

6 May 2005

Peter Kennerley
Ministry of Health
Central Office
WELLINGTON

Tena koe Peter

**Contract 285712/00PHA Public health infrastructure
Six Monthly Report to 31 March 2005**

Firstly I would like to thank the Ministry of Health for its ongoing support of the Public Health Association, particularly in regards to our latest report which you kindly gave us an extension to submit.

Over the last year the PHA council initiated a review of its internal working structures to ascertain its readiness for a changing environment and emphasis in Public Health. This has resulted most recently in our gaze being moved from the deliverable's required within our contract to the initial results of this review and planning our journey forward. On behalf of Council I believe we have now determined a way forward and whilst this will take longer to achieve we have ensured that we are able to continue to deliver against our contractual requirements.

Again thank you for your ongoing support of the PHA and we look forward to a long and fruitful relationship.

Heoi ano

A handwritten signature in black ink that reads "MROGERS". The letters are bold and slightly slanted, with a casual, cursive-like style.

Marty Rogers
President
Public Health Association



PHA Report of Achievements for year ending 30 March 2005

Incorporating the Six Monthly Report to Ministry of Health 1 October 2004 – 31 March, 2005

Service Objectives of Ministry of Health contract

1. To inform the population of New Zealand on public health issues.
2. To encourage public and political interest, debate and action on public health matters.
3. To enhance co-operation between local government, Crown agencies, and groups and organisations with public health responsibilities.
4. To enhance development of the public health workforce

Report of the Public Health Association for the year April 2004 - September 2004

Output One – encourage and facilitate informed debate on key public health issues

1.1 Planning process

<i>Strategic and annual plans to be included with relevant six monthly reports.</i>	Strategic Plan 2004-09 provided in previous report. Annual plan 2005-06 objectives included with this report.
<i>Six monthly reports to be based on the above plans and include progress against targets identified in the plans</i>	Report is formatted against performance measures of Annual plan 2004-05

1.2 Public health communication

Six monthly report summarising issues worked on

Public health communication continues to be active. The amount of media coverage achieved this past six months has been slightly reduced as Penny St John resigned to take up a fulltime position with the QUIT group. Anton Blank, the PHA Maori communications specialist is temporarily providing all PHA communications support and advice.

1.3 Increasing effectiveness of public health media spokespersons

<i>Up to four media training sessions delivered per annum; numbers attending and summaries of feedback from participants included with six monthly reports.</i>	Achieved Details in report
<i>Other media training provided documented in six monthly reports.</i>	Details in report

Output Two: - Provide Co-Ordination For The Development Of Healthy Public Policy

2.1 Co-ordination of input to public health policy

<i>Six monthly reports to include summary of linkages with groups and individuals</i>	Details in report
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2.2 Support the development of healthy public policy

<i>A minimum of four written submissions on regulatory legislative and policy issues made per annum</i>	Achieved Details in report
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Report of the Public Health Association for the year April 2004 - September 2004

Output Three: - Enhance Development of the Public Health Workforce

3.1 Annual Conference

One conference per annum organised

PHA conference 2005

The 2005 Conference will be held in Wellington. The theme is *Making the Links for Public Health*.

A copy of the registration form that gives information on the keynote papers and the parallel sessions **is attached**.

The 2006 conference will be held in Palmerston North and planning for that conference has begun.

Performance against PHA Annual Plan 2004-05

Champion improvement in Maori health

Objectives

- Develop a PHA policy on Maori health outlining the different issues of health improvement, Maori advancement and Treaty of Waitangi response to inform PHA and others' actions, including advocacy
- Support the development and implementation of healthy public policy for Maori health
- Increase public support for public health approaches by participating in and leading informed debate on Maori health
- Support public health practitioners to champion Maori public health through continuing training on the *Advancing public health policy for Maori* checklist.

