

“You gotta wash ya face to come to my place” community project

Sonny McKay, Shire of Derby/West Kimberley and Iris Prouse, Kimberley Population Health Unit, WA

Good afternoon everyone. In keeping with the conference theme “Connecting environmental health through partnerships - a grassroots approach”, we would like to present on a community event that took place in a remote Aboriginal community in the Kimberley Region of WA.

Your presenters are myself, Iris Prouse, Manager Aboriginal Environmental Health, Population Health Unit, Western Australia Country Health Service (WACHS) Kimberley, and Sonny McKay, Environmental Health Officer (EHO) for Indigenous Communities, Shire of Derby/West Kimberley (SDWK).

“You gotta wash ya face to come to my place” - An environmental health promotion initiative

First and foremost, I would like to acknowledge the Yirrganydji Elders and the people of this country on whose land we stand here today and pay our respects to the Elders past and present and to our future emerging leaders. I would also extend my appreciation and a “big thank you” to Aunty Jeanette Singleton for your warm welcome to country.

So, welcome to our presentation, “You gotta wash ya face to come to my place”. Our presentation will cover:

- background to the event - how it was planned;
- aims of the event - why it was important;
- details of the event - what happened; and
- after the event - feedback; learnings and next steps.

To begin with, I would like to announce that:

The community council has given permission and agreed to be named as Kalumburu Aboriginal Community, confirmed at a meeting held in Kalumburu, December 2016. Consent has been obtained for most if not all photos used in this presentation over the course of the Kalumburu event.

Sonny McKay will present on how all this happened.

Background to this event

Thankyou Iris. Hi everyone.

In 2016, the WA Health Department recognised the need for some basic health promotion training for its service providers to be able to better engage our Aboriginal communities. With the enlisted help of Melissa Stoneham and Melinda Edmunds from Public Health Advocacy Institute, Western Australia (PHAIWA) and Nirrumbuk Aboriginal Corporation, two short courses were run in Broome and Halls Creek.

Health Promotion short course - Halls Creek

I was one of a big group that attended the Halls Creek short course, which is where this project was born. The group that attended was a diverse mix of environmental health (EH) workers from several EH service providers including Halls Creek Shire, Nirrumbuk, Population Health and the SDWK. After a well-run introduction on the principles of health promotion, we split into smaller groups - each having members from different service providers. Our task was to identify an EH topic, start the planning process and ultimately to make the idea happen. Collaboration in this way is very valuable as it encourages brainstorming, sharing of knowledge

and experience, encourages teamwork and gets different agencies working together in partnerships to better serve the communities we work with. But I think the best thing about getting people from different areas together is the unique and sometimes quirky ideas that flow out of the mix.

4-Part Key Messages

There are four key parts to any successful message: the facts, the story, your aim and your message.

The facts are usually where you start - what are the issues? We identified and knew that the community of Kalumburu had a history of skin sores and scabies, which can cause serious infections like Group A streptococcus and acute post-streptococcal glomerulonephritis (APSGN), which, as we now know, can lead to kidney and heart failure. There were also high levels of STI's in the community which needed attention.

Our story was one of remoteness, of limited services, overcrowding and poor house maintenance; but our personal story was really to improve individual appeal and pride in the community members of Kalumburu.

You need an aim, what you are trying to achieve - our project focused on improving personal hygiene and we identified that the 16 to 40 age group where the generations we had the hardest time engaging.

Your message is your title or what I call your brand. This is where you give your project an identity, and this is where it gets exciting because you can start to put together a whole package.

4 Part Key Message

Umbrella statement (aim)

- Improve personal hygiene
- (target 16 – 40 age groups)

The facts (evidence)

- Observational –
 - Skin sores
 - Kidney/ heart disease
 - Scabies
 - STI's

Data - EH Referrals

Story/needs

- Overcrowding
- House hardware/maintenance
- 16 – 40's hard to engage
- Health promotion needs to be targeted towards personal appeal/pride

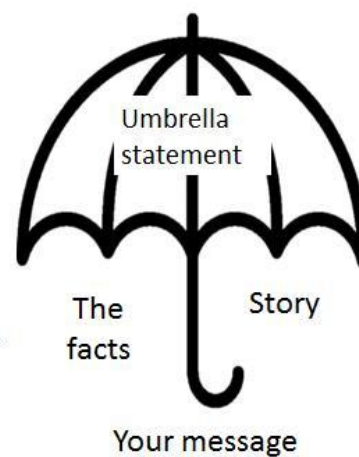


Figure 1. Template of 4-part key message template used for any successful message

Your key messages

Our message - “You Gotta Wash Your Face To Come To My Place” - was realised. We believe that this project would support the community to be proud of their hard work in ‘scrubbing up’ and would demonstrate to young people that keeping clean and looking good will help them stay healthy, as well as promote personal appeal and self-esteem.

