

# 2018-19

## ANNUAL REPORT

Sunshine Coast Health Network Ltd



**phn**

CENTRAL QUEENSLAND,  
WIDE BAY, SUNSHINE COAST

An Australian Government Initiative

# OUR REGION AT A GLANCE

Central Queensland, Wide Bay, Sunshine Coast Primary Health Network is an independent not for profit commissioning organisation funded by the Commonwealth Department of Health to improve the health outcomes of the region.

We commission organisations to provide services that meet primary and preventive healthcare needs.

We identify where there are areas of need, such as lack of health care services, difficulty in accessing these services, or regions with particularly high health needs.

We work closely with GPs, allied health care providers, hospitals and the broader community to ensure patients can receive the right care in the right place at the right time.



**161,108km<sup>2</sup>**  
our region

**842,000**  
residents



**3.5%**

identify as Aboriginal or Torres Strait Islander

**70%** live regionally or remotely



**18.6%** are 65 years and over

(compared with 14.4% overall in QLD)

**93%** of one year olds fully immunised\*

(Health Needs Assessment 2019-22)



## ACKNOWLEDGEMENT

Sunshine Coast Health Network Ltd acknowledges the Traditional Custodians of the land on which we work and live, and recognises their continuing connection to the land, waters and community. We pay our respects to them and their cultures; and to Elders past, present and emerging.

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# REPORT FROM THE BOARD CHAIR

## Dr Peter Dobson

Board Chair

Sunshine Coast Health Network Ltd

**I am pleased to present the 2018-19 Annual Company Report for Sunshine Coast Health Network Limited (SCHN), referred to herein by its trading name Central Queensland, Wide Bay, Sunshine Coast PHN (the PHN).**

Three years on from the establishment of PHNs across Australia, the 2018-19 financial year has provided an opportunity to consolidate some early learnings and outcomes, as we start to work towards longer term goals through the development and implementation of the 2018-23 Strategic Plan.

It's been something of a defining time for PHNs nationally. With the federal election in 2019, came recognition from the Government that health is everyone's business. An essential driver of national health reform, the PHN continues to enjoy strong support from the Department of Health, with an increase in funding and an expansion in the value and quantity of contracts we deliver.

Our strategic vision for the next five years is for healthy, resilient and connected communities.

And just as PHNs have been the test site for innovative and challenging projects, we will soon tackle the tough stuff like never before.

We have a renewed focus on mental health now and into the future, with 60% of our total budget going towards improving mental health through commissioned programs in suicide prevention, alcohol and other drugs.

We will need to be responsive, proactive and connected not only in an engagement sense with consumers, stakeholders and providers, but digitally too.

HealthPathways has gone mobile friendly this year, keeping pace with changes in the way general practice is using technology. Primary care professionals, whilst rightly still fiercely protective of patients' privacy, are starting to feel more comfortable and secure using wireless technology and digital data storage services like My Health Record.

Adopting technology to bring the sector together in a meaningful way is a high priority given our large geographic footprint, with unique needs in each area. One of the joys of representing the PHN as its Board Chair, is that the role affords me and my fellow Board members the opportunity to meet in regional areas like Rockhampton, Bundaberg and Hervey Bay to gain a first-hand understanding of the needs of people living and working in those communities.

For her tireless work in addressing the current and future challenges of the sector, I would particularly like to acknowledge the outstanding contribution of our CEO, Pattie Hudson, who, with her executive and senior management teams, continues to lead with honesty, courage and integrity.

This report is testament to their innovation and dedication, and I congratulate Pattie and her team on their achievements.

Yours faithfully,



Peter Dobson



“Our strategic vision for the next five years is for healthy, resilient and connected communities.

We have a renewed focus on mental health now and into the future, with 60% of our total budget going towards improving mental health through commissioned programs in suicide prevention, alcohol and other drugs.

We will need to be responsive, proactive and connected.”

## Adjunct Associate Professor Pattie Hudson

Chief Executive Officer

Central Queensland, Wide Bay, Sunshine Coast PHN

**At our PHN, we recognise engagement as the best way to influence health reform; working together with service providers and our communities to improve access to quality health services, as well as their mode of delivery.**

In 2018, we reinforced our commitment to system reform with the start of a new, five-year strategic plan for our PHN, across our footprint in the Central Queensland, Wide Bay, Sunshine Coast region; statewide and nationally.

Between now and 2023, we have identified several key strategies to guide us in the coming years: healthier communities, effective commissioning, strong partnerships, strong leadership, and improving sustainability.

This report marks the start of the latest strategic plan, and within it can be found plenty of examples of those ideas in action: through programs and services funded and supported by our PHN across Aboriginal and Torres Strait Islander health; mental health; suicide prevention; alcohol and other drugs services; and supporting individuals across the life span from early years through to palliative care; as well as digital initiatives like HealthPathways and My Health Record.

We will continue to work closely with Hospital and Health Services in Central Queensland, Wide Bay and the Sunshine Coast, as well as with general practice, local government, and the health and social services sector to support integration across the health sector.

Listening to the voices of those using health services continues to be an essential part of building an

equitable and accessible health system. Our Clinical and Community Advisory Councils, Regional Strategic Collaboratives and Lived Experience Reference Groups provide a unique and valuable perspective to our planning and service delivery.

Advocating for those health consumers is a team of incredibly capable and passionate professionals who work tirelessly in the background to ensure our diverse communities receive the best personal care and service they need.

It's often said the strength of any organisation lies in its people, and ours is no different. Working in a decentralised office with teams as far north as Rockhampton, west to Woorabinda and Emerald, and south to Cotton Tree, with our Wide Bay teams in both Bundaberg and Hervey Bay and of course Gympie in between, comes with challenges.

In early 2019, we conducted a staff engagement survey to gauge the satisfaction of our whole team, and the results were overwhelmingly positive.

Feedback showed more than three quarters of staff are finding their work meaningful, purposeful, stimulating and something they are proud of, and our scores around inclusivity and gender equality were all over 95%.

