

# Oh what a feeling....

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# Acknowledgements

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Sue Kilpatrick, Brian Cheers, Judy Taylor, Marisa Gilles.

Boundary crossers, communities, and health: Exploring the role of rural health professionals. Health & Place (2008),  
doi:10.1016/j.healthplace.2008.05.008  
Published in Health and Place 2008

# Who am I ?

## How would I know?

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a doctor (26yrs), migrant, outsider, government worker (12yrs), academic (7yrs), woman, belly dancer (15yrs), talker

not discrete, not diplomatic  
not patient, not too old , not too young,

boundary crosser



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...”significantly contribute to the health of rural and remote Western Australian communities through education, innovative service development and research”.

# What can I bring to this gathering?

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- A health perspective
- A coal face perspective
- A couple of success stories
- Some theoretical backing
- Another name for what you do and who you are?.....

Farmer – boundary crosser

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# Ottawa Charter

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“Health is a positive concept, emphasizing social and personal resources, as well as physical capacities.”

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# Effects on the individual

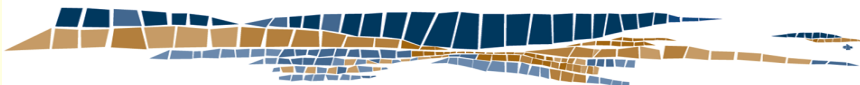
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- belonging to a group
- having meaningful, intimate relationships
- having a safe and stable home life
- being free from violence
- having power within their life



“What good does it do to treat people illnesses but to give them no choice but to go back to the conditions that made them sick in the first place?”

Fran Baum





# Linking community to the wider society- blocks - why it sometimes doesn't work

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1. Limited desire or capacity-  
community
2. Limited capacity of organisations to  
engage
3. Unequal power
4. How local employees define their  
work



# Boundary crossers

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- People who live and work in a rural community
- Operate in and across two or more social fields

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# Boundary crossers- no option really — we live here too

- ❖ it is about what matters, here, in your town, street, and neighbourhood
- ❖ your desire to reduce alcohol related harm to individuals, families, community and business.
- ❖ it also matters what happens to you- the people who have to deal with these issues.

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# Case study 1- teacher turned alcohol worker



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# Challenges in the bush: Tradition / History

The handing down of statements, beliefs, legends, customs .... baggage, prejudice, hurts, distrust, violations

...from generation to generation.....

Rural issues, of place, tolerance and behaviour, Dixon and Welch (2000)

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ROYAL MAIL  
HOTEL

MEEKATHARRA W.A.  
PHONE \* 089 981-1148

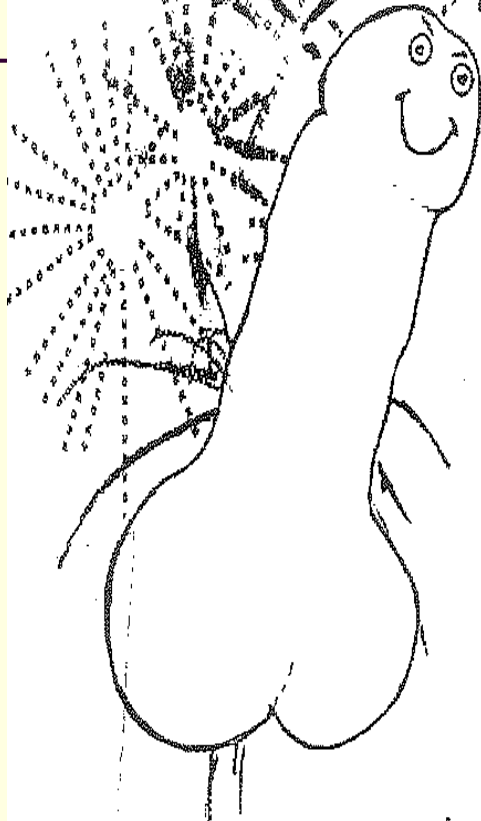
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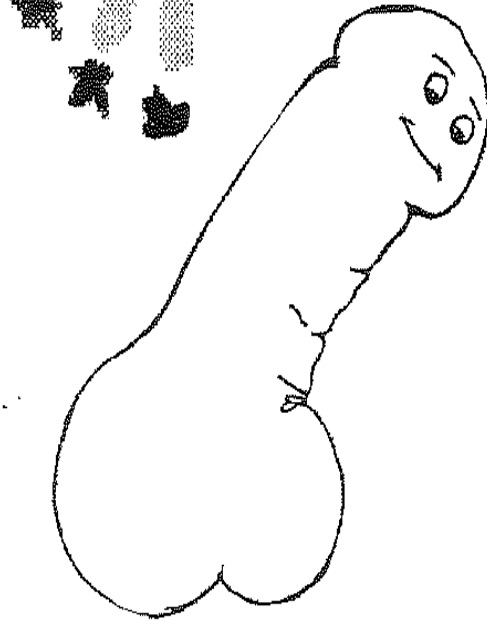
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POOFTER DRINK	\$ 3.00
CANS SUPER	\$ 4.00
TAXABLE	\$ 20.45
GST	\$ 2.05
CASH	\$ 22.50