Workshop Matrix

Now before we all rushed off, we needed to set some real timeframes in place and identify some tasks. The best way to do this is in a matrix format; it is pretty straight forward and clearly outlines our strategies, partnerships, actions, timeframes and measures of success. I won't focus on this matrix too much, as there is much more planning to come.

Strategies	Partners	Actions	Time frame	Measures
Engage community	<ul style="list-style-type: none"> Chair people Directors CEO 	<ul style="list-style-type: none"> Contact CEO Arrange community meeting 	2-3 weeks	<ul style="list-style-type: none"> Meeting minutes Permission
Funding and Quotes	<ul style="list-style-type: none"> Health Department Company support Other funding bodies e.g. Lotteries West Crowd funding 	<ul style="list-style-type: none"> Contact Health Department (Rob) Apply to funding bodies Approach companies for donations 	2 months	Receive funding
Identify partnerships	<ul style="list-style-type: none"> Chair/Directors, Clinic, shop, school, Housing Department, in-home tenancy support, CRC 	Contact all and get support.	1 month	All bodies offering support
TV ad Radio ad	<ul style="list-style-type: none"> Production company Radio station 	<ul style="list-style-type: none"> Organise dates/travel Identify actors 	2 months	<ul style="list-style-type: none"> Produce ad Talk on radio
Posters Pamphlets	<ul style="list-style-type: none"> Supporting agencies (in house) 	Identify people to work on poster production	2 months	
Events	<ul style="list-style-type: none"> Education Make overs/styling Sporting Ball dance (inc band) 	<ul style="list-style-type: none"> Identify donated trades (hairdresser etc.) Contact possible health hygiene companies for donations Food catering/event 	1 month (after community engagement)	<ul style="list-style-type: none"> Secure providers Secure donations Secure events Secure supplies
Community Laundry Artwork	<ul style="list-style-type: none"> Community artists 	Contact artists	1 month	Artwork painted 1 week before event

Figure 2. Workshop matrix designed to set some real timeframes

Kalumburu Community - a long way to travel

But wow! Kalumburu is remote and, logistically, how are we going to get everyone and everything up there for this project? A lot of organising!

We had the Kimberley Population Health staff travel from Broome to Kununurra to Kalumburu by plane and from Kununurra to Kalumburu by 4WD on some pretty demanding dirt roads. We had the Nirrumbuk Aboriginal Corporation team travel from Kununurra as well. We had the SDWK Environmental Health team drive up to Kalumburu via the infamous Gibb River Road. We had the Public Health Advocacy Institute team, Melissa Stoneham and Melinda Edmunds, fly from Perth and charter across to Kalumburu. On top of this, we had three pallets of donated health hygiene products and one very heavy inflatable bouncy castle taken in by car and trailer, two hairdressers, one professional photographer, three band members plus their sound gear, food and one MC; all were flown in for the big event.



Figure 3. Map of Kimberley, Western Australia, showing location of Kalumburu Aboriginal Community

To anyone but the capable staff at Population Health..... It was by all accounts a logistical nightmare!

Kalumburu Community

So where is Kalumburu? Kalumburu - meaning 'Path by the River or River Crossing' - is the most northerly Aboriginal community in Western Australia and is situated on the banks of the King

Edward River, beside a long, deep billabong. Traditionally this has been home to two distinct Aboriginal language groups, the Kwini (Kuini) and Kulari. In recent years, other groups have moved into the area. The nearest townships to Kalumburu are Kununurra (565 kms southeast), Wyndham (560 kms southeast) and Derby (650 kms. west) Access to the region is available by sea, air from Kununurra, Wyndham and Derby/Broome and by unsealed road depending on seasonal conditions. The Community of Kalumburu currently numbers around 600 people. It is serviced by the school, community clinic, community store including takeaway, and administration office providing postal, banking and Centrelink services. The climate is monsoon tropical with a protracted dry season and cyclonic wet season. The Kalumburu Road is usually closed from November 1st through to April 1st each year due to washaways and general road erosion. The community is serviced by an all-weather airstrip with night landing facilities. Kalumburu is a community which is managed off site.