In an ever-changing environment, we must remain agile and flexible, but with results like these, as well as the achievements outlined in this annual report, we can be confident we are moving in the right direction.

Yours faithfully,

  
Pattie Hudson



“ Listening to the voices of those using health services continues to be an essential part of building an equitable and accessible health system.

Our Clinical and Community Advisory Councils, Regional Strategic Collaboratives and Lived Experience Reference Groups provide a unique and valuable perspective to our planning and service delivery.”

## MEET THE BOARD



**Dr Peter Dobson** MBBS, GAICD  
**Board Chair**

Peter is a GP and practice owner with over 30 years' experience. He has extensive leadership experience in the healthcare sector, having chaired the Sunshine Coast Division of General Practice and stewarded the development of Sunshine Coast Health Network Ltd through the Medicare Local and PHN transformations.

He has consulted as a medical advisor to a multinational health corporation, contributing to the development of in-home monitoring of patients with multi-factorial and complex medical, physical and social needs.

Peter is highly involved and networked with PHN stakeholder groups and has enjoyed a long involvement with and contribution to state and national initiatives. As an experienced Chair, Peter has strong governance skills with his areas of key competency and experience including stakeholder engagement, conflict resolution, performance evaluations and member engagement.



**Ms Rebecca Bell** B Occ Thy, Exec MBA, GAICD, Adj. Assoc. Prof. UNSW  
**Director**

Rebecca is General Manager of Member Health and Medibank Private. She has worked in a range of health settings in both clinical and corporate functions.

Originally an occupational therapist, Rebecca understands the coalface of health service delivery and the importance of local nuances across geographies and demographics – critical success factors for SCHN.

Rebecca has completed an Executive MBA, is a Graduate of Australian Institute of Company Directors, an Associate Fellow with the Australian Institute of Management, and an Adjunct Associate Professor at UNSW School of Public Health and Community Medicine.



**Mr David Conry** A DipBus USQ, QAY, FAIM  
**Director**

David is Managing Director of Damarcon, a privately owned advisory and investment business. He has over a decade of experience on private-, government- and community-sector boards including roles as Chair. He is the Chair of the Brisbane Powerhouse, a Fellow of the Australian Institute of Management and a graduate member of the AICD.

David has a strong community focus and was awarded the honour of Queensland's Australian of the Year 2007 and EY Social Entrepreneur of the Year for his work in founding the national disability organisation Youngcare, and in 2019 an Order of Australia for his community and arts sector contributions.



**Mr Grant Dearlove** LLB, LLM, MBA, LFAIM, Grad Dip ACIS, GAICD  
**Director**

Grant is a company director and lawyer. He holds a Bachelor of Laws, Master of Laws, an MBA, Graduate Diploma in Applied Corporate Governance and has studied leadership of professional service organisations at Harvard.

Grant has held executive roles and directorships in several ASX-listed national and state organisations spanning law, property, risk, franchising, finance, tourism, economic development and training.



**Dr Fiona McGrath** MBBS, DipRANZCOG  
**Director**

Fiona has worked as a GP on the Sunshine Coast since 2008. She is a passionate advocate for primary health care and has been closely involved in improving healthcare delivery through her involvement at local and state government levels.

Fiona held the position of Chair of the Sunshine Coast Division of General Practice from 1998 to 2008, and was a Director of CheckUP from 2008 to 2015. She has had extensive governance training through a number of programs including the Australian Institute of Company Directors.

Fiona is involved in research, development and innovation of new healthcare programs in the primary care space.



**Dr John Menzies** MBBS (1st Cls. Hons), MHP, FRACMA, AFACHSM  
**Director**

Dr John Menzies is an experienced hospital and health service consultant who has over 30 years' experience in the health field, both in Australia and internationally. He graduated with first-class honours in Medicine at UQ and obtained a Master of Health Planning from UNSW.

John is currently an independent hospital and health service consultant. Prior to this, he was for three years the General Manager of the Health Roundtable. Prior to that, he was the senior medical and hospital consultant for Abt Associates, working on many health projects in developed and developing countries. All work has involved enhancing primary care services for communities.



**Mr John Woodward** BPharm (Hons) Adv Prac, Pharm, BCPS, BCGP, GAICD  
**Director**

John is an Advanced Practice Pharmacist who has practised in the Sunshine Coast and Gympie area since 2004. He provides pharmacy consultancy services with a number of general medical practices in the region and also works in community pharmacy. He has previous experience in hospital pharmacy.

John is Chairperson of Sundale Limited, a provider of residential care, in-home care, retirement living, social house and rehabilitation services in South-East and Central Queensland. He is a Graduate Member of the Australian Institute of Company Directors.



**Ms Amanda Boland** BBus (Comn), Grad Dip App Corporate Governance, GAICD, FCIS, FGIA  
**Company Secretary**

Amanda is Managing Director of Business Governance Solutions, an independent consultancy providing corporate governance advisory services and support to clients throughout Queensland. Amanda has significant C-suite and board-level experience across a range of industries, and is the Company Secretary of a number of companies in healthcare, innovation, the arts, creative industries and the start-up sector.

Amanda supports Queensland's vibrant arts sector by sponsoring arts organisations, promoting performing and visual artists, and presenting performance events to bring together artists and audiences.

## BOARD MEETING ATTENDANCE

BOARD MEMBERS	ELIGIBLE TO ATTEND	NUMBER ATTENDED
Dr Peter Dobson	11	10
Ms Rebecca Bell	11	8
Mr David Conry	11	10
Mr Grant Dearlove	11	9
Dr Fiona McGrath	11	8
Dr John Menzies	11	10
Mr John Woodward	11	10

# SUBCOMMITTEES AND WORKING GROUPS

The Board has established the following Subcommittees and Working Groups to facilitate effective governance.



