



## Minutes of branch meeting 10 September 2012

Held in room Q432, Institute of Health & Biomedical Innovation, Queensland University of Technology,  
Kelvin Grove Campus

Attended	Apologies
Danette Langbecker	Sara Gollschewski
Peter Anderson	Audra De Witt
Sally Ahamed	Paul Gardiner
	Kerrienne Watt
	Kyoko Miura
	Tania Patrao
	Robyn Mobbs
	Shannon Dias
	Richard Franklin
	Letitia Del Fabbro

### 1. Welcome

- Meeting commenced at 4:30pm

### 2. Updates on latest PHAA-Qld events

- a. Health Media Club - Peter Anderson was sponsored by PHAA-Qld to attend the Health Media Club presentation featuring Professor Mike Daube. Please see Peter's summary of the Health Media Club and the presentation attached. The Health Media Club is likely to offer further opportunities to network with health media personnel, providing advocacy opportunities.
- b. Sara Gollschewski is currently attending the Population Health Congress on behalf of the branch. We look forward to hearing the outcomes of her networking efforts at the next branch meeting.
- c. Advocacy re devolution of Queensland central public health/health promotion services: Sara has teleconferenced with AMA-Q, AHPA and other interested public health professionals to discuss the devolution of central public health services, and Prof MaryLou Fleming spoke on behalf of PHAA-Qld at a press conference arguing against the current reforms on Friday 10<sup>th</sup> September (please see media release attached).

### 3. Committees - discussion regarding changes needed to move PHAA-Qld forward

- a. Communications subcommittee:
  - The PHAA-Qld website is starting to look a bit tired, needs to be updated and promoted to members (particularly new members). Also need PHAA national page to link to the website. Look into capacity to upload presentations/live stream events to allow members who do not live in Brisbane to be more involved.
  - We used to email new members to inform them about branch activities - need to get this up and going again. Danette to contact head office and see if they can send a pre-written email to new Qld members when they join directing them to our website, etc.
  - We have previously used a teleconference phone to allow exec committee members outside Brisbane to call in to meetings. Now we are not at CCQ, need to make other arrangements. Danette to look into using Skype to allow free communication (? how many people can be on the one call).
  - We have discussed newsletters to members in the past, but have worried about the extra work needed. Possibility of developing a template to highlight member activities/profiles/projects/interesting articles, to send out with minutes/agenda.

- Need to further develop university engagement - perhaps have 1 or 2 people assigned solely to this role, to build relationships. As well as scholarships and prizes, need to communicate PHAA to students, look at how can involve students in branch activities, and work out best ways to engage public health students at the different universities (e.g. UQ has an association of public health students - do any of the other universities?)
- b. Professional Development subcommittee:
- Look at networking with CCQ staff to assist in the holding of events at CCQ. Peter to email Louise Baldwin to see if she is happy to assist.
  - Need to do more to evaluate events. We got people's email addresses after the advocacy committee to do a short web survey to evaluate, but the evaluation didn't eventuate.
  - This committee has worked really well and had a lot of success with its events. Might need some suggestions for future topics for events next year.
  - Possible topics: Writing for Publication (?Jeanne Daly), Careers Café (maybe together with AHPA?)
- c. Advocacy subcommittee:
- Look at developing a contact list of members with expertise in certain fields, SIGs, etc., and a process for dealing with enquiries from media (e.g. look at contact list to see if there is someone suitable, look at PHAA policies to review evidence in the field, determine position and see if have someone to respond to enquiry, if not, liaise with SIG or head office to respond promptly)
  - Possibly send some exec committee members for media training so more comfortable advocating publicly

### 3. Other business

- Planning for AGM:
  - AGM will be held at 5pm on 8<sup>th</sup> October 2012 at the Cancer Council Qld auditorium - Danette to send out notice & agenda to all members
  - Need a volunteer to get the food & drink - please email Danette if you're willing
  - RSVPs and nominations for positions (President, Vice-President, Secretary and Treasurer, exec committee member) must be received by 1 October (by email to secretary)
  - All current exec committee members please note that you must re-nominate if you wish to be on the committee. A maximum of 11 persons (including President, Vice-President, Secretary and Treasurer) can be formally on the committee, so please ensure you only nominate if you are prepared to be actively involved.

