each month.

*The first official Central Coast Go Active 2 Work Day was held on National Ride 2 Work Day, 16 October, 2013.*

## What did we achieve?

- Website and online registration system developed and launched during NSW Bike Week, September 2013.
- The GA2W homepage on [healthpromotion.com.au](http://healthpromotion.com.au) attracted an average of 75 visits per month, peaking with 97 visits in June 2014.
- CCLHD Intranet page developed and 607 hits recorded.
- Targeted mail-out of flyers and wallet cards to over 70 medium to large Central Coast businesses.
- Retention of over 100 participants in CCLHD's workplace program (Healthbug) and further recruitment supported with monthly e-newsletters.
- Staff and community bike parking facilities installed at Long Jetty Health Care Centre.
- Access to end of trip facilities (bike racks, lockers, showers etc.) protected and promoted.

## Look out for...

The new look GA2W e-newsletter launched in October 2014 as we entered the second year of Central Coast Go Active 2 Work Day.

Register now at [www.healthpromotion.com.au/GoActive2Work](http://www.healthpromotion.com.au/GoActive2Work) to make sure you receive your copy! They're full of interesting and motivating active transport info.

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# Alcohol

...alcohol is the most commonly used recreational drug in Australia, although it kills fewer Australians each year than tobacco, alcohol tends to kill in younger years with deaths from motor vehicle accidents, other accidents and violence concentrated among the young ...costs to the Australian health system far exceed those for obesity, falls and tobacco... any single occasion of heavy drinking increases the risk of injury and death for the drinker and may place others at risk... adolescents and younger adults are particularly vulnerable...

## Most People Don't

To reduce the sale and supply of alcohol to under 18s we are working with sporting clubs to develop an awareness raising campaign for potential suppliers of alcohol to players under the age of eighteen.

### *How did we do it?*

The Most People Don't (MPD) project is based on the social norms theory which refers to perceptions and beliefs about what is "normal". For example: people may believe that their peers drink heavily or that most adults give or sell alcohol to under 18s. These incorrect perceptions influence people's behaviour and actions towards alcohol.

MPD works in partnership with Central Coast sporting organisations, using a mix of media, social media & direct marketing. The messages are aimed at Coaches, Managers, Parents and players in the 18-25 age group to strengthen their resolve in not supplying alcohol to under 18s.

### *What did we achieve?*

To date we have worked with Junior Football and Rugby League, Netball, Cricket, Surf Life Saving, Senior Football, Rugby Union and Rugby League. We have gained support from Central Coast Stadium who display posters at all points of sale.

Central Coast Mariners ran a MPD ad on the big screen at their home games. Likewise several NRL clubs – South Sydney, Manly and Canterbury have also run the ad at their games at CC Stadium. Goodsports are in support of the project and promote it to their clubs.

### *Look out for...*

In the next twelve months plans are underway to work with both Junior and Senior AFL clubs.

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## Every1 Doesn't Do It!

Every1 Doesn't Do It! (EDDI) is inspired by Social Norms Theory. Social Norms Theory suggests that our behaviour is influenced by misperceptions of how our peers act. It is believed to be a particularly powerful influence on teens. Social norms interventions aim to present correct information about peer group norms.

EDDI aims to reduce underage drinking by increasing awareness among 13 to 17 year olds that most people their age don't drink, and of the ones that do, most don't drink much.

### *How did we do it?*

EDDI is an on-line alcohol reality check for 13 to 17 year olds to complement school alcohol education programs. It asks teenagers how much they've had to drink and shows them how their drinking compares to other kids their age. EDDI also includes links to other excellent alcohol resources including a binge drinking video for teens shot on the Central Coast with our own head of emergency medicine, Kate Porges. Referral advice is provided for the small percentage of kids who are drinking.

EDDI is available on [www.healthpromotion.com.au](http://www.healthpromotion.com.au). EDDI underwent a major update in 2013-14 to increase its performance and accessibility.

### *What did we achieve?*

Since its introduction in 2011 EDDI has become an extremely popular section of the [healthpromotion.com.au](http://healthpromotion.com.au) website. In 2013-14 EDDI was the most visited section of the site for 9 of the 12 months and was in the top three for the other 3 months. Visits peaked shortly after EDDI was promoted at the Wyong Learning Community Staff Development Day with 514 visits during March 2014. EDDI had over 300 visits even on its quietest month.

