



Grampians Pyrenees
Primary Care
Partnership is
located at 60 High St
Ararat, Vic. 3377

**Executive Officer
-Chantal Thomas**

Ph: (03) 5352 6206

chantal.t@grampianscommunity-health.org.au

**Partnership Development
Coordinator**

-Chris O'Brien

Ph: (03) 5352 6225

chris.o@grampianscommunityhealth.org.au

**Health Promotion
Coordinator**

-Meagan Ward

Ph: (03) 5352 6227

meagan.w@grampianscommunity-health.org.au

**Administrative
Assistant**

-Kelly Morgan

Ph: (03) 5352 6226

kelly.m@grampianscommunityhealth.org.au

Grampians Pyrenees PCP Newsletter

Issue 14, August 12th 2011

Social Marketing

"The application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence the voluntary behaviour of target audiences in order to improve their personal welfare and that of society" (Andreassen, 1995)

A Social Marketing workshop was held in Maryborough this week as part of the Central Goldfields/Pyrenees Healthy Communities Initiative and was attended by staff from GPPCP.

Social marketing plays a large part in the work that many agencies and organisations across our catchment do, and often these workplaces wonder how they can do this better. Below are 12 key attributes of a successful social marketing campaign that should be considered when planning, implementing and evaluating this type of strategy.

1. Focus on behaviour change, not just attitude or knowledge.

- evidence shows that an increase in knowledge and awareness are not enough to change behaviour.

2. Think long term.

- change takes time and needs to be maintained.
- establish with the intention of being in place for a long time.

3. Audience, rather than organization focused.

- connect with people to create behaviour.

4. 'Big messy' programs.

- multiple messages and media which create multiple interventions.

5. Uses research to segment audience and understand barriers and behaviours

- recognize that human behaviour is irrational.

6. Seeks feedback and evolves.

- constantly review and evolve.

7. Integrated into the community.

- powerful for changing behaviour, ensures resources, understanding and access are mobilized.

8. Consider the marketing 4Ps.

- product, price, placement and promotion.

9. Addresses and seeks to change social norms.

- changed social norm can form a supportive background to marketing programs.

10. Is supported by relevant law, policy and/or enforcement.

- behaviour change more effective when policy is in place to support change.

11. Works in partnership with other organizations/programs.

- to ensure that resources, understanding and support of linked agencies utilized.

12. Uses different strategies to address different barriers.

- different strategies is a powerful way to achieve change.

One of the most important messages to come from the day was around 'Consumer Orientation' and remembering to think about what the consumer wants rather than what the organization wants.

For further information about Social Marketing, a planning guide and toolbox can be accessed at www.thensmc.com

Upcoming Dates

Calendar of Events in this issue!

August

Women at the Table		page 6
August 15th	Ballarat	
Veterans Best Practice, Working Well with older Veterans, war widows and DVA		page 5
August 16th	Ballarat	
Integrated Chronic Disease Management Forum		
August 29	Melbourne	page 5
Musical Memories	Ararat	page 9

September

Health Privacy Act Sharing Information Presentation		
September 5th	Stawell	page 4
Links Collective Day		page 3
September 6th	Ararat	
HACC Conference "Working Better Together"		
September 6th & 7th	Halls Gap	page 3
Health Coaching Training Part 2		page 2
September 12th	Stawell	
Preventing Violence against Women		page 7
September 14 & 15	Carlton	
Mental Health First Aid St Arnaud		page 8
September 13, 14 & 20		
Family Inclusion, Innovation and Integration		
September 13	Melbourne	page 8
Grampians Wildflower Show		page 8
September 29th	Halls Gap	
Wine and Savoury Evening		page 8
September 30	Stawell	
October		
Walking Area Coordinator Training		page 3
September 12	Horsham	
Community of Practice "The Art of Health Conversations"		
October 19	Stawell	page 2

GPPCP Executive Committee Meeting

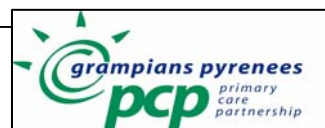
Thursday August 18th 2011
10.30 am—12.30 pm EGHS Ararat
Video Conferencing Available
RSVP — Chantal Thomas

