Western Australian Cancer Prevention Research Unit (WACPRU)

First Annual Activity and Output Report

1 September, 2014 to 31 August, 2015
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Introduction

It is with great pleasure that we present the first annual WACPRU report. WACPRU is co-funded by the Curtin Faculty of Health Sciences and Cancer Council WA. We are very grateful for this funding and the opportunities it provides to improve health in Western Australia and beyond. We seek to use this funding in the most efficient manner possible to optimise the volume and quality of outputs and facilitate their translation into policy and practice.

WACPRU officially commenced operations on 1st September 2014. However, the existence of the Unit was not formally announced until 28th November 2014 with a mention in the West Australian newspaper, followed by notification of the Curtin community via online University newsletters. The initial WACPRU contract period runs for 18 months, concluding on 28 February, 2016.

The purpose of this report is to document the various projects being undertaken by the WACPRU team and describe the outputs that have been achieved over the first 12 months of operation (1st September 2014 to 31st August 2015). The aim is to provide stakeholders with an understanding of current activities and those that will be undertaken over the remainder of the contract period.

WACPRU’s mission is to:

*Increase our understanding of individual and societal factors that increase the risk of cancer in the community, and through this understanding develop more effective policies and programs to reduce cancer risk in the community.*

This mission is achieved through a variety of approaches that ensure the applied research undertaken by the Unit is translated into ‘real world’ outcomes. In the first instance, members of the WACPRU team work closely with Cancer Council WA (CCWA) staff on a daily basis to provide advice and expertise in research design and implementation and program evaluation. Second, WACPRU staff members collaborate with other Curtin representatives across multiple Schools and Centres to bring sound theoretical and applied inputs to cancer-related research and policy issues. Third, strategic alliances are held with individuals representing a broad range of research institutions involved in cancer-related research to increase capacity and enhance outputs and influence. Finally, WACPRU has representation on government and NGO committees that are involved in relevant research projects and advocacy programs. Details relating to these efforts are provided throughout this report.

Much of the Unit’s first year has been dedicated to:

- Forming the WACPRU team through recruitment and training,
- Recoding and aggregating data waves in two large inherited data sets to permit interrogation and analysis,
- Establishing and consolidating expertise across the primary research domains of interest to CCWA,
- Engaging in numerous and diverse data collection projects, and
- Developing a comprehensive range of research outputs.

This report contains an outline of the current WACPRU staffing structure and overviews of activity aligned with several substantive cancer prevention research areas. Other relevant research projects and contributions to health promotion programs are also described. The report concludes with a series of appendices containing summary information on all the major activities and outputs listed elsewhere in the report to facilitate assessment of total productivity over WACPRU’s first 12 months of operation.
WACPRU Staffing

The Unit currently has 5.8 FTE staff members (see table below). Professor Simone Pettigrew holds a joint position as Director of WACPRU and Research Professor in the Curtin School of Psychology and Speech Pathology. Ms Nicole Biagioni and Dr Lauren Hollier are employed on full-time WACPRU contracts. Dr Zenobia Talati and Dr Michelle Jongenelis are primarily funded through ARC research grants. Dr Severine Koch is a new member of WACPRU who is funded by CCWA.

A majority of the Unit’s staff members commenced their WACPRU roles as of 1st January 2015. Thus, while this report documents 12 months of activity, most staff members have only been employed in their current roles for the last eight months.

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>FTE</th>
<th>Funding source</th>
<th>WACPRU position start date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof Simone Pettigrew</td>
<td>Director</td>
<td>Full-time</td>
<td>Curtin School of Psychology and Speech Pathology</td>
<td>1/9/14</td>
</tr>
<tr>
<td>Ms Nicole Biagioni</td>
<td>Research Associate</td>
<td>Full-time</td>
<td>WACPRU</td>
<td>1/1/15</td>
</tr>
<tr>
<td>Dr Lauren Hollier</td>
<td>Research Associate</td>
<td>Full-time</td>
<td>WACPRU</td>
<td>1/1/15</td>
</tr>
<tr>
<td>Dr Michelle Jongenelis</td>
<td>Research Associate</td>
<td>Part-time (80%)</td>
<td>ARC Discovery grant (60%) and WACPRU (20%)</td>
<td>1/1/15</td>
</tr>
<tr>
<td>Dr Severine Koch</td>
<td>Research Associate</td>
<td>Full-time</td>
<td>CCWA</td>
<td>17/8/15</td>
</tr>
<tr>
<td>Dr Zenobia Talati</td>
<td>Research Associate</td>
<td>Full-time</td>
<td>ARC Linkage grant with CCNSW and CCVic</td>
<td>1/1/15</td>
</tr>
</tbody>
</table>