### *Look out for...*

Health Promotion is planning a further promotion of EDDI in the coming year with the release of a document for schools on local teenage alcohol harm reduction strategies. EDDI will also be further enhanced with the updating of State underage drinking figures.

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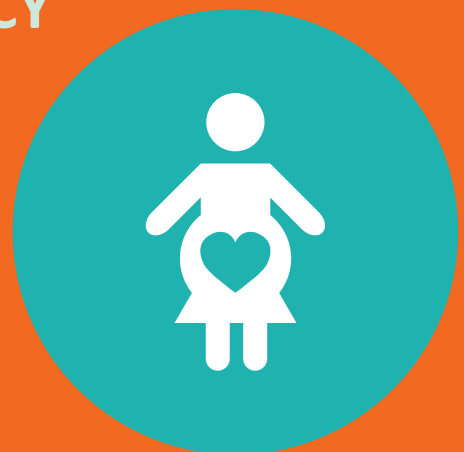


## SMOKING DURING PREGNANCY



Dropped from **23%** in 2005 to **18.5%** in 2009 in Wyong shire

Dropped from **14.5%** in 2005 to **13.2%** in 2009 in Gosford city



# Tobacco

...in 2013, the smoking rate for people in NSW who reported daily or occasional smoking was 16.4%, the Central Coast Local Health District was 17.3%...total smoking related costs are estimated at \$31.5 billion...smoking still remains the number one preventable cause of death and disease...

## QUIT4Baby

Smoking cessation during Pregnancy has been a high priority for Central Coast Health Promotion Service since 2007 when we first started "Quit 4 Baby".

In recognition of our leadership in this area in Australia Dr Lyndon Bauer was invited to give a co-plenary presentation and workshop at the Australian Smoking Cessation Conference, 2013 'Translating the science into clinical practice' 6-8 November 2013. His Co-presenter was Dr Cheryl Oncken, Professor of Medicine and Associate Professor of Obstetrics and Gynecology, University of Connecticut School of Medicine, USA. Dr Bauer found it invaluable to co-ordinate with and learn from Dr Oncken, as there remains a great deal of uncertainty surrounding the best way forward on this issue.

Cigarette toxins are concentrated in the unborn baby, especially carbon monoxide, and the placenta suffers serious damage through smoking. However the effectiveness of NRT during pregnancy has not been well established, and while it's safer than smoking, it may have an impact on the growing child in terms of risk of future nicotine addiction and even learning difficulties.

It's important that clinicians involved with antenatal care are informed of the guidelines and issues with smoking cessation during pregnancy, and we have done many talks to all manner of providers.

In terms of success we have seen smoking during pregnancy drop from over 23% in 2005 to about 18.5% in 2009 in Wyong shire. In Gosford City 2005 the rate was 14.5%, reducing to 13.2% in 2009.

We continue to run the web site [www.quit4baby.com.au](http://www.quit4baby.com.au) and liaise closely with clinicians, especially the indigenous Quit for New Life project.

Another spin off from the conference was the invitation of David Copley an Indigenous elder and recognised smoking cessation advocate to come to address our local indigenous community and to organise a culturally appropriate smoking cessation course for some of our local indigenous health workers.

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## Tougher Targets

Disadvantaged communities bear a disproportionate amount of the harms caused by tobacco smoking. Aboriginal people have a higher smoking rate than the general population.

### *How did we do it?*

At first we engaged and consulted with the Aboriginal community and local Aboriginal organisations. As a result of the consultations we offered a Community Forum and Quitskills training for staff who work with Aboriginal clients. Closer ties were established with the CCLHD Aboriginal Health Service, Yerin Aboriginal Medical Service and Central Coast NSW Medicare Local

