



and support in planning National Meeting September 1999; Short Stature People Association and Klippel Feil Support Group development of resources.

A Directory of Genetic Support Groups in Western Australia is currently being developed.

BreastScreen WA

BreastScreen WA will continue to provide the statewide service for the Health Department of WA for the next three years, with an option to extend the contract for a further three-year period.

Figures as of 30 June 1999 indicate that since the start of the program in 1989 more than 350,000 screens have been performed on 160,210 women.

The participation rate (percentage of 50-69 year old women who had a screening mammogram within the previous 24 months) to June 1999 was 55 per cent. This compares favourably with the participation rate for the whole of the National Program, which was 52 per cent for the 24 months to December 1997 (latest available data).



The tenth anniversary of BreastScreen WA's first clinic (Cannington) was celebrated in March. Nearly 30,000 women have been screened at the Cannington Clinic since 1989 with the majority of them returning for a rescreen.

Administration of Abortion Legislation

In May 1998 the *Acts Amendment (Abortion) Act 1998* was passed. For some time, the interpretation of the provisions covering abortion in the *Criminal Code* had been in question. The Act clarified the legal position with amendments to the *Criminal Code* and the *Health Act 1911*.

Medical practitioners who have performed an induced abortion are required to notify the Executive Director Public Health. The notification system enables monitoring of induced abortions to occur.

A database was constructed in order to compile the information from the notification forms. The database is held in the Health Information Centre and complies with confidentiality standards and guidelines. The Executive Director, Public Health received 7,932 notifications from 24 May 1998 to 31 May 1999.

An information package was compiled and distributed. The package contains a booklet and guidelines for counselling to assist health professionals when counselling women who are considering a termination of pregnancy.

The Minister for Health appointed a panel of seven medical practitioners for the purposes of Section 334 (7) (a) of the Act on 27 July 1998.

It was recognised that some additional counselling services were needed as a result of the introduction of the Act. Funds have been allocated to four metropolitan and three country organisations to provide those additional counselling services.

Women between the ages of 50 and 69 years were targeted as part of the BreastScreen WA program.

Alcohol And Other Drugs Program

• Illicit Drugs

In conjunction with the Research and Evaluation team, the Alcohol and Other Drugs Program published findings from two community surveys on illicit drug use.



The first, a 1996 survey of 12 to 17-year-old West Australian school students, found that one in two (56%) had used an illicit drug, and one in three (31%) had used one in the last month.

The most commonly used illicit drug was cannabis, tried by 40 per cent of students, and used by 24 per cent in the month prior to the survey.

A survey of West Australian adults conducted in 1997 found that there was substantial illicit drug use among young adults, particularly the 18 to 24-year-old age group. Three-quarters (72%) of this age group had used cannabis in their lifetime and 33 per cent had used it in the last month.

A third phase of the Drug Aware Campaign was conducted in collaboration with the WA Drug Abuse Strategy Office. This campaign used radio and press advertising and focused on preventing or delaying the onset of marijuana use by young people, encouraging older regular marijuana users to quit and educating parents about marijuana and encouraging them to talk to their children about drugs. The Drug Aware Heroin Campaign was repeated as were components of the previous Drug Aware Parent Campaign.

• **Alcohol**

Amendments to the *Liquor Act* in 1998 included a new primary objective 'to minimise the harm or ill health caused to people, or any group of people due to the use of liquor'. This increased the

