

## Emerging Health Policy Research Conference 2010

### Abstract Submission

#### **Presenter(s) Details**

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

Holden CA\*<sup>1,2</sup> and Lin, V<sup>2</sup>

##### **Presenter(s) institution/organisation, address, email, and telephone:**

<sup>1</sup> MPH student, and Andrology Australia, Monash Institute of Medical Research, Monash University, Melbourne. Email: [carol.holden@monash.edu](mailto:carol.holden@monash.edu) Tel: 03 9594 7134

<sup>2</sup> School of Public Health, La Trobe University, Melbourne

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

Carol Holden is the CEO of Andrology Australia (Monash University) and currently undertaking her MPH, at La Trobe University. She gained her PhD in reproductive biology from Monash University in 1994 and her academic background includes business administration, health informatics and more recently public health and health policy.

#### **Presentation Details**

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

Location, Location, Location: Networks in the National Men's Health Policy

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

Network analysis, men's health, policy process, stakeholders

#### **Research Details (250 word limit)**

##### **Introduction/Background:**

Network analysis is used extensively in social science research including health policy analysis. However, how network structures influence the policy process is not well understood.

##### **Research Question:**

The aim of this mixed methods study design is to explore the networks and interactions between men's health stakeholders (actors) with competing interests using the National Men's Health Policy process as the case study.

##### **Methodology:**

Questionnaires were distributed to 82 men's health stakeholders with participants reporting on interactions with every other actor listed on the questionnaire. Fifty-six questionnaires were received (68% nodal response), reflecting a large network size of 3080 possible ties. Network structures were analysed using UCINET software. Thematic documentary analysis of public documents augmented the network analysis to determine if stakeholder characteristics influence locations of actors embedded in the network.

##### **Findings:**

The men's health policy network represented a weakly connected (low-density) network lacking a defined hierarchical structure. Actors with a higher level of interest in the Policy occupied more central network positions, with actors on the periphery tending to be more connected to the broader health policy agenda. Interestingly, some actors demonstrated a shift to more central positions suggesting that these actors were 'positioning' themselves for participation in the policy process. Understanding network structures may provide an alternative tool for policy-makers when engaging stakeholders in the policy process.

**Policy Implications\*\*\*:**

Understanding network structures may provide an alternative tool for policy-makers when engaging stakeholders in the policy process and for implementation of policy outputs.

**\*\*\*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 2010

### Abstract Submission

#### **Presenter(s) Details**

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

Kathrin Schemann\*, James Gillespie, Jenny-Ann Toribio, Navneet Dhand

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

Farm Animal and Veterinary Public Health, Faculty of Veterinary Science, University of Sydney, 425 Werombi Road, Camden NSW 2570, [kathrin.schemann@sydney.edu.au](mailto:kathrin.schemann@sydney.edu.au), (02) 90367736.

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

Kathrin is an animal scientist, who is currently undertaking a PhD in Veterinary Epidemiology at the University of Sydney to investigate the response of horse industry participants and animal health authorities to the 2007 outbreak of equine influenza in Australia.

#### **Presentation Details**

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

Analysis of policy development during the 2007 equine influenza outbreak

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

Policy network analysis, stakeholder analysis, equine influenza, animal health emergency

#### **Research Details (250 word limit)**

**Introduction/Background:**

The 2007 outbreak of equine influenza (EI) in Australia caused considerable losses to horse owners and industry participants. Although a national policy for its control existed prior to the outbreak, this policy was based on information about EI epidemiology in other countries, as Australia had never before experienced EI and there was no knowledge about the spread of the disease under Australia's unique conditions. During the outbreak control, many crucial policy decisions were made to add to or deviate from the national policy.

**Research Question:**

Consideration of all policy stakeholders in policy development is crucial for effective policy uptake. This study aims to retrospectively elucidate the role of stakeholders in policy decision-making over the course of the outbreak and to identify the driving factors for these decisions.

**Methodology:**

The outbreak literature is being reviewed and stakeholders as well as focal decisions in the outbreak control are being identified. Next the reasoning for the decision-making will be examined and data will be collected from key informants using semi-structured interviews in order to identify the driving factors of the decision-making process. Social network analysis and stakeholder analysis will be used to identify influential policy actors and to delineate the policy community.

**Findings:**

Driving factors of the policy decision-making process will be identified, including the role of individual key stakeholders.

**Policy Implications:**

The analysis will enable identification of the factors driving decision-making to inform the control of future incursions of infectious diseases, thereby promoting better preparedness.

## Emerging Health Policy Research Conference 2010

### Abstract Submission

#### Presenter(s) Details

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

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University of Wollongong Northfields Ave, Wollongong: [terryf@uow.edu.au](mailto:terryf@uow.edu.au) - 0429057712

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

Terry Froggatt is a Credentialed Mental Health Nurse and has post graduate qualifications in Health Policy and Management. Terry is currently, an academic and PhD candidate at the University of Wollongong with research interests in; learning organizations and mental health policy. Terry is the coordinator of the Shoalhaven Mental Health Professional Network.

