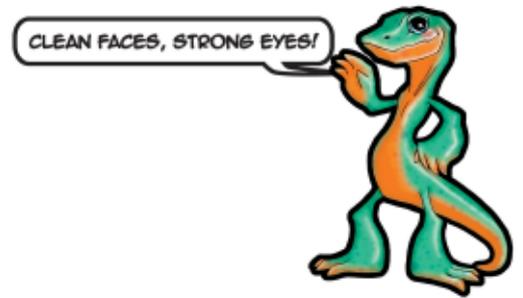


The Indigenous Eye Health Unit Trachoma Elimination Update: Feb 2012



Progress

The IEHU continued to support trachoma elimination programs in the Katherine West Health Board region and the wider Northern Territory and it is very heartening to see the prevalence of trachoma reducing as the SAFE strategy is being fully implemented.

Katherine West Health Board

Fiona Lange worked with Emma Baunach and staff at KWHB in October 2011 travelling to Bulla, Timber Creek, Lajamanu and Kalkaringi communities. Across the region trachoma rates are going down and clean faces are increasing with the concerted effort and support of KWHB's staff team.



Timber Creek Clinic – the popular posters include local kids to report back to community

The clinics and schools have busy work schedules and we take care not to make it more stressful – getting the relationships right is vital – ensuring we are welcomed back next time and is often the start of great partnerships and ideas.

Fiona officially reported back to the KWHB staff and Emma to the Ngumpin Reference Group (NRG) in late 2011. The NRG had spent one year helping develop the suite of resources.

At their December meeting the NRG were delighted about how the Kits are being used and very happy their work could be adapted to suit different communities across Australia. They said “Trachoma has the momentum so we should keep going”. In early 2012 four members of the reference group will work with Emma and Fiona to evaluate and write about the process of making the resources.

Fiona will return to KWHB in late February for two weeks to continue evaluation of the program.

Centre for Disease Control

The CDC hosted a two-day trachoma planning workshop for all NT program staff and Hugh, Josie and Fiona presented and participated in getting focused for 2012. The positive energy for working together to eliminate trachoma was infectious and everyone was brimming with ideas and enthusiasm.



The NT trachoma team is ready for action in 2012

The IEHU participate in fortnightly teleconferences with the NT to provide technical advice and hands on health promotion and social marketing support.

Fiona and Josie return to Alice Springs in March to work more intensively with health promotion and clinical staff.



CDC staff at a NT Dept of Ed conference 2011

Trachoma Social Marketing

The IEHU provides technical support to enable creative community participation change by using social marketing strategies that reinforce, remind and offer positive role models.

A series of Territory wide media and promotion is being developed to support the uptake of the Trachoma Story Kits. Josie Atkinson is working with television, radio, animators, and other organizations to bring the Kits to life and all feature the 'clean faces, strong eyes' message.

Milpa the Trachoma Goanna is in big demand in remote communities for to engage kids and families and another character costumes is underway.



The Hon Warren Snowden, Milpa and Heather Wilson of CDC at the Saladeen Fete NT

A Milpa mini-animation is nearly completed for presentations, marketing, in school lessons with smart boards and in another TV commercial.



Liam Jurrah advert on Imparja TV

There are 2 adverts on Imparja TV in appropriate time slots (40 times a week) including during the morning cartoons. Liam Jurrah and local kids are shown energetically encouraging clean faces and Milpa the Trachoma Goanna makes a TV debut with a soundtrack written by Yamba's Playtime team.



Yamba and Milpa TV advert on Imparja TV

On CAAMA radio across the NT, there are 4 different radio adverts, all spoken by senior AFL player Melbourne Football Club's Aaron Davey. These are repeated 4-6 times per day and will continue for 4 more months.

And Josie is currently working with 3KND in Preston and CAAMA radio in Alice on a 5-part radio feature for Trachoma Elimination Education. Each is a ten minute segment and will be aired over six months on the Women's Business Show every Friday 11-12pm.

The target audience is young mothers and children with a secondary audience of grannies, aunts, cousins and extended family members. A number of high profile Indigenous women are contributing including Deb Mailman and Evonne Goolagong.

CAAMA is a big supporter of trachoma elimination and broadcasts Aboriginal radio to remote and regional Australia. The IEHU is always invited to talk on radio when in Alice Springs. CAAMA is available to 2/3 of the country with a listening audience of over 400,000 people.

Trachoma Presentations

The two-yearly National Indigenous Environmental Health Conference was an excellent opportunity for Fiona to present research findings that will support trachoma elimination. At this very successful conference, links were made with environmental health and holistic hygiene programs, and it brought to life a new network of trachoma program practitioners from NT, WA and SA.

An inaugural Indigenous Research Symposium was held in late 2011. Fiona presented barriers and enablers to trachoma elimination and Hugh spoke about the Road Map to Improve Indigenous Eye Health in Australia.

The launch of the Rural Health Educations Foundation's "See Strong – A Focus on Indigenous Health" that Professor Taylor featured in, was launched at the Australian General Practitioner's Network conference.

Melbourne Football Club Support



John Poulakakis and Hugh Taylor listening to Jim Stynes speak at Melbourne Football Club in August 2011

Melbourne Football Club hosted IEHU staff for a lunch and last game of the 2011 season. Josie Atkinson organized for Liam Jurrah and Aaron Davey to speak about trachoma and the importance of clean faces when they presented on the popular weekly Marngrook Footy Show.

The game between Pt Adelaide and Melbourne is on again 21 July 2012, at TIO Stadium and we are working with MFC to create community clean faces, strong eyes/footy clinics around their training schedule.