## FINANCE, AUDIT AND RISK SUBCOMMITTEE

### DIRECTORS

Mr Grant Dearlove  
Dr Peter Dobson  
Mr John Woodward

### MANAGEMENT

Mrs Pattie Hudson  
Mr Terry Plant



## CLINICAL ASSURANCE SUBCOMMITTEE

### DIRECTORS

Dr John Menzies  
Dr Fiona McGrath  
Mr John Woodward

### MANAGEMENT

Mrs Pattie Hudson  
Ms Emma Whitehead  
Ms Donna Waterford



## INDEPENDENT NOMINATIONS COMMITTEE

### DIRECTORS

Dr Fiona McGrath

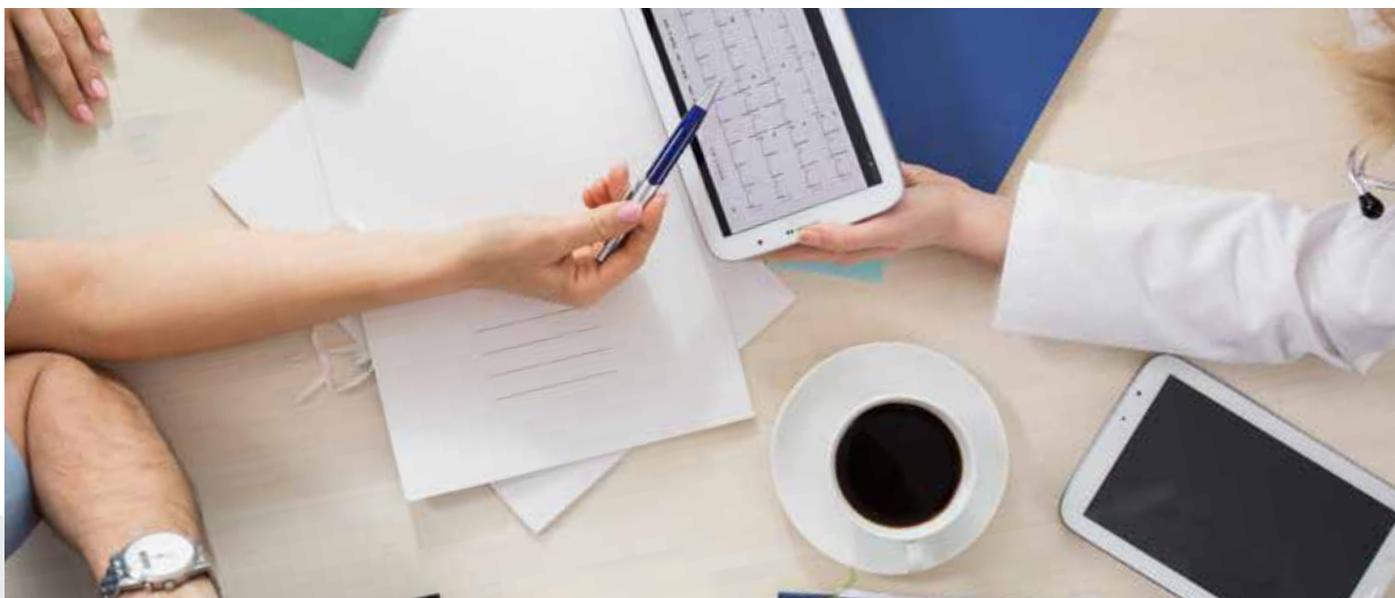
Independent representatives as required



## REMUNERATION WORKING GROUP

### DIRECTORS

Dr John Menzies  
Ms Rebecca Bell  
Mr Grant Dearlove



## Clinical Councils

Three Clinical Councils were established at the start of the PHN, in Central Queensland, Wide Bay and the Sunshine Coast, to advise and influence the SCHN Board to ensure investments are locally relevant, clinically appropriate, and improve primary health care in those communities.

Clinical Councils assist in developing local strategies to improve the operation of the health care system for patients in the PHN; facilitating effective primary health care provision to reduce avoidable hospital presentations and admissions.

They act as the regional champions of the PHN's clinical care pathways, designed to streamline patient care, improve the quality of care and use existing health resources efficiently to improve health outcomes.

The geographic alignment of the councils mirror the Hospital and Health Service boundaries for Central Queensland, Wide Bay and Sunshine Coast to streamline integration between primary and acute care across the region.

Each council has identified key priorities for its local area, developing strategies and actions to address these issues locally, with a focus on, for example, potentially preventable hospitalisations, HealthPathways, older persons' health, and palliative care.

In addition, each Clinical Council has identified their own area of local focus:

### Central Queensland

- Workforce
- Digital health

**Chair, Central Queensland Clinical Council:**  
Dr Ewen McPhee

### Wide Bay

- Medication safety
- Integrated care

**Deputy Chair, Wide Bay Clinical Council:**  
Dr Fiona Hadden

### Sunshine Coast

- Digital health
- Palliative care

**Chair, Sunshine Coast Clinical Council:**  
Dr Mason Stevenson

## Community Advisory Councils

In 2015, the PHN established three Community Advisory Councils (CAC) to provide the SCHN board and leadership team with locally relevant perspectives on community health issues.

After two years of operation, the CACs undertook a formal membership review in 2017 to explore existing skillsets, geographical representation and organisational alignment.

Acting on feedback from members, in 2018-19 the PHN has worked towards making these Councils more consultative, broad-based and action-oriented.

All three areas of the PHN's large footprint – Central Queensland, Wide Bay and the Sunshine Coast – continued with Community Advisory Councils at the onset of the 2018-19 financial year, and the introduction of an online community engagement platform will support the growth and maturation of Council activity into the future.

## Clinical Quality Assurance

The PHN encourages and supports a continuous quality improvement ethos, both internally and through its contracted service providers, to maximise the health and wellbeing of our community.

The PHN Board has a Clinical Assurance Subcommittee providing advice to the Board on matters relating to the effective clinical quality assurance of clinical services, provided by the PHN, or any commissioned service provider.

As part of its clinical quality assurance approach, the PHN considers the clinical governance capability of the clinical service providers it commissions (i.e. recognition of appropriate accreditations or self-assessment during the procurement phase) and recognises the role quality improvement plays in capacity building in the primary care sector.