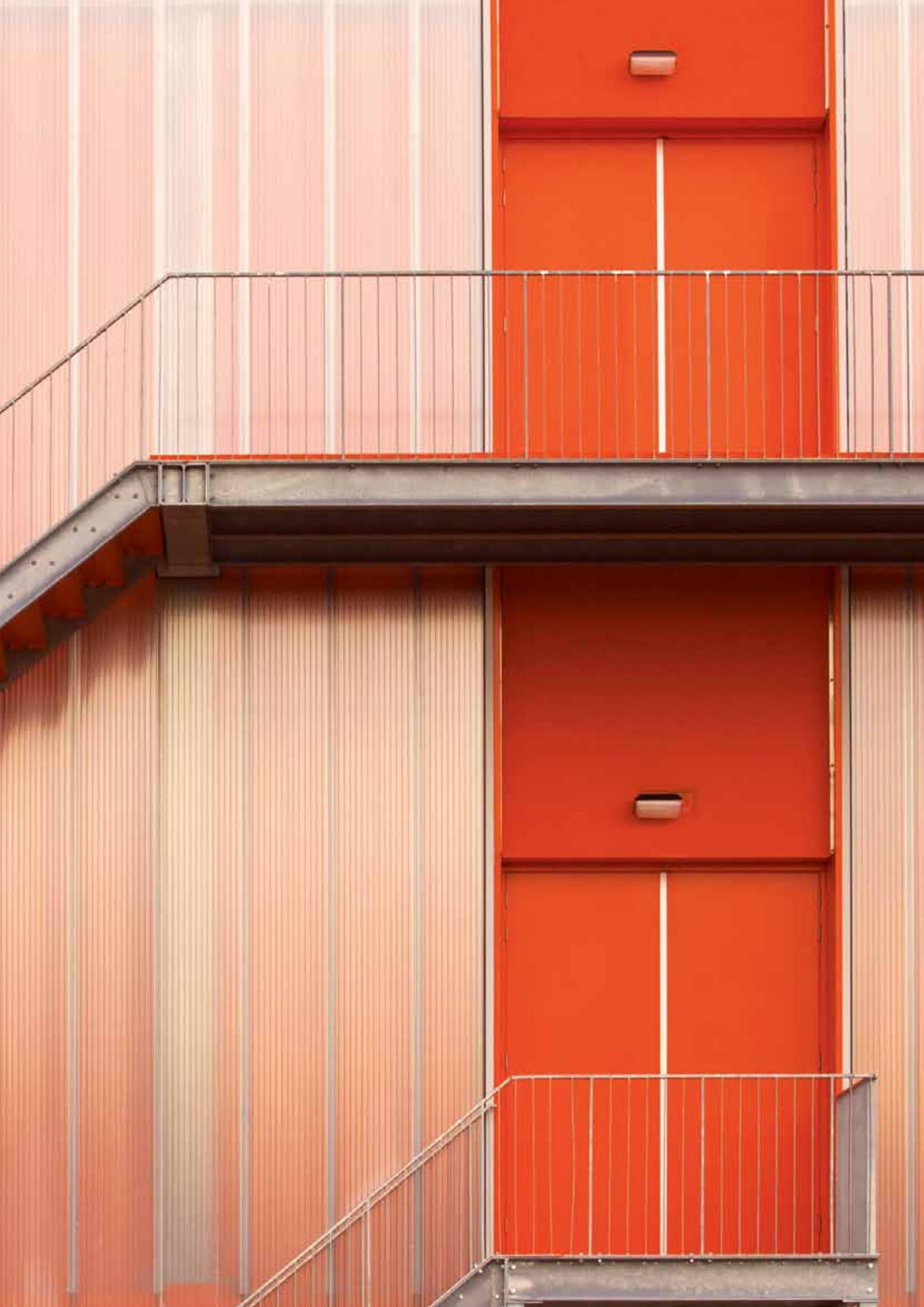
In April 2014, we invited David Copley an Aboriginal elder from South Australia to host a community forum. Community members and Aboriginal health workers came together to discuss ways they could reduce smoking in their community.

This was followed by a three day workshop for health workers. The attendees were awarded three competencies forming part of a Certificate IV in Aboriginal Primary Health. The course enthused the participants who have gone back to their organisations to introduce ways to reduce smoking.

### Look out for...

Staff at Yerin Aboriginal Medical Service are planning to start a QUIT Café

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# Central Coast Local Health District

## Smoke-free grounds

...amendment to CCLHD Model By-Law to designate all facilities and grounds smoke-free.

In 2012 an amendment was made to the NSW Smoke-free Environment Act 2000 through NSW Parliament. The by-law was adopted by Central Coast Local Health District to enable designated officers to serve a penalty infringement notice for smoking in contravention of the smoke-free policy.

Emerging evidence on the impact of smoking on air quality in outdoor locations, has found that under some circumstances, tobacco smoke affects air quality in outdoor locations just as much as indoor locations.

### How did we do it?

A working group of key internal stakeholders was convened to coordinate the approach for the implementation of the smoke - free by-law

**An implementation plan was developed by the Working Party, key areas include:**

1. Signage – visible at high profile locations to inform patients, staff and visitors.
2. NRT provision for patients & staff. NRT is also available in a vending machine at Gosford A&E for staff and visitors.
3. Extensive internal and external communications to patients, staff, visitors and the wider community.

