Pilbara Population Health
Healthy Kids Program
‘From little things big things grow’
PILBARA FACTS AND FIGURES

- Pilbara covers an area of approx 502,000 kms (square)
- In 2011- 59,894 residents plus 20,834 FIFO / visitors.
- The population has grown by 46% between 2006 and 2011, with East Pilbara being the fastest growth region in Australia.
- Aboriginal Australians make up 16.9 per cent of the regional population. The Shire of East Pilbara has the highest 24.2 per cent. The region accounts for 10.5 per cent of the state’s total aboriginal population.
- Mixture of very poor and very wealthy population groupings.
Where the story begins…

2009

- Newman Population Health
- Three communities
- Three external organisations
2009......
Program has expanded..... In 2012

- **East Pilbara:**
  Newman, Nullagine, Jigalong, Parnngurr, Punmu, Warralong, Yandeyarra, Marble Bar

- **West Pilbara:**
  Roebourne, Wakathuni
2012....
Why?

Identified Need:

- Increased prevalence of recurring skin, ear and chest infections in Aboriginal children.
- High vulnerability in the Early Development Index results in most communities
- To improve community engagement with health service providers.
Our Aims…

- Improve health outcomes for young Aboriginal children in the Pilbara.
- Increase local health knowledge and thereby influence health behaviours.
- Strengthen rapport.
- Provide culturally appropriate and accessible health promotion activities.
- Encourage local ownership.
Project Phases….

- Community Consultation
- Event Planning
- Events
- Evaluation
Phase 1 Consultation

- Affirmation of event need
- Event details
- Appropriate content for the event
- Appropriate organisations to be involved in the event
- Importance of community inclusion in the event
- Additional resources required/sought
Phase 2 – Event Planning

- Regular meetings with internal and external staff across four sites.
- Regular updates provided to community members.
- External Funding – Grants from Fortescue Metals Group, Macmahon Resources and The Water Corporation.
Phase 3 – The Events!

Focus points:
- Young Aboriginal children aged 0 – 5 years old.
- Emphasis on carers attending the event.
- Key messages presented in a simple way to children and carers.
- Activities relate to key health messages and are intended to be fun, engaging and non-threatening.
- Involvement of local community members in implementing the event.
The Events......

Content

- **Personal Health and Hygiene:** ear health, skin health, eye health, hair health, oral health, nutrition and hydration, physical activity
- **Development:** fine motor skills, reading, play, movement
- **Family Health:** parenting, substance use
The Events

- **Environmental Health:** home cleanliness, dog health

- **Child Safety:** protective behaviours, Circle of Security, car and road safety
Our Partners.....

- Aboriginal Medical Services (Mawarnkarra, Puntukurnu, Wirrika Maya)
- Active After-school Communities
- CHILD Australia
- Child Care Links
- Department for Communities
- School Canteen Roebourne
- Department for Child Protection
- GP Superclinics
- Gumula Aboriginal Corporation
- Pilbara Meta Maya
- Telecentre
- The Smith Family
- World Vision
- YMCA
Our Most Important Partners…

Local community members!
Evaluation to date…

Some numbers…
Increasing number of communities where the event was held
Evaluation to date…

Increasing number of stakeholders involved in the event
Evaluation to date…

Increasing in number of children attending the events
Evaluation to date…

Some more numbers…

- Of the total number of children participating 43% (n = 157) were in the target 0 -5 age group.

- The event also reached 99 carers of Aboriginal children in the Pilbara.
Sustainability……

Yandeyarra

- High school students assisted team to run the event.
- Pre-event interviews completed with 15 caregivers of young Aboriginal children in the Yandeyarra community providing baseline insight to current health beliefs and practices.
Yandeyarra continued……….

- Complete post-event interviews
- Analysis the information derived from the pre and post-event interviews
- Talk with high school students about their experiences
- Evaluation process to be undertaken in other communities next year if indicated by Yandeyarra outcomes.
Unintended Outcomes to date…

Cultural awareness training for staff:

- Language and communication differences
- The reality of community life
- Provided a holistic view of the child’s life
Further action……..

- Disseminate resources, training and information requests as ascertained in initial consultations with staff.

- Create photo books to give back to communities for further rapport development and to say a huge thank you for having us.