Centre for Health Initiatives

Ageing Population Research @ UoW
Who is CHI?

• Established in 2004 at UOW, and in 2010 was officially recognized as a “Research Strength”
• Attracts approximately $2 million per year in health research grants and consultancies
• 25 member academics, 12 affiliates, x 4 full time research fellows, 15 FTE project support staff, 10 post graduate research students
• Government, non-for-profit and for profit agencies
Who is CHI?

• Reputation for community engagement, consumer-oriented health promotion and social marketing research & practice

• Work across the health continuum - Prevention and primary care, health promotion, to acute care and rehabilitation

• Program development and evaluation, young people and alcohol, cancer research
<table>
<thead>
<tr>
<th>Social Marketing and Community Engagement</th>
<th>Critical Marketing</th>
<th>Health professional education, practice and leadership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young people</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aged and dementia care</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workplace health &amp; productivity</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Aged and Dementia Care

SOCIAL MARKETING & COMMUNITY ENGAGEMENT

University of Wollongong
Promoting Healthy Lifestyles in IRT Communities

• **Partners:** Illawarra Retirement Trust
  IHMRI

• **Source of Grant:** IRT Research Foundation

• **Investigators:** Sandra Jones, Don Iverson, Andrew Bonney, Keryn Johnson and Lyn Phillipson
Aims

• Explore the efficacy of providing residents with different types of individualised feedback and health information to reinforce personal attempts to meet their health goals

• Identify environmental features which may support or impede individual/group actions to promote healthy lifestyles.
Promoting healthy lifestyles - IRT

Health Risk Assessment

- Targeted feedback, goal setting & generic lifestyle information
- Targeted feedback, goal setting and targeted information
- Targeted intervention + village health seminars
Outcomes

• Immediate benefit to IRT residents
  – comprehensive health assessment and health programs

• Informing IRT policy & practice – profile of resident health, features that support health

• Efficacy of intervention?
  – effective in promoting goal setting
  – no significant differences between intervention groups
**Title:** The Use of Social Marketing Strategies & an Online Intervention to Improve Asthma Self-Management in Older People

**Source of Grant:** Australian Research Council (ARC)

**Linkage Partner:** Asthma Foundation NSW

**Chief Investigators:** Sandra Jones, Don Iverson, Peter Caputi

**PhD students:** Pippa Burns, Uwana Evers
Aims
• Develop and implement a targeted communication campaign and an online self management education program.
• Evaluate the effects of the programs on morbidity and quality of life in older Australians with asthma (55+ years)

Method
• Survey & focus groups - to determine population knowledge and beliefs about asthma 55+
• Development of social marketing campaign to promote awareness & help-seeking
• Development of an online intervention to promote improved self management

Expected Outcomes
• Increased awareness about asthma among older adults in the Illawarra
• Improved self-management capabilities of older adults living with asthma
• Inform approaches to management of asthma in older people
Why don’t caregivers of people with dementia use respite?

• **Partners**
  - Local providers of health & social care (southern councils, ACAT, Carelink & Carer respite
  - Alzheimer’s NSW

• **CHI team**
  - Lyn Phillipson, Sandra Jones, Christopher Magee
  - NSW/ACT Dementia Training and Study Centre
Aims:
• Determine factors associated with the use and non-use of ‘respite’ services

Methods:
• Interviews and focus groups
  – n=36 primary caregivers
• Survey
  – n=444 primary caregivers
Why don’t caregivers of people with dementia use respite?

• Results
  – Primary factors associated with non-use = belief that outcomes will be negative for the person with dementia
  – Not having assistance to ‘navigate’ the system
  – Less ‘evaluated need’ (delaying use) but not less ‘perceived need’

• Outcomes
  – Recommendations – service development & promotion
  – 4 published journal articles = ‘evidence base’
    • Alzheimer’s Australia (Response to Productivity Commission Report)
    • Benevolent society – ‘Research into Practice’ briefing with CHSD (Alan Owen)
Dementia Online Illawarra

• **Title:** Innovative approaches to supporting the information needs of Dementia Service providers in the Illawarra

• **Partners:** Illawarra Forum Inc
  Illawarra Dementia Support Network

• **Source of Grant:** UOW Community Engagement Grant

• **Research Team**
  • Lyn Phillipson, Donata Palinkas
  • Peter Samsa (ASHRI)
  • Helen Hasan (School of Economics)
Dementia Online Illawarra

**Aims:**
- Develop & pilot the use of a web-based platform to facilitate information sharing about local dementia services in the Illawarra.

**Method:**
- Stakeholder consultation
- Usability testing
- Capacity building

**Expected Outcomes**
- Improved communication between service providers
- Improved access to services for people with dementia and their caregivers
Healthy Heart, Healthy Mind
Dementia Risk Reduction Project
Profile Project
Healthy Heart Healthy Mind

• Australians’ awareness of preventative strategies for dementia is not based on evidence
  – Less that 2% list high BP (unprompted)
  – Only 20% agree that lowering blood pressure will reduce dementia risk
• 7 out of 10 older Australian’s have high blood pressure
• Of those with high blood pressure:
  – Half receive no treatment
  – 1 in 3 unaware
Campaign Objectives

1. To raise awareness in the 45+ age group in the community of the link between hypertension and dementia.
2. To provide a clear message to 45+ age group concerning action for them to take to prevent, monitor and manage hypertension.
3. Promote screening for hypertension and ‘cue to action’
Campaign Strategies and Activities

Formative research
Media, Advertising and Marketing
Community & Workplace Presentations
Health Professional Seminars
Website
Free Blood Pressure Checking Stations
Community Blood Pressure Checking Stations
Blood Pressure Checking Stations

- Supports the key messages of the campaign
- Tangible and visible ‘place’ for promotion (>2,000 people at 20 locations)
- Increases accessibility screening (address barriers)
- Increases importance of screening & personalises message
- ‘Cue to action’ – GP

University of Wollongong
Evaluation

• BP checking stations
  – Intercept & 4 week follow-up phone survey, n = 432/607 (71.2%)
  – 51.6% recalled main message as high blood pressure increases risk of dementia
  – Asked about ‘action taken as a result of BP check’
    • 30.1% made an appt with GP
    • 24.3% read information about blood pressure
CHI in Ageing Research

• Where to from here?
• Future directions
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