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How industry partnerships can progress primary health care research

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A definition ... (Keleher, 2009)

- **PHC can improve the health of populations**
- **PHC has practitioners who work to change the social, political, environmental and economic determinants of health**
- **PHC is a system response to reducing health inequities and ameliorate the effects of disadvantage**
- **PHC includes universal services, essential primary care at affordable cost, community-based programs and community-based health promotion – it is comprehensive rather than selective**



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Kanter (1989) explains a career as...

- **an event that is connected, in a dynamic relationship, with economic, social or political issues within a society and plays a role in outcomes for that, and other societies (Kanter, 1989; 506).**



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A career opportunity though is ...

- **enlarged, limited or shaped by the economic and social performance of societies, the availability of investment capital or the rules governing industries and professions (Kanter, 1989; 506).**



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As a nurse, a researcher and passionate supporter of Quality use of Medicines ...

- **My roles are shaped by social, economic, cultural and political determinants.**
- **My focus is on people and their relationships, in the context in which they live, work and play.**



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Over the years I have learnt...

- **There are no hard-and-fast principles which one can learn, memorize and deploy in order to escape the ‘messiness’ of the human world as ‘messiness’ will stay whatever we do or know (Bauman, 1993).**



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I agree with Bauman who says...

- ... that many consumers want the freedom to make their own lifestyle choices and at the same time to have the 'freedom from bearing the consequences of wrong choices' (Bauman, 2000; 89).



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Flax (1993) says

- **We adopt the knowledge that fits our uses. Humans are very good at creating rational reasons for rejecting knowledge that does not fit our purposes or would make us doubt them.**



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Today's health marketplace ...

- **To have a healthy lifestyle and stay as well as possible as an everyday reality is not without its difficulties. Today's health marketplace has brought forward many *ideas and opportunities* by a variety of different people about how to engage consumers in adopting a healthy lifestyle. How to assist consumers to decide what choice is best for them in the context of their lives becomes a significant issue.**



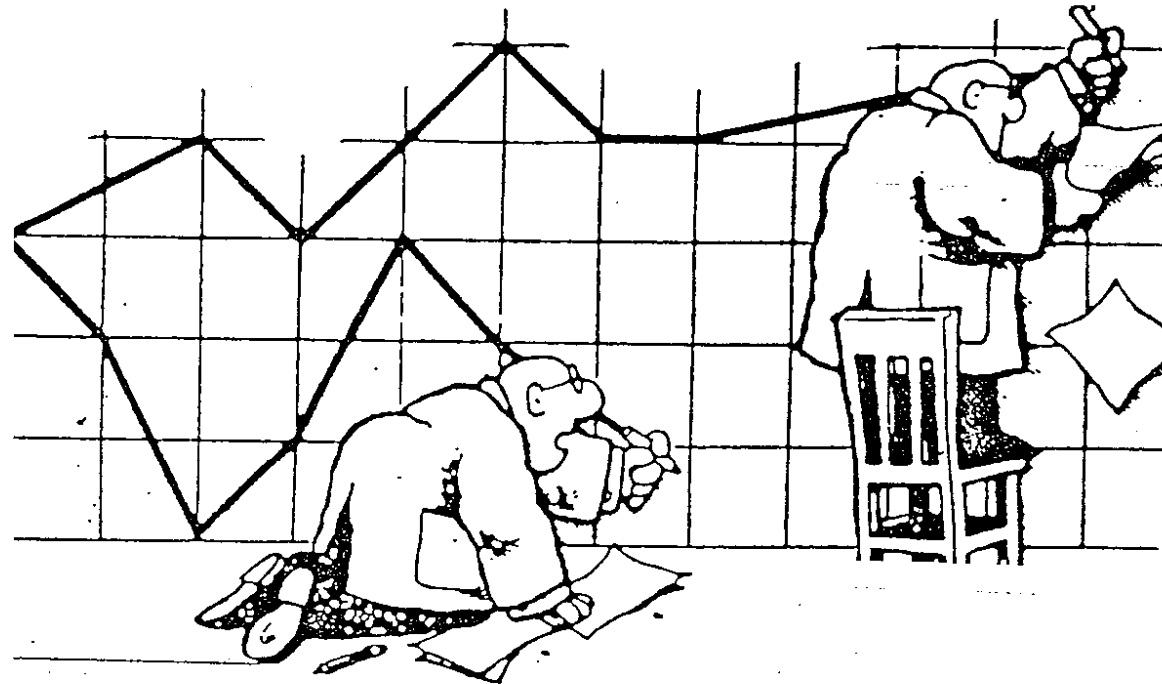
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Differences are to be expected



HEY I THOUGHT WE WERE WORKING ON THE SAME DATA



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Therefore...