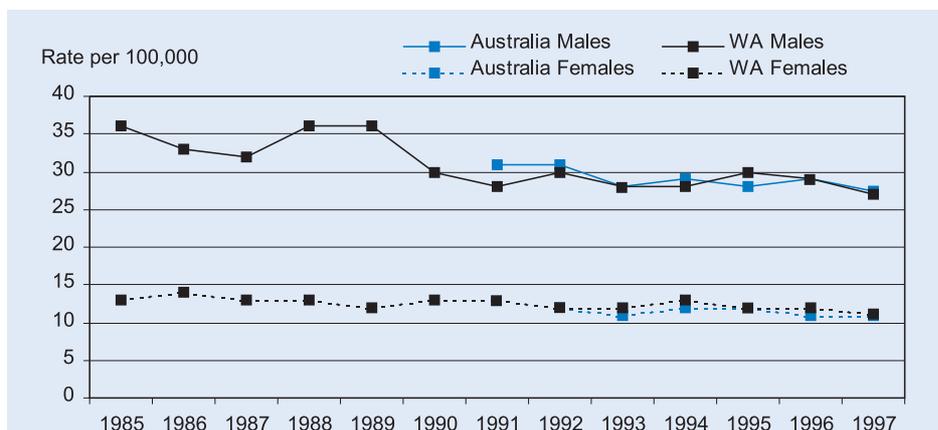
responsibilities of the Executive Director of Public Health (EDPH) and the role of the Alcohol and Other Drugs Program in monitoring applications for extended trading permits and new liquor licences and identifying and objecting to situations considered likely to result in increased alcohol-caused harm. Successful interventions by EDPH have been carried out in this regard.



The successful Host Responsibility 'Be a good host' campaign, started in 1998, was continued this year. The campaign targets licensed bar patrons and hosts and guests at social events where alcohol is served, with the aim of increasing awareness of safe service practices and acceptance of these. Excessive alcohol consumption by young adults was once more targeted through the Respect Yourself 'Think Before You Drink' Campaign, launched by Dr Karl Kruszelnicki. The campaign promoted strategies to help young adults drink responsibly.

Dr. Karl Kruszelnicki headed the Respect Yourself, Think Before You Drink campaign.

Age-standardised death rate for alcohol-related deaths.





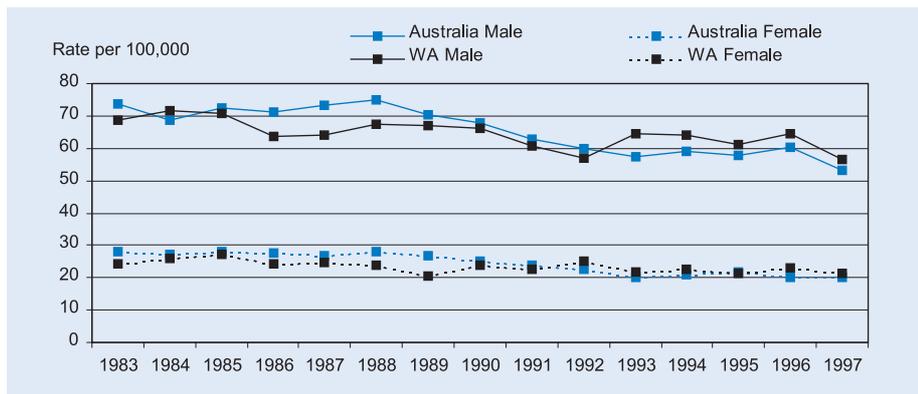
Alcohol Accords and Policies

The Alcohol and Other Drugs Program continued to play an important role in the establishment and maintenance of alcohol accords and supporting local government to develop alcohol policy. This year, the program worked closely with the Kimberley region to develop resources which map out the variety of drinking restrictions in the Kimberley for visitors to the region.

National Health Priorities

The National Health Priorities section was created in 1998/99. It was built on the existing programs of Injury Control and Cancer Control, adding to these the responsibility for diabetes, cardiovascular disease and respiratory diseases.