Performance measures

Measure for year ending March 2005	Achievement for 6 months ending 30 September 2004	Achievement for 12 months ending 31 March 2005
Draft position statement on Maori health circulated to members in October newsletter, approved by Council at February/March 2005 meeting	Delayed. Planned for inclusion in subsequent newsletter, December 04	Delayed
All PHA submissions apply the <i>Advocating public health for Maori</i> checklist	Achieved	Achieved
Seven stories or media releases in the Maori media	2 achieved this period	only 2 achieved in year
Seven Maori public health spokespeople in media	2 this period	only 2 achieved in year
Individual coaching for the Maori caucus and other Maori health spokespeople	1 spokesperson coached, this period	1 spokesperson coached, this year
Offer Maori spokespeople workshopping with experienced Maori media journalists in getting your message out in the Maori language	Process begun	35 people at workshops
Implement training on <i>Advancing public health policy for Maori</i> checklist.	Training developed and trialled in Auckland.	training developed and run in Auckland and Tai Tokerau, with improvements noted after each workshop

Performance against PHA Annual Plan 2004-05

Support initiatives by members and other organisations, on matters of PHA policy

Objectives

- Ensure that PHA maintains an up to date policy base
- Make submissions, develop and implement communications plans and take other actions on specific public health issues

Measure for year ending March 2005	Achievement for 6 months ending 30 September 2004	Achievement for 12 months ending 31 March 2005
Policy database reviewed annually by Committee and new policies or policy revisions developed in a planned manner	Policy database reviewed by Council, June 04. Policy development plan formed.	Policy database reviewed by Council, June 04. Policy development plan formed. Policy revisions in progress for position statements on alcohol physical environment Pacific peoples' health physical activity
Communication plans developed and reviewed in February and August or more frequently	Communications plans for public health issues reviewed in September.	Communications plans for public health issues reviewed in September.
8 submissions or media releases on public health issues, based on PHA policies	Exceeded this 6 months	Additional four written submissions this six months
4 requests per month for PHA comment from media	11 requests this six-month period	17 requests this year
80% media requests answered within one hour and comment given in time frame negotiated	achieved	achieved
PHA makes substantive response to 50% requests for support from other organisations where these are consistent with PHA policy or values	See update on alliances, below	See update on alliances, below

Performance against PHA Annual Plan 2004-05

Update on alliances

The PHA has formal alliances with the following groups.

Membership of the Health Promotion Forum. (Dallas Honey is currently on the HPF Board)

Membership of NZ Drug Foundation

Membership of Obesity Action Coalition

Smoke Free Coalition Membership

Participation in the Working Group of the Health NGO Forum serviced by the Ministry of Health

Participation in the MoH Sector Reference Group on Public Health Workforce ANGOA membership

Memorandum of Understanding with Mental Health Foundation

Trustee of the Population Health Trust (Marty Rogers is the current Trustee)

Participate in selected activities as part of End Physical Punishment of Children (EPOCH)

Reciprocal arrangement with PHA Australia for exchange of newsletters and two conference registrations, and the American PHA with one conference registration.

Membership of the World Federation of PHAs.

Achievement for 6 months ending 30 September 2004

Economic factors , especially for children	Child Poverty Action, Council of Christian Social services, Barnados, UNICEF, ACYA, NZFVWO
Housing	He Kainga Oranga -Housing and health research programme;
Alcohol	NZ Drug Foundation, Alcohol Health Watch ;GALA
Fluoride /oral health	Hutt Valley DHB, Northland DHB
Skin infection	Hutt regional public health, A+ Regional Public Health
Family violence – physical punishment of children	EPOCH, UNICEF Refuge
Developing public health infrastructure	Public Health Leaders Group MoH Hapai, HPF
Local government elections	Members, Branches, Maniaia PHO, Kawakawa PHO
Child health	Pediatric Society – seeking papers for Health Promoting Schools conference day
Breastfeeding	La Leche League
Food and Nutrition	NZ Dietetic Association – submission on Food Supplements Regulations

Requests to PHA for support that have been declined

Care of Children Bill – mandatory information to parents for an application for termination of pregnancy.

Water Pressure Group, Auckland – Auckland water issues.

