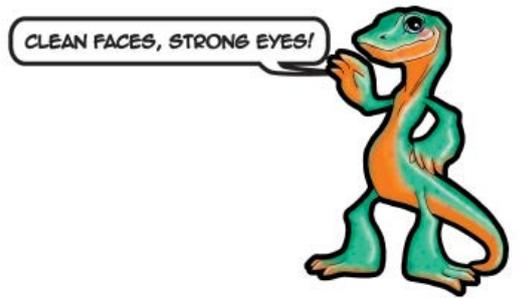


# The Indigenous Eye Health Unit Trachoma Elimination Update: September 2011



## Katherine West Health Board

Fiona travelled to NT for 2 weeks in March to support the trachoma health promotion activities in Bulla, Lajamanu, Gilwi and Myatt communities.

KHWHB used the Trachoma Story Kit images for new work shirts, posters and advertising material for the Blitz, promoting the community wide screening and treatment and to reinforce the facial cleanliness and good hygiene messages.



*The road to Lajamanu in the wet- KHWHB Trachoma Blitz 2011*



*Screening for trachoma at Gilwi community - Timber Creek*



*The children in the back of the ute at Gilwi, reading the teacher's page of the "Trachoma is Everyone's Business" School Flipchart.*

## End March 2011

Josie arrived at IEHU to work on event planning and to develop and implement social marketing initiatives.

## Social Marketing Campaign

Fiona and Josie prepared an extensive social marketing proposal for the Centre for Disease Control NT. A series of multi media and arts based initiatives to support trachoma elimination programs across NT was developed in Melbourne, and later fine tuned with key stakeholders (Congress, Imparja TV and CAAMA radio) in Alice Springs.

## Milpa the Goanna

The trachoma goanna came to life, after artist Lily McDonald worked on developing her goanna images into a full size character costume as the trachoma campaign mascot.



*Yamba the Honey Ant and Milpa the Trachoma Goanna during rehearsals at TIO stadium Darwin*

## Radio CSAs

Josie's connections with 3KND radio station Preston supported the production of 10 trachoma elimination CSAs with trachoma ambassador Aaron Davey, to be broadcast on CAAMA 8KinFM in rural and remote Australia late 2011-2012.

Hermannsburg senior statesman and acclaimed Country & Western singer Warren H Williams has written and produced "The Trachoma Song" for radio airplay, feature interviews and radio CSAs and in other media.

## TV adverts

First advert 'Clean Faces = Strong Eyes' with trachoma ambassadors Aaron Davey and Liam Jurrah has been aired on Imparja TV. Since July the advert has been shown 20 times a week in different time slots and will continue until December 2011.

Two further TV adverts are currently being edited, featuring Liam Jurrah, Yamba the Honey Ant and Milpa the Trachoma Goanna.



Imparja TV crew filming with Liam Jurrah in Darwin

## Milpa songs, Trachoma song

Imparja TV engaged songwriter to create Milpa the Trachoma Goanna's song "Clean Faces = Strong Eyes" for children up to 5 years old. The tune will feature in TV advert and other media.

