National Rural Health Alliance eforum - 26 April 2013

In this issue:
* Commonwealth asked to intervene on fluoride
* PowerPoint, microblog or peer-reviewed journal? Writing for different audiences
* 12th National Rural Health Conference
* Rural Health on Twitter
* Research and Data
* *Australian Journal of Rural Health*
* Lowitja Institute eBulletin
* Federal Government News
* *ACRRM Country Watch*
* Heart Foundation News
* RDA News
* *Australian Rural Doctor* Newsletter
* Associate Dean Position
* What's On
* Contribution and subscription information and disclaimer
* Full text of Commonwealth asked to intervene on fluoride
* Full text of PowerPoint, microblog or peer-reviewed journal? Writing for different audiences

COMMONWEALTH ASKED TO INTERVENE ON FLUORIDE

Six national health bodies have come together to promote the benefits of water fluoridation and to oppose the recent decision of Queensland and some other State Governments to permit Local Councils to decide whether or not to add fluoride to their water supplies. The full text of the joint statement is at [http://www.ruralhealth.org.au](http://www.ruralhealth.org.au) and is reproduced below.

POWERPOINT, MICROBLOG OR PEER-REVIEWED JOURNAL? WRITING FOR DIFFERENT AUDIENCES

Social media has great potential for breaking down some of the isolation of health care professionals working in rural and remote areas. But while many of these professionals can see the benefits of using emerging technologies, uptake has been generally slow, with concerns about privacy, lack of time and no quality control cited as reasons for their reluctance.

These are the intriguing findings of Olga Anikeeva and Petra Bywood in the latest *Australian*
Journal of Rural Health, now available online. The article Social media in primary health care: Opportunities to enhance education, communication and collaboration among professionals in rural and remote locations clearly defines social networking, wikis, blogs and microblogs with examples of sites relevant to rural and remote health workers. The Alliance statement is at http://www.ruralhealth.org.au and is reproduced below.

12th NATIONAL RURAL HEALTH CONFERENCE
Strong Commitment. Bright Future
12th National Rural Health Conference, Adelaide, 7-10 April 2013

Seventeen priority recommendations
The seventeen priority recommendations from the Conference in Adelaide deal with rural and remote aspects of health-related infrastructure, clinical services, health workforce, and improved targeting of programs related to chronic conditions among Aboriginal people and Torres Strait Islanders. The thousand people at the Conference made it clear that they expect their voices and the priority issues to be heard by governments, including in the context of September's Federal Election. The priority recommendations are available at www.ruralhealth.org.au.

12th National Rural Health Conference Presentations
All keynote presentations and selected concurrent sessions can now be streamed from the 12th Conference website at http://nrha.org.au/12nrhc/program/keynote-speakers/.

Sunny days in Adelaide - bright future for country health
All Delegates in Adelaide at the 12th National Rural Health Conference have reconfirmed the sector's commitment to a bright health future for rural and remote areas and some of the means by which it will be achieved. Minister Plibersek gave the closing address to the Conference and was present to hear an overview of the priority recommendations agreed by delegates. Read more of the Conference communique at http://nrha.ruralhealth.org.au/cms/uploads/mediareleases/mr10aprcommunique%20final.pdf.

For the social media savvy, the Conference is available on Twitter, at #ruralhealthconf, and on the Alliance's Facebook page at facebook.com/nrhalliance.

The Sharing Shed, a forum where Conference delegates shared their ideas and recommendations for improving rural and remote health and wellbeing, can be followed at nrha.org.au/12nrhc.

Croaky blog, a forum hosting debate and discussion about health issues and policy, published pieces on and from the Conference, viewable at blogs.crikey.com.au/croakey.

Media releases:
* 12th Conference opening anticipates bright future for rural health
* Insights into support for achieving personal health goals
* Karen West wins Unsung Hero award
* Delegates hear how to resource rural and remote areas - and you can too
* Priority recommendations cover key issues
RURAL HEALTH ON TWITTER!