CPAG – Schools use more gambling money – no current PHA statement on gambling

Performance against PHA Annual Plan 2004-05

Achievement for 6 months ending 31 March 2005

Alcohol	Support of NZ Drug Foundation 8 point plan
Fluoride /oral health	West Coast DHB
Developing public health infrastructure	Ministry of Health working group, Health Promotion Forum, PHAC
Local government elections	PHLG, many public health unit staff
Food and Nutrition	Obesity Action Coalition
Economic factors , especially for children	Barnados, UNICEF, CPAG
International health	Pacific free trade proposal to include tobacco and alcohol NZDrug Foundation, Alcohol Health watch, ASH, ATAK, QUIT group, Global Policy Alliance, WHO WPRO and WHO NCD

Performance against PHA Annual Plan 2004-05

Encourage decision makers to address the underlying social, economic, cultural and environmental determinants of health
Seek reduction in health inequalities, including inequalities in access to health services

Objectives

- Increase action on health inequalities by revising the PHA policy on health inequalities and developing a policy on Pacific public health
- Support the use of health impact assessment
- Develop a PHA policy on physical and natural environmental health determinants and ecology
- Support the development and implementation of health public policy on determinants of health and health inequalities through submissions

Performance measures

Measure for year ending March 2005	Achievement for 6 months ending 30 September 2004	Achievement for 12 months ending 31 March 2005
Draft revised position statement on health inequalities circulated to members in October newsletter, approved by Council at February/March 2005 meeting	Delayed. Planned for inclusion in subsequent newsletter, december 04	Delayed.
Draft revised position statement on Pacific health circulated to members in August newsletter, approved by Council at October/November 2004 meeting	On track	Delayed.
Develop a PHA policy on physical and natural environmental health determinants and ecology	On track.	Delayed.
Four submissions made by PHA on Parliamentary bills and other policies that relate to health determinants and/or inequalities (including Budget 2003, Budget Policy Statement 2004, Public Health Bill).	NZ Housing strategy LTCCP submissions	Budget Policy statement Achieved
Meetings no less than annually with Ministers and associate Ministers on policies relevant to inequalities and underlying factors in health planned and reported.	Not arranged this period	not arranged this year.
PHA annual conference utilises opportunity to reach a broad audience on equity, social, economic and cultural determinants factors in health		Very successfully achieved in 2004
Key messages in media achieving 10 statements broadcast, 10 letters published, 3 viewpoint or similar articles published	See following sections	achieved, see following sections for Oct-March achievements
HIA applied by PHA to 3 public policies, with explicit statement about impacts on Maori and the inequality impacts	Applied to Housing strategy and to several Council Long term Community Council Plans	Applies to Budget Policy statement 2005-06 and Far North district Plan

Performance against PHA Annual Plan 2004-05

Strengthen, and lead where appropriate, action to improve the infrastructure for public health development and response

Objectives

- Strengthen the roles of NGOs in public health, including continuing public health advocacy
- Increase cohesion and skill development in the public health workforce
- Improve the Public Health regulatory environment
- Work with PHOs to improve linkages with public health
- Encourage and facilitate PHA branches to support public health perspectives within DHBs and local and regional government, focussing on local body elections
- Support to public health spokespeople to work more effectively with media