In addition to these substantive positions, four junior research assistants are employed on a casual basis to assist with data collection and data entry across various WACPRU research projects. For much of the past year, a database manager was also employed on a casual basis to assist with preparing the inherited datasets for analysis.
Areas of Focus

CCWA prioritises specific methods of cancer risk reduction, most of which relate to various lifestyle behaviours. Examples that fall within the WACPRU remit include (in alphabetical order):

- Alcohol
- Body weight
- Early detection
- Nutrition
- Physical activity
- Smoking and tobacco
- Sun protection

WACPRU activities and outputs relating to each of these focus areas are detailed in the following pages. In addition, other outputs relating to general public health activities are listed to provide complete coverage of the activities of WACPRU staff. These overviews provide information relating to the status of current research projects, publication outputs, manuscripts under review, reports produced, funding applications prepared, and conference-related activities. Within each of these categories, outputs are listed that demonstrate extensive collaboration between Cancer Council staff, WACPRU members, and other Curtin staff.

For each specific output, Cancer Council staff members’ names are underlined, Curtin staff members are noted in bold, and, representing their double affiliations, WACPRU staff members are bold and underlined. In most instances, outputs are grouped by type and listed in alphabetical order by author and then publication title.
Alcohol Research projects

In recognition of alcohol being a Group 1 carcinogen, WACPRU is involved in numerous studies investigating drinking-related attitudes and behaviours and how these can be addressed via health promotion interventions. As outlined below, these projects are being undertaken with a broad range of collaborators including other Curtin staff, Cancer Council employees in Western Australia and elsewhere, academics from around the country, and policy makers.

Project 1: Alcohol warning labels

This Healthway-funded study involves investigating drinkers’ attitudinal and behavioural reactions to warning statements designed for placement on alcoholic beverages and their packaging. Four major rounds of data collection have been conducted, the last of which occurred within the last 12 months. One journal article has been published with another three manuscripts currently under review. These outputs are listed below. A further three manuscripts are currently in preparation.

Published article:

Pettigrew, S., Jongenelis, M., Chikritzhs, T., Slevin, T., Pratt, I. S., Glance, D., and Liang, W. (2014), Developing cancer warning statements for alcoholic beverages. BMC Public Health, 14:786-795 (Impact factor – 2.264). This paper was published just prior to the official establishment of WACPRU.

Manuscripts under review:


As part of WACPRU’s efforts to advocate around alcohol control, presentations relating to this project have been made at various conferences and seminars as listed below:

Presentations given:


**Accepted conference abstracts:**


**Project 2: Young people and alcohol**

Funded by the WA Drug and Alcohol Office via a Healthway grant, this study involved collecting data from 60 young Western Australian drinkers aged 18-21 years over a period of six months. Data collection methods included individual interviews, focus groups, and fortnightly introspections. Two-thirds of the sample comprised heavy drinkers, providing deep insight into the motivations and behaviours of those at risk of alcohol-related harm. Grant details:


Over the last 12 months, the following outputs have been generated from this study:

**Published:**


**Under review:**


In addition, the following presentations have been delivered relating to this work:


### Project 3: Leavers celebrations

Based on findings from the *Alcohol and Young People* study outlined above, additional work is being conducted to more closely investigate the binge drinking rituals associated with Leavers (Schoolies) celebrations. The focus on this particular event reflects the substantial alcohol-related harms experienced by young people during the end of school celebration period.