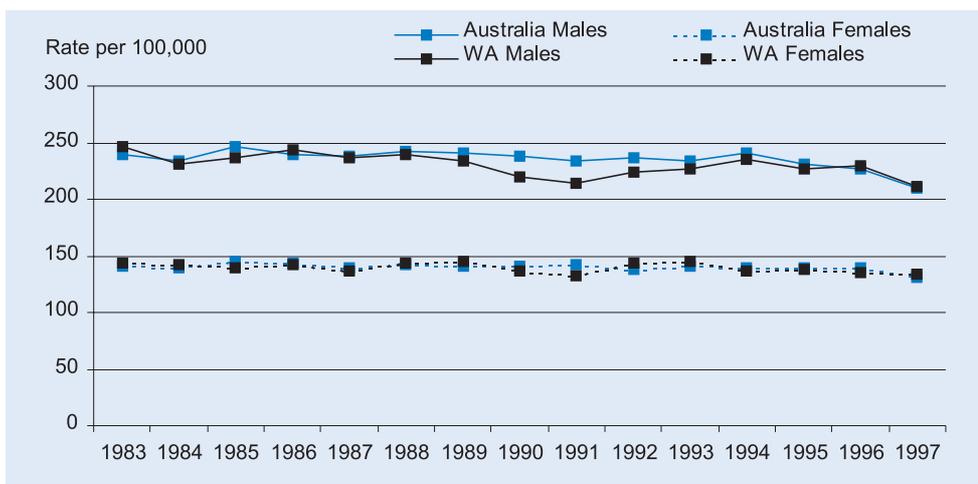
All cause injury and poisoning age-standardised death rate



Injury Control's Stay on Your Feet Program, a statewide falls prevention program targeting seniors 70 years and over, has extended to include over fifty government and non-government agencies. Other activities in injury control include a statewide rural restraints program in collaboration with the Midwest Public Health Unit; the continuation of

representation on peak bodies and taskforces in road safety; continued support for the injury surveillance road safety project at PMH; surveillance of alcohol and injury at Kalgoorlie Regional Hospital with planned extension to other regional sites in 2000; and a preliminary study on the use of hip protectors in nursing homes.

Age-standardised rate of cancer deaths



The Cancer Control Program has its primary responsibility in providing support to the State Cancer Services Planning Committee and its subcommittees comprising the Western Australian Clinical

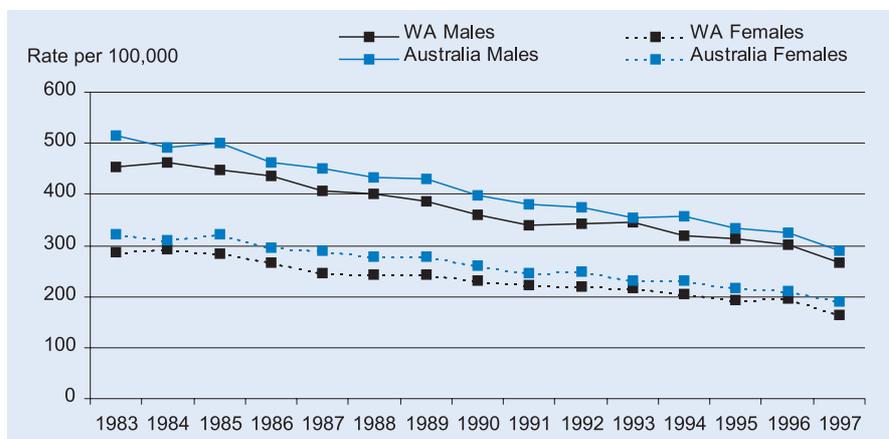
Oncology Group (WACOG), the Medical Oncology Planning Group and the Hospital-Based Cancer Registry (HBCR) group. In the last year the State Cancer Services Planning Committee has worked to develop



an undergraduate medical curriculum for cancer, continued the patterns of care studies and has released reports on GP

needs in cancer education and the integration of care between the community and hospital.

Age-standardised death rate for cardiovascular disease



Work has begun to identify best strategies for type 2 diabetes prevention program and the strategies that have proven to be effective. The information from this will be considered in conjunction with the recommendations for the prevention of Diabetes and produced by the Diabetes Task Force.