Thus, the quality of commissioned services is monitored throughout a contract's lifespan, through contract management mechanisms such as performance review meetings and quality audits.

## Sunshine Coast Integrated Care Alliance

The Sunshine Coast Integrated Care Alliance (ICA) is a cross sector group with a passionate dedication to better connect and integrate health and care in our community. First established in 2016, with the support of the Sunshine Coast Hospital and Health Service (SCHHS), it has brought together a team of clinicians, consumers, carers and health leaders committed to building better person-centred care on the Sunshine Coast.

The ICA has this year focused on hospital avoidance and frequent presenters to the Emergency Department (ED). This resulted in the commissioning of a series of dashboards, utilising Qlik Sense, to enable data analysis and interrogation of multiple data sets associated with patients who frequently present to SCHHS emergency departments.

An older persons' working group (sub group of ICA) was also formed in 2018 to focus on community dwelling over 65s who regularly present to QAS and the ED. A research project is currently underway on the data presented to the group, with the intention of analysing and addressing the identified need.

PHN and SCHHS continue to work on the Integrated Care Strategy with a good start to life; living well with chronic conditions and disabilities; and healthy ageing and a good end to life identified as priority areas.

# MENTAL HEALTH, SUICIDE PREVENTION, ALCOHOL AND OTHER DRUGS

## SERVICES FOR PEOPLE WITH SEVERE MENTAL ILLNESS

In mid-2019, a new national support service became available for people in regional Queensland living with severe mental illness, but ineligible for funding under the National Disability Insurance Scheme.

The National Psychosocial Support (NPS) measure aims to improve service delivery to people whose mental ill health is affecting their day-to-day life.

People who experience severe mental health conditions can face a reduction in their capacity to sustain employment and housing, the ability to engage fully within their community, and to maintain good physical health.

NPS may help with improving social and emotional skills, family connections, the management of daily living, financial management, vocational skills, physical wellbeing and broader life skills.

The service also aims to take pressure off acute health services by connecting those living with a mental illness with a more appropriate level of care and support.

The Australian Government announced the initiative in 2018 to address concerns some people with severe mental health issues may not be eligible for the NDIS, yet still require additional services.



## SUICIDE PREVENTION: QUESTION. PERSUADE. REFER. TRAINING

Learning just three steps:  
**Question.**  
**Persuade.**  
**Refer.**  
can help prevent suicide.

Scan the QR code below  
with your smart phone



or visit:  
[lifespan.qprtraining.com/setup](https://lifespan.qprtraining.com/setup)  
Access code: SCPHN

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In October 2018, the PHN funded 1,000 licenses for the QPR Institute's Question. Persuade. Refer. 'gatekeeper' training program which, in less than one hour, teaches anyone to recognise and respond to signs of suicidality.

Australia's Black Dog Institute recognises the QPR training as the leading evidence-based program for building skills to help with a suicidal crisis and have recommended this as part of their Lifespan strategy-based approach to suicide prevention.

By learning how to 'question', we can gain the knowledge and skills to identify the warning signs that someone may be suicidal, while the 'persuade' portion of the training gives people the confidence to talk to them about suicidal thoughts.

The third and final step in the training has been designed more with the general public than practitioner in mind, so they can make the connection between 'questioning' and 'persuading' to suggesting professional care, which may include the general practice setting as a first port of call.

As suicide is an issue that affects entire communities, this training is designed to help build a network of 'connectors' in the community to strengthen the local safety net and reduce the stigma around talking about suicide.

At the end of the 2018-19 financial year, more than 385 people had completed the training since the funding was announced, with many participants calling regional centres like Clermont, Gladstone and Gympie home.

The training was promoted on the PHN website, included regularly in the PHN's e-newsletters GP Matters and Primary Health Matters and hard copy information leaflets were made available for distribution among general practice, local community networks and the general public. The size of a postcard, these flyers are clearly printed with a QR code, which when scanned with a smart phone or device directs to the online training program.

In the 2019-20 financial year, the QPR training program will be further promoted with a print advertising campaign in publications whose audience is in the suicide prevention trial site.

## STEP CARE EOI

StepCare is an innovative mental health program developed by Black Dog Institute to help detect symptoms of anxiety, depression and risky drinking in patients attending their GP.

In late 2018, the PHN called for expressions of interest from general practices in the Central Queensland, Wide Bay and Sunshine Coast regions who were interested in implementing StepCare in their practice.

The premise of the program is simple; as they wait for their appointment with a GP, patients are asked to complete a short, voluntary survey using a mobile tablet. Once finished, the survey generates an instant assessment of their mental wellbeing which is sent immediately into the practice's clinical information system using secure messaging.

Results are delivered to their GP before the patient has even sat down for their appointment, along with personalised treatment options, and evidence-based online self-help resources.

“

*“In just the second time we offered the StepCare tablet to one of our patients, we picked up a patient that was not known to us as having mental health issues. This allowed one of our GPs to start a discussion about this topic.”*

- Wide Bay Practice Manager

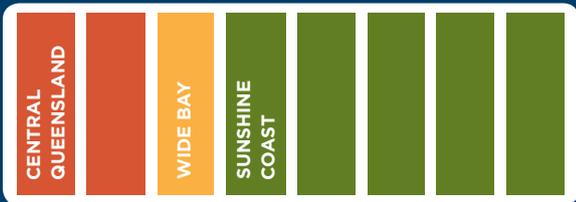
*Overall I am very supportive of the program, it is smart and has been good for patients. We have picked up a few high risk mental health scenarios with it, and patients like it.”*

- Sunshine Coast hinterland GP

”

### SINCE STEP CARE STARTED IN OUR REGION

**8** PRACTICES SIGNED ON =



**103**  **47**  
 Staff members trained were GPs (46%)

**260**

PEOPLE WERE OFFERED THE TABLET

**170**

PATIENTS COMPLETED THE BASELINE

**16**

PATIENTS REPORTED SYMPTOMS\*

*\*and were not visiting their GP that day for mental health and have never attended this GP for mental health*



## COMMUNITY-BASED WITHDRAWAL MANAGEMENT SERVICE

In response to a Queensland Network of Alcohol and Drug Agencies (QNADA) feasibility study, the PHN commissioned Gumbi Gumbi Aboriginal and Torres Strait Islanders Corporation to deliver a community-based alcohol and other drugs (AOD) withdrawal management service between July 2018 and June 2019.