Thank you, and I will hand you back to Iris.

Back in 2014 - 2015

Thanks Sonny, I would like to give some history leading up to this event:

In 2014 - 2015, Kalumburu experienced an outbreak of APSGN, a rare condition in developed countries; however, like rheumatic heart disease and trachoma, one that is prevalent in remote Aboriginal communities. As a result of this outbreak, an effort to educate the community about health risks and the importance of preventative measures such as hygiene and environmental factors took place over a 5-month period. The Kimberley Population Health Unit (KPHU) EH team completed over 40 housing assessments and, through a key partnership with Community Housing Ltd, the EH team were able to follow up on these assessments. The result of this initiative was a reduction in one major skin infection (scabies) in children, from 9.5% to 2.2%, as recorded by clinic presentations and published in APSGN outbreak, Scabies, MRSA, *Australian Indigenous Health Bulletin* Vol 16 No 4, October - December 2016.

In 2015, whilst educating children and parents during this outbreak, it was evident that falling through the gaps was the key demographic of 15 to 35 year olds. A presentation covering the APSGN outbreak was delivered at the 10th NATSIEH Conference, Coffs Harbour, by Georgina Kelly and Tim Bond, titled "Loving them up strong and walking towards healthy skin".

2016 - 2017

Now, in 2016 - 2017, as a result of a workshop held in Halls Creek as mentioned in previous slides by Sonny McKay, an innovative approach was designed to engage this group, typically not well engaged with health care, with the *You gotta wash ya face to come to my place initiative*. The concept of this project became a reality at the Kimberley Pilbara Aboriginal Environmental Health Working Group Forum, November 2016, in Broome. So, in early 2017, a submission was pulled together and in March a letter of notification was received that KPHU were successful in securing an \$18k grant from WA Primary Health Alliance.

Aims of this event

With funding secured, in planning this event, the aims were:

- to lower the rates of skin and related infections such as skin sores, scabies, head lice, and the potential seriousness resulting in chronic conditions such as kidney damage and rheumatic heart disease;
- to increase dental hygiene, personal hygiene; and washing of clothes and bed linen to decrease the rates of above infections

and potential resultant chronic health conditions;

- to support the community and its leadership (including the school, clinic, Kalumburu Mission, police, Shire and other key services) in coming together for a positive event and to facilitate a 'good news story' for Kalumburu;
- the KPHU also wanted to acknowledge the efforts and contribution that the community gave in response to the skin and kidney infections that occurred in late 2014, and for supporting KPHU staff to come into the community over the past couple of years to follow up on important skin and home checks.; and
- IT WAS TIME TO GIVE BACK TO THE COMMUNITY!!!!

Planning

And so began the planning, planning and more planning. All this started to take place from June 2016 to June 2017, through a series of video conferencing, telephone conferencing, "unsuccessful" desktop scopia and face-to-face meetings. Kununurra, Derby, Broome and Perth were all dialled in to participate.

- Thanks to Pippa Broughton, our Health Promotion Project Officer, who co-ordinated an event planning and responsibilities schedule that kept everyone on track.
- Pippa also brought together a Schedule of Events, which prompted us as to who the lead agencies were.
- A travel schedule and accommodation list were drafted to track everyone's movements for the week of the event. A suite of 14 rooms were booked at Kalumburu Mission in March to lock in accommodation.
- Apologies - of course we are all familiar with this. This was ongoing involving availability of staff, agencies, priorities and the last-minute changes.

A comprehensive matrix was developed to track our progress and meet deadlines.