A survey of Year 11 and Year 12 students was conducted in 2014 to assess students’ alcohol-related intentions for the Leavers period and to identify the factors contributing to these intentions. Upon request, the following report was produced for the WA Police Department, and summary reports were also provided to the schools participating in the study:


Further analysis of the survey data resulted in the manuscripts listed below that are under review at various journals. Replication surveys are currently in the field to enable comparisons with the new cohort of Year 12 students which, for the first time, will include large numbers of young people who have turned 18 and hence are of legal age to purchase alcohol.

**Under review:**


### Project 4: Communicating the NHMRC alcohol guidelines to the drinking public.

Led by Professor Melanie Wakefield at Cancer Council Victoria, this project involves a multi-phase study to explore various information presentation alternatives to increase drinkers’ awareness of current alcohol guidelines. Grant details:


### Project 5: Changing parents’ attitudes to alcohol socialisation

Led by Professor Sandra Jones at the Australian Catholic University, this Healthway-funded study will identify parents’ knowledge gaps relating to children’s early initiation of alcohol consumption and develop intervention strategies to encourage appropriate parenting behaviours. Grant details:

Project 6: Alcohol advertising effects on children
Also led by Professor Sandra Jones at the Australian Catholic University and funded by the WA Drug and Alcohol Office via a Healthway grant, this study will increase the evidence base relating to children’s exposure to alcohol advertising and the implications for social norms and drinking behaviours. Grant details:

Jones, Iverson, O’Brien, Pettigrew, Daube, and Francis, Relax, they’re soaking in it: West Australian adolescents’ exposure to alcohol advertising, Healthway/DAO alcohol special funding initiative, 2015-2016, $144,040.

Project 7: Alcohol advertising on the Internet
This study is being undertaken by a PhD student who is being co-supervised with NDRI. The extent and nature of alcohol advertising on the Internet will be assessed and implications outlined for policy makers.

Other alcohol-related publication

Other policy and practice activities

Committee membership:

• Parents, Young People and Alcohol steering group (WA Drug and Alcohol Office)
• Alcohol Advertising Review Board (AARB) advisory committee (McCusker Centre for Action on Alcohol and Youth)
• Alcohol Advertising Review Board review panel (McCusker Centre for Action on Alcohol and Youth)
• Alcohol in Universities expert committee (McCusker Centre for Action on Alcohol and Youth)
• Alcohol warning labels project steering committee (University of Adelaide)

Media coverage:

• The West Australian newspaper, 720 ABC, 98.5 fm, 94.5 fm – WACPRU launch and age and gender differences in alcohol intake by Australian drinkers
• Sydney Morning Herald newspaper – alcohol warning labels
• Brisbane Times newspaper – alcohol warning labels
• ABC radio (North West WA) – secondary supply of alcohol
• ABC radio (North West WA) – alcohol sponsorship of children’s activities/events
• 6PR radio – Leavers’ alcohol consumption

Submission:
A submission was lodged with Free TV relating to proposals to modify the Commercial Television Industry Code of Practice in ways that would increase children’s exposure to alcohol:


Funding applications
Pettigrew, Norman, Jones, Hagger, Lim, Stafford, Jongenelis, and Hastings, Factors impacting alcohol intentions and behaviours among 15-18 year olds. Healthway and WA Drug and Alcohol Office Special Funding Initiative, $147,000. Status: unsuccessful.

Wakefield, Brennan, Durkin, Pettigrew, Hoek, Morley, and Vandenberg, Effects of alcohol health warnings on drinking intentions and behaviours, NHMRC Project Grant, $400,000. Status: under review.
Given the relationship between body weight, diet, and exercise, WACPRU's work in this area is covered in this section and also in the Nutrition and Physical Activity sections that follow later in this report.

Research Projects

Project 1: LiveLighter

In conjunction with the National Heart Foundation (NHF), CCWA administers the LiveLighter campaign that encourages people to effectively manage their body weight. WACPRU has provided assistance by conducting formative research to inform the ongoing evolution of the campaign. The results have been communicated in a report to CCWA and NHF and a conference presentation:


A second conference abstract relating to the LiveLighter campaign is currently under review at the Australian and New Zealand Obesity Society Conference:


In addition, WACPRU has provided assistance to CCWA in the development of online surveys designed to investigate consumer use of terminology relating to unhealthy foods and assess reactions to possible new message frames for the LiveLighter campaign.