The initial feasibility study, produced by QNADA in mid-2017, identified a gap in alcohol and other drug withdrawal management treatment services in the Central Queensland region.

One of the major barriers to accessing treatment identified in the QNADA report was that individuals must have undergone a withdrawal treatment prior to commencing a residential rehabilitation program.

Prior to the establishment of this service, people residing in Central Queensland were required to travel to Brisbane for specialist support or attempt to withdraw at home.

Gumbi Gumbi is an established provider of residential and non-residential rehabilitation programs in Rockhampton, with the PHN's investment enabling Gumbi Gumbi to recruit a specialist withdrawal management nurse, additional caseworker staff capacity, and operate two dedicated withdrawal beds.

The Gumbi Gumbi AOD withdrawal management program uses several objectives to guide service delivery:

- to provide community-based low to medium risk substance withdrawal management and residential services to people in Central Queensland;
- to provide holistic and culturally safe health care services which improve client-driven health outcomes;
- to leverage the broader health services within the Central Queensland region to provide post-discharge support for the clients who access our service; and
- to work within a best practice evidence-based community health service framework.

Feedback from clients, staff and stakeholders indicates a high level of satisfaction with the service model, program management and governance.

This PHN-commissioned program has been able to provide support to individuals seeking to withdraw from using drugs or alcohol, filling an identified service gap and more importantly, has removed a huge barrier for Central Queensland residents.

”

*“Male Indigenous client in late 20 years. Attended to deal with alcohol abuse leading to anti-social behaviour problems.*

*Arrived with untreated history of autism first diagnosed in early childhood.*

*Client attended and participated in all classes.*

*Client attended Alcoholics Anonymous and Narcotics Anonymous groups.*

*There were issues with social skills and problematic compulsive behaviours.*

*Multiple assessments and referrals undertaken.*

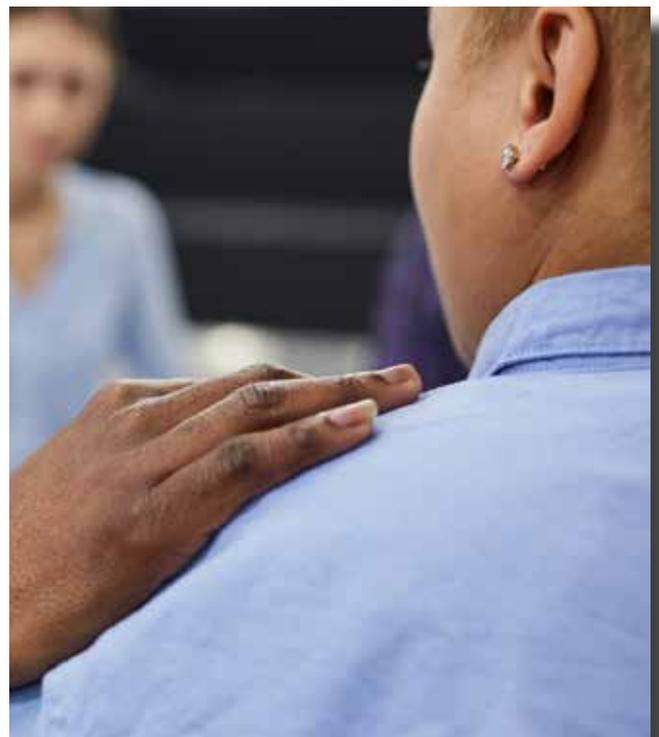
*Eventually mental health care plan started (psychologist), referral to mental health, and NDIS package begun.*

*Client moved to alternate accommodation and continued in our non-residential day program with continued strong attendance and participation.*

*Client also started looking for employment. He later obtained employment in early 2019 for the first time in his life.”*

*– From Q1 2019 report*

“



## PARTNERS IN RECOVERY PROGRAM MAKES WAY FOR THE NDIS

After several successful years working to improve support for people with severe and persistent mental illness across Australia, as well as their carers and families, the Partners in Recovery (PIR) program wound up in 2019.

Since the inception of PIR in 2013, the program offered support to more than 2300 people.

Over the lifespan of the program, the feedback from stakeholders was largely positive, with facilitators reporting great results from its methodology.

PIR concluded on 30 June 2019, so the program could make way for the roll-out of the National Disability Insurance Scheme (NDIS).

The NDIS will provide lifelong supports for people whose disability impacts their day-to-day functioning; including psychosocial disabilities related to mental health conditions.

Over 300 PIR participants were assisted to test their eligibility for the NDIS, and at the closure of the program, 182 people were receiving supports under the NDIS.

“

*“The recovery-based program provided assistance on many levels including mentoring, practical support, linking to services within the community, and essentially helping people to move forward in their lives.*

*A big part of the program’s success was its ability to provide immediate and flexible funding to help people remove the stumbling blocks which held them back.*

