Annual Report 2006 - 2007

Health Promotion Service for Older People

(Previously known as the Medicine Information and Peer Support Service)

Auspiced by Combined Pensioners and Superannuants Association of NSW Inc. (CPSA)

Funded by NSW Health through South Eastern Sydney Illawarra Area Health Service
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Health Promotion Service for Older People
Annual Report (July 2006-June 2007)

Introduction

The Health Promotion Service for Older People (previously known as the Medicine Information and Peer Support Service) was initiated and established in 1991 under the auspice of Combined Pensioners and Superannuants Association of NSW Inc. (CPSA). The service is funded by NSW Health through South Eastern Sydney Illawarra Area Health Service (SESIAHS). The Health Promotion Service for Older People previously provided a service focusing only on medicine management within communities of older people. This year the service has expanded into dental care, diabetes, osteoporosis and falls prevention. The service has also expanded outside of the Sydney Metropolitan Area to Orange, Bathurst, Coffs Harbour, Nowra, Tamworth and Newcastle regions. The Health Promotion Service for Older People has 50 volunteers from 16 different languages, including English. The volunteers are called 'peer educators' and conduct education sessions for groups of older people. They also participate in health seminars, workshops, community festivals, and seniors expositions by talking to and distributing written information to older people.

During the 2006-07 financial year, a total of 397 education sessions were conducted by the peer educators. A total of 10,137 people, comprising 81% from Culturally and Linguistically Diverse (CALD) backgrounds and 19% from English speaking backgrounds, attended the sessions. A total of 42,022 information sheets were distributed throughout this year. Due to financial constraints, the Health Promotion Service for Older People is currently reviewing measures of cost minimisation. Continuous recruitment of peer educators is necessary to cope with the increasing demand for education sessions. Despite some limitations, the Health Promotion Service for Older People is working successfully to fulfill an unmet need for health information.
New title of the service

The current name ‘Health Promotion Service for Older People’ (previously known as the Medicine Information and Peer Support Service) was proposed at the most recent Advisory Committee meeting and has been approved by SESIAHS. This change was brought about as the service is not only providing information on medicine management but has branched out into health information in the areas of dental care, diabetes, osteoporosis and falls prevention. As such, the new title reflects more aptly the scope of the service.

Activities

The Health Promotion Service for Older People achieved its targets and the target group has significantly benefited, as described below:

Education sessions

Three hundred and ninety seven education sessions were held including 93 (23%) in English and 304 (77%) in CALD community languages during the period July 2006 – June 2007. A total of 10,137 people attended the sessions including 8,164 (81%) from CALD groups. When compared with the previous year, the total number of people who attended the sessions was smaller, however the proportion of participants from CALD groups increased by 5%. The increment in the participants of CALD groups indicates an appreciable improvement in the service provided to CALD people within NSW. Greek speaking groups sustained the greatest number of sessions (5,436), followed by Chinese speaking groups (1,215), which follows the trend of the previous year.

Group education session conducted by a peer educator
# Health Promotion Service for Older People 2006–07 (All Sessions)

<table>
<thead>
<tr>
<th>Language group</th>
<th>Number of sessions</th>
<th>(%)</th>
<th>Number of people</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>93</td>
<td>23</td>
<td>1,973</td>
<td>19</td>
</tr>
<tr>
<td>CALD</td>
<td>304</td>
<td>77</td>
<td>8,164</td>
<td>81</td>
</tr>
<tr>
<td>TOTAL</td>
<td>397</td>
<td></td>
<td>10,137</td>
<td></td>
</tr>
</tbody>
</table>

The percentage of people who attended education sessions

![Bar chart showing the percentage of people who attended education sessions in 2005-2006 and 2006-2007.