### What did we achieve?

- An audit of all signage on the Local Health District grounds.
- Installation of new signage in existing and new locations.
- De-escalation training completed by Health Promotion Officers, Security staff and Environmental Health Officers. The ' Pairs Model' for approaches is being used, based on Ministry of Health procedure developed for compliance monitoring at transport stops, shopping centres etc.
- NRT training has been provided to medical staff.
- NRT in-services have been provided to other clinical and non-clinical staff.
- Working with Pharmacy to add new products to the formulary with support from respiratory and neurology.

### Look out for...

The Ministry of Health Legal Branch is developing a Template Instrument of Appointment to allow the Public Health Director to appoint Inspectors to enforce the by-law.

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# Health Promotion Website

## [www.healthpromotion.com.au](http://www.healthpromotion.com.au)

The healthpromotion.com.au website offers a powerful platform for promoting health promotion projects, distributing information and resources, and engaging with the community and other stakeholders.

### *How did we do it?*

The website is designed, developed and published by the Central Coast Health Promotion team. It contains loads of local content together with links to hand-picked resources from around the globe. It is currently the on-line home for 15 major current Central Coast Health Promotion projects plus popular archival material from previous local health promotion initiatives.

### *What did we achieve?*

The site published a number of exciting new sections this year. These included Central Coast Go Active 2 Work Day, The Great Lunchbox Debate, Screen Time Counts and the Breastfeeding Friendly Scheme.

There were many important updates to existing sections of the site including the introduction of 'Tobacco and the Law' and 'Best Ever Anti-tobacco Ads' pages. The 'Every1 Doesn't Do It!' Teenage Alcohol Reality Check also underwent a major redevelopment to increase speed and accessibility.

Loads of new videos and other resources were updated or added throughout the site including the highly popular 'Nutrition Resources for the Classroom' and 'Kindy Orientation' resources.

A number of existing locally produced videos on the site continue to demonstrate their popularity. The 'Teenage Binge Drinking' and 'Falls Prevention – Reducing Hazards at Home' videos have now been downloaded more than 2000 times each.

### *Look out for...*

As our site becomes ever richer with content it may get a little harder to find just the thing you're looking for. Stay tuned for a simple alternative way to navigate the site this year!

