

firstline

Autumn 2014

Positive insights into better healthcare PR
Quarterly news from Palin Communications

Parents with disabled kids to get increased support

The Stepping Stones Triple P Project was launched in NSW in February. The world-first project offers two years of free parenting support to every parent or carer of a child with a disability in NSW.

Professor Stewart Einfeld, Chair of Mental Health at the University of Sydney, helped launch the project at the Helping Families Change Conference in Sydney. The first phase was a state-wide survey of parents and healthcare professionals who care for children with disabilities. Parents and professionals can go to www.mysay.org.au and share their experiences related to parenting or working with a child with a disability.

Rubi and her family helped Triple P and the Palin Communications team to launch the project. Rubi was born with Costello Syndrome, her family is a remarkable

example of those set to benefit from the new Stepping Stones Triple P Project.



Rubi's Mum Robin and Professor Einfeld chatted with ABC News Breakfast and 2UE.

Garvan Research Foundation puts ovarian cancer back on the agenda

Many of Sydney's business and community leaders and members of the general public concerned about the future of ovarian cancer research came together in February to support the Garvan



Dr Goli Samimi addresses guests at the 2014 Ovarian Cancer Awareness Day Leader's Lunch.

Research Foundation's annual Ovarian Cancer Awareness Day Leader's Lunch. More than 150 people gathered at NSW Parliament House to hear from researchers, clinicians and survivors discussing the reality of ovarian cancer in Australia and the need for community support to increase awareness and research support for this insidious disease. They encouraged people to give generously to the Garvan Institute to help sustain ongoing research.

A Garvan Research Foundation initiative, the lunch was hosted by the Hon. Jillian Skinner MP, Minister for Health and Medical Research, and Mrs Margaret Rose AM, business leader and ovarian cancer survivor. Mrs Rose has helped to fund Dr Goli Samimi's research, which is one of the most important early detection research projects that has the potential to impact early diagnosis of all cancers. 20 year's since her diagnosis, Mrs Rose addressed guests to stress the importance of philanthropic support for the Garvan Research Foundation now and into the future.

While guests enjoyed lunch, Mrs Rose facilitated a panel discussion with Dr Goli Samimi (Group Leader of Garvan's Ovarian Cancer Research Program), Dr Robyn Sayer (Gynaecology Oncologist at the Royal Hospital for Women), Joan Swarbrick (ovarian cancer patient and mother of

Garvan researcher Dr Alex Swarbrick) and Heather Watts (founder of the Border Ovarian Cancer Awareness Group).

Among the crowd were high profile media guests including Chris Bath and Jim Wilson from Channel 7, Amber Sherlock from Channel 9 and representatives from AAP newswire, Body+Soul, Australian Women's Weekly, Prevention Magazine, Women's Health Magazine, Sunday Life, Sunday Style, New Idea and the Daily Life.

The event triggered over 100 tweets in support of the Garvan Research Foundation, new fundraising pledges and numerous opportunities for long lead features about ovarian cancer research.

The Shepherd Centre sends kindy kids off to big school

Waving a child goodbye on their first day of school is an exciting time for any parent. For the parents of the 2013 graduates from The Shepherd Centre, it is a day they began preparing for a long time ago.

The "back to school" period is the perfect opportunity to highlight the accomplishments of graduates from The Shepherd Centre and the hard work of the children, their families and their speech therapists.



Jim Hungerford, CEO of The Shepherd Centre speaking with Talitha Cummins from Channel 7 News.

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Where evidence-based PR drives health-related change

The Shepherd Centre helps children with hearing impairments to attend mainstream primary schools every year.

The Palin team works with The Shepherd Centre to showcase the incredible achievements of deaf and hearing impaired kids.

Channel 10 Eye Witness News, Channel 7 News in Sydney and WIN News Canberra featured stories about Shepherd Centre graduates' first days at school. Palin Communications also helped to leverage the 'back to school' theme into suburban print and online stories for graduates throughout NSW and ACT.

Palin consultant shortlisted for CommsCon Emerging PR Professional award

Palin was proud to be included in the shortlist for Emerging PR Professional at this year's CommsCon Awards represented by consultant Ishtar Schneider.

A hearty congratulations to all the agencies who made it into this year's shortlist and well done Ishtar!

Ishtar was thrilled to represent Palin at the CommsCon awards in Sydney.



iNova launches Doctor on Your Side in Queensland

An estimated 65% of the Queensland population is either overweight or obese^[1]. It is one of the highest rates in Australia. The statistics are even higher in regional and lower socioeconomic areas of Queensland. Townsville-Mackay is highest



L-R Dr Arshi, Dr Mansberg, Dr Fairweather and Dr Soheilifar at the Brisbane GPWLA meeting.

with an estimated overweight or obese rate of 75%.

These figures reiterate the importance of the Doctor on your Side campaign and emphasise the importance of GPs talking about excess weight with their patients. To mark "Healthy Weight Week" (17-23 February) the Doctor on your Side campaign headed to Queensland to continue discussions about improving patient weight management with GPs in local areas.

Campaign ambassador Dr Ginni Mansberg met with local GPs at the Strathpine GP Super Clinic to develop strategies on how to encourage GPs to initiate the weight discussion with patients. It was also an opportunity for Dr Mansberg to meet with some of the Queensland members of the GP Weight Loss Alliance.

The Doctor on your Side PR activity in Queensland featured on ABC 612 Brisbane, 4BC, 4KQ, ABC Far North, ABC North Queensland (and 7 other regional QLD ABC stations) as well as Yahoo Lifestyle/Women's Health Magazine online, The Retiree Magazine as well as numerous healthcare professional media outlets.

^[1] National Health Performance Authority. *In Focus: Overweight and obese rates across Australia, 2011-12.* October 2013.

Pharmacists get proactive on bowel cancer

Pharmacists at the APP conference on the Gold Coast have been told that bowel cancer screening is an ongoing and long term opportunity for Australian pharmacists. Professor Peter Carroll from the University of Sydney said that pharmacists should see the opportunity as an ongoing public health imperative, and pharmacy could do more than just provide piecemeal support to sporadic campaigns.

"Mammograms and pap smears are now entrenched as tools in the early detection of cancer and we should be promoting bowel cancer screening in the same way. Given the strong evidence around the effectiveness of faecal immunochemical tests (FIT) in detecting and reducing the toll of bowel cancer, we should be working to ensure that pharmacists are at the forefront of bowel cancer screening. One Australian dies every two hours from bowel cancer and pharmacists are uniquely placed to help reduce this toll," said Professor Carroll.

Palin Communications has been helping Clinical Genomics to launch its new "ColoVantage Home" brand of faecal immunochemical test kits to Australian pharmacists.



Professor Carroll presented "Screening as a professional health service" to delegates at APP on Sunday morning 16th March.

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