# Health Promotion Service for Older People 2006–07 (Medicine Management Sessions)

<table>
<thead>
<tr>
<th>Language group</th>
<th>Number of Session</th>
<th>(%)</th>
<th>Number of people</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>89</td>
<td>23</td>
<td>1,853</td>
<td>19</td>
</tr>
<tr>
<td>CALD</td>
<td>296</td>
<td>77</td>
<td>7,949</td>
<td>81</td>
</tr>
<tr>
<td>TOTAL</td>
<td>385</td>
<td></td>
<td>9,802</td>
<td></td>
</tr>
</tbody>
</table>
Health Promotion Service for Older People 2006–07 (Dental Care Sessions)

<table>
<thead>
<tr>
<th>Language group</th>
<th>Number of sessions (%)</th>
<th>Number of people (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>4 (33)</td>
<td>120 (36)</td>
</tr>
<tr>
<td>CALD</td>
<td>8 (67)</td>
<td>215 (64)</td>
</tr>
<tr>
<td>TOTAL</td>
<td>12</td>
<td>335</td>
</tr>
</tbody>
</table>

Generally, peer educators deliver health education sessions at Legacy groups, clubs, hospitals, health centres, neighbourhood centres, elderly day care centres, migrant resource centres, city councils and various community organisations.

Institutions/community groups that the Health Promotion Service for Older People had interactions with during 2006-07:

- Armenian Group
- Arthritis Foundation of NSW
- Auburn Aged Day Care Centre
- Auburn Community Health Centre
- Australian Alevi Cultural Centre – Auburn
- Australian Chinese Community Association
- Australian Turkish and Kirdish Association
- Baptist Church Lecturers Centre, West Ryde
- Blacktown Hospital
- Cabramatta Anglican Church
- Canterbury City Community Centre
- Canterbury City Council
- Canterbury Multicultural Aged Service
- Canterbury-Earlwood Caring Association
- Canterbury-Earlwood Probus Club Inc.
- Chinese Christian Church
- Chinese Christian Church Senior Citizens Fellowship
- Community Health Day Centre – Leura
- CPSA – Toukley
• Cronulla RSL sub-branch Social Club
• Elderly Australian Chinese Homes
• Gladesville Community Aid
• Gov. Phillip Day Centre, Penrith
• Greek Older Women’s Network
• Greek Orthodox Church
• Greek Orthodox Community of NSW
• Hepa Group
• Hills Community Health Centre
• Immigrant Women Health Centre, Fairfield
• Immigrant Womens Speak Out Group
• Iranian Community Organisation
• Kentgrove Retirement Village
• Kogarah Carlton Senior Citizens
• Ladies Probus Club of Hurstville
• Legacy Group, Bondi Junction
• Manly Community Centre
• Manly-Warringah Widows Legacy Group
• Maritime Museum
• Marrickville Health Centre
• Mt Druitt Health Centre
• Mulgoa Seniors Group
• Multicultural Aged and Disability Services, Bexley
• Newtown Neighborhood Centre
• Polish Elderly Group
• Rockdale Maltese Seniors Group
• Ryde Hospital
• Ryde Hospital Day Activity Centre
• Salvation Army – Dulwich Hill
• Senior day care centre, Windsor
• Springwood Aged Day Centre
• St George Migrant Resource Centre, Rockdale
• St. Clair Aged and Disabled Services
• Stroke Recovery Group, Rose Bay
• Swinson Family Cottage Centre
• Ultimo TAFE
• War Widows Group
• Waverley Day Care Memorial
• Wyong Senior Citizens Seniors Group

Major users/Total number of participants who received education in 2006-07 by language group

<table>
<thead>
<tr>
<th>Groups</th>
<th>Number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabic</td>
<td>66</td>
</tr>
<tr>
<td>Armenian</td>
<td>720</td>
</tr>
<tr>
<td>Chinese</td>
<td>1,215</td>
</tr>
<tr>
<td>English</td>
<td>1,973</td>
</tr>
<tr>
<td>Farsi</td>
<td>15</td>
</tr>
<tr>
<td>Greek</td>
<td>5,436</td>
</tr>
<tr>
<td>Italian</td>
<td>45</td>
</tr>
<tr>
<td>Macedonian</td>
<td>62</td>
</tr>
<tr>
<td>Polish</td>
<td>40</td>
</tr>
<tr>
<td>Turkish</td>
<td>545</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>10,137</td>
</tr>
</tbody>
</table>
Media Talk
As usual, peer educators gave SBS Radio talks for their communities on medicine management. During this financial year they participated in a total of 10 SBS Radio talks. This included 5 Bengali talks, 4 Chinese talks and 1 Hindi talk.

Information Stalls
One of the most effective strategies for the dissemination of information undertaken by the Health Promotion Service for Older People is its participation in seminars, workshops, community festivals, seniors expositions etc. These events are effective opportunities for peer educators to distribute information to the community in the form of leaflets, referral information and other relevant resources on health issues for older people.