Integrated Health Promotion Working Group Meeting

Tuesday 20th September 2011
Ararat, 10.30am—12.30 pm
RSVP Meagan Ward

Better Access to Services Meeting

Wednesday 21st September 2011
10am – 12noon
Chair: Stawell Regional Health
RSVP: Chris O'Brien



Invites you to:

Applying the HCA Model in Practice One-day Workshop for Health Practitioners (Core Training Part 2)

Presented by:



Date Monday 12th September 2011

Time Registration: 8.00am

Workshop: 8.30am -5.00pm

Location Diamond Room, Stawell Health & Community Centre (SH&CC) 8 - 22 Patrick Street, Stawell

Pre-requisites to attend this workshop are: You **must** have previously attended the Health Coaching for Health Professionals: The HCA Model workshop (Core Training Part I) You have the option to complete review questions from your Core Training Part I workshop, which you will receive in an email from your workshop organiser. Please note this is **not** for assessment purposes but to assist your learning and for reference during the workshop.

RSVP by 15th August to Chris on 5352 2533 or email chris.o@grampianscommunityhealth.org.au

Announcing the first Grampians Integrated Chronic Disease Management Community of Practice

"The Art of Health Conversations"

October 19 2011, 11:00 – 15:30
At Stawell Health & Community Centre

Further information and registration details to follow.

Contact: Chris O'Brien

at Grampians Pyrenees Primary Care Partnership on chris.o@grampianscommunityhealth.org.au or 5352 6225



Heart Foundation
Walking
Area Coordinator Training


Are you a professional interested in administering walking groups in your area? Or would you like some additional support to make your existing groups more sustainable and less time intensive? We can help you to set up and maintain walking groups in your local community.

Heart Foundation Walking is Australia's largest network of free community-based walking groups and is looking to partner with local governments, health services and workplaces to expand this network.

<ul style="list-style-type: none"> An easy, effective and cost-efficient way to implement walking groups in your community An active role in increasing regular physical activity in Australia to prevent potential health problems A step-by-step guide to implement a quality, sustainable and proven program – 80% retention rate of walkers A wide range of resources to establish and maintain walking groups in your community 	<p>Area Coordinator Training</p> <p>DATE: Monday 12th September 2011</p> <p>TIME: 10.00am – 2.00pm (Light Lunch provided)</p> <p>VENUE: The Bankala Room Department of Primary Industries Natimuk rd, Horsham VIC</p> <p>RSVP: Wed 7th September 2011</p>
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To register for Area Coordinator Training or for more information, please contact:

Tara Henderson
Walking Project Officer
Heart Foundation (Victoria)
Level 12, 500 Collins St
Melbourne 3000
Tel: (03) 9321 1515
Fax: (03) 9321 1574
Email: tara.henderson@heartfoundation.org.au



2011 HACC Conference - “Working Better Together”

The Facilitator and Keynote Speaker for the 2011 Conference is Beth Wilson, Health Services Commissioner (Vic). Beth advocates for work-life balance and the importance of humour, story telling and music in providing inspiration and education and in health promotion.

Enjoy presentations on:

- Better Practice
- Right Relationships
- Vision and falls
- Managing Aggression
- Accompanying clients outside the home
- Memory Books
- Recognizing pressure areas
- Tai Chi
- The roles of Allied Health

This conference is for Grampians HACC Region home care staff, personal carers, respite carers, activity workers, volunteers/volunteer coordinators, social support workers, home maintenance staff and food services workers.

Full registration \$110 (2 days including accommodation and meals)

Day 1 Attendance only \$50

Day 1 Attendance plus dinner \$75

Day 2 Attendance only \$50

Where: Country Plaza, Halls Gap

When: Tuesday 6th and

Wednesday 7th September

To register: Visit www.bdnh.com.au for registration forms- click on HACC

training, then 2011 Conference Registration.

LINKS Collective Day

You are invited to attend the LINKS (Early Intervention in Chronic Disease) Collective Day on **Tuesday 6th September** at East Grampians Health Service board room from 10:00 am to 2:00 pm.
(Refreshments and lunch provided)

The day is relevant to **all** colleagues involved in Early Intervention in Chronic Disease management programs.

Please R.S.V.P. to Chris O'Brien at Grampians Pyrenees PCP by Monday 15th August.