Mixed methods research with industry partners



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Research Partners – actual

- **Department of Health and Ageing – Sharing HealthCare Initiative with UniSA, Royal District Nursing Service [RDNS] and SA Department of Health – Population Research Outcome Studies Unit**
- **North West Adelaide Health (Cohort) Study, a collaboration between SA Department of Health – Population Research Outcome Studies Unit, Uni Adelaide, UniSA, The Queen Elizabeth Hospital and Lyell McEwin Health Service**
- **SA Department of Health – Population Research Outcome Studies Unit**
- **Royal District Nursing Service [RDNS]**



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Knowledge translation

- **Working closely with partners can be understood as a purposefully linked knowledge-translation process (Lavis, 2006)**



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What may influence knowledge to action (sustainability)?

- Knowledge to action is about “an exchange between relevant stakeholders that results in actions. To achieve this, appropriate relationships must be cultivated” (Graham *et al.* 2006).



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NWAH(Cohort)Study

- **A lot of research I am involved in capitalises on available population-based data from, and the engagement of participants in, the North West Adelaide (Cohort) Study [NWAHS]. The NWAHS is a successful epidemiological population-based cohort that was established in 1999 to examine chronic diseases and lifestyle risk factors.**
- www.nwadelaidehealthstudy.org/



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Knowledge Network

- **NWAHS exists to create and disseminate knowledge for use beyond the membership of NWAHS, we continually work at transcending boundaries between the various sectors and participation by other researchers (by invitation based on criteria of merit).**



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The NWAHS Knowledge Network has as its core these goals:

- **Create new knowledge (through qualitative and quantitative research in the cohort study)**
- **Communicate new knowledge (electronic published results able to be accessed by the general public and health care professionals)**
- **Influence health care policy and practice so as to contribute to sustainable health care**



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Access to NWAHS datasets

- **NWAHS consists of 4,060 randomly selected adult participants living in the north-west region of Adelaide, South Australia with a continuing participation rate of over 85%. In addition to mail and phone contact, the participants have been examined at a clinic at The Queen Elizabeth and Lyell McEwin Hospitals on two occasions (1999-2000, and 2004-2006), and a third stage commenced in 2008 (funded by Premier's Research Fund, SA Government).**



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A novel approach to influencing self-care- Sharing Health Care Initiative

- **The aim of this systematic mixed methods study is to inform health professionals and policy makers of the best strategies to support targeted groups of people with chronic conditions to effectively manage their health status.**
- **Partners are:**
 - 1. RDNS**
 - 2. SA Health PROS Unit (NWAHS)**



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Self-care and self-management

- **Approached as being fundamentally different.**
- **Self care is a personally constructed process that evolves from the life experiences of people as they live their life and learn from their everyday decisions. Their capacity to self- care will influence how they themselves keep well while at the same time effectively managing a chronic condition.**



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Self-management

- **Self-management of a chronic condition however is a process that we understand to be usually associated with formal education, involves collaboration with health workers and includes a focus on changing attitudes, behaviours and skills directed toward managing the impact of the condition(s) whilst following prescribed treatments.**



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Research hypothesis

- **Trial and error as a personal self-care strategy has the potential to influence social, health and functional outcomes for people with chronic conditions including their health care usage and health care costs.**



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The study is being undertaken in three stages

- **Stage 1 – Develop profiles of targeted groups utilising the population datasets available from the North West Adelaide Health Study [NWAHS].**
- **Stage 2 – Conduct semi-structured interviews with participants from the targeted groups**
- **Stage 3 – Conduct a national epidemiological population-based survey of people with chronic conditions informed by and analysis of findings from Stage 1 & 2.**



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NWAHS Profiles

- **Used the NWAHS as a sampling frame to target specific groups of people living with chronic conditions and prepare a profile of these groups from the available datasets.**

Groups:

- **those who are aged 65+ years,**
- **aged < 30 years**
- **in the lowest SEIFA quintile,**
- **born in a non-English country,**
- **are Carers**
- **are Veterans**



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Profiles

- **Demographic profile**
- **Chronic condition profile**
- **Risk Factor profile**
- **Health care utilisation profile**
- **Medicine profile**
- **Medical Benefits Schedule (MBS) profile**
- **Pharmaceutical Benefits Scheme (PBS) profile**
- **Additional socio economic and demographic profiles**
- **Overall Health Status profile**
- **Quality of life profile.**



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We know ...

- **Although many argue that multimorbidity can be expected for those aged over 65 years of age, we also know that multimorbidity is a problem in younger age groups with over 40% of those having multimorbidity aged less than 60 years of age.**
- **The effect of early mortality cannot be under estimated.**
- **It is imperative we have more primary care research across the life course for prevention and early intervention purposes but also because younger people fail