Jimmy Little Foundation Support

The IEHU & JLF have joined forces in efforts to 'Close the Gap'. In March 2012 a music and video workshop will held in Hermannsburg with local women and school aged children 5-10 years of age with the 'Good Tucker, Long Life' and 'Clean Faces, Strong Eyes' messages. The JLF program will travel to 10 communities in NT, SA, WA and NSW in 2012 and include trachoma elimination as part of their program.

Yamba the Honey Ant's Roadshow

Now on mainstream Channel 9, Yamba's Playtime is getting bigger national media promotion and this is very well deserved for the hard working and very creative team. A solid partner in trachoma prevention, Yamba the Honey Ant's production team have created a "Healthy Living Musical" which includes 15 jingles with animations about health including face washing and good hygiene jingles. These will be shown on Yamba's Playtime Series 2.

Fred Hollows Foundation

Fred Hollows Foundation has committed to a new program for trachoma elimination which will employ Trachoma Elimination Community Based Workers supported by regional coordinators. This program will enable local people to specifically target the E (Environment) aspect of the SAFE strategy. The IEHU will work closely with FHF and adding value where we can through out the year.

Menzies School of Health Research

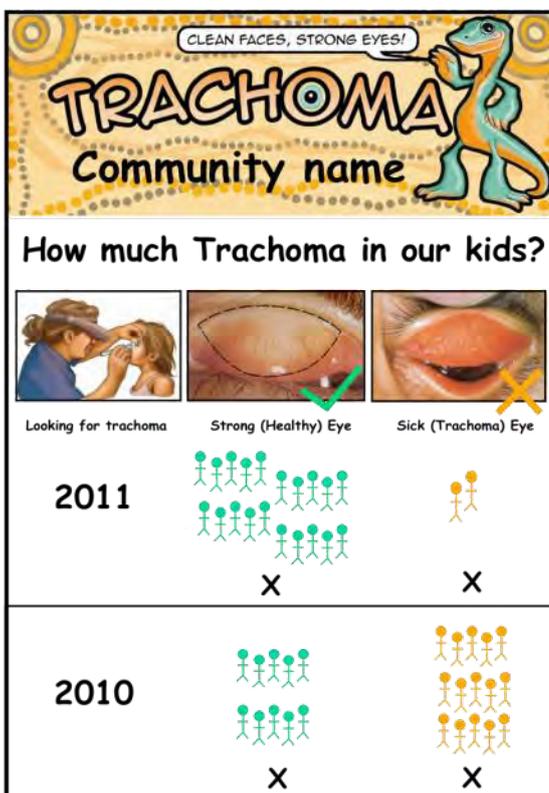
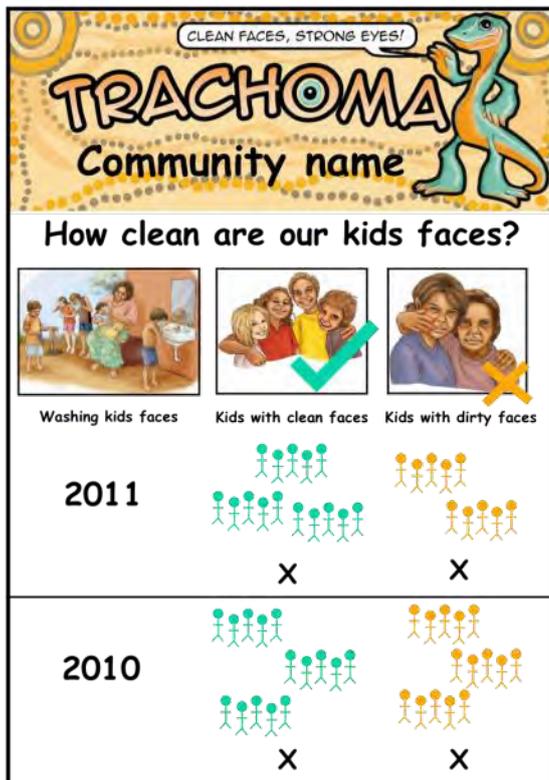
Hygiene promotion is seen by many as the way to reduce the high rate of childhood infectious diseases experienced by children living in remote Indigenous communities. The IEHU supports the work of Liz McDonald a Research Fellow in Child Health at Menzies and participated in her recent hygiene promotion asset mapping with the aim that trachoma resources could also be used to support holistic hygiene programs. campaign successfully uses social marketing to increase hand washing in the NT, with fun and facts in engaging multi media.



A 5 step 'how to' for face washing will be developed

Trachoma Story Kits and Adaptations

Over 500 'Trachoma Story Kits' have been distributed in the NT, 125 in WA and 30 in SA, and the big surprise success of 2011 was the popularity of adaptations to the Kits and artwork to individualise the materials.



CDC staff worked with Lily on reporting back posters template so everyone can see the improvement

The Indigenous Eye Health Unit is very fortunate to work with artist Lily McDonnell who makes the process simple and fast. She has now made many changes to drawings, created feedback templates, and designed artwork for new resources for the specific needs of different communities and regions. The original look and branding ensures all messages are on track.



The SAFE Strategy with contemporary remote Indigenous Australian Images

And, here is a final word from Sylvia one of the CDC's very dedicated trachoma nurses...

Hi everyone,

Thought you might like to see the mural that the community at Mungkarta did and like it as much as I do. I hope Lily is not offended by the 'Milpa' in the mural, but this is how the community see him, and I think it's great the way he jumps around the Devils Marbles, spreading his message.

Mungkarta is a small community 80kms south of Tennant Creek, not far from the Devils Marbles. They are mainly Wilpiri people and I think they feel quite connected to 'Milpa'.

I look forward to working with you all this year.

Regards,
 Sylvia