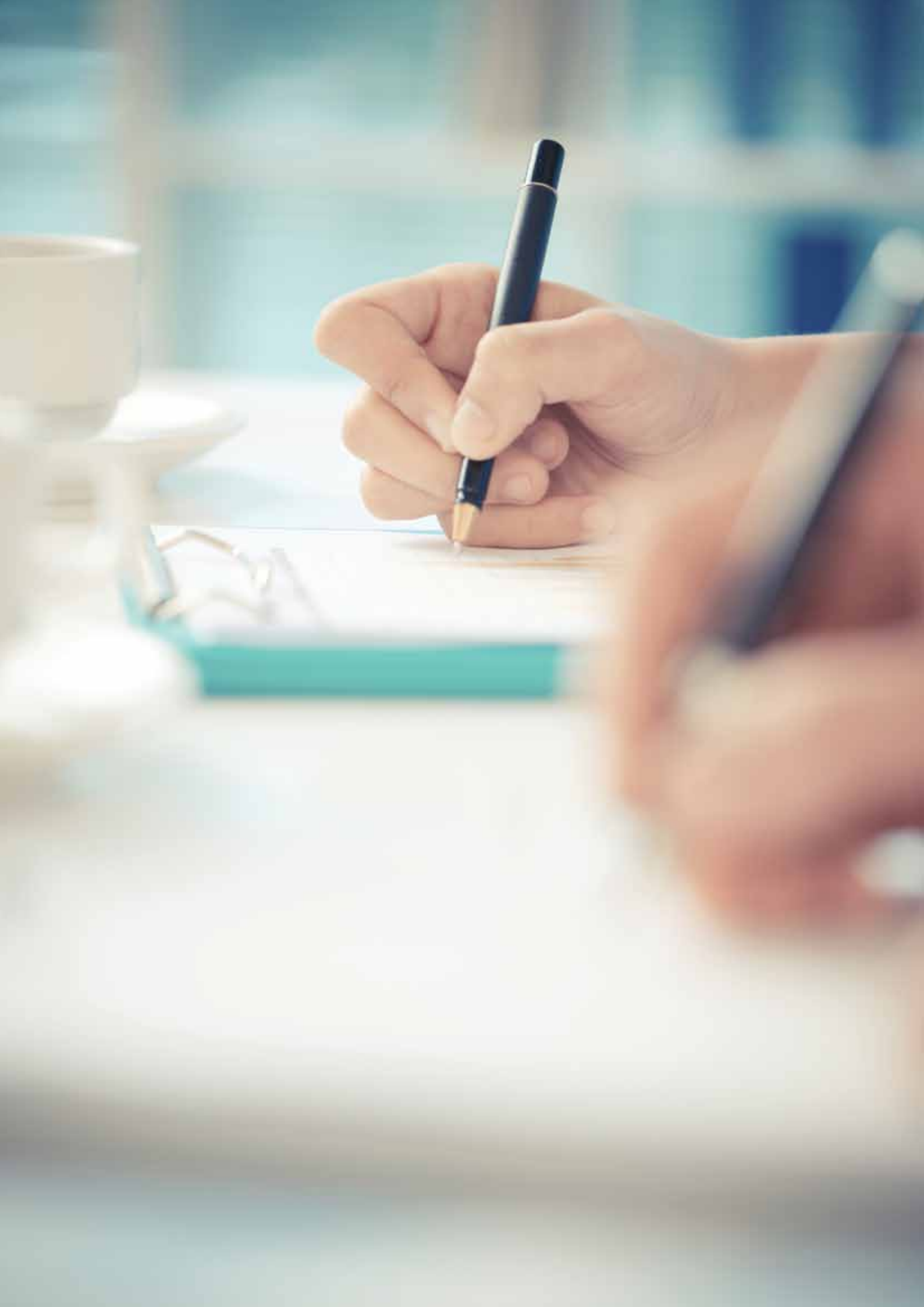
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*The site attracts an average of **8,200** unique visitors a month.*



*Peak traffic was in May this year 2014, with a record **11,276** unique visitors.*



# Major Committees, Presentations and Publications

## Major Committees with Health Promotion Representation

Central Coast Local Health District (CCLHD) Health Promotion Network assists in providing professional support to staff within the CCLHD who are in Health Promotion roles.

CCLHD Falls Policy Steering Committee provides input on the Community aspects of Falls Prevention

CCLHD Breastfeeding and Infant Feeding Reference Group support the implementation of a comprehensive and integrated plan for breastfeeding on the Central Coast in line with the policy framework document.

Munch & Move State-wide Key Contact Group, is led by the Office of Preventative Health, this group supports the implementation of the Munch & Move program in Early Childhood Education and Care Services.

Live Life Well at School State-wide Key Contact Group guides and supports the implementation of the Live Life Well @ School program in primary schools.

Go4Fun Management Committee oversees the operational part of the Go4Fun project.

Get Healthy Service (GHS) Advisory Group. High level advice provided on strategic direction of the GHS.

Prevention, Research and Collaboration (PRC) Strategic Advisory Board. High level advice and support provided on strategic direction of the PRC.

Central Coast Agribusiness Group. Input is provided on health issues and impacts.

## Presentations

### Falls Prevention

- Invited as a guest speaker by the Pharmacy Guild of Australia, NSW Branch to present at the National Convention & Exhibition 2014 attended by pharmacists. The presentation was on 'The role of Community Pharmacy in Falls Prevention'.
- NSW Falls Prevention Network Forum-'The role of Community Pharmacy in falls prevention'. Sydney Falls Prevention health workers from across NSW.
- Presentation at Central Coast Educators Network – Health Care Professionals 120 people.
- 9 Presentations on Falls Prevention to senior organisations.

An update on the 'Personal Development, Health & Physical Education (PDHPE) Network was presented at the 2013 Central Coast Primary School Principal's Conference, in October 2013. Some of the highlights presented at the Conference included: expansion of the PDHPE Network across the State LHD's, resulting in a stronger base to support teachers; the ability of the Network to attract high quality presenters, and the steady increase in the number of schools being represented at the workshops.

**Q4:H2O Healthy Drink Strategy in Primary Schools - Central Coast LHD Quality and Innovation Awards 2013 – 1st Place Healthy Living Category.**

## Publications

In house publication 'Active Over 50 Report-2012/2013' produced and made available for distribution.