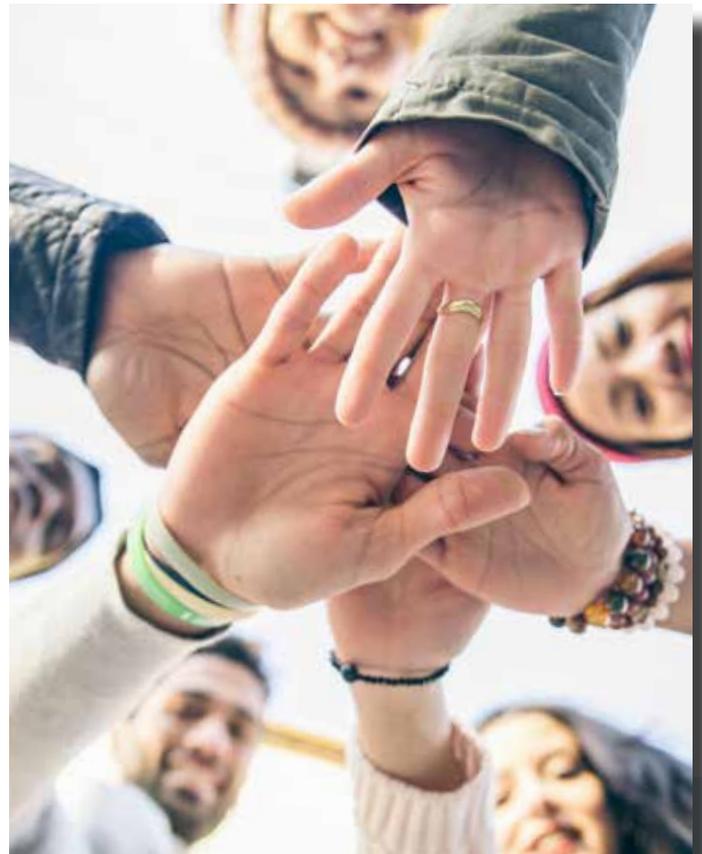
*One story that stands out in my memory is of a participant who quit smoking and drinking during her time being supported by Partners in Recovery.*

*She learned creative IT skills, held an exhibition of her photographic work, and contributed artworks to several other exhibitions and venues.*

*The participant continues to engage in social activities and has recently been the recipient of an award for her lifelong contribution to the film and television industry as a scenic artist.”*

*– Dallas Sutherland, Sunshine Coast-based PIR Support Facilitator*

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## EARLY YEARS

### GP ANTENATAL PROVIDER SEMINAR SERIES

The PHN has run a series of three, full-day RACGP accredited professional development shared maternity care events in partnership with the Sunshine Coast Hospital and Health Service, and an antenatal shared care workshop in partnership with Central Queensland Hospital and Health Service.

Shared maternity care represents an opportunity to practice collaborative holistic obstetric care by combining the varied skills of midwife, general practitioner and obstetrician to the benefit of the community, and mutual understanding between colleagues.

Course content includes best practice guidelines in diagnostic assessment, review of locally available models of care in pregnancy, infections and vaccines, diagnosis and treatment of a range of commonly encountered antenatal problems including hypertensive disorders and psychiatric complications, assessment of neonatal problems, postnatal de-briefing, and application of guidelines for travel, exercise and work.

This series is well-attended professional development for general practitioners wishing to develop advanced skills in shared maternity care.

### FOUNDATIONS FOR LIFE

The PHN aims to enhance the health and wellbeing of pregnant women under 25 years and their infants, who are at risk of poor health outcomes, with a particular focus on Aboriginal and Torres Strait Islander women and adolescent women.

Impact Community Services has been commissioned to improve access to high quality and appropriate antenatal and postnatal care for vulnerable and at-risk women aged under 25 years and their partners in the Bundaberg area. They support optimal maternal and infant health with midwife antenatal appointments and group programs.



### SEXUAL HEALTH PROGRAM FOR YOUTH

Research shows young people are increasingly seeking information about sexuality, sex and sexual health, making it all the more important they have access to information which is reliable, responsible and professional.

Adolescents are a major risk group for chlamydia infections and it is recommended in Australia that testing is performed annually for all sexually active young people aged 15-29 years.

The opportunistic approach to 'screen when seen' in a primary health care clinic has often failed to provide adequate levels of testing. The PHN's 2017-18 Health Needs Assessment established that access to health services for young people is often impeded by their limited access to transport, a lack of confidence in attending services and the absence of their own Medicare card.

In response to this identified need, PHN commissioned True Relationships and Reproductive Health to provide a multi-faceted sexual health program designed to improve sexually transmitted infection (STI) screening rates, provide access to treatment options, and increase reproductive and sexual health awareness and education in order to reduce STIs in young people in Central Queensland.

True Relationships and Reproductive Health makes sexual health and screening information more accessible to young people by bringing education sessions and testing opportunities into Queensland senior secondary schools. They are commissioned to increase the screening rate of young people, improve access to sexual health education, provide clinical consultations and referrals to local general practitioners.

## MURRI BINDA STATEMENT OF COOPERATION

The PHN is committed to Closing the Gap through the delivery of culturally appropriate services, which means having Indigenous organisations deliver programs wherever possible.

In June 2019, five Central Queensland organisations signed a Statement of Cooperation to improve Aboriginal and Torres Strait Islander access to mental health and alcohol and other drug treatment in the Rockhampton, Livingstone and the Central Highlands region.

Called Murri Binda, meaning ‘sitting down, yarning and healing together’, the new consortium is funded and supported by the PHN.

The signing of the Statement of Cooperation is a powerful symbol of the partnership.

Partners in Murri Binda will work to remove barriers to access and connect people to evidence based treatment, for what are often complex needs.

A service coordinator will journey with clients to reduce the number of times someone has to ‘retell their story’, which can be distressing and a barrier in itself to engaging with supports.

The five organisations which form the consortium are: Bidgerdii Community Health Service, Helem Yumba Healing Place, Gumbi Gumbi Drug and Alcohol Awareness Rehabilitation, Darumbal Community Youth Service, and, Juwarki Kapu-Lug Ltd.

“

*“We build the big buildings and say they will come but they don’t, because of the stigma and shame surrounding mental illness, drugs and alcohol.”*

*Now, no matter where people present in any of the five organisations, they will have their issues dealt with, in a culturally appropriate, Murri way.”*

*– Thalep Ahmat, CEO Bidgerdii Community Health Service*

”



# PREVENTION AND CHRONIC DISEASE

## JAMIE'S MINISTRY OF FOOD

After first visiting Wide Bay in 2013, the Jamie's Ministry of Food mobile kitchen returned to Bundaberg in May 2019, to run two, five-week cooking courses.