At these events, the service staff and volunteers have worked in partnership with other organisations to set up and run 17 information stalls during this financial year.

Information stall facilitated by Peer Educator
Information stalls have been organised in collaboration with the following bodies and in the events mentioned below:

- Ashfield Mini Spring Market
- Ashfield Seniors Expo
- Auburn Street Festival
- Chinese New Year Festival, Hurstville
- Chinese New Year, Parramatta
- Exposition, Hurstville City Council
- Exposition, St George Hospital Trauma Services
- Seniors Exposition, Bankstown City Council
- Seniors Exposition, Bankstown Hospital
- Seniors Exposition, Baulkham Hills Shire Council
- Seniors Exposition, Randwick Council
- Seniors Living Information Day, Turramurra
- Staying Active Expo, Northern Sydney Falls Prevention
- Vietnamese New Year
- Volunteer Exposition, Drummoyne
- Volunteer Exposition, STARS, Marrickville

Resource distribution

During this financial year the number of print resources (other than Medicine Record Cards) distributed to the communities of older people was 38,008. This comprises 26,725 (70%) English resources and 11,283 (30%) CALD resources. When compared with last year, this shows a reduction in resource distribution. The main reason for this reduction in distribution is the limitation of printing and development of resources, due to financial constraints. The other reason for this diminution is through the service’s work in cost management. Organisations with whom the service has regular contact have been emailed or sent one copy of the necessary resources, which they have then copied and distributed to participants, thereby adequately disseminating the relevant information, at the same time as minimizing the cost to the service. This means that the resources distributed probably increased but we do not know by how much.

In this year a total of 9,403 Medicine Record Cards were distributed. Compared with last year, the distribution of Medicine Record Cards this year has been increased by 57%.

Resource development and sharing:
The Health Promotion Service for Older People has developed manuals, powerpoint presentations and over head aids for its peer educators to enhance their talks on medicine management, dental care and diabetes. Dental Care and diabetes resources have been developed during this year with the assistance of the Oral Health Promotion Unit, SESIAHS and Diabetes
Australia-NSW. A new poster has been developed this year. Pamphlets/fliers and all print resources have also been updated during this year. All video resources are currently being copied onto DVD format, and the video “Too much of a good thing” was shared with the Nepean Hospital for the education of their groups.

**Consumer/stakeholder inclusion in service development and management**

The Health Promotion Service for Older People has developed an evaluation form for participants and organisers of its sessions, through which it is continuously receiving feedback on how to improve the service. Furthermore this service has an advisory committee. The committee meets twice in a year and provides advice on issues of management and development of the service. In response to the feedback, and the suggestions from the advisory committee, the service has reviewed its program, including the development of manuals, resources and its current service expansion.

**Volunteer peer educator development and training**

**New volunteer peer educator recruitment**

Health Promotion Service for Older People recruited 12 peer educators during this year. This includes eight volunteers from the Sydney Metropolitan Area and four volunteers from regional/country NSW. Among these new peer educators one speaks Filipino, one speaks Spanish, one speaks German and all are fluent in English. The volunteers received two days basic training which was facilitated by Ms Marian Shaw from The University of Western Sydney.

*New peer educators in the training session 2007*
Update Training

For the continuous development of the skills of the peer educators, the Health Promotion Service for Older People provides refresher training every six weeks.

As per the training-needs assessed by the peer educators, they received education on the following topics, facilitated by the mentioned institutions.

- Incontinence - Prince of Wales Hospital
- Palliative Care - Palliative Care NSW
- Fire Brigade - NSW Fire Brigade
- Mental health and stress - Prince of Wales Hospital
- Cancer in general – Cancer Council NSW
- Multiple Sclerosis - Multiple Sclerosis Society
- Smoking and Health - Action on Smoking and Health
- Falls Prevention - Community Falls Prevention Northern Sydney Health Promotion
- Dental Health – Oral Health Promotion Officer, SESIAHS
- Muscular Dystrophy - Muscular Dystrophy Association of NSW
- Mental Health and Wellbeing - Mental Health, SESIAHS
- First Aid – Life - Live it, Save it - St George Ambulance
- Exercise - Health Promotion, SESIAHS
3 VIDEO resources - Health Promotion Service for Older People

To meet the interests of the peer educators, the Health Promotion Service for Older People organised two separate topics/sessions per training-day.