Performance measures

Measure for year ending March 2005	Achievement for 6 months ending 30 September 2004	Achievement for 6 months ending 31 March 2005
Submission on Ministry of Health's paper on advocacy and NGOs	In development – due November 04	PHA submission sent. MoH has reconsidered their position as at April 05
Participate in Ministry of Health public health workforce development reference group	Active participation, including extra meetings with Ministry in addition to reference group. PHA members informed of work in progress.	Active participation, including extra meetings with Ministry in addition to reference group.
Offer to support branches to make submissions on local government role in public health	Submissions by several branches – for details see tables below	Offer to assist Waikato branch on submission to Environment Waikato. Te Tai Tokerau branch supported
Offer to support branches to contribute to activity concerning DHB elections	Several branches supported	Several branches supported in first 6 months
Offer to facilitate branches to have at least one meeting with DHBs	Not this period	Delayed.
Maintain effective collaboration for joint advocacy and workforce development with key public health organisations, such as Health Promotion Forum, the Population Health Trust, Smokefree Coalition, Ministry of Health- Non Government Organisations Forum, Public Health Leaders Group, PHA Australia, World Federation of PHAs	Regular contact with many agencies – see “alliances”	Regular contact with many agencies – see “alliances”
Offer to support branches to create structured opportunities in different districts for public health –primary health care collaboration.	Not this period	Not this period
Newsletter (minimum five times per calendar year, electronic or hard copy) informs members of aspects of current public health issues	Three this period	Three this period, October, December, February
Public health policy champions demonstrated to be active in the media	See media reporting	See media reporting. Fewer champions active
Offer media training to branches and other public health organisations, consistent with PHA policy.	63 people trained (includes one Pacific session run in conjunction with Elma Ma'Ua). Includes about 10 Maori participants.	See media reporting

Performance against PHA Annual Plan 2004-05

	27 Media releases (21 published) Includes 3 media advisories re meetings etc – not intended for publication 31 Letters to editor Seven viewpoints offered, six published. Nine interviews/broadcasts resulting from media liaison, rather than letters or press releases	
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Encouraging and facilitating informed public debate

Policy	Issue highlighted	Broadcast/print	Comments	Spokesperson PHA /nonPHA
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Aid to the Pacific

Aid to the Pacific			Media release for Nick Wilson's work prepared	
Aid to the Pacific	Media release on aid to the Pacific sent out – Feb 23		Six interviews including Herald, NZPA, Global, Pacific and Niu FM	Nick Wilson

Alcohol

Alcohol	Two letters supporting labelling on alcohol bottles- to NZ Herald – October 19			Gay Keating Pat Neuwelt
Alcohol	Letter to The Press on alcohol sales to underage drinkers – December 13		Not sent because no-one could be found in branch with knowledge of PHA alcohol policy	
Alcohol	29 March. Letter to Timaru Herald re alcohol ban on streets.			Gay Keating
Alcohol	29 March. Letter to Dom Post re alcohol restrictions at Westpac Stadium.			Gay Keating

Assistance to branches

Branches	Media release to support Ak election meeting/liaison with Ak members September 6-8		No pick up- media release sent out very late	Rebecca Williams
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Breastfeeding

Breastfeeding	Two media releases for La Leche plus media liaison for conference starting 24 September	Picked up on radio print		Variety of spokespeople. Rosemary Gordon
Breastfeeding	Support/advice to Women's Health Action re breastfeeding release/viewpoint need for legislation written for NZ Herald on review of code of practice. October 14.		Viewpoint Published	Louise James

Encouraging and facilitating informed public debate

Policy	Issue highlighted	Broadcast/print	Comments	Spokesperson PHA /nonPHA
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Family Violence

Family violence	Letter to NZ Herald re preventing violence against women – Nov 26.	Not monitored		Gay Keating
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Housing/inequalities

Housing inequality	Letter to Dominion Post calling for coordinated action on housing – October 19			Gay Keating
Housing/inequalities	Letter to Southland Times calling for coordinated local authority/government action on housing – October 22	Southland Times not monitored		Sue Price

Social and economic inequalities

Inequalities	Editing three articles for Every Child Counts plus strategic advice – Jan 31			Beth Wood
Inequalities	Feb 6 - Discussion re Unicef re Innocenti report			
Inequalities	Meeting with UNICEF re sector wide advocacy re Innocenti report. Feb 16.			Beth Wood
Inequalities	More media material for Innocenti. Feb 17.			
Inequalities	Letter to NZ Herald re OECD report – 9 March.			Gay Keating
Inequalities/access	Media release re CPAG Group report-addressing health needs of children in benefit families Advice to Ak CPAG. Nov 14-16	Newstalk Scoop NZ Ciktly (IRN) Calls from Maori TV (referred to Papaarangi Reid) Request from CHCH Television (no PHA person available).		Judy Reinken
Inequality/access	Media release on health risks from Northland water restrictions. November 25.	Radioworks Northern Advocate Newstalk ZB Guest on Paul Henry (Radio Pacific), Radio Te Hiku		Gay Keating