Project Milestone	Time frame	Action
Conceptualisation	May 2016	Group activity to develop and implement effective environmental/health promotion projects in community with a strong focus on working effectively in partnerships as part of a 2 day workshop
Working Group	July – November 2016	Regular meetings to develop the project and commence consultation and logistics
Community Consultation	October and December 2016	Consultation with Kalumburu Community members and key stakeholders. Two trips to Kalumburu for community discussion and phone/VC consultation with key stakeholders
Source Funding	January 2017	WAPHA Innovation and Collaboration Small Grant Application
Source suppliers, donations and volunteers	September 2016 ongoing	Contact key stakeholders for commitment of time and/or resources/donations
Media contact	November 2016 ongoing	Request commitment of time and equipment to develop short film as requested by community to highlight project events, key messages and individual and community outcomes
Invitations and advertisements	April – June 2017	Fliers, posters and invitations designed and distributed to community
Finalise project details	April – June 2017	Community visit with Project Manager and working group members to finalise project details
Debrief and Evaluation	Submitted by 20 th July 2017	Evaluation as detailed in this application conducted. WAPHA templates finalised and submitted.

Figure 4. Matrix for tracking project progress and deadlines

Pre-events

In the planning, events organised in advance included commencement of mural painting by Kalumburu artists on the community laundry. Kalumburu School were given notice of a poster competition around healthy lifestyles to complete their entries. Registration forms were sent out to the community for distribution for participation of community members. Confirmation of venues - the women's centre and Home and Community Care (HACC) building were locked in. Numbers for catering purposes with the women's centre, and catering for lunches and ordering of food from Kununurra to be flown in was organised. The Police were notified about the influx of people coming into the community and the planned event. The Community Clinic was notified in preparation for staff checking emails and follow up on work load.

KPHU staff and the EH team arrived the day before the event to start unpacking and putting together the gift packs.

KPHU staff arrive in community

And so, the KPHU staff arrive in Kalumburu via a 9-seater charter flight from Broome, and EH 4WD's from Kununurra and Derby. We collect our keys and check out our donga style accommodation. A quick lunch was magically produced by Sarah, our Public Health Manager and then it was off to the HACC building to unpack and start setting up. The SDWK EH team - Sonny McKay and Isaac Buckle - arrived later in the afternoon.

Unpacking and setting up

There were all hands on deck to start making up packs with donations from "Share the Dignity" into bags from the "Shire Derby/ West Kimberley EH Team". The basketballs and footballs from the Environmental Health Directorate/Aboriginal Health Staff were inflated and sorted for distribution. In total, there were over 100 bags to be gifted to community participants with donated hygiene products.

Kalumburu Community Event

So, finally, the Kalumburu event begins. This project ran over the next 4 days, with key events such as completion of mural paintings by Kalumburu artists on the newly commissioned community laundry; school children designing posters around personal hygiene and happy healthy homes, with the winner announced at the dinner, and children further engaged with a bouncy castle over several days.

For the target audience of 15-35 year olds, young people were invited to participate in a week-long program of haircuts, beauty and make-up sessions, beard trimming and foot spas. Head lice treatments and skin checks were offered and gift bags containing hygiene products were presented. There were donated free clothes, shoes and accessories for the celebration event offered to participants. On offer, were sessions targeting men's health; sexual health education; mental health and wellbeing education; personal hygiene; and a men's fishing trip.

The week culminated with a community dinner provided by the Strong Women's Centre, with emphasis on healthy food and allowing the community to all come together. The evening featured a local reggae band; a high-profile Master of Ceremonies, Ningali Lawford; celebration of project participants' achievements throughout the week; display of artwork by the school children; and a dance-off from the kids - very entertaining.



Figure 5. Serving up at the Kalumburu Community dinner catered for by the Strong Women's Centre

Community Commissioned Laundry

I would like to talk specifically about the community laundry. The completion of the mural paintings by Kalumburu artists involved the Unghango and Djanghara families. These families worked into the evening to have the building completed on time, with the Kimberley Job Pathways providing paints and scaffolding for artists through the Community Employment Program. At the community and council's request, token-operated machines were installed so it could maintain itself. These tokens can be purchased from the community store. Local students were shown how to operate the machines, as well as interested community members. This newly commissioned building was gifted and fully fitted out by the WACHS, Kimberley to the community as part of the APSGN outbreak 2014-2015.



Figure 6. Kalumburu Laundry commissioned in December 2016

Debrief Sessions

Of course, after the event, came the debrief session:

The Planning (working group, communication, coordination and workload)

- More East Kimberley service providers wanted to be involved. Testimony to the project's success that more people want to be involved.
- Involve participants/volunteers much more in the planning and delivery of any event activities that they can run instead of being in the main working group.
- EH team to travel to the community earlier to begin preparations for the week.
- Media coverage (e.g. Koori Mail could do a good news story with community consent). PHAIWA may be able to assist.
- Factor in funding for additional expense of bringing in more volunteers.
- Get the donations/supplies delivered earlier so they get to the community beforehand.