Ph: (03) 5352 6225 Mob: 0400 344 264

Email: chris.o@grampianscommunityhealth.org.au



Invitation

Presenter - Beth Wilson

Victorian Health Services Commissioner

HEALTH PRIVACY ACT SHARING INFORMATION

Monday September 5th 2011 Commencing at 2:00 pm

Diamond Room Ground floor

Stawell Health and Community Centre

8 - 22 Patrick St Stawell 3380 Telephone: (03) 5358 7400

Facsimile: (03) 5358 4113 email: gch@grampianscommunityhealth.org.au

Health Service Providers who wish to know more about the sharing of information are invited to attend.

Beth will clarify how information can be shared within the parameters of the Health Privacy Act with a view to improving the quality of health services for everybody.

Child & Youth Mental Health Service Redesign Demonstration Project Grampians Region

A key component of the Child and Youth Mental Health Service (CYMHS) Redesign Demonstration Project is to build a more responsive and capable mental health service system. In order to achieve this goal, the CYMHS Project is funding training and education opportunities across the region for service providers working with the 0-25 year cohort. Below is listed the training planned for the region for the rest of 2011.

Month	Time	Topic	Facilitator/s	Location	Contact
July 28 th	10.30am - 3.30pm	Understanding Mental Health Promotion Prevention and Early Intervention	A. Watson	Ararat	K. Morgan at GPPCP Phone: 5352 6226 e: kelly.m@grampianscommunityhealth.org.au
August 10 th and 11 th	9am to 5pm	Youth Mental Health First Aid	A. Watson and M. Jarecki	Horsham	Melissa at WPCP Phone: 5362 1222 pcpadmin@grampianscommunityhealth.org.au
August 18 th and 19 th	9am to 5pm	Applied Suicide Intervention Skills Training (ASIST)	A. Watson and S. Mirabelli	Ballarat	Anne at CYMHS Dem. Project Phone: 5320 3054 annew@bhs.org.au
August 24 th and 25 th	9am to 5pm	Youth Mental Health First Aid	A. Watson and M. Jarecki	Ballarat	Sharna at CH PCP Phone: 5338 4771 e: support@chpcp.org
September 7 th and 8 th	9am to 5pm	Applied Suicide Intervention Skills Training (ASIST)	A. Watson and L. Muller	Horsham	Melissa at WPCP Phone: 5362 1222 pcpadmin@grampianscommunityhealth.org.au
September 14 th and 15 th	9am to 5pm	Mental Health First Aid	A. Watson & M. Jarecki	Ballarat	Sharna at CH PCP Phone: 5338 4771 e: support@chpcp.org
October 11 th	10.30am - 3.30pm	Understanding Mental Health Promotion Prevention and Early Intervention	A. Watson	Stawell	K. Morgan at GPPCP Phone: 5352 6226 e: kelly.m@grampianscommunityhealth.org.au
October 18 th and 19 th	9am to 5pm	Applied Suicide Intervention Skills Training (ASIST)	A. Watson & S. Mirabelli	Ballarat	Anne at CYMHS Dem. Project Phone: 5320 3054 annew@bhs.org.au
October to December	6 x 2 hour sessions	Partners in Depression (for carers)	A. Watson & D. Veale	Ballarat	Anne at CYMHS Dem. Project Phone: 5320 3054 annew@bhs.org.au
December 6 th & 7 th	9am to 4pm	Mental Health First Aid	A. Watson & GP Trainers	Beaufort	K. Morgan at GPPCP Phone: 5352 6226 e: kelly.m@grampianscommunityhealth.org.au

Key: CHPCP-Central Highlands Primary Care Partnership; GPPCP-Grampians Pyrenees Primary Care Partnership; WPCP- Wimmera Primary Care Partnership;

Veteran Best Practice

Working well with older veterans, war widows & DVA

Ballarat 16th August 0900-1230

Sebastopol Bowls Club

The seminar is suitable for community & residential aged care providers, discharge planners, allied health professionals, community nurses, practice and health managers & social workers.

The program will include:

- Introducing older veterans & their health issues*
- Working with the Veterans' Affairs Network*
- Allied Health Services*
- Rehabilitation Appliances Program*
- Respite services*
- Convalescent Care*
- Pharmaceutical entitlements of veterans*
- Working with Ex-Service Organisations*
- Commemoration & Grants*
- Community Nursing*
- Veterans' Home Care*
- HomeFront falls prevention program*
- Repatriation Transport Scheme*
- Veterans' Special Needs status*

Bookings are essential no later than *one week prior* to the seminar.