Encouraging and facilitating informed public debate

Policy	Issue highlighted	Broadcast/print	Comments	Spokesperson PHA /nonPHA
Poverty/inequality	Innocenti sent out. 2 March.	Widespread media coverage and reaction: eg Herald, Dom, Morning Report, Newstalks		Beth Wood Innes Asher Brian Easton Susan St John
Child Poverty	29 March. Letter to NZ Herald re new research on child poverty.			Gay Keating
Poverty/Inequality	29 March. Letter to the Press re upsurge in foodbanks.			Gay Keating

Public health promotion

Health impact assessment/transport	Letter supporting Ak medical officer of health calling for HIA for transport initiatives – Nov 1.			Gay Keating
Public health	Development of proposal for media award-to go to executive council October 10			Penny St John
Public health	Interview Sunday Star Times re Food Hygiene Regulations. January 26 2005			Gay Keating
Public health	Meeting with executive council re PHA structure. January 2.6			
Public health	Meeting with comms committee to discuss restructure 2 hours. Feb 2.			
Public health	Briefing paper written for new PHA communications contractor. Feb 23.			
Public health	PHA Bulletin 27 – public health news and events. Feb 27			
Public health	Job description paper written to assist exec council and new contractor. Feb 28.			
Public health /internal communication	PHA bulletin 26. December 9			Penny St John
Public health general	Letter supporting call for more sex education-Dompost. Nov 1			Gay Keating

Encouraging and facilitating informed public debate

Policy	Issue highlighted	Broadcast/print	Comments	Spokesperson PHA /nonPHA
Public health nursing promotion	Visit to Auckland – two articles PIFNAG(Pacific nutrition) and refugee screening Information about PHA conference given to Pacific nutrition workers.			Marty Martin Christine Tildesley Maureen Hathaway Ta'I Matenga Smith
Public health promotion	Nursing profile of Wons (part of PHA promotion of public health nursing)	For PHA news and also sent to Kaitiaki September 13-Kaitiaki to follow out		Ruth Davy
Public health promotion	Viewpoint for NZ Herald on why people should vote in DHB elections		Published	Rebecca Williams
Public Health	21 April. Letter to Western Leader re unhygienic food outlets.			Gay Keating.

Tobacco Control

Tobacco	Letter to Northern News congratulating Marae for going smokefree. October 9.			Gay Keating
Tobacco	Letter to BOP Times congratulating smokefree marae sports club. Nov 29.	Published		Brian Pointon
Tobacco	Media release welcoming smokefree bars and restaurants. December 9		Sent to all political parties	Gay Keating
Tobacco	Media release re tobacco tax prepared. Feb 3.	NZPA, Global, PressHerald (also used in Smokefree Coalition newsletter Leigh Sturgiss also interviewed as a follow up		Nick Wilson George Thomson

Whanau -Family Violence

Child abuse	21 March. Letter to the Editor, Taranaki Daily News re sentence of child smacker Pieter Donselaar.			Gay Keating.
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Encouraging and facilitating informed public debate