Project 2: Anti-obesity advertising

WACPRU staff members are currently engaged in a detailed analysis of the thematic and executional characteristics of anti-obesity advertisements that have been shown around the world. These advertisements have themes relating to obesity awareness, body weight management, nutrition, and physical activity.

This research constitutes pilot work for projects that are the subject of the following funding applications:

Pettigrew, Ball, Thomas, Lampard, and Morley. Enhancing the effectiveness of social advertising campaigns while minimising adverse psychological effects. ARC Discovery Grant, $420,000. Status: under review.

Pettigrew, Morley, Thomas, Lampard, Swanson, and Pratt. Enhancing obesity prevention campaigns while minimising negative effects, Healthway Project Grant, $237,000. Status: under review.

Project 3: Body image

An important consideration in the design of weight-related campaigns is the potential for adverse consequences for body image and the resulting implications for disordered eating behaviours. WACPRU staff members have been involved in research in this domain for some years to ensure a balanced perspective is adopted across the broader program of body weight research and intervention development. The following work has been conducted over the last 12 months:
**Manuscript under review:**


**Funding application:**


**Student supervision:**

A PhD student undertaking a thesis on body image and social media is being co-supervised with UWA and Murdoch University staff.

**Other obesity-related publication**

GP training

CCWA provides GP training across a range of topics to increase knowledge and capacity in the early detection of cancer and related health conditions. WACPRU provides ad hoc assistance relating to the evaluation of information sessions and training modules.

Lung cancer screening

WACPRU is currently involved in preparations for a lung cancer screening trial being undertaken at Sir Charles Gairdner Hospital. Advice is being provided relating to the presentation of screening risk information to patients.

Professor Pettigrew is a collaborator on a successful funding application to the WA Cancer and Palliative Care Network ($20,000). The grant is funding developmental work to produce information materials that will be used by potential screening candidates to enable informed decision-making for this complex procedure. This work is expected to provide the pilot data for a subsequent NHMRC project grant. The following manuscript is currently under review:

As outlined below, WACPRU is extensively involved in nutrition-related research and public policy work. This includes working closely with CCWA on their nutrition programs (FOODcents and Crunch&Sip). In addition, a major grant is held in the area of food labelling and other research has been conducted in conjunction with government and NGO anti-obesity program committees.

Project 1: FOODcents program evaluation and development

WACPRU staff undertook an extended evaluation of the FOODcents program that is administered by CCWA, Foodbank, and the Red Cross. The evaluation involved multiple components including in-session surveys, an online follow-up survey, observations, interviews, and focus groups. The evaluation outcomes have been reported as follows:

Published article:


Manuscript under review:


Presentations delivered:


To facilitate ongoing improvements in program delivery, WACPRU has engaged in additional consumer research to provide insights into nutrition information processing. The findings have been reported and submitted for publication/presentation as follows:


Talati, Z., Pettigrew, S., Moore, S., and Pratt, I.S. (Accepted), Discrepancies between consumers’ nutrition beliefs and current nutrition guides. Australian and New Zealand Obesity Society Conference, 15-17 October.

The WA Department of Health is in the process of re-tendering the FOODcents contract. WACPRU is assisting in the development of the evaluation component of CCWA’s tender application.
Project 2: Improving children’s diets

Outputs are continuing from a previous ARC Linkage Grant that was co-funded by Cancer Council NSW and Cancer Council SA. The following outputs have been produced in the last 12 months:

**Published articles:**


**Manuscript under review:**


Project 3: Food labelling

A current ARC Linkage grant is held with Cancer Council NSW and Cancer Council Vic, along with several other collaborators:


The aim of this project is to investigate interaction effects between front-of-pack food labels and the health claims that are placed on food packaging. The project has three phases – focus groups (completed) and two large online surveys. One survey is an attitudinal survey and the other is a discrete choice experiment survey. All phases of the study involve both adults and children (aged 10+). The focus group data are currently being coded and analysed to produce manuscripts and inform the development of the online surveys. During preliminary analysis, spontaneous mentions of the National Heart Foundation Tick by the focus group participants were noted. Given the review of the Tick Program currently being undertaken by the National Heart Foundation (one of the collaborators participating in this project), these data have been analysed and reported as follows:

- Pettigrew, S., Talati, Z., and Neal, B. (under review), Tick Tock: Time for a change? *Health Promotion Journal of Australia* (Impact factor – 0.945).