**Consumer representation / participation**

Every year, the staff members and peer educators of the Health Promotion Service for Older People attend seminars, forums and workshops. At these meetings they share knowledge, experiences and skills with people from other organisations. This occurs during participation in events such as the:

- Advisory Committee Meeting
- Annual lunch for Volunteer Peer Educators
- Breast and Ovarian Cancer Public Forum
- Capacity Building Forums For NSW Non Government Organisations - 'Service User to Board Member - Effective Consumer Participation in the NGO Sector'
- CDSE Funding Information Session
- Continuous Quality Improvement Training
- Depression and Mental illness, Garvan Institute of Medical Research
- Falls Prevention Training
- Falls Prevention Meeting
- Forum on Public Dental Health
- International Volunteering Day at Campsie
- International Women’s Day (Rally)
- Launch of Staying Power Tips and Tools to keep you on your feet at the Tigers Balmain Leagues Club
- Medical Research: Working to Improve Your Health, Kolling Institute of Medical Research and Northern Medical Research Foundation
- Medicine Advisory Committee Meeting, 2006
- Meeting on Diabetes Training
- Ninth National Rural Health Conference
• Partnership for Better Health Outcomes: Carers and Professionals working together
• Public Forum on Healthy Ageing Hearing loss, cancer, diabetes, osteoporosis, arthritis
• QMS Capacity Building Forums for NSW NGOs
• Seminars on Type 2 Diabetes and Obesity, Garvan Institute of Medical Research
• SESIAHS Health funded NGOS' forum
• The NSW Women's Health Summit
• Training Course: Working with older people (STARS)
• Volunteer Coordinators' Forum on - "Conflict Resolution - Staff and Volunteers"

Expansion of the service to meet the community needs

Through effective and continuous promotion in the media, community talks, information stalls, seminars, workshops, forums and meetings, critical analysis of the service has identified a huge demand for the expansion of the service into other areas. Due to community needs, during this financial year, the service has expanded its activities into four new areas including diabetes, dental care, osteoporosis and falls prevention. The service is currently delivering information sessions on the topics of medicine management and dental care information to older people. From August 2007 the Health Promotion Service for Older People is planning to provide complete information services on diabetes. It is also planned that the two other information services, falls prevention and osteoporosis, will be delivered completely in 2007-08.

Partnership work

As the Health Promotion Service for Older People has expanded its activities into four new areas, the service has begun working in collaboration with other organisations such as Diabetes Australia-NSW, Oral Health Promotion-SESIAHS, Falls Prevention Team-SESIAHS and Osteoporosis Australia. These organisations are providing training and technical support to the service including assistance with the development of training packages, resource materials and communication aids. The staff of the service regularly meet with these partner organisations regarding the development of training programs, manuals and resources.
Accreditation/ Service development review

The Health Promotion Service for Older People has registered for the Service Development Review QIC program with Quality Management Service (QMS) recommended by South Eastern Sydney Illawarra Area Health Service (SESIAHS). As part of this program, the management staff of the service have participated in workshops, meetings and review cycle preparation and management training. The Service Development Review QIC program for this service is under way by QMS.

Challenge/difficulties of the service

Financial constraints represent the main challenge to providing this service as they limit its ability to recruit and train new volunteers every year, and also its ability to translate and print resources. Due to declining involvement of many of the current volunteers and to aid in the expansion of the service, it is necessary to recruit new volunteers every year, rather once every two years, as has been the practice. Another difficulty for this service is the lack of CALD volunteers to deliver the service. Due to increasing demand of the services in CALD communities, it is necessary to recruit CALD volunteers, however it is currently difficult to recruit CALD volunteers despite applying strategic recruitment strategies. The biggest challenge is to make all of the activities of the service viable within the current budget allotted by the NSW Health through SESIAHS.

Achievements

- The Health Promotion Service for Older People received the Certificate of Excellence & Leadership in Promoting Workforce Diversity from diversity@work (Appendix A).
- The Service and peer educators received appreciation letters from various organisations. Please find some appreciation letters attached with this report (Appendix B, C and D).