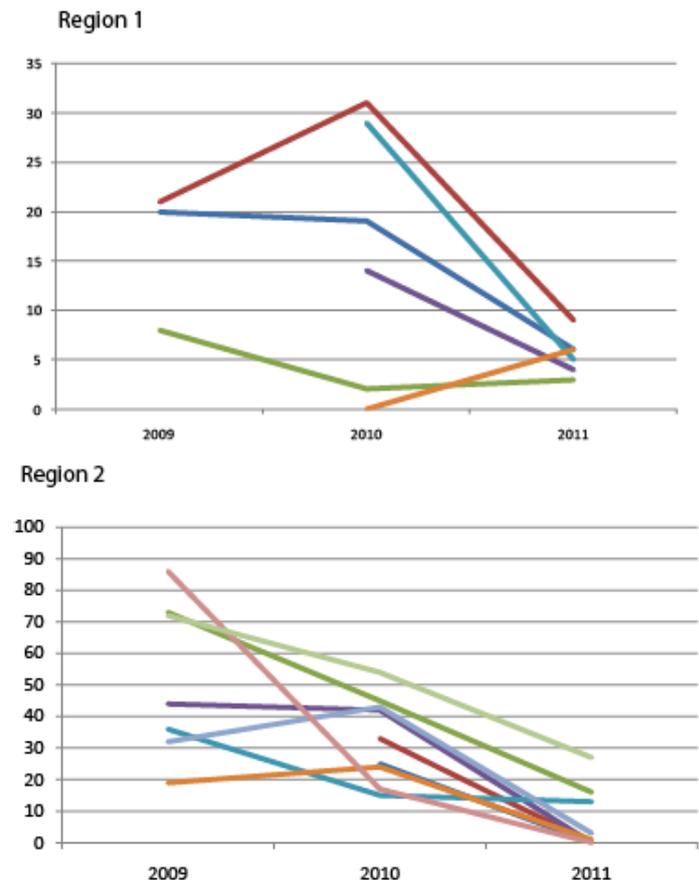
## IEHU Benefactors and Supporter Trip

The group comprised: Harold Mitchell, Ian Roberts, Helen Monkivitch, Mary Delahunty, Sir Daryl Dawson, Dr Tom Hurley, Alberto Furlan, David Lewis, Peter Anastasiou, Dr David Middleton and Rob Bowen.

In Alice Springs, the group met Cate Coffey the NT trachoma coordinator, for a detailed overview of the NT program and update on the latest trachoma prevalence data which are extremely positive.

The two following charts show data from two NT regions showing trachoma rates are starting to fall.

## Region 1&2 - Prevalence of active trachoma in NT (de-identified data)



The group visited Imparja TV, CAAMA radio were introduced into Indigenous media at a grass roots level in the heart of Australia. They were given an update and tour of the town camps redevelopment by Mark Coffey.



Hugh Taylor, Yamba, Harold Mitchell and Jacinta Castles at the Yamba's Playtime set at Imparja TV studio in Alice Springs



Gerry Lyons (G man) Sir Daryl Dawson, Jennifer Howard CEO of CAAMA radio station NT

The group flew to Kalkaringi community and heard from Dr Louise Harwood, Chief Medical Officer at KWHB for specifics on the barriers and enablers of a trachoma elimination program.



*Dr Louise Harwood at Kalkaringi Clinic with Pauline Travis, Sir Daryl Dawson, Prof Hugh Taylor, Dr Tom Hurley*

In Katherine the group met at the KWHB offices with many of the KWHB's program staff to again hear of heartening reduction in trachoma rates resulting from sustained program efforts.



*Matt Moylan, Rob Bowen, David Lines, Emma Baunach, Reece O'Brien, David Middleton at Katherine West Health Board*



*Jimmy Wavehill at the Monument at Dagaragu*

The great highlight of the trip was meeting and being taken to the Monument at Dagaragu by Gurindji elder Jimmy Wavehill - one of few remaining Aboriginal stockmen who famously walked off Wave Hill Station forty-five years ago in the fight for better working conditions and a return of traditional land ownership.

## Football Clinic and Trachoma Health Day

On 14th July, the IEHU and Melbourne Football Club, worked in partnership with the NT Trachoma Elimination Program and many local individuals and organisations including Sunrise Health Service, Wurli Wurlinjang Health service, Fred Hollows Foundation, AFL-NT, Katherine Show Society and KWHB to put on a hugely successful health day to promote "clean faces = strong eyes" messages for trachoma elimination.

Over 150 children and 60 adults from Katherine and surrounding communities attended, four MFC players - Brent Molloney, Colin Garland, Max Gawn and of course trachoma ambassador Liam Jurrah, who was the star of the day!



*Over 200 kids and teens enjoyed their new Melbourne Football Club guernseys at the Trachoma Elimination Footy Clinic*

The event created a great opportunity to develop a stronger partnership in trachoma elimination with local individuals and Aboriginal Health Services, and identified the need to include more structured facial hygiene activities.



*Sunrise Health Service and Fred Hollows Foundation's support contributed to the huge success of the Trachoma Elimination Footy Clinic*

Next year a face and hand washing station will be formally included into the football clinic stations.

## Milpa's Debut

On 16th July at TIO Stadium in Darwin prior to the Melbourne Vs Port Adelaide game, Milpa the Trachoma Goanna was launched as the official mascot for the NT wide trachoma elimination program. Milpa was supported by the very famous Yamba the Honey Ant and Jacinta Castles, and Checker the Demon mascot.

Hundreds of kids at the match received free posters with their clean faces football posters and clean faces wrist bands courtesy of Fred Hollows Foundation.



Milpa's debut at the match in Darwin

## The Trachoma Story Kits

### Adaptations

Other adaptations and uses of the resources include; Fred Hollows Foundation have made "Clean Faces = Strong Eyes" wristbands, Halls Creek in WA have worked with IEHU and Lily to design huge A2 flipcharts to increase engagement with elders in their communities and the Jimmy Little Foundation's "ThumbsUp" website has embedded trachoma content into their nutrition and lifestyle education resources for remote teachers.