Quotes have been sought and a web panel provider has been commissioned to undertake the two online surveys later in the year.
Project 4: Comparing different forms of food label information presentation

A second food labelling grant led by Professor Bruce Neal is currently held with collaborators from the George Institute, the University of Sydney, and Deakin University:

Neal, Pettigrew, Webster, Sacks, Establishing the best front-of-pack labelling system for Australian foods. NHMRC Partnership Grant with BUPA and National Heart Foundation, 2013-2015, $350,000.

This study is using mobile phone technology to test the effects of different forms of food labelling on consumers’ food purchase decisions.

Project 5: Sugar sweetened beverage consumption

In conjunction with researchers at the South Australian Health and Medical Research Institute (SAHMRI), work is being undertaken to identify the factors influencing soft drink consumption and investigate consumers’ reactions to various policy options relating to soft drink consumption reduction (e.g., taxes and advertising restrictions). This work has resulted in the following conference presentations and grant applications:

Conference presentations:


Funding applications:

Miller, Wakefield, Pettigrew, Coveney, and Durkin, Sugar sweetened beverages and obesity – evidence to advance a public health response, NHMRC Program Grant, $449,000. Status: under review

Miller, Wakefield, Pettigrew, Coveney, Wittert, Durkin, and Roder, Reducing sugar sweetened beverages consumption among young adults, NHMRC Targeted Call for Research to Prevent Obesity in 18-24 Year Olds, $671,000. Status: under review

Policy and practice activities

WACPRU provides ongoing advice and assistance to CCWA staff responsible for the Crunch&Sip school nutrition program. This involves providing input to evaluation surveys, tender documents, and developing a formative research plan for program extension.

Professor Pettigrew currently sits on the following committees relating to nutrition:

• The International EPODE Network (EIN) Scientific Advisory Committee – an international child obesity prevention NGO organisation.

Until their recent dissolution, Professor Pettigrew also sat on the South Australian Government’s OPAL (Obesity Prevention and Lifestyle) Program Scientific Advisory Committee (member) and Social Marketing Sub-Committee (Chair). This work resulted in the following publication:


Other nutrition-related outputs

Published articles:


Under review:


Invited presentations:


Funding applications submitted:


Backholer, Peeters, Ball, and Pettigrew, Enhancing the effectiveness of the health star rating system among socioeconomically disadvantaged consumers. VicHealth Innovation Grant, $200,000. Status: unsuccessful.

Brimblecombe, Webster, McMahon, Pettigrew, Moodie, Miles, Ball, Ni Mhurchu, and Cass, Act on Salt to reduce cardiovascular risk in remote Indigenous communities. NHMRC Partnership Grant, $1,350,000. Status: unsuccessful.


Webster, Nowson, Neal, and Pettigrew, Implementing and Evaluating Community Interventions to reduce sodium in Victoria, *ARC Linkage grant*, $530,000. Status: unsuccessful.

**Media coverage:**

- West Australian newspaper – promoting healthy foods to children and families
- Science Network and Medical Xpress online news portals – promoting healthy foods to children and families
- 2UE radio – Health Star Rating food labelling system
- ABC Radio National – trans fats
Research projects

Two projects are currently in progress that specifically relate to physical activity. These are grant-funded studies, both of which have an emphasis on encouraging and maintaining activity in later life to optimise quality of life and prevent premature age-related decline.

Project 1: Healthy ageing project

This study is funded by the following grant:

Pettigrew, Newton, Warburton, and Jackson, Investigating the health benefits of volunteering by seniors, ARC Discovery Grant, 2014-2015, $360,000.