You *cannot* register on the day.

Previous seminars have booked out, and we will establish a waiting list for later seminars if full.

To register click on or enter the link below.

<https://reg.eventarc.com/event/view/3235/aged-veteran-best-practice-ballarat>

Department of Health

Integrated Chronic Disease Management forum:

Evidence into Action – designing a delivery system that is evidence-based, client centered and works.

Monday 29th August, 50 Lonsdale St.

Dr Jason Cheah, CEO, Agency for Integrated Care Singapore Super Clinics, and Professor Bert Vrijhoef, Professor of Care for the Chronically Ill, Netherlands, will be the key note speakers. A number of best practice sector presentations will also be provided.

The speakers will address their experience in tailoring the health system to accommodate a chronic care model.

On line registration is now open and can be accessed on the Primary & Community Health website (Quick-links) at the following address.

<http://www.health.vic.gov.au/pch/index.htm>



Women At The Table

Increasing the participation of women in decision making roles

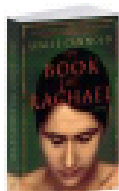
Leaders in Action has established a taskforce to investigate and develop strategies aimed at increasing women's participation in decision-making roles across the region. The focus will be on women taking a seat at the table.

In recognition of the benefits that women bring to boards and the small numbers of women on boards in the Ballarat region, Leaders in Action invites you to:

An Evening with Leslie Cannold

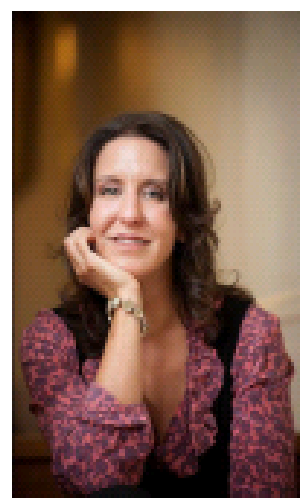
An opportunity for discussion on this topic with the highly respected
2011 Australian Humanist of the Year
Monday August 15, 5.30pm – 7.15pm
Regent Cinema, 49 Lydiard St Ballarat

Dr Leslie Cannold is an author, commentator, ethicist, researcher and social activist. Her views can be found in all major Australian media outlets—print, radio and TV— including most recently appearances on ABC TV's Q&A.



Leslie will also share some thoughts about her new novel; *The Book of Rachael* which will be on sale at the event and at Book City Ballarat.

Tickets are essential (\$10 / \$5 concession) and can be collected from The Courier (110 Creswick Rd Ballarat) or from any outlet of UFS Dispensaries.



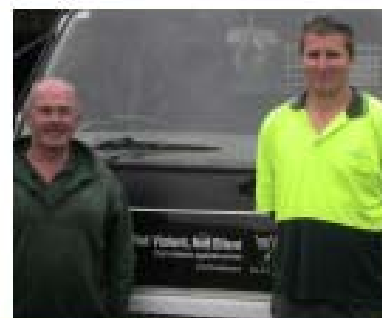
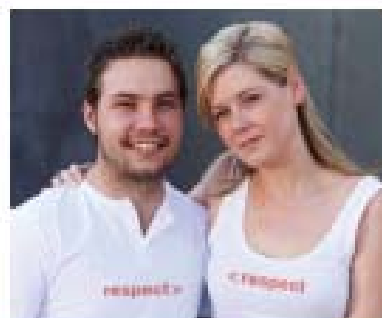
Through *Women at the Table* Leaders in Action will seek to:

- Increase the percentage of women in decision-making roles within committees of management and boards within Ballarat and Grampians Region
- Increase the overall performance of third sector community and government supported decision-making bodies across Ballarat and Grampians Region
- Foster high levels of good governance throughout Ballarat and Grampians region

Leaders in Action is an initiative of Leadership Ballarat & Western Region which is auspiced by the Committee for Ballarat

Short course for preventing violence against women

Addressing the social and economic determinants of mental and physical health



Building environments that are respectful and equitable

Course details

Date

Wed 14 & Thur 15 September 2011

Time

9.30am to 4.30pm
(Registration starts at 9.15am on Day 1)

Venue

Seminar Rooms 1 & 2
Ground Floor
15-31 Pelham Street
Carlton

Cost

\$300

Application process

Please complete the attached application form and return no later than Monday 8 August via email or fax
E: shortcourse@vichealth.vic.gov.au
F: 03 9667 1375

Further information

Contact Karlee Field
kfield@vichealth.vic.gov.au
(Email preferred) or 9667 1300

Please note that spaces are limited. This course is expected to fill so please apply early. You will need to be available for the FULL TWO DAY course.

