



Public Health Association
AUSTRALIA



ABSTRACT BOOK

AUSTRALIAN PUBLIC HEALTH CONFERENCE 2018

Leadership in public health: Challenges
for local and planetary communities

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Results: The introduction of PrEP had caused few major challenges for organisations undertaking sexual health promotion activities. While there were some challenges, such as overcoming barrier-only beliefs and stigma toward those using PrEP, there were profound benefits, such as shifting the prevention burden from the HIV-positive community to the HIV-negative community.

Conclusions: PrEP is a highly effective biomedical intervention to reduce HIV transmission, and its introduction has led to changes in how sexual health promotion campaigns are designed and implemented. Future challenges include designing sexual health promotion activities for those at risk for HIV transmission outside MSM communities, and overcoming decades of prevention campaigns that focus on barrier methods only.

Using real-world comparisons of teenagers' versus adult responses to adult-targeted anti-smoking campaigns

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Abstract:

Clear context: The Make Smoking History (MSH) project is coordinated by Cancer Council WA to reduce smoking prevalence among adults in Western Australia. The project takes a comprehensive approach to tobacco control, of which mass media advertising is pivotal. While the primary target audience of MSH advertising is adults, preventing the uptake of smoking among young people is also an important objective for tobacco control. With this in mind, a study was undertaken examining the impact of MSH advertising on young people aged 15-17 years in WA and comparing it to responses from WA adult smokers.

Process: MSH conducted a 12-week WA-wide mass media campaign (From Every Quitter) in 2017. To evaluate the campaign, computer assisted telephone interviewing was conducted with 200 smokers aged 18-54 years. In addition, a web panel survey was conducted with 340 young people aged 15-17 years. Questions in both the interview and online survey measured smoking related beliefs as well as awareness and attitudes towards the 'From Every Quitter' mass media campaign.

Analysis: When compared, results showed high levels of campaign awareness, approval of anti-smoking campaigns, and intended message take-out among both adults and young people.

Outcomes: Results suggest MSH campaigns are having a positive impact on young people in WA, in addition to the primary target group of adults. These findings support existing evidence that suggests adult-focused campaigns are similarly effective at communicating with younger target audiences.

Dentists' role in recognising, responding and referring women who experience domestic violence

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Abstract:

Background: Domestic violence is a significant public health issue that impacts not only on individual women, but also on their families and communities. The prevalence of domestic violence means that student dentists encounter traumatised women in their clinical practice, however, they reported feeling inadequately prepared for this challenging role. The Dentists and Domestic Violence – Recognise, Respond and Refer (DV-RRR) training program is a groundbreaking intervention developed collaboratively with JCU Social Work and the Cairns Regional Domestic Violence Service to address this problem.

Embedding dental students into participatory action research projects that evaluate the DV-RRR initiative has been integral to successful design and implementation. While they have identified that dental students' embed awareness of domestic violence into their clinical practice, graduates' capacity to respond appropriately has not been explored.

Methods: Current research aims to explore JCU dental graduate's perceptions of the effectiveness and value of DV-RRR training in their practice using a mixed method approach. Online surveys will evaluate the sustained impact of this education to graduate dental practice. Focus groups will then enrich the evaluation data on the program.

Results: Data collection is in progress. Findings will reveal the sustained impact of domestic violence training on graduates' clinical practice. The presentation will provide results on the sustained value, effectiveness and clinical application of the DV RRR intervention

Conclusion: DV-RRR is embedded in the JCU Dental Surgery curriculum. Interest from health professionals suggests that other dental programs would benefit from a similar collaborative initiative that enables appropriate responses to domestic violence.