

# Emerging Health Policy Research Conference 2011

## Abstract Submission

### Presenters Details

**Name of Author(s) – asterisk the presenting author:**

Erik Martin\*, Evelyne de Leeuw

**Presenter's institution/organisation, address, email, and telephone:**

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**Short Biography of presenter (maximum 50 words):**

Erik Martin *BappSc(HlthProm)(Hons)* is a PhD Candidate from the School of Medicine at Deakin University, Geelong. His research interests include global governance, health policy and tobacco control in the Pacific. Erik's PhD project is entitled 'The implementation of an international health treaty in small island states of the Pacific'.

### Presentation Details

**Presentation Title (up to 10 Words):** Implementing an international health treaty in small Pacific Island countries

**Keywords: (up to 5 to assist organisers in streaming papers):** health policy implementation, Framework Convention on Tobacco Control, Pacific Island countries, global health

### Research Details (250 word limit)

**Introduction/Background:** The Framework Convention on Tobacco Control (FCTC) is a landmark development that seeks to address the globalisation of the tobacco epidemic. The FCTC is currently undergoing implementation in most countries. Many developing nations may face challenges in implementing comprehensive international treaties. For small island developing states, further challenges may be associated with their smallness,

remoteness and isolation. This interdisciplinary research will draw on public health/health promotion, policy studies and international relations.

**Research Question:** What variables influence domestic implementation of the Framework Convention on Tobacco Control in small island developing states of the Pacific, and how do they ultimately affect its success or failure?

**Methodology:** This mixed-methods study will use four Pacific Island states as case studies. Key stakeholders from government departments, NGOs and regional organisations will be examined. Multiple sources of evidence will be drawn upon, including in-depth interviews and document analysis.

**Findings:** Data collection is still under way. However, it is anticipated that Pacific Island nations face some significant challenges in implementing the FCTC which will be outlined. Despite this, there are also some advantages, and insights will be given into how these countries adapt to their situations, address challenges, utilise opportunities and move the FCTC forward.

**Policy Implications:** It is hoped that through sharing such knowledge on FCTC implementation in the Pacific and by understanding how implementation is affected, we can provide stronger support for ways in which to move FCTC implementation forward, to help achieve its outcomes of reducing the harm associated with the tobacco epidemic through effective health policy.

# Emerging Health Policy Research Conference 2011

## Presenters Details

### Name of Author(s):

Fiona Robards\*<sup>1,2</sup>, David Bennett<sup>1,3</sup>

<sup>1</sup> *NSW Centre for the Advancement of Adolescent Health (NSW CAAH)*

<sup>2</sup> *Department of General Practice, University of Sydney.*

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### Presenter's institution/organisation, address, email, and telephone:

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### Short Biography of presenter:

As Manager of NSW CAAH, Fiona Robards has been responsible for leading the consultation and other processes to develop the new Youth Health Policy for NSW. She has four Masters degrees: in psychology, art therapy, health management and public health.

Clinical Professor David Bennett AO is an adolescent health physician with a major interest in developing accessible and responsive health services for young people and their families. As Head of the NSW CAAH, he is involved in wide-ranging efforts to improve young people's health and wellbeing through collaborative research, education, networking and advocacy.

### Presentation Details

**Presentation Title:** Learning from policy failure – an example from youth health

**Keywords:** policy process; policy failure; health services; general practice; young people

### Research Details

#### Introduction/Background

There is growing recognition of the need to evaluate our performance in the policy arena, particularly with a view to policy reformulation. This paper considers how stakeholders may consider the varying stages of policy-making, agenda-setting, formulation, implementation, evaluation and implications for policy reformulation, so that future practice can build on lessons learnt.

#### Research Question

Some of the questions to consider include: do gaps in policy result from the wrong issues being addressed, an inability to get an item on the agenda, failure in policy formulation or implementation, or a combination of all of these? How and why have these gaps emerged and what can be done to address them?

#### Methodology

A recent example of Federal Government advocacy to advance youth health primary care will be explored. This involved a detailed proposal to improve the structures and supports for General Practitioners in conducting preventive consultations with Australian young people.

#### Findings

The findings identify the successes and the main gaps. These gaps include the need to involve key stakeholders in the policy making process and to engage the public and media.

#### Policy Implications

In policy agenda-setting and formulation, academics and advocates need to engage a wide support base. Evidence alone is not enough.

# Emerging Health Policy Research Conference 2011

## Abstract Submission

### Presenters Details

**Name of Author(s) – asterisk the presenting author:**

Jacqui Webster,\* Elizabeth Dunford, Sarah Kennington, Bruce Neal, Simon Chapman

**Presenter's institution/organisation, address, email, and telephone:**

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**Short Biography of presenter (maximum 50 words):**

Jacqui Webster is Senior Project Manager at the George Institute for Global Health in Sydney with responsibility for work on food policy. She has recently been awarded her PhD which evaluated the Australian Drop the Salt! campaign. This presentation will report on the impact of this campaign on government policy.

### Presentation Details

**Presentation Title (up to 10 Words):**

Drop the Salt! the impact of advocacy on government policy

**Keywords: (up to 5 to assist organisers in streaming papers):**

public health, advocacy, dietary salt, government policy

### Research Details (250 word limit)

**Introduction/Background:**

Australians are eating too much salt which is bad for health. In May 2007, the Australian Division of World Action on Salt and Health launched a campaign to reduce salt intake.