A major component of the study relates to the relationship between seniors' engagement in physical activity and other health domains such as psychological and cognitive well-being and social inclusion. A cohort of 400 seniors (around 300 recruited to date) is being tracked over a period of six months (staggered starts) to assess the extent of their physical activity as measured via accelerometers, pedometers, and activity diaries. In addition, study participants complete batteries of physical and psychological measures at two time points. The research protocol has been published as follows:


As an extension of this project and an opportunity to consolidate relationships with international researchers in this field, the following grant application is currently under review:


Project 2: Resistance training in later life

This project will identify methods of (i) engaging older Australians in strength training to improve and preserve their bone density and muscle mass and (ii) reducing the attrition from such training programs. The study is funded by the following grant:

Hill, Lewin, Pettigrew, Hill, Burton, and Marston, Improving community participation in strengthening programs for older people, Healthway Project Grant, 2014-2016, $131,000.

Practitioner publication:


Other funding application:


Media coverage:

- West Australian newspaper – healthy ageing
- Curtin FM radio – healthy ageing
Tobacco control is a major CCWA priority, and as such is a primary area of focus for WACPRU. Over the last 12 months, considerable investment has been made in cleaning and coding the Make Smoking History (MSH) campaign database that covers the period 2003 to 2015 to facilitate detailed analysis of this valuable resource. This will enable the publication of a stream of papers relating to the effects of tobacco control advertising on smokers’ attitudes and behaviours. These papers will build on other recent work undertaken using sub-sets of these data:

**Published article:**


**Conference presentations:**


**Accepted conference abstracts:**


Evaluations of consecutive waves of the MSH campaign have been undertaken. These waves involved two separate advertising campaigns: (1) Zita and Zita’s Children and (2) 16 Cancers. This evaluation work has resulted in the following reports:


Other tobacco control projects

Over two major research projects, the CCWA MSH team has undertaken an innovative program of work to investigate the cost-effectiveness of various media in disseminating tobacco control messages. This work has compared online, radio, press, and television media in terms of their ability to generate outcomes in the form of calls to the Quitline and visits to the MSH website. WACPRU staff members have assisted in designing these research projects and analysing the results. To date the results have been reported in one journal article (prior to the official commencement of WACPRU), with a further manuscript in preparation.

WACPRU staff members have also been involved in advising on ad hoc consumer surveys undertaken by CCWA and assisting with data analysis. In addition, formative research in the form of focus groups with smokers in metropolitan and regional areas is currently in progress to provide strategic direction for future mass media campaigns.

Planning is underway for further exploratory research with disadvantaged smokers suffering a range of afflictions (e.g., homelessness, mental illness, and alcohol addiction) to inform the development of programs to assist these individuals quit smoking. This research will constitute the pilot work for an NHMRC partnership grant application that is planned for early 2016.

Other funding applications

Hollier, Brennan, Jardine, and Rudaizky (Als Wakefield, Pettigrew, Slevin, and Kameron), Explicit and implicit attitudes towards the use of e-cigarettes among young adults, Healthway Starter Grant, $30,000. Status: successful.

Pettigrew, Bonevski, Anwar McHenry, and Slevin (Als Jardine and Box), Understanding the role of tobacco in community mental health organisations, Healthway Special Initiative funding round, $75,000. Status: unsuccessful.
SunSmart data set analysis

A second extensive CCWA data set relates to annual surveys that track sun protection attitudes and behaviours and evaluate the SunSmart advertising campaign. These data cover the period 1998 to 2015. As per the MSH data set, extensive work has been undertaken over the last 12 months to clean the data and aggregate them in a form suitable for detailed analysis. The following manuscripts based on these data are currently under review:


In addition, the following conference abstracts have been presented or accepted for presentation:


Hollier, L., Pettigrew, S., Minto, C., Strickland, M., and Slevin, T. Knowledge of the UV index following a three-year media campaign. *International Conference on UV and Skin Cancer Prevention*, Melbourne, 7-11 December, 2015.