Smoking and Health Program

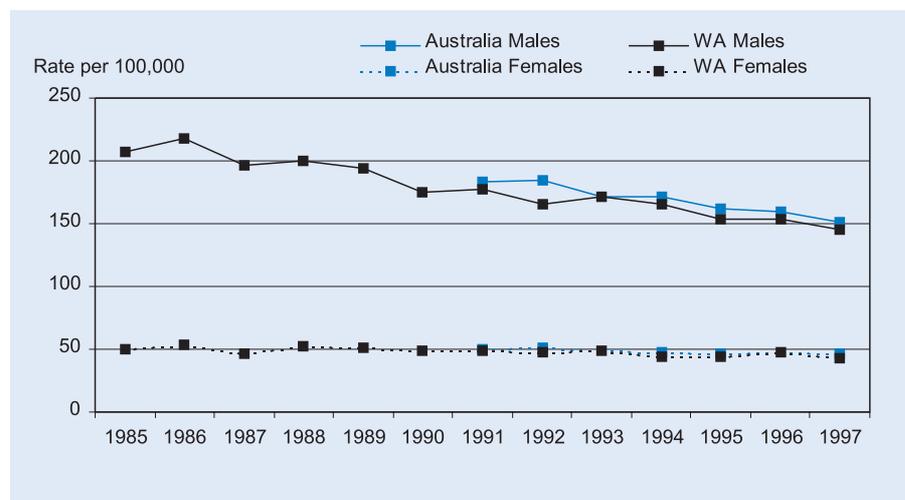
Smoking and Quitting

1998/99 saw the launch of a new, positive approach for the high profile Quit Campaign that aimed to provide encouragement and support to smokers in their quit attempts. This approach was

designed to complement the hard-hitting health effects of smoking highlighted by the National Tobacco Campaign television advertisements. (These were used by the Quit Campaign in 1997 and 1998.) The 1999 Quit Campaign had a new positioning statement 'Feel Good - Quit', new television, radio and press advertisements and all campaign resources were updated and re-designed.

As part of the continued National Tobacco Campaign activity a New Year's resolution media campaign comprising radio and press advertising encouraged adult smokers to make a commitment to quit smoking.

Age-standardised death rate for tobacco-related deaths



Compliance with the Tobacco Control Act 1990

More than 1,000 (1,126) documented inspections of retail outlets for compliance

with the Tobacco Control Act 1990 were performed in the Perth metropolitan area. As a result of these inspections and complaints from the public, local



government, police and community groups, there were 138 reports of suspected breaches of the *Tobacco Control Act 1990* (12%). Approximately, 75 per cent of these alleged breaches were for selling or supplying to young people.

Training of police officers in tobacco legislation continued and the regional focus was strengthened with the introduction of a regional sales to minors grants scheme for regional public health units.

Non-English speaking background (NESB) resources on retailer responsibilities under the *Tobacco Control Act 1990* were developed. Completion of the 1998 retailer compliance survey (4th biennial survey) with the addition of two new school areas indicated a slight increase in the proportion of retailers in the Perth metropolitan area willing to sell to a 15 year old.

The drafting and subsequent gazettal of the Health (Smoking in Enclosed Public Places) Regulations 1999 to restrict smoking in enclosed public places brought Western Australia in line with passive smoking legislation in other states and internationally. A campaign on these regulations targeted at the general public and occupiers of enclosed public places was conducted. Strategies for the campaign included press advertising, development and dissemination of resources for general public and occupiers, public relations activities and the conduct of a statewide training program for environmental health officers.

Cervical Cancer Prevention Program

The WA Cervical Cancer Prevention Program has commenced implementation of its Strategic Plan for the Recruitment of Women for Cervical Screening 1998/99–2000/01. The primary aim is to increase the level of screening across the State from 70 per cent to 80 per cent over the next five years.

An intensive four-week campaign promoted as 'Pap Smear Month' will be held in nine country and metropolitan regions, covering the entire state over a two-year period. An important aspect will be the involvement of local health service providers in the planning, implementation and evaluation of the campaign in each region.

The first campaign held in the Goldfields Health Region in June 1999, was well

supported by key local organisations. Representatives from the Women's Health Care Centre, Public and Community Health and the Eastern Goldfields Medical Division of Practice, assisted in the coordination of the campaign launch which was attended by women from each of the target groups.

Development and Support Branch

Aim:

To provide administrative and other support services to all branches within the Public Health Division.