### 4. Correspondence

- None received.

### 5. Next meeting/close

- Meeting closed at 5:30pm
- Next meeting will be the branch AGM. No other branch meeting will be held in October. The agenda for the November branch meeting will be sent out closer to the date. Please note new location of branch meetings (not including the AGM): room Q432 (next to reception on main entry level), Institute of Health & Biomedical Innovation (Q block), Queensland University of Technology Kelvin Grove Campus. Street address: 60 Musk Avenue (the red building on the corner of Musk Avenue and Blamey St), Kelvin Grove.

## **Health Media Club presentation by Professor Mike Daube**

Recent PHAA national President Professor Mike Daube made a presentation about the Queensland Health reform process on behalf of the Health Media Group at a lunch presentation at Parliament House on Tuesday 4<sup>th</sup> September. The topic of the presentation was: "Defending prevention – a battle we cannot afford to lose". The presentation was timed to highlight key public health concerns in light of recent state government policy decisions and the looming state budget. Mike Daube is Professor of Health Policy, Curtin University, WA and is also director of the Public Health Advocacy Institute and formerly Western Australia director general of health.

The lunch was attended by about 80 people including four politicians including the assistant health minister Chris Davis and a number of journalists.

A short summary of Mike Daube's presentation is below.

We have good quality health care in Australia, but within government the rhetoric around health is not how long we live but the ramping outside emergency departments, and the length of hospital waiting lists.

Improving health system efficiency should not be about saying the system is over-funded, but by increasing the emphasis on prevention as a means of reducing pressures on the system, including avoidable admissions.

Reorganization is the panacea – a new structure will solve all the problems, however restructures are complicated, time consuming, and laden with uncertainty and inefficiencies. Devolution of responsibilities to LHHN's will suffer from a lack of good administrators and disputes between regions and central office over responsibilities

With respect to public health there are already few people working in areas such as communicable disease control, environmental health, food safety, or disaster prevention and management. These positions have played important roles in issues such as swine flu, SARS, Bali bombings, and Cyclone Yasi. However some of the most important public health working is about keeping communities safe and healthy and is carried out with little public fanfare. Cuts and devolution of staff to regions will further curb the capacity of the sector.

To date senior staff positions have gone at both state and regional levels, and public health has been downgraded in the new structure and Queensland's highly regarded Chief Health Officer must now work through a Deputy Director General. Regional population health staff have been told that they will be moving to local health services, and several NGOs have already lost funding.

There will be a devolution of prevention and public health to local areas. NGO's will be precluded from advocating. There are no indications as yet about the government's approach to our massive modern epidemics of tobacco, obesity and alcohol. It seems that the government is developing plans and policies on the run.

This is the second presentation of the recently formed health media club. The goals of the health media club are:

- To strengthen links between health journalists, health communicators and others in the sector.

- To raise awareness about preventive health and how obesity increases chronic disease risk.
- To foster regular networking for media professionals in the health sector.

The Health Media Club steering committee comprises the following people from the NGO, academic, media and private industry sectors:

- Jane Milburn - Communications manager for Diabetes Queensland,
- Anne Savage - Chief communications officer for Cancer Council Queensland,
- Amanda Lee - Professor, School of Public Health and Social Work and School of Exercise and Nutrition Sciences in the Faculty of Health at QUT.
- Chris Walker - Communications manager at Growcom, the peak body for Queensland's horticulture industry
- Dr Kay Pearse - Principal consultant for CBB Consulting and Chair of West Moreton Medicare Local
- Rada Rouse - Clinical news editor for the GP magazine and website Medical Observer, previously medical correspondent for the national wire service AAP and chief-of-staff for AAP's Canberra press gallery bureau.
- Genevieve Robey - General Manager of Wotnews
- Teena Girdis – ABC TV executive producer
- Janelle Miles – Courier-Mail health reporter