WACPRU staff members have provided ongoing assistance to the SunSmart team in the form of advice on survey design, analysis of campaign evaluation data, and testing of potential new campaign advertisement sourced from interstate. This work has resulted in the following reports:


The CCWA SunSmart team has explored alternative methods of administering their annual surveys in an effort to (i) ensure appropriate sampling given the reduction in landline use and (ii) avoid the contamination of results through the combined administration of their attitude/behaviour tracking surveys and campaign evaluation surveys. WACPRU has assisted by providing advice on experiment design and analysing the resulting data. This work has resulted in the following reports and submitted manuscripts:


Other WACPRU outputs and activities

WACPRU staff are involved in a wide range of other research projects relating to social and health issues. This work has resulted in the following outputs and activities over the last 12 months:

**Published/accepted works:**


**Manuscripts under review:**


Active grants:


Academic Service Activities

Academics have an obligation to contribute to the research community by sitting on journal editorial boards and grant review panels and regularly performing manuscript and grant application reviews. Over the past 12 months, WACPRU staff members have been represented on the following editorial boards and funding panels:

- BMC Public Health editorial board
- Journal of Social Marketing editorial board
- Consumption, Markets, and Culture editorial board
- International Review on Public and Nonprofit Marketing editorial review
- Journal of Research for Consumers editorial board
- NHMRC grant review panel
- National Heart Foundation grant review panel

Manuscripts have been reviewed for the following journals:

- Addiction
- Aging and Mental Health
- Alcohol and Alcoholism
- Alcoholism: Clinical and Experimental Research
- Appetite
- BMC Public Health
- Body Image
- Consumption, Markets, and Culture
- Health Education Journal
- International Journal of Behavioural Nutrition and Physical Activity
- International Review on Public and Nonprofit Marketing
- Journal of Nutrition Education and Behavior
- Public Health Nutrition

Reviews have been performed for the following funding rounds/bodies:

- ARC DECRA Grants
- ARC Discovery Grants
- ARC Laureate Grants
- ARC Linkage Grants
- NHMRC Project Grants
- Sheth Foundation (US) Grants
- Transformative Consumer Research (US) Grants
- Victorian Gambling Foundation
WACPRU members are represented on the following committees:

- Act Belong Commit steering committee
- Transformative Consumer Research Committee for the Association for Consumer Research (US)

WACPRU staff members have been involved in organising the following conferences:

- Australian Association for Cognitive and Behaviour Therapy (October 2014).
- Australasian Society for Behavioural Health and Medicine Conference (February 2015).
Conclusion

This report documents the broad range of activities undertaken by the WACPRU team over the first 12 months of the Unit's existence. These activities represent an ambitious program of work that has particular emphasis on research translation. Substantial achievements have been demonstrated over a short period of time, reflecting the strong work ethic of WACPRU staff and our CCWA and Curtin collaborators. It has been a pleasure to work with such dedicated colleagues.

The Unit is poised for even greater future productivity with the recent completion of repair work on two large inherited data sets and the recruitment of an additional Research Associate (funded by CCWA). These developments will consolidate the advancements that have been made to date to ensure WACPRU becomes a highly productive and strategic research unit that makes major contributions to cancer prevention in Western Australia and beyond.
Appendix 1: Publications
1/9/14 – 31/8/15

Published/accepted


**Practitioner Publication**


**Manuscripts under review**


Hollier, L., Pettigrew, S., Minto, C., Slevin, T., and Strickland, M., (under review), Optimising the cost-effectiveness of health promotion surveys. *Health Promotion Journal of Australia* (Impact factor – 0.945).


Appendix 2: Reports
1/9/14 – 31/8/15


Appendix 3: Conference activities
1/9/14 – 31/8/15

Conference presentations


Accepted conference abstracts:

Clayforth, C., Amonini, C., and Pettigrew, S. Should we create campaigns that tap into smokers’ shame to motivate them to quit? Oceania Tobacco Control Conference, Perth, 22-22 October, 2015.

Hollier, L., Pettigrew, S., Minto, C., Strickland, M., and Slevin, T. Knowledge of the UV index following a three-year media campaign. International Conference on UV and Skin Cancer Prevention, Melbourne, 7-11 December, 2015.