National Rural Health Alliance - https://twitter.com/NRHAAlliance

For all the tweets from the 12th National Rural Health Conference, go to #ruralhealthconf.
Safe Work Australia: Call to stop more quad bike deaths http://bit.ly/Zy76xD
NRHA Factsheet - Kidney disease in rural Australia - http://bit.ly/16p5KDO #ruralhealth @KidneyHealth
National Rural Health Alliance Exec Dir video question for #qanda re maldistribution of dental and medical workforce http://vimeo.com/64521606
PHAA, ADA, AHHA, ACOSS, AHCRA, NRHA Joint MR 'Commonwealth asked to intervene on fluoride' http://bit.ly/12oLymz
Great group gathering in Canberra on 29 April about rural/remote aspects of #NDIS
Overview of Australian Indigenous health status 2012 now available at http://bit.ly/oQRluH @HealthInfoNet
A historic day was celebrated last week in Bega as construction on the South East Regional Hospital officially began http://bit.ly/ZvTtKL

RESEARCH AND DATA

Anti-smoking campaigns failing Indigenous youth: Researcher
How can anti-smoking campaigns be targeted more effectively at Australia's Indigenous youth? It's a good question, and one that, as yet, has proven difficult to answer. Almost half of all Aboriginal and Torres Strait Islander Australians aged 14 years and older smoke cigarettes, compared with one-fifth of non-Indigenous Australians. http://theconversation.com/anti-smoking-campaigns-failing-indigenous-youth-13072

Healthy communities: Australians' experiences with primary health care in 2010-11
This report, the second by the National Health Performance Authority, allows for the first time the public, clinicians and health managers to see results for both use and experience of GP care at a local level. For most measures, the results are broken down into the 61 geographic areas that are covered by the new network of Medicare Locals. The report's findings, largely based on interviews with nearly 27,000 adults, show that where people live makes a big difference both to their perceived health status and to perceived experiences of care. However, the findings also show that when patients do get in to see a GP, their perceptions of care can be quite positive. http://www.nhpa.gov.au

Healthy communities: immunisation rates for children in 2011-12
This report allows the public, clinicians and health managers to see for all children, and for
Aboriginal and Torres Strait Islander children, the percentages fully immunised and how those percentages differ across the country. It reports these immunisation rates for each of the 61 geographic areas covered by the new network of Medicare Locals. The report's findings can be considered in the context of three broad themes: the percentages of children fully immunised and variation between Medicare Local catchments, and between age groups; the numbers of children who are not fully immunised in each Medicare Local catchment; lower immunisation rates among Aboriginal and Torres Strait Islander children.
http://www.nhpa.gov.au

Growing our children up strong and deadly: Healing for children and young people
This report from the Healing Foundation outlines understandings of intergenerational trauma, the emerging evidence of what works in addressing trauma and how this fits within Aboriginal and Torres Strait Islander knowledge systems. The paper also focusses on how the Healing Foundation is using this information to create a healing environment for Aboriginal and Torres Strait Islander children and young people.
http://www.healingfoundation.org.au

Report on Government Services 2013: Indigenous Compendium
This report was released on 19 April 2013. It was produced by the Steering Committee for the Review of Government Service Provision (SCRGSP). It contains all Indigenous data reported in the Report on Government Services 2013.

Rise in hospital admissions for older Australians
Hospital admissions for older Australians are rising rapidly, according to the AIHW report Australian hospital statistics 2011-12, shows that the number of hospital admissions for people aged 85 and over rose by 9% each year between 2007-08 and 2011-12. This compared with an average increase of 4% per year overall for hospital admissions over this period. The report also shows that, in 2011-12, there were 2.3 million emergency admissions (patients who require admission within 24 hours), accounting for 40% of admissions to public hospitals and 5% in private hospitals. Indigenous Australians had about twice the rate of emergency admissions involving surgery compared with other Australians (25 per 1,000 people compared with 13 per 1,000 people). In contrast, Indigenous Australians had a much lower rate of elective admissions involving surgery compared with other Australians-54 per 1,000 people compared with 87 per 1,000 people respectively.
AIHW statement available at http://www.aihw.gov.au