Tackling overweight and obesity is a priority right across the state, with two in three Queenslanders considered overweight or obese, and less than ten percent of Wide Bay residents eating the recommended daily vegetable intake.

A fun and engaging way for residents in Bundaberg and surrounding suburbs to start to manage their wellbeing through healthy eating, the Jamie's Ministry of Food Mobile Kitchen is a purpose built, fully equipped mobile kitchen classroom, designed to deliver practical cooking classes to communities in metropolitan, regional and remote areas across Queensland.

Each class runs for 90 minutes, and participants experience the 'Jamie way' of cooking, by making dishes like granola, chicken fajitas with homemade guacamole and salsa, meatballs and pasta with feta and mint salad, and chicken rendang with homemade chapatti.

The focus was on learning easy, nutritious and tasty meals which could be easily recreated at home for individuals, friends and family.

Over the 10 weeks, a total of 213 participants completed the program, potentially reaching a residual audience of over 745 residents of the Bundaberg and surrounding community.



“

*“After my divorce 12 years ago cooking was not something I wanted to do until I started Jamie's Ministry of Food in Bundaberg.*

*I have met new friends, learn interesting cooking ideas, mostly to eat healthy and have fun.*

*Bridget needs a big pat on the back for teaching us.*

*Thanks from a happy cook.”*

*- Maria Rowan (participant)*



”

## EMERGENCY DEPARTMENT AVOIDANCE

The PHN plays an important role in helping reduce hospital emergency department admissions through its emergency department avoidance campaign, Right Place Right Time.

First started in 2017, Right Place Right Time is a seasonal campaign, with a particular focus on Sunshine Coast residents and visitors.

While using a variety of mediums, the campaign's aims are always the same: to direct consumers to the Right Place Right Time website, where they will find access to the after-hours services most appropriate to their medical needs, such as the National Health Services Directory (NHSD) and 13HEALTH - as well as other potential alternatives to a hospital emergency department.

### CHRISTMAS CAMPAIGN

During the busy 2018 Christmas period, the Right Place Right Time message was delivered to a number of key demographics through a variety of mediums, including cinema advertising, social media posts, collateral like fridge magnets and the installation of a tablet locked to the NHSD app at the Sunshine Coast Hospital Emergency Department.

### EASTER CAMPAIGN

During the 2019 Easter period, the Right Place Right Time Christmas campaign was adapted to include a wider variety of mediums including cinema advertising, print media, collateral like fridge magnets and drink coasters, and convenience advertising on the back of toilet doors in places like shopping centres and licenced venues.

Targeted Facebook ads also meant the message was directed to two distinct groups - visitors to the Sunshine Coast and women 18-40 years old with children.

## CINEMA ADVERTISING

2x 

15 SECOND ADS

2x 

CAMPAIGNS



DECEMBER - JANUARY  
APRIL - MAY



SHOWN MORE  
THAN 5000 TIMES



REACHED AN AUDIENCE  
OVER 210,000

COASTERS



27,500



April 2019



120,000 -  
130,000

## MAGAZINE ARTICLE



34,500



MARCH, APRIL, MAY

## NEW EQUIPMENT FOR DISCOVERY COAST PATIENTS

Children living on regional Queensland's Discovery Coast can now access hearing tests locally following the donation of audiometry equipment by Australian Hearing.

The equipment, an audiometer and a tympanometer, will allow healthcare workers at the Discovery Coast Community Health Service in Agnes Water to help identify hearing loss in young patients.

Central Queensland, Wide Bay, Sunshine Coast PHN worked together with the national hearing specialists to identify early intervention for developmentally vulnerable children as an area of need in the region.

Before the arrival of the donated equipment, the nearest available hearing tests were in Bundaberg, up to a two hour drive away.

Kirsten Smith, PHN Senior Manager for Wide Bay, said the donated equipment would allow nurses to provide services locally, resulting in less pressure on families having to travel outside the region.

"With trained nurses and audiometry equipment now available locally, families are more likely to access these services, leading to the detection and treatment of hearing conditions in children," Ms Smith said.

"Early intervention can reduce the impact hearing conditions can have on the language and communication skills of children, giving them a better chance to succeed in the classroom and home and social environments."

Both the audiometer and tympanometer are clinical screening tools used to detect hearing loss, with the tympanometer commonly used to test middle ear function – of particular importance given the high risk of middle ear infection in children.

The screening process is painless and simple, but can have a huge impact on assessing and addressing treatable conditions.

Pamela Mackie, Practice Manager at the Discovery Coast Community Health Service, said hearing tests are recommended for all children turning four.



Donated audiometry equipment put to the test on Discovery Coast.

## ADDITIONAL NURSING SERVICES

The delivery of primary health care services in the remote Central Queensland community of Rolleston was strengthened in 2019, with the PHN funding additional nursing services.

The LiveBetter Community Services Program, in partnership with PHN and the CQ Rural Health, means a community nurse is now available for an extra full day for appointments scheduled at the Rolleston Health Clinic.

The announcement of the additional capacity came as the Rolleston community was recovering from devastating wildfires in December 2018, which claimed the life of a local man.

Located in the south of the Central Highlands and coalfields, just over 300 people call the Rolleston area home, with approximately 130 living in the township.

*"As part of group meetings it became obvious that the Rolleston Health Clinic was a vital hub in the community and additional nursing services were greatly needed.*

*Linking in with the existing health clinic (and gaining support from the PHN) means we were able to very quickly roll out access to additional nursing services for people living in the community."*

*- Jenny Nuss, LiveBetter Area Operations Manager Clinical Services (Qld)*

# WORKFORCE DEVELOPMENT AND SUPPORT

## PRIMARY HEALTH CARE EDUCATION

Part of the PHN's core business is in building the capacity of primary health providers, achieved with the help of the vital contribution of the practice support teams, and the delivery of face to face and online educational training and events.

The PHN hosted an unprecedented 182 education activities during 2018-19, a 20% increase on the previous financial year. Activities were aimed not only at general practitioners, but at practice nurses, practice managers, mental health and AOD workers and all primary health professionals.