Appendix 4: Invited presentations
1/9/14 – 31/8/15


Appendix 5: Active grants
1/9/14 – 31/8/15

Hill, Lewin, Pettigrew, Hill, Burton, and Marston, Improving community participation in strengthening programs for older people, Healthway Project Grant, 2014-2016, $131,000.

Hollier, Brennan, Jardine, and Rudaizky (Al Wakefield, Pettigrew, Slevin, and Kameron), Explicit and implicit attitudes towards the use of e-cigarettes among young adults, Healthway Starter Grant, 2015-2016, $30,000.


Jones, Iverson, O’Brien, Pettigrew, Daube, and Francis, Relax, they’re soaking in it: West Australian adolescents’ exposure to alcohol advertising, Healthway/DAO alcohol special funding initiative, 2015-2016, $144,040.

Neal, Pettigrew, Webster, Sacks, Establishing the best front-of-pack labelling system for Australian foods, NHMRC Partnership Grant with BUPA and National Heart Foundation, 2013-2015, $350,000.


Pettigrew, Newton, Warburton, and Jackson, Investigating the health benefits of volunteering by seniors, ARC Discovery, 2014-2015, $360,000.


Appendix 6:
Funding applications submitted/under review
1/9/14 – 31/8/15


Backholer, Peeters, Ball, and Pettigrew. Enhancing the effectiveness of the health star rating system among socioeconomically disadvantaged consumers. VicHealth Innovation Grant, $200,000. Status: unsuccessful.


Dixon, Wakefield, Kelly, Pettigrew, Niederdeppe, and Chapman. Re-aligning elite sport sponsorship with public health: effects of unhealthy food sponsorship relative to pro-health sponsorship and counter-advertising on consumers’ food preferences. NHMRC Project Grant, $284,000. Status: under review.


Hollier, Brennan, Jardine, and Rudaizky (Als Wakefield, Pettigrew, Slevin, and Kameron),Explicit and implicit attitudes towards the use of e-cigarettes among young adults, Healthway Starter Grant, $30,000. Status: successful.

Jones, Pettigrew, Daube, and Francis, Relax, they’re soaking in it: West Australian adolescents’ exposure to alcohol. Healthway and WA Drug and Alcohol Office Special Funding Initiative, $144,000. Status: successful.

Miller, Wakefield, Pettigrew, Coveney, and Durkin. Sugar sweetened beverages and obesity – evidence to advance a public health response, NHMRC Program Grant, $449,000. Status: under review.

Miller, Wakefield, Pettigrew, Coveney, Wittert, Durkin, and Roder, Reducing sugar sweetened beverages consumption among young adults, NHMRC Targeted Call for Research to Prevent Obesity in 18-24 Year Olds, $671,000.


Pettigrew, Ball, Thomas, Lampard, and Morley. Enhancing the effectiveness of social advertising campaigns while minimising adverse psychological effects. ARC Discovery Grant, $420,000. Status: under review.
Pettigrew, Bonevski, Anwar McHenry, and Slevin (Als Jardine and Box), Understanding the role of tobacco in community mental health organisations, Healthway Special Initiative funding round, $75,000. Status: unsuccessful.


Pettigrew, Morley, Thomas, Lampard, Swanson, and Pratt, Enhancing obesity prevention campaigns while minimising negative effects, Healthway Project Grant, $237,000. Status: under review.

Pettigrew, Norman, Jones, Hagger, Lim, Stafford, Jongenelis, and Hastings, Factors impacting alcohol intentions and behaviours among 15-18 year olds. Healthway and WA Drug and Alcohol Office Special Funding Initiative, $147,000. Status: unsuccessful.


Wakefield, Brennan, Durkin, Pettigrew, Hoek, Morley, and Vandenberg, Effects of alcohol health warnings on drinking intentions and behaviours, NHMRC Project Grant, $400,000. Status: under review.

Webster, Nowson, Neal, and Pettigrew, Implementing and Evaluating Community Interventions to reduce sodium in Victoria, ARC Linkage grant, $530,000. Status: unsuccessful.
Appendix 7: Acknowledgements

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healthway
Australian Government
Australian Research Council
Australian Government
National Health and Medical Research Council
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