Purpose

This two-day short course will provide practical knowledge and build skills among participants in how to stop violence against women before it starts.

Focus

This course will equip participants to build environments within organisations and across communities that foster and maintain safe, equal and respectful gender relations.

The short course also provides the opportunity to strengthen and develop partnerships between organisations and across sectors to support the planning and implementation of activity to prevent violence against women.

Who should attend?

The short course has been designed for people coming from diverse occupational areas, sectors and settings, including: social policy, health, community, education, workplaces, local government, arts and sports.

What will I learn?

The course will introduce participants to:

- The nature and impact of violence against women on individuals and communities;
- The underlying causes and factors that contribute to high rates of violence against women;
- The case for prevention and for developing strategies that can stop violence against women before it occurs;
- A framework for understanding how to address violence against women and to create environments that are safe, inclusive and supportive of women;
- Promising practice examples, tools and resources in 'doing prevention' across sectors and settings;
- Approaches to project planning and evaluating what works in preventing violence against women.

"As a male, it has given me a much better understanding of gender and inequity and what prevention means in practice... I think it is of great value for both men and women."
Bushland Management Officer, City of Darebin

Making a Difference: Family Inclusion, Innovation and Integration

The Bouverie Centre is pleased to announce the upcoming Beacon Strategy conference.

Tuesday September 13th 2011, Jasper Hotel – Melbourne

Cost: FREE Registrations: [Click here](#)

Call for submission of abstracts

The Bouverie Centre is calling for submission of abstracts that address topics such as;

- Application of family work with individual clients
- Innovative approaches to family work
- Examples of cross sector collaboration in clinical practice or project work
- Case presentations of family inclusion
- Consumer experiences of family involvement
- Supervision of family work
- Manager's perspectives on supporting practice change
- Use of single session work

Mentoring and support is available for presenters

Limited funded accommodation places available for rural and regional participants

To submit your 200 word abstract, [click here](#)

13th, 14th & 20th September

Mental Health First Aid Program

St Arnaud Hospital

Community Health Centre

East Wimmera Health Service will be offering a MentalHealth First Aid program.

This program will run across 4 nights

RSVP: Thursday, 8th September.

Light supper is provided.

Cost: Free of charge, places are limited so

Participants must register

Contact: Rebecca Bennett Phone: 5477 2177

Email: rebecca.bennett@ewhs.org.au

30th September

Wine & Savoury Evening

Stawell Entertainment Centre

Main Street, Stawell

Hosted by Stawell Hospital Auxiliary. All funds raised will go towards the hospital.

Time: 6.30 pm Contact: Brenda Clark

Phone: 5358 2059 All welcome

29th September

Grampians Wildflower Show

Halls Gap

Experience the array of colorful and delicate wildflowers from the Grampians—a region that boasts the highest number of endemic wildflower species any where in Australia.

Get up close and personal with woodland, heath land, wetland and threatened species, ask questions of our local wildflower experts, take part in hands on activities, or tour the wildflowers in their natural environment.

Kids entertainment includes roving environmental performers

'The Connies'

Open from 9.30am - 4.30 pm daily.

Entry \$7 adults, \$6 concession

Tours will be held from 10am and 1pm daily (\$4 pp)

For more information visit

www.grampianswildflowershow.org.au

Phone: 1800 065 599

"The Sat'day Arvo Club"

Mad Hatter Party

WHERE: McCALLUM FUNCTION ROOMS,
McCALLUM COMMUNITY CENTRE
Cnr. Learmonth & Leopold Sts
BALLARAT VIC 3350

WHEN: Saturday 13th August, 2011
1.30pm to 3.15pm

Cost: \$6.00 per person, **NO CHARGE FOR CARERS / STAFF** ©

Find or Fashion a Fantastic Hat

The Mad Hatter's Tea Party is a great opportunity to make some outrageous headgear or dig around the garage or attic or wardrobe to find Easter Bonnets, top hats, floral offerings or just some of Mum or Dad's leftovers from the Ballarat Cup. Most original and silliest will win prizes. The Rascals and Friends will be playing as always.