A total of more than 3,700 attendees participated in education activities across our region in 2018 -19.



*\*Mental health, alcohol and other drugs, palliative care, suicide prevention*

Subject matter was determined by stakeholder feedback, in response to the health needs assessment and priority areas, in consultation with local hospital and health services and their priorities, as well as in response to changes in clinical guidelines and localised population health issues as needed.



## MY HEALTH RECORD

The digital health and health systems improvement team continued to support providers across the region in 2018-19 to register and use the My Health Record (MHR) system, ahead of the national expansion program wind down.

PHN staff worked to ensure health providers and consumers were equipped with the most up-to-date information, tools and resources to encourage uptake of the MHR system and provide reassurance of the system's integrity.

There were over 40 formal education events held for healthcare providers throughout the expansion program, conducted with general practice, allied health, pharmacy and specialists.

MHR had a presence at over 100 community engagements too, at mental health week events, NAIDOC celebrations, Q&A stalls at multiple libraries across the region, and presentations to community groups such as Men's Sheds, Association of Independent Retirees and seniors' tech groups.

External communications were also bolstered by information in GP Matters, media stories, interviews on local radio and information stalls at local community events.



My Health Record engagement activities included a visit to Gympie Muster.

## HEALTHPATHWAYS GOES MOBILE

After significant success as a desktop website, the HealthPathways platform became mobile friendly in June 2019, ensuring the web-based portal is now as mobile as our doctors.

Now designed to be accessed from a phone, tablet or desktop, the pathways can adapt to any screen size making it easier to use in general practice, out in the community or in a hospital environment.

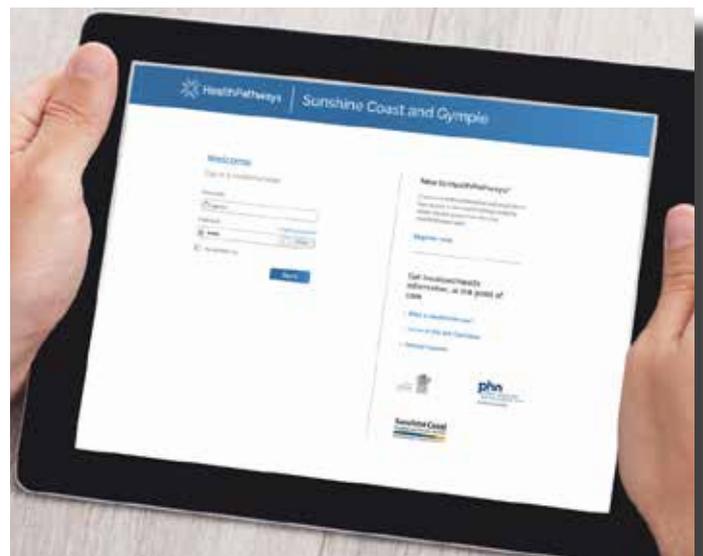
It's important to note that despite the uncluttered new design, the integrity of the clinical content found within HealthPathways remains the same.

While the new look mobile friendly HealthPathways site works for the majority of users, the classic HealthPathways site is still available, and maintained and updated as usual.

Since the launch of Sunshine Coast and Gympie HealthPathways, GPs and specialists now have access to over 500 live pathways, with over 355,000 page views by over 10,800 users, with the reputation of HealthPathways and its users continuing to grow daily.

CQ HealthPathways has 500 localised pages across 23 clinical areas accessible for local GPs, specialists and other health professionals. 3,250 users are accessing the site and the project team is seeing an increasing amount of queries from people around CQ who are interested in HealthPathways and providing feedback on the content of the site.

Since the launch of Wide Bay HealthPathways, GPs and specialists now have access to over 410 live pathways, with over 107,398 page views by over 4,025 users.



HealthPathways now available on mobile devices.

## DEATH CAFE

Talking about dying won't kill you. That's one of the messages from Palliative Care Australia. With conversation in mind, in May 2019, Central Queensland, Wide Bay, Sunshine Coast PHN along with Spiritual Palliative Care held its first ever 'Death Café'.

The first Death Café was held in the United Kingdom in 2011, with Jon Underwood hosting the event in his home as space to have an open conversation about death and dying.

Held in a variety of settings across the world, the Death Café has no permanent venue, with the PHN's Death Café taking shape as a free two-hour long morning tea at the Maroochydore RSL sub branch during National Palliative Care week.

Participants were aged in their early 30s up to their 70s, with some keen to learn more about taking care of their own end-of-life needs among others who had experienced the deaths of loved ones.

The conversation revealed a lack of knowledge around the services already available locally like home-based palliative and community care and there were plenty of questions around advance care planning and health directives, as well as talk of how best to respect the wishes of the individual and those of their loved ones.



Afterwards, when filling out feedback forms, participants used words like 'positive', 'inclusive', 'informative' and 'compassionate' to describe their morning spent at the Death Café, with one saying they 'loved being able to connect with people who can relate and are comfortable to have this conversation'.

## CARING@HOME

In February 2019, Brisbane-based palliative care collaborative caring@home held a series of education events in Wide Bay, to improve palliative care service delivery and raise awareness of the resources available to primary care professionals.

These events were well attended and considered a great success:

- 76 participants attended the education events held over two days in February
- 6 sessions were delivered in Bundaberg and Hervey Bay on promoting the importance of advance care planning and palliative care best practice for community based patients
- Among the attendees were: 27 general practice staff including 19 general practitioners, 10 pharmacists, 3 medical professionals from Wide Bay Hospital and Health Service, 18 aged care staff, 11 community service providers.
- Caring@home noted a marked increase in requests for their resources following the events in the Central Queensland, Wide Bay, Sunshine Coast PHN areas.

- There was surge in visits to the palliative care HealthPathways pages for Wide Bay following the education (January 33 visits, February 41 visits, March 76 visits).







## AUSTRALIAN GOVERNMENT DISCLAIMER

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*\*cover images are stock photos posed for by models*

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