#### Presentation Details

Presentation Title (up to 10 Words): Developing communities of learners – Mental Health Professionals Networks (MHPN) in Australia

Keywords: (up to 5 to assist organisers in streaming papers): Learning organizations – Mental Health Professionals Development

#### Research Details (250 word limit)

Introduction/Background:

This research investigates the members of MHPN knowledge of learning organizations and whether they believe learning organizations are useful frameworks for sustaining MHPN's.

Mental Health Professional Network (MHPN) is committed to a sustainable interdisciplinary mental health networks. The elements of learning organizations such as; shared vision, facilitative leadership, team learning and systems thinking are considered by the writer essential ingredients when creating sustainable Mental Health Professionals Networks.

Members of the MHPN are from a range of clinical settings, usually community based and in the private health sector. Membership is voluntary. Several indicators for the sustainability of MHPN have previously been suggested, these include; an explicit focus on mental health, regular meetings, multidisciplinary membership, inclusion of General Practitioners' and the use of multi media forms of communication. However, long term sustainability remains a challenge to those responsible for the implementation of this innovative mental health policy.

Research Question: Are elements of learning organizations useful in creating sustainable Mental Health Professional Networks

Methodology: The participants in the research includes; General Practitioners, Psychologists, Occupational Therapists, Social Workers and Mental Health Nurses. A Qualitative research design using retrospective data collected through member feedback and a local focus group of the MHPN. The data is analysed and interpreted with the aid of qualitative research software.

Findings: The findings from this research was able to demonstrate that a MHPN which investigated its members knowledge of learning organization's, in addition to the indicators previously

**suggested, found the knowledge useful in building a sustainable Mental Health Professionals Network.**

**Policy Implications\*\*\*: It is recommended that knowledge concerning the elements of learning organizations, such as; shared vision, facilitative leadership, team learning and systems thinking be included in the future policy initiatives for MHPN, as it has been demonstrated they will contribute to the networks ongoing sustainability.**

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## Emerging Health Policy Research Conference 2010

### Abstract Submission

#### **Presenter(s) Details**

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

Amanda Wilson<sup>1\*</sup>, Jane Robertson<sup>2</sup>, David Henry<sup>3</sup>

#### **Presenter(s) institution/organisation, address, email, and telephone:**

- 1    PhD Candidate  
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- 2    School of Medicine and Public Health  
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#### **Short Biography of presenter(s) (maximum 50 words):**

##### **Amanda Wilson**

Amanda Wilson is a PhD Candidate with the School of Medicine and Public Health at the University of Newcastle. Her thesis looks at data from the Media Doctor website which she co-founded with David Henry in 2002. In 2005, she and David Henry were awarded the Australian Museum Eureka Prize for work on Media Doctor.

##### **Jane Robertson**

Dr Jane Robertson is course co-ordinator and senior lecturer for the postgraduate pharmaco-epidemiology program, School of Medicine and Public Health at the University of Newcastle. She is Director of the Newcastle Evaluation Group, supervising external evaluations of submissions to the Pharmaceutical Benefits Advisory Committee for listing of medicines on the Pharmaceutical Benefits Scheme.

##### **David Henry**

Professor David Henry is CEO of the Institute of Clinical Evaluative Sciences. He is a physician and clinical pharmacologist and has an interest in all aspects of medicines used by communities. He is an authority on cost effectiveness in drug selection processes, and was a member of the Australian Pharmaceutical Benefits Advisory Committee and Chair of the Economics Sub-committee of PBAC 1993-2001.

## **Presentation Details**

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

Assessing the Quality of Health News Stories in the Australian Media Using the Media Doctor Website

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

Health Literacy, Media, Quality,

## **Research Details (250 word limit)**

**Introduction/Background:** The Media Doctor website (mediadoctor.org.au) uses a validated rating instrument to assess the quality of health reporting in the general Australian media.

**Research Question:** To examine differences in quality of health news reporting according to media outlet (broadcast, newspapers and online news), journalist type (eg specialist health reporter vs general reported vs imported stories) and assess changes over time.

**Methodology:** We examined the quality of health news stories, comparing media outlets and reporting trends over time. The quality of news stories was assessed using 10 rating criteria. Total quality scores were calculated and compared across time, outlet and journalist type.

**Findings:** 1337 health news stories were analysed. Overall, the quality of news reporting was poor, particularly for stories covering new interventions, average score 52% (95% CI 51-53%), with little evidence of improvement over the last five years. The best health stories came from specialist health journalists (mean score 60% vs 45% for general reporter) and broadsheet newspapers (58% (95% CI 56-60%). Common items which scored poorly included failure to report evidence, potential harms and cost, also exaggerated estimates of benefits, lack of unbiased expert sources. Commercial current affairs TV programs rated significantly lower than all other media.

**Policy Implications:** The public rely on media for health information; poor quality reporting compromises health literacy. Common policies on media engagement are needed to ensure reliable information about health issues, along with guidelines on preparation of media releases to correct frequently seen deficiencies.

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