SATURDAY ARVO, 13th August BE THERE!!!

"The Sat'day Arvo Club"

Swingin' 60's

WHERE: McCallum Industries Function Room,
Cnr. Learmonth and Leopold Streets
BALLARAT VIC 3350

WHEN: Saturday 27th August 2011
1.30pm to 3.15pm

Cost: \$6.00 per person, **NO CHARGE FOR CARERS / STAFF** ©

By Request ... Swinging 60's Day.

It was the time of the Beatles, Carnaby Street, Mary Quant, the rise of Flower Power ... Use the net to see what people wore, 'cause if you remember the 60's, you weren't really there!! ©
Dance to the classic rock and rock of the 60's with songs made famous by Dusty Springfield, Herman's Hermits, Petula Clark, Cliff Richard, the Merseybeat Bands plus many others, all played live by Noel and Tracy, and the fantastic Band ... "The Rascals"

**SATURDAY ARVO, 27th August
..... BE THERE!!!**

Musical Memories



NOEL & TRACY CRAVEN

Ladies in evening gowns and tiaras, gentlemen in bow ties ... other clothes optional! ... LOL

"An Evening At The Palais"

Musical Memories of the Dancing Years

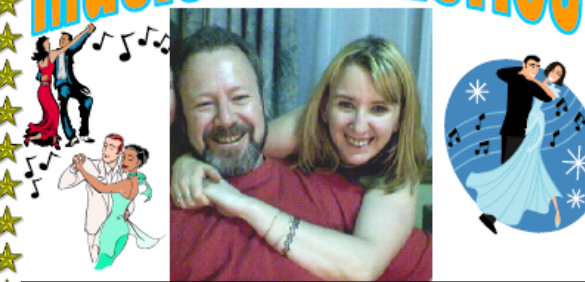
BALLARAT LEAGUES CLUB

Cnr Mair and Humffray Streets

Tuesday 16th August, 2011 ...at 10.30am

\$7.00 ... Bookings essential - 5331 5830

Musical Memories



NOEL & TRACY CRAVEN

Ladies in evening gowns and tiaras, gentlemen in bow ties ... other clothes optional! ... LOL

"An Evening At The Palais"

Musical Memories of the Dancing Years

ARARAT RSL CLUB

Tuesday 30th August, 2011

© 10.30 am ©

Grampians Pyrenees
Primary Care
Partnership is located
at 60 High St
Ararat, Vic. 3377

We're on the WEB,
www.grampianspyreneespcp.org.au



Potato Frittata

Ingredients

- 8 eggs
- 50ml milk
- 200g mild cheddar, grated
- 2 tbs olive oil
- 2 onions, thinly sliced
- 1 garlic clove, crushed
- 500g potatoes, peeled, cooked, sliced



Serves 6

Preparation method

1. Preheat oven to 180°C. Beat eggs and milk in a large bowl. Add cheese and season.
2. Heat half the oil in an ovenproof frypan over low heat. Cook onion and garlic, stirring, for 5-6 minutes until soft. Remove and add to the egg mixture with the potato.
3. Wipe pan clean, then return to low heat with remaining oil. Pour in frittata mixture and using a palette knife, gently pull away from sides of the pan, allowing uncooked egg to run to edges. Once cooked around the outside (about 2-3 minutes), transfer pan to the oven and bake for 10-15 minutes until set. Turn out and cool.

Source: <http://www.taste.com.au>

Health Benefits of Potatoes

Potatoes are a very popular food source. Unfortunately, most people eat potatoes in the form of greasy French fries or potato chips, and even baked potatoes are typically loaded down with fats such as butter, sour cream, melted cheese and bacon bits. Such treatment can make even baked potatoes a potential contributor to a heart attack. But take away the extra fat and deep frying, and a baked potato is an exceptionally healthful low calorie, high fiber food that offers significant protection against cardiovascular disease and cancer.

Our food ranking system qualified potatoes as a very good source of vitamin C, a good source of vitamin B6, copper, potassium, manganese, and dietary fiber.

Potatoes also contain a variety of phytonutrients that have antioxidant activity. Among these important health-promoting compounds are carotenoids, flavonoids, and caffeic acid, as well as unique tuber storage proteins, such as patatin, which exhibit activity against free radicals.