Community Event (program coordination and communication and workload:

- Catering for haircuts and pampering sessions to be improved (e.g. a healthy cook-up was a suggestion).
- Give the store notice for preparation that the community will have extra people in town wanting fresh food and supplies.
- ATM facilities ran out of money that week for the community.
- Education missed the mark a bit with the fishing trip. Need to target the men during the fishing trip with more sexual health, mental health and AOD specialist workers.
- Haircuts were outstanding but need more hairdressers next time. More volunteers for other pampering, such as nail painting, make-up artistry.
- Dinner - next time make more out of the participants showcasing clothing and styles etc. Catwalk parade. Ningali

Lawford (our celebrity for the Gala Event) happy to support this.

- EH staff capacity at their limits with work during the week so not able to focus on any EH referrals at the time.
- Have some more evaluation undertaken throughout the week rather than chasing it all up later on. This could include: statements by participants in a short film
- Mirror the RHD "Heart on your sleeve" campaign and set up a manned booth throughout the week.

So what worked and what didn't work?

Haircuts and beard trimming were a highlight. Clothing preferences were denim and sparkles. No white clothes, more accessories, and men were easier to please with clothes.

Teenage girls from the school and young men needed more opportunities to engage and get the pampering and haircut sessions. Workload busy but everyone was happy with how it went.

Outcomes and follow-up

There have been positive responses to the event: CDC conference presentation, Indigenous Health *InfoNet* piece and lots of talk about the project are happening. Next community is to be chosen in the West Kimberley. Still waiting on letters of support to be received for feedback and evaluation. Sending out letters of thanks to all partners, volunteers and support agencies. Finally, evaluation to be completed.

- A big thank you to everyone
- Kalumburu Strong Women's Centre
- Kimberley Job Pathways
- HACC (Home and Community Care)
- Kalumburu Remote Community School
- Kalumburu Artists Unghango & Djanghara families
- Kalumburu Remote Clinic
- Reggae Band - Archie, Dave and Tyson
- WAPHA (WA Primary Health Alliance)
- SDWK / EH Team
- Share the Dignity
- Black Opal
- EHD / Aboriginal Health
- PHAIWA (Public Health Advocacy Institute of WA)
- WACHS (WA Country Health Service) - Kimberley Population Health team; Mental Health & Drug Services ; Kimberley Community Alcohol and Drug Service (KCADS); Kimberley Aged and Community Services (KACS)
- Our amazing volunteers
 - Rachael the photographer
 - Jaz & Abi from Jasmin Lee's Hair, Broome
 - Our MC, Kimberley Aboriginal Celebrity, Ningali Lawford
- Nirrumbuk Aboriginal Corporation
- Kalumburu Mission
- Kalumburu Aboriginal Corporation

Recognition of companies, organisations, agencies and amazing volunteers who participated and contributed to this event must be acknowledged because, without you all, this special Kalumburu event would not have been possible.



Acknowledgements to...



Figure 7. Showcasing logos of companies; organisations and agencies who made this event possible

The grand finale was the community dinner and award presentations - what a night. Over 200 people attended and were catered for. Almost everyone came: the clinic staff, police, school teachers, mission volunteers, community members and families. The night was MC'd by local Kimberley celebrity Ningali Lawford, with a slide show of the week's events, followed by speeches and a request from the Chairperson and Women's Centre to come back again next year. A reggie band concluded the night with their entertainment.

So thank you Kalumburu, you were worth it!

For more information

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Glossary

AOD	alcohol and other drugs
APSGN	acute post-streptococcal glomerulonephritis
EH	environmental health
EHO	Environmental Health Officer
HACC	Home and Community Care
KPHU	Kimberley Population Health Unit
MRSA	methicillin-resistant Staphylococcus aureus
NATSIEH	National Aboriginal and Torres Strait Islander Environmental Health
PHAIWA	Public Health Advocacy Institute, Western Australia
RHD	rheumatic heart disease
STI	sexually transmitted infection
SDWK	Shire of Derby/West Kimberley
WACHS	Western Australian Country Health Service