Policy	Issue highlighted	Broadcast/print	Comments	Spokesperson PHA /nonPHA

Approaches from media

6 months ending 30 September 2004

Call from Newstalk ZB re orthopaedic waiting lists 20 October...call referred to Glen Adams' RNZCGP, Orthopaedic Foundation
 October 20 Call from GP re NGO situation –published
 October 25 from ABC in Australia re ACC scheme –referred on
 Dec 6 Herald column written by Sue Kedgley
 Dec 19 Call from DomPost re WHO life expectancy report
 January 19 call re information on disparities from NZPA, forwarded to Papaarangi et al at Wellington School Medicine
 January 22 call from DomPost re cancer research, passed on to Cancer Society
 Call from Insight –invitation to Gay Keating to be on a panel
 Call from Listener 2 March 2004
 Call from Morning Report-Gay Keating on panel
 Call from Press Re specialists (chose not to respond) March 29
 Herald on Serious skin infections-referred to Brendon Bowkett (Gay Overseas) 22 April
 Newstalk ZB on pharmaceutical issue (Nerida Smith) 22 April
 Newstalk ZB on DHB deficits 4 May 2004
 Ester Bennett AUT re Maori providers 6 May
 Breakfast TV re post budget breakfast
 Mana-general touch base July 14-interview Gay Keating re meningococcal disease
 Christchurch Press July 15- TV and obesity
 Newstalk ZB (Tim Fookes) re access to primary care July 28
 TV3 re obesity and fat tax
 Insight-Maori diabetes (contacts) September 8
 NZ Herald re nutrition September 21

Achievement for 6 months ending 31 March 2005

Radio NZ-Rae lamb re election meetings October 4
 Herald re NGO contracting October 18
 Nov 16 Maori Television re CPAG report
 Nov 16 Christchurch Television re Maori report
 Dec 5 Radio New Zealand re NGO contracting
 Jan ? call from Sunday Star Times re Food hygiene regulations
 March 8 Herald call to President re Mcdonald's oral care vans-not used
 March 17 Marty talks to radio NZ re influenza vaccine shortage

Media training

Achievement for 6 months ending 30 September 2004

29 April (one day session) Penny St John	(family violence-women's refuges) 4 Maori	17
May 10	Document written for branches to consider future direction of media training	
PennySt John	La Leche leaders 28 (breastfeeding)	8
Information to AK Pacific groups re media training 30 July		
September 24 Penny St John Rosemary Gordon	La Leche conference	14
Penny St John Wednesday 7 April	Development of media strategy for Collective of Women's Refuges	
June 29 Penny St John Damiane Rikihana	Te Pounamu Women's Refuge/preventing violence services	13
July 14 Elma Ma'ua and Penny St John	Pacific Health Service Wellington	7

Achievement for 6 months ending 31 March 2005

Nov 11 Anton Blank	Media workshop, Christchurch, , Maori health workers and promoters,	17
Feb 6, 23 Penny St John	Liaison with Wgton School of Medicine Public Health registrars re media training- to be taken over by Anton	
Feb 17 Penny St John	Setting up media training for New Zealand council of Christian Social Services	
4 March Penny St John	NZ Council of Christian Social Services- media training for three key spokespeople and strategy development –Penny St John	3
March 7, Anton Blank	Media and communications workshop, Te Hauora o te Hiku o te Ika, 18 participants	18

Development of Healthy Public Policy

Issue	Coordination of input to healthy public policy	Support the development of healthy public policy	Outcome
Addressing underlying determinants of health, such as inequality in income, housing, and unemployment.		Budget 2005-06 Policy Statement Submission	No action from government, but support and recognition from other MPs
Mental health and addictions		Submission to the draft second national mental health and addiction plan.	
Access to water		Far North District Council planned water restrictions	FNDC reviewing policy, including consultation with citizens.
Food and nutrition	McDonalds and Northland DHB – Tai Tokerau branch letter, with support from Director letter to Mrs King		
Public Health infrastructure development		PHAC submission Participation in MoH reference group	
Alcohol	PICTA incl letter to Mita Ririnui, Helen Clark support for NZDF policy		
Tobacco Control	PICTA	Submission to MoH on Smokefree regulations development Letter to Minister re FCTC	
Advocacy and lobbying	Support and co-ordination (with other NGO agencies) on information on MoH proposal on contracts with NGOs and advocacy.	Submission from PHA on MoH proposal on contracts with NGOs and advocacy.	Revised position by MoH
Local Elections 04 plus appointees		Letter to Minister of Health giving PHA support for particular people for appointment to DHBs	Revised position by MoH
NZ international development assistance		Submission to NZAID on their draft Health policy	Improved NZAID policy
Oral health		Fluoride submission to West Coast District Council	