**Research Question:**

The objective of this research was to assess the impact of the Drop the Salt! campaign on government policy in Australia.

**Methodology:**

A review of government activities related to salt reduction was undertaken and an advocacy strategy implemented to increase government action on salt. Advocacy actions were documented and

resulting outcomes identified. Independent research was commissioned to understand the perspectives of key stakeholders.

**Findings:**

Stakeholder analysis affirmed that AWASH influenced the government's agenda on salt reduction and four key outputs were attributed to the campaign: the Food Regulation Standing Committee discussions on salt, Food and Health Dialogue salt targets, National Health and Medical Research Council partnership funding and the New South Wales Premier's Forum on Fast Foods.

**Policy Implications:**

While it is not possible to definitively attribute changes in government policy to one organisation, stakeholder research confirmed that the AWASH campaign increased the priority of salt reduction on the government's agenda. However, the progress being made by government to date is too slow and the actions are not likely to sufficiently reduce salt intakes in Australia.

**N.B. All presenters will be asked to include a final slide in their presentations that summarises the policy recommendations and/or implications that can be drawn from the research presented.**

# Emerging Health Policy Research Conference 2011

## Abstract Submission

### Presenters Details

**Name of Author(s) – asterisk the presenting author:**

Jessica Malone\*

**Presenter's institution/organisation, address, email, and telephone:**

**Organisation:** Women's Health Victoria

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**Short Biography of presenter (maximum 50 words):**

Jessica Malone is a Policy Officer at Women's Health Victoria. Jessica has a background in policy and program development in women's health, aged and disability care, and youth and family services. She is currently completing a Masters in Public Policy and Management at the University of Melbourne.

### Presentation Details

**Presentation Title (up to 10 Words):**

**Bridging the gap between research and policy to advocate for change regarding the objectification of women**

**Keywords: (up to 5 to assist organisers in streaming papers):**

women, objectification, social determinants, advocacy,

### Research Details (250 word limit)

**Introduction/Background:**

When responding to the social determinants of health, research often highlights health challenges that do not have identifiable policy responses or clear targets for advocacy. Bridging the gap between research and policy is vital to create change. Research should be used strategically to capture the attention of policy-makers, and encourage a response.

## **Research Question:**

The objectification of women has serious physical and mental health implications for young women. However, it is broader than an individual health issue- it permeates our culture through music videos, advertisements, and expectations about relationships between men and women.

Our work in policy is not structured around a specific research question. Instead, it focuses on taking advantage of opportunities and promoting research to policy-makers strategically.

## **Methodology:**

To respond effectively, Women's Health Victoria has developed a multi-strategic approach that uses research to influence policy. We have recently targeted the objectification of women by:

- Developing a Gender Impact Assessment on Body Image. This brings together relevant research and highlights the potential for policy change;
- Engaging with other organisations to prevent the objectification of women;
- Responding to relevant inquiries.

## **Findings:**

The Senate Committee Inquiry into Film and Literature Classification has recently recommended that the classification scheme be expanded to encompass concerns about the objectification of women. This has potential to influence young women's development and body image, and promote broader social and attitudinal change.

## **Policy Implications:**

Our experiences demonstrate how research can be used to support advocacy and health policy development, even when the stakeholders are not clear. Our approach shows the importance of thinking broadly about the social determinants of health to connect policy-makers with research. By using research effectively and in the right forums, policy change can be achieved.

**N.B. All presenters will be asked to include a final slide in their presentations that summarises the policy recommendations and/or implications that can be drawn from the research presented.**

# Emerging Health Policy Research Conference 2011

## Abstract Submission

### Presenters Details

**Name of Author(s) – asterisk the presenting author:**

John Boswell\*

**Presenter's institution/organisation, address, email, and telephone:**

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**Short Biography of presenter (maximum 50 words):**

John is a PhD candidate at the Crawford School of Economics and Government at ANU. Using Australia's obesity debate as a case study, his project looks at the influence of narratives on public deliberation, and whether they can be seen to reinforce or conflict with democratic ideals.

### Presentation Details

**Presentation Title (up to 10 Words):**

Narrating Australia's Obesity Epidemic

**Keywords: (up to 5 to assist organisers in streaming papers):**

Discourse; narrative; obesity policy

### Research Details (250 word limit)

**Introduction/Background:**

In recent times there has been a "discursive turn" in the study of health policy more widely, and of obesity policy in particular. A number of scholars have identified and drawn out particular frames and discourses that are seen to structure debate on obesity both in Australia and elsewhere. The aim of this paper is to build on this body of work by adopting a narrative approach.

**Research Question:**

The project asks what narratives are enacted in Australia's obesity debate, and, more importantly, what insights can be gained from adopting such an approach.

**Methodology:**

Utilising the tools of interpretive policy analysis, the study identifies the competing narratives that play out across a range of sites of policy discussion on obesity.

**Findings:**

The paper describes five core narratives that political actors and stakeholders use to explain (or counter) the nation's obesity 'epidemic'. It uses this analysis to demonstrate that a narrative approach is beneficial on two counts. Firstly, it provides a more nuanced explanation of how political actors and stakeholders actually understand and talk about obesity policy. Secondly, and perhaps more importantly, it better reveals the rhetorical or performative side of the advocacy surrounding this issue.

**Policy Implications:**

This analysis has important implications for how we understand inclusiveness, conflict, and the role of evidence within the obesity policy debate.

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