Demonstration projects for improving sexual health in Aboriginal and Torres Strait Islander youth: evaluation report
The Office for Aboriginal and Torres Strait Islander Health funded six demonstration projects aimed at improving the sexual health of Aboriginal and Torres Strait Islander young people over 3 years. An evaluation of the projects by the Australian Institute of Health and Welfare and identified that successful sexual health programs consulted a broad range of stakeholders; engaged and developed partnerships with the community, organisations and services; were culturally appropriate and flexible in their design, delivery and implementation; and had staff who were respected by the community.
http://www.aihw.gov.au
AUSTRALIAN JOURNAL OF RURAL HEALTH

The Australian Journal of Rural Health is a multidisciplinary journal, which aims to facilitate the formation of interdisciplinary networks to build and advance rural practice for all health professionals. Get published in the Australian Journal of Rural Health! The Journal welcomes short reports and letters to the editor as well as review articles, original research articles and clinical perspectives. For useful tips on submitting your manuscript, read the FREE editorial, How to get published in the Australian Journal of Rural Health.

Manuscripts can be submitted online at http://mc.manuscriptcentral.com/ajrh Manuscript Central or posted to AJRH. The Australian Journal of Rural Health is published on behalf of the National Rural Health Alliance by Blackwell Publishing Asia Pty Ltd 155 Cremorne Street Richmond Vic 3121 Tel +61 (0)3 9274 3100 Fax +61 (0)3 9274 3101 E-mail melbourne@johnwiley.com.au

April 2013 issue now available. Contents include:
Editorials
A PowerPoint is for a conference, an article is forever
Will the National Report Card 'A Contributing Life' make a meaningful contribution to mental health reform?
Review Article - Helping policy-makers address rural health access problems
Original Researches
Training general practitioners in remote Western Australia in a method of screening and brief intervention for harmful alcohol use: A pilot study
Role of personality in medical students' initial intention to become rural doctors
Indigenous perspectives on the desired attributes of medical graduates practising in remote communities: A Northwest Queensland pilot study
The sociodemographic and health-related characteristics of a regional population with chronic disease at an interprofessional student-assisted clinic in Queensland Capricornia
Allied Health Partnership
Attracting psychologists to practice in rural Australia: The role of work values and perceptions of the rural work environment
Physical activity in three regional communities in Queensland
Improving eye care for Indigenous Australians in primary health care settings
Short Reports
Rural Ethics Ward Rounds: Enhancing medical students' ethical awareness in rural medicine
Elderly patients with hip fracture are treated promptly in a Tasmanian rural hospital
Practice Pointer - Social media in primary health care: Opportunities to enhance education, communication and collaboration among professionals in rural and remote locations: Did you know? Practical practice pointers
From the Journal Associates - Improving the social determinants of rural and remote health

LOWITJA INSTITUTE eBULLETIN
(Subscribe here)
FEDERAL GOVERNMENT NEWS

$777 million for renewed national effort to Close the Gap in Indigenous Health

The Australian Government has announced $777 million to fund its share of a renewed National Partnership Agreement on Closing the Gap in Indigenous Health Outcomes for a further three years to 30 June 2016.

http://jennymacklin.fahcsia.gov.au

LIFELINE INFORMATION SERVICE

The Lifeline Information Service provides access to a variety of self-help tool kits with information about issues such as mental illness, depression, suicide prevention, and more. Theses resources focus on practical steps to help promote mental health and are available online at http://www.lifeline.org.au/infoservice. A limited number of printed tool kits are available on request by emailing infoservice@lifeline.org.au. For more information please visit http://www.lifeline.org.au. If you are in need of 24 hour crisis support, call Lifeline on 13 11 14

ACRRM COUNTRY WATCH

(Subscribe by email to rrmeo@acrrm.org.au)

12 April 2013

* ACRRM Academic Director's national award for innovation and excellence
* General Registration for IMGs: alternative to AMC clinical exam
* Pain Management: free, live, online session: 7.30pm, 7 May
* ACRRM clinical guidelines 'sing' on iPod for on-call doctor
* One only REST workshop for Bathurst in 2013: 17-18 May
* Call for abstracts: your contribution to rural and remote practice
* Your opinion: education relevant to Medicare and PBS
* Your opinion: rheumatic heart disease RHD Australia survey
HEART FOUNDATION NEWS

Poor diet in remote communities highlights need for continued Close the Gap funding
The National Heart Foundation of Australia is urging all political parties to commit to
continued Close the Gap funding as new research puts the spotlight back on the problem of
poor diets in remote Aboriginal communities. The study, published in the Medical Journal of
Australia, found that just 7.6% of total food expenditure in three remote NT communities
went on fruit and vegetables, whereas double that amount (15.6%) went on sugary soft
drinks.

Register today - Heart Foundation Conference 2013
Register today for the Heart Foundation conference: Prevention of cardiovascular disease:
translating evidence into practice to be held at the Adelaide Convention Centre, 16-18 May
2013. Topics include acute coronary syndrome, thrombosis, heart failure, electrophysiology,
devices, imaging and management of clinical risk factor. Also covering Aboriginal and
Torres Strait Islander heart health, rural and remote heart health, tobacco control and smoking
cessation, obesity, physical activity and sedentary behaviour, healthy eating and workplace

Spot the signs this Heart Week: 5-11 May
Fewer than one in 10 Australians recognise important heart attack warning signs such as jaw,
neck and back pain - and so the Heart Foundation will be using Heart Week (5-11 May) to
highlight these symptoms.
Heart attack warning signs aren't always what you think - symptoms are not necessarily
sudden or severe and some people don't experience chest pain at all. More than 50% of
people who die of a heart attack don't make it to hospital, underlining the importance of
recognising symptoms and acting quickly by calling Triple Zero (000).
For more information visit www.heartfoundation.org.au/heartweek or
Australian Organ Donor Register is Australia's only national organ and tissue donor register and serves as a lifeline to the people on the organ transplant waiting lists. Register online at http://www.medicareaustralia.gov.au/public/services/aodr/register.jsp to be an Australian Organ Donor now!

RDAA NEWS

22 Apr 2013
Getting back to basics to revive rural health -- RDAA launches Election Platform 2013
http://www.rdaa.com.au

22 Apr 2013
RDAA Election Platform 2013 -- one page overview of recommendations
http://www.rdaa.com.au

22 Apr 2013
RDAA Election Platform 2013
http://www.rdaa.com.au

22 Apr 2013
RDAA Election Platform 2013 -- summary
http://www.rdaa.com.au

18 Apr 2013
Rural doctors pay the price for education cuts
http://www.rdaa.com.au

BUSH SUPPORT SERVICES (formerly Bush Crisis Line) - 1800 805 391
The Bush Support Services Line is a 24 hour confidential telephone support service for workers, and their families, who work in health related services in remote and isolated situations. It is staffed by qualified psychologists with remote and cross cultural experience, is toll free and available from anywhere in Australia. For more information:
http://www.bss.crana.org.au

AUSTRALIAN RURAL DOCTOR NEWSLETTER
(Subscribe at http://www.ruraldr.com.au/)
**CME deductions could be capped**

**Telehealth boon for medical students**

**Tassie bushfire kids' mental health focus**

**Call for fluoride in Indigenous towns**

**Indigenous health gets $777m boost**

---

**ASSOCIATE DEAN POSITION**

School of Medicine  
Associate Dean, Rural and Remote Health  
(Level D/E, Part-time)

The University of Notre Dame Australia is a Catholic university with campuses in Fremantle, Broome and Sydney. The Objects of the University are the provision of university education within a context of Catholic faith and values and the provision of an excellent standard of teaching, scholarship and research, training for the professions and the pastoral care of its students.

The School of Medicine, Broome Campus invites applications from suitably qualified people for this important leadership position. Responsible to the Dean, this position assists in the planning and organisation of the School, including effective strategic management. It is also responsible for managing the delivery, review and ongoing development of the Rural and Remote Health curriculum.

Experience in teaching in a clinical setting is essential for this role in addition to outstanding interpersonal, communication, negotiation and organisational skills. In return we offer the reward of a challenging and diverse role with the opportunity of career development.

The application package for this position is available on our website [http://www.nd.edu.au/jobs/broome.shtml](http://www.nd.edu.au/jobs/broome.shtml).

Applications close 9am Monday 6 May 2013.  
The University reserves the right to appoint by invitation or to make no appointment at all.

---

**APNA Conference 2013**  
2 - 4 May 2013  
Sebel Hotel, 64 Queens Rd, Melbourne  
[http://www.apna.asn.au](http://www.apna.asn.au)

---

**Heart Week**  
1 - 7 May  
7th Australian Women's Conference 'Gender Matters: Determining Women's Health'
7-10 May 2013
Sydney
The conference will continue Australia's focus on showcasing cutting edge research and best practice approaches in women's health policy and practice locally, across Australia and internationally.

Every Body's Business - Getting back to basic
Newcastle Panthers, Cnr King & Union streets, Newcastle West NSW 2302, NSW
Friday May 10, 2013 9am -4pm
Target Audience: Nurses and allied health professionals
The Continence Foundation of Australia invites you to attend a FREE one-day education forum for health professionals about getting back to the basics of continence care. This multidisciplinary forum will feature presentations from experts in the field of continence and local practitioners. Bookings are essential as places are limited. Continuing Professional Development points will be available. To register please visit www.continence.org.au/events. For more information please call Samantha 03 9347 2522

Activity Based Funding Conference 2013
13 - 16 May 2013
Sydney Convention and Exhibition Centre

The Independent Hospital Pricing Authority (IHPA) is pleased to announce its Activity Based Funding Conference 2013. This conference is a four day event consisting of a two day conference (15-16 May 2013) and two days of pre-conference workshops (13-14 May 2013). IHPA's Activity Based Funding Conference 2013 will bring together local and international experts to discuss health reform and the best approaches to implementing activity based funding in Australian public hospitals. With the commencement of Activity Based Funding in July 2012, this year's conference will focus specifically on:
* Implementing Activity Based Funding locally
* Future directions for classification development
* Costing issues at the hospital level
* Pricing safety and quality
* Pricing and funding model development
For more information please visit www.abfconference2013.com

8th Territory Palliative Care Network conference
15 - 16 May 2013
Alice Springs Crowne Plaza
https://crana.org.au

Heart Foundation Conference 2013
4th Heart Foundation Conference
Prevention of cardiovascular disease: translating evidence into practice
16 - 18 May 2013
Adelaide Convention Centre, Adelaide, South Australia.
The Heart Foundation is the leading organisation in the fight against cardiovascular disease in Australia. The conference will host leading international and Australian speakers showcasing the latest updates on key clinical, research and public health cardiovascular disease issues.
Register your interest by calling 08 9389 1488 or visit

International Council of Nurses 25th Quadrennial Congress
18 - 23 May 2013
Melbourne
http://www.icn.ch

Macular Degeneration Awareness Week
26 May - 1 June

Kidney Health Awareness Week
26 May - 1 June

2nd Aboriginal Maternal and Child Health Conference, Working together to Close the Gap: Building on success for the future
29 - 30 May 2013
Perth
amssu@health.wa.gov.au or phone (08) 9340 1555
**World No Tobacco Day**  
31 May  

---

**5th SNA ICC National Conference For Our Children: Living and Learning Together**  
4 - 6 June 2013  
Cairns Convention Centre

The conference is hosted by the Secretariat of National Aboriginal and Islander Child Care (SNAICC), the national non-government peak body in Australia representing the interests of Aboriginal and Torres Strait Islander children and families. Enquiries to Sharyn Low, tel 02 4572 3079 or email sharyn@sharynlow.com.au  

---

The inaugural conference for Women's Healthcare Australasia  
5 - 7 June  
Gold Coast, Queensland  

---

**Men's Health Week**  
10 - 16 June  

---

**4th Australasian Mental Health Outcomes & Information Conference 2013**  
11 - 13 June 2013  
Novotel Brighton Beach Sydney  

---

**World Blood Donor Day**  
14 June  

---

**21st National Conference Australian Health Promotion Association: 'Changing**
Settings: liveable, vibrant, healthy places'  
17 - 19 June 2013  
Sydney Convention and Exhibition Centre, Darling Harbour  
The focus of this conference will be on settings in health promotion with emphasis on workplaces, children's environments, local government as well as the virtual communities and the role of social media in health promotion. [http://www.ahpa2013.com.au/](http://www.ahpa2013.com.au/)

Remote Medical Education Conference  
Sofitel Hotel, Brisbane  
28 - 29 June 2013  
The conference will explore how the educational needs of remotely-located doctors can be addressed depending upon location and cultural context, while considering the role that new technology plays in the delivery and enhancement of learning.  

NAIDOC Week 2013  
7 - 14 July  

2013 Primary Health Care Research Conference  
10 - 12 July  
Hilton, Sydney  

11th Biennial National Rural Remote Social Work Conference  
`Diversity in Rural and Remote Communities: Responding to Challenges & Opportunities’  
25 - 26 July 2013  
RACV Resort - Inverloch  
Contact: Martin Butler  
mpbutler@bigpond.com,  
Olga Gountras  
olga.gountras@slatergordon.com.au

2013 ILCA Conference: Born to Breastfeed: A Global Public Health Imperative  
25 - 28 July  
Melbourne Convention & Exhibition Centre  
[http://www.ilca.org](http://www.ilca.org)
14th International Mental Health Conference 2013
5 - 6 August 2013
Outriggers, Surfers Paradise
http://anzmh.asn.au/conference/

United Nation's International Day of the World's Indigenous People
9 August

Health Emergencies in Disasters 2013
17 - 19 August 2013
Darwin Convention Centre
Click here for further information

LIME Connection V: Re-imagining Indigenous Health Education: Harnessing energy, implementing evidence, creating change
26 - 28 August 2013
Darwin
The fifth biennial LIME Connection will continue to support collaboration between medical schools and build linkages with other health disciplines. The LIMElight Awards, which acknowledge and celebrate the many successes in the field, will also be presented at LIME Connection V.
http://www.limenetwork.net.au/content/lime-connection-v

Chronic Diseases Network Conference 2013
9 - 10 September
Darwin Convention Centre

PHAA 42nd Annual Conference
16 - 18 September 2013
Hilton on the Park, Melbourne
http://www.phaa.net.au
CRANApulse 2013 Annual Conference
'from the cradle to the grave"
25 - 28 September
Double Tree by Hilton, Esplanade, Darwin (formerly Holiday Inn Esplanade)
https://crana.org.au

Australian Nursing and Midwifery Conference 2013
'Inspiration, Innovation and Education: Quality & Research in Nursing & Midwifery Practice'
Newcastle City Hall
17 - 18 October 2013

Australian Men's Shed Association 5th National Conference:
Ballarat Lodge and Convention Centre, Ballarat, Vic
27 - 29 October 2013

Infant and Early Childhood Social and Emotional Wellbeing Conference 2013
"Foundation of a Nation"
30 October - 2 November 2013
National Convention Centre, Canberra
http://www.iecsewc2013.net.au/

Australian Smoking Cessation Conference
6 - 8 November 2013
Sydney Nursing School, 88 Mallett St Camperdown

9th National Aboriginal and Torres Strait Islander Environmental Health Conference
12 - 14 November 2013
Adelaide,
Indigenous Allied Health Australia 2nd National Conference
26 - 27 November 2013
Hilton Adelaide

8th Health Services and Policy Research Conference
2 - 4 December, 2013
Wellington, New Zealand

The purpose of the Health Services Research Association of Australia and New Zealand is to facilitate communication across researchers, and between researchers and policymakers, to promote education and training in health services research, and to ensure sustainable capacity in health services research in Australia and New Zealand. More information from Jackie Cumming, by email jackie.cumming@vuw.ac.nz. http://www.hsraanz.org

CONTRIBUTION AND SUBSCRIPTION INFORMATION AND DISCLAIMER

The NRHA e-forum is published fortnightly. Contributions are sought on any topic relevant to rural health concerns. Please send contributions to the moderator at grovesc@winshop.com.au (do not "reply" to this email - send contributions to grovesc@winshop.com.au). Contributions received by the Friday of publication will be included in the e-forum.

The NRHA e-forum is edited by a third party moderator, Jim Groves. As such, the Alliance does not control postings and the contents do not necessarily reflect the opinions of the Alliance. Nor do postings necessarily reflect the views of Jim Groves or any organisation he is associated with.

Please forward a copy to any colleague you think may be interested.

18 April 2013
Media Release
Commonwealth asked to intervene on fluoride

Six national health bodies have come together to promote the benefits of water fluoridation and to oppose the recent decision of Queensland and some other State Governments to permit Local Councils to decide whether or not to add fluoride to their water supplies. Tomorrow’s COAG meeting is an opportunity for the Commonwealth to make its view and intentions on the matter clear, and for Governments to call for a consistent national approach.
The six peak bodies are concerned both for the health of individuals and also that broader public health activities are being undermined.

Australia's most prevalent health problem is dental decay, and fluoridation of water is the most cost effective and equitable means of reaching the population and reducing associated health risks and preventable hospitalisations. It has one of the highest cost-benefit ratios of any public health measure and its benefits are greatest for lower income children.

World Health Authorities, the Australian Institute of Health and Welfare, the Australian Dental Association and the Australian Medical Association recognise the benefits to dental health from fluoridation of water supplies. Cessation of fluoridation is contradictory to the current development of a national oral health promotion plan.

The six peak organisations joining their voices on this issue are the Public Health Association of Australia (PHAA), the Australian Dental Association Inc (ADA), the Australian Healthcare and Hospitals Association (AHHA), the Australian Council of Social Service (ACOSS), the National Rural Health Alliance (NRHA) and the Australian Health Care Reform Alliance (AHCRA).

They see the decision of some Local Councils to discontinue water fluoridation as a failure to protect the public's oral health, and the cost will be paid by the individual and the taxpayer. Fluoridation reduces dental decay by making teeth less susceptible to the acids formed by micro-organisms living on and around the teeth. Fluoride can also assist in reversing the process of decay in its early stages. The benefits of fluoridation far outweigh the risks.

From 2014 the Federal Government will deliver a dental care plan to under 18-year-olds. This scheme to improve children's oral health will be undermined by the withdrawal of water fluoridation.

Concern is not limited to the issue of water fluoridation, but more broadly about the impact on health promotion and chronic disease prevention infrastructure. The Federal Government is being asked to intervene to ensure the successful achievement of health promotion and public health goals.

Media Release
24 April 2013

PowerPoint, microblog or peer-reviewed journal? Writing for different audiences

Social media has great potential for breaking down some of the isolation of health care professionals working in rural and remote areas. But while many of these professionals can see the benefits of using emerging technologies, uptake has been generally slow, with concerns about privacy, lack of time and no quality control cited as reasons for their reluctance.

These are the intriguing findings of Olga Anikeeva and Petra Bywood in the latest Australian Journal of Rural Health, now available online. The article Social media in primary health
This information is valuable in itself, but the article also describes the advantages of the various social media technologies and analyses why uptake has been slow. The authors suggest that training and technical support is essential: "Social networking enables health professionals to engage with peers, patients and other community members regardless of their geographical location".

Health care workers who are reluctant to express their ideas by means of social media can always do it via the more traditional means: by submitting their writing to a journal. In his Editorial, David Perkins, Editor-in-Chief of the AJRH, reminds us of the importance of collaboration for research, which proceeds "in small steps where individuals and teams build on the work of others".

He outlines a clear pathway to maximising a writer's chances of having their manuscript accepted for publication. There are few textbooks in rural health so students' learning is strongly supported by journal articles. Articles may well influence future rural health practice. As Perkins puts it, your paper "can make a difference to policy, clinical practice and perhaps to rural health. People out there are relying on you."

These two articles and many more are available in the latest edition of The Australian Journal of Rural Health on www.ruralhealth.org.au or on the website of the AJRH's publisher, Wiley-Blackwell: wileyonlinelibrary.com/journal/AJR.