This new branch was formed following the re-alignments of the Public Health Division. The focus of the branch is to work with all other branches in Public Health to provide advice and support in the areas of administration, purchasing, policy development, research and evaluation, marketing and communications, occupational safety and health and sponsorship.

The branch aims to ensure the effective financial management and monitoring of expenditure and provides input into the strategic direction of the Division. In addition, the branch provides the Public Health performance reporting to the relevant State and Commonwealth authorities and contributes to the development and implementation of Public Health policy.

Achievements:

- Developed and produced more than seven million copies of publications and resources in various formats to provide health messages for a diverse range of target groups.
- More than 18,000 telephone inquiries were received on a range of public health issues and 20,700 referrals were made to allied health agencies.
- The sponsorships include the areas of sport, arts and racing and included the promotion of various health messages. These include Quit: SmokeFree WA; Smarter than Smoking; Eat More Fruit 'n' Veg; Respect Yourself and 100% Control.
- An integrated Health Industry Risk Management approach was recommended to health services as a framework to manage all risks.



The Health Department Alcohol and Drug Policy and Planning Section (ADPPS)

The ADPPS is a new branch established within the Mental Health Division and has a 'whole of organisation' role in coordinating health system responses to alcohol and other drug use issues.

During 1998/99 the ADPPS launched the HDWA Drug Strategy, 1999–2003, subtitled 'InterAction'. This strategy has four priority policy objectives:

- mainstreaming (a whole of health response to drugs);
- capacity building;
- prevention; and
- coordination.

Over 30 'integration' projects were started. These initiatives target policy objectives across a range of entry points, for example, leadership and management changes that will enable better coordination of services and improving the training of 'coal-face' service deliverers. The initiatives are delivered at both a statewide and district level and will run for three to five years.

In March 1999 the Western Australian Alcohol and Drug Authority was restructured and re-launched as 'Next Step: Specialist Drug and Alcohol Services'. The new service is a specialist unit delivering 'best practice' alcohol and drug clinical intervention. It will also focus on health sector development, clinical leadership and services to populations with special needs.

Major renovations to the Moore Street central treatment services building began in March 1999. This will allow the relocation of the William Street methadone clinic, increase the capacity of the detoxification unit and provide improved facilities for consulting and group treatment.

Mental Health Reform Program

1998/99 was the third and final year of the three-year \$40 million mental health reform program. The latest National Mental Health Report covers the first year of the reform program and shows that Western Australia has improved its service

provision relative to other states on most measures of achievement of the First National Mental Health Strategy.

Rural and Remote Services

Expansion of mental health services in rural and remote areas was a major objective of the reform program in 1998/99.

New child and adolescent community mental health positions were established in the Midlands, Northern Goldfields and Esperance. Services in Bunbury, Albany, the Midwest and North West were expanded. A purpose built clinic was opened in Bunbury to accommodate the child and adolescent team.

Adult community mental health services were expanded in Bunbury, Wellington, Northern Goldfields, Esperance, Great Southern, Midlands, Midwest, Murchison and North West. Regional coordinators were appointed for the Midwest and Midlands to guide the development of comprehensive regional services.

A new office and clinic was built in Bridgetown for the community mental health team covering that part of the South West.

New psychiatric in-patient units were opened in Albany (nine beds) and Bunbury (15 beds) Hospitals with commensurate bed closures at Graylands Hospital. A small rooming-in unit was also established in Albany Hospital and tenders for a unit in Kununurra will be called in July 1999. These units will enable many people to be treated locally and significantly reduce transfers to Perth.

Specialist positions for older people with mental disorders were established as part of the community mental health services in Esperance, the Northern Goldfields, Midlands, Midwest, Great Southern and Bunbury.

Telepsychiatry provides cost-effective clinical consultation, professional training and staff conferencing to rural and remote areas via videoconferencing. During 1998/99, facilities were installed at Esperance, Kalgoorlie, Geraldton, Meekatharra, Carnarvon and Bridgetown mental health clinics. New metropolitan

Health Department of Western Australia