Conclusion

In addition to medicine management, the Health Promotion Service for Older People is successfully expanding its activities into the areas of dental care, diabetes, osteoporosis and falls prevention, reflecting the demand for health information services by older people. The increasing number of older people attending sessions from CALD groups indicates the demand for health information in the culturally and linguistically diverse communities. The decrease in the level of resource distribution indicates the limitations of the service’s ability to translate and print resources under the current budget. The service’s cost minimisation system is significantly affecting its ability to deliver the service at maximum efficiency to older people. Another challenge is the continuous recruitment of peer educators which is deemed necessary to cope with the requests for community education sessions, especially from CALD groups. Despite some limitations, the Health Promotion Service for Older
People is making a valuable contribution in fulfilling the unmet need of the residents of NSW regarding health education for older people.
Appendix B

Australia Alevi Cultural Centre
Avustralya Alevi Kültür Merkezi

ABN 44 306 891 299 Inc. No: Y14714-31 / Charity No: CFN 10393

24th April 2007

To: Medicine Information and Peer Support (MIPS) Services.
Mr. MD Habibullah - Project Coordinator
CC: Ms. Jennifer Brian - Assistant Project Officer

Dear Sir / Madam,

First of all, On behalf of Australia Alevi Cultural Centre Management committee, community members together with project Coordinator we would like to express our thanks and appreciation to Medicine Information and Peer Support (MIPS) Services for providing its valuable services to non English speaking community members and congratulate linguistically and culturally appropriate bilingual facilitator Ms. Guler Koray for her outstanding performance during Quality Use of Medicines information sessions covering variety of health topics including Dental Health.

At the end of group program the participants written and verbal feedback analysis shows that not only they benefited immensely but also identified they need more opportunity for further programs to improve and better manage their health issues.

I would like to apply for further programs once a month for the improvement of health and well-being of isolated Turkish speaking community members to have opportunity to access linguistically and culturally appropriate facilitators from MIPS Services.

Approximate number of proposed group attendance is 15-18.

The proposed program will be held at Australia Alevi Cultural Centre, 3 Water Street Lidcombe and AACC Blacktown outreach office at 26 Swinson Road Blacktown.

As there is a high number of linguistically and culturally diverse Turkish speaking community members residing at Western Sydney Blacktown LGA, I request for suitable programs running from two locations.

As a non profit organisation we value and believe that continuous networking and partnership is important as well as linking community members with services available to them is our focal objective. Furthermore I believe with broad knowledge on health education and increased capacity will enable community members to be healthier and more productive elements in addition enhancing integration process within diverse Australian society.

Therefore your consideration in providing Australia Alevi Cultural Centre Turkish speaking community members an opportunity for further Health program is greatly appreciated.

Once again I wish to thank Medicine Information and Peer Support (MIPS) Services, Management, Project Coordinator/Project Officer for your continues support.

Yours Sincerely

Hafize Erdogan
Australia Alevi Cultural Centre
Project Coordinator.
Email: aaccsydney@hotmail.com

Ph (02) 9643 7153 Fax (02) 9643 7811
Postal Address: PO Box 619 Blacktown NSW 2148
Head Office Address: 3 Water Street, LIDCOMBE NSW 2141
24th January, 2007

Dear Mr. Shailesh Kantawala,

We are writing to thank you for your presentation, Managing Your Medications, given on Friday 20th October, 2006.

The clients found the information very interesting and useful and the presentation was entertaining and easy to follow. We hope you will return for another presentation.

Yours Sincerely,

Fiona White
Mondeval Day Centre Coordinator

Susan Maloney
NUM Day Centres
Blue Mtns Hawkesbury

Primary Care and Community Health Network
Mondeval Aged Day Centre
The Cottage
104-105 Railway Parade
Leura NSW 2784
Phone: 47843904 Fax: 47842859
24th January, 2007

Dear Mr. Nazmul Ahasan,

We are writing to thank you for your presentation, Managing Your Medications, given on Friday 20th October, 2006.

The clients found the information very interesting and useful and the presentation was entertaining and easy to follow. We hope you will return for another presentation.

Yours Sincerely,

Fiona White
Mondeva Day Centre Coordinator

Susan Maloney
NUM Day Centres
Blue Mtns Hawkesbury

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