With the popularity of Milpa the Goanna and the use/adaptations of the resource increasing it has been necessary to create style guidelines for using the resources to preserve the future integrity of Milpa and the resource material, as well as to retain artistic control.

### Evaluation

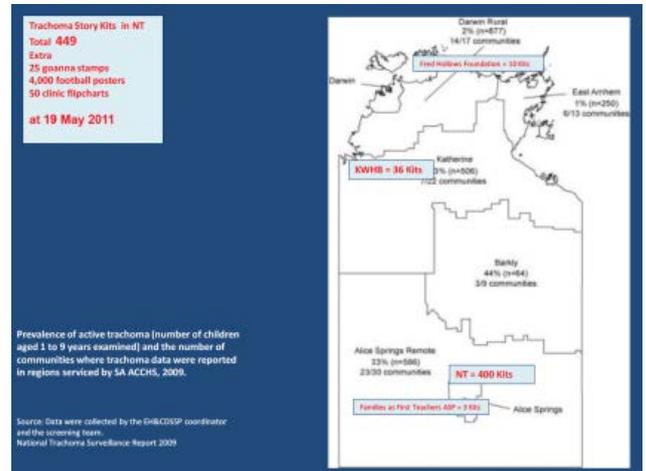
Fiona has collected baseline data for evaluation of the barriers and enablers to the uptake of the Kits in the KWHB region, it shows that one in five staff in clinics and one in three staff in schools were unaware that they lived and worked in a trachoma endemic area.

Over half the school staff and more than one-third of clinic staff considered that it was 'normal' for children to have dirty faces. However, on the positive side 86% of participants felt comfortable talking about hygiene issues with others.

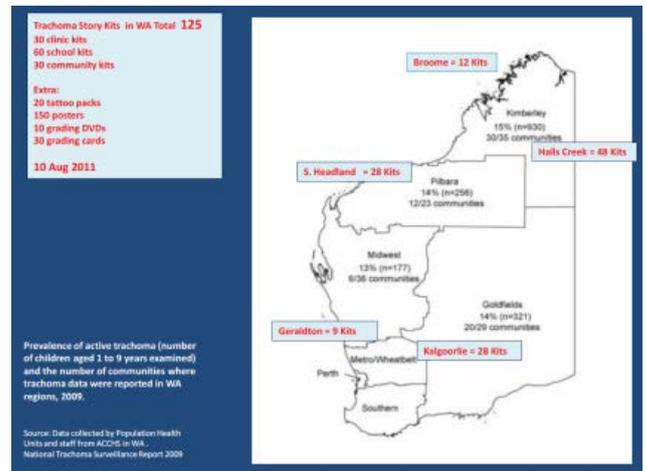
This data can now be used to optimize uptake of the kits with staff in schools and clinics in the KWHB region, and post -test data for KWHB will be collected in Sept/Oct, and NT wide data will be analysed to strengthen the health promotion approaches by identifying knowledge and practice gaps.

## Distribution

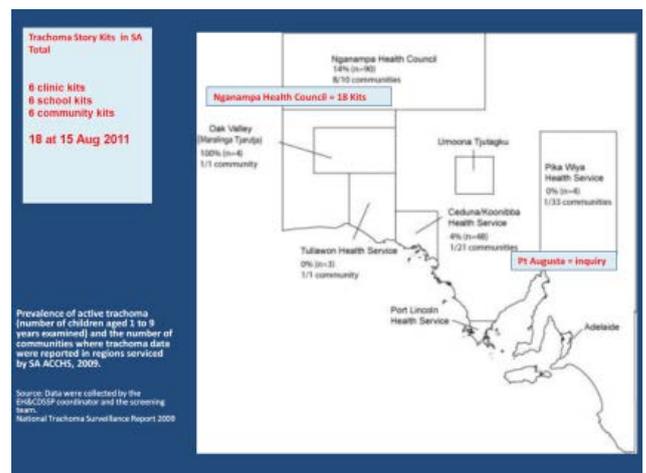
There are now over 450 Trachoma Story Kits in the NT, 125 in WA and the IEHU recently sent the first order to SA. The popularity of the Kits means a lot of admin work, and Peter Anastasiou has kindly offered assistance with managing the ordering and distribution of the Kits.



Trachoma Story Kits NT- 449



Trachoma Story Kits WA- 125



Trachoma Story Kits SA- 18

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