# The Standard Drinks Guide For Lovers



1 - 4 Standard drinks



4 - 6 Standard drinks

Ch

Go e  
Ok, s  
date,  
eat.  
you e

Choo  
Deci  
mix y

# 1998 setting (pop 6,000)

## challenges

- hostility levels high, homicide
- † alcohol consumption - 31% > WA
- † 16 suicides –in 5 years

## opportunities

- † small town, resourceful
- † 1 flood, 2 cyclones

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# *Building the relationships...Spot the alcohol and drug worker...*

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# Challenges - Territory

“The area which an animal or pack of animals claim as their own and defend against intruders’

Challenge of new ideas, by new comers

Benefits of local staff

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# So you have to say it **WITH** the **RIGHT** people **BY** the **RIGHT** people

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**If you want to make peace with your enemy, you have to work with your enemy. Then he becomes your partner . "**

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# Saying it right - Pitstop



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The more the ice melts, the warmer things get.  
The warmer things get, the more the ice melts.  
The more the ice melts, the warmer things get.  
The warmer things get...

Slap him someone,  
he's hysterical

Quiet! All  
of you! We've  
got to think!



horacek



# Case study 2 social worker turned Health promotion officer

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- Established 2001
- Community demand
- Producer motivation
- Public health strategy
- Locally driven initiative that fits



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# What the STALLHOLDERS said

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*“Having customers appreciate my product and being told, makes me proud and gives me satisfaction...it means more to me than money”*

*“You know when people keep coming back they are satisfied with your product.....they are happy, this makes me happy.”*



# Impact on Fruit and Vegetable consumption



Since commencing the markets:

71% of customers surveyed were eating more fruit and vegetable.

27% had increased consumption by more than 40%





# Evaluation and reflective learning

- change culture - alcohol free celebrations
- Christmas Campaign 8 years old
- Growers market 10 years old

They believe

- local interventions has strengthened the community - led to optimism - led to create opportunities
- every strategy has had local authors, publicans, police, students, volunteers, artists demonstrating that remedies lie within ourselves

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# Evaluation –empirical health

- ❖ alcohol related significantly 1996-2006
- ❖ yearly decline separations alcohol 7.4%
- ❖ yearly decline separations assault 8.2%
- ❖ other alcohol related diseases and injuries fell by 2.9%
- ❖ Pit Stop changes adopted throughout Australia
- ❖ Men's health changes 27-55% (Chambers 2005, Lyons et al 2006)

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# Qualities of a boundary crosser

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- Understand strength of the community work with these
- Have community trust
- Local leaders
- Care about there community
- Understand social capital

# Qualities

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- Powers of observation and creativity
- Rebelliousness
- Diverse and complimentary competencies and reading
- Make small meaningful impact
- Passionate about communicating ideas
  - Stuart Hill describing Ken Yeomans

Does this sounds like you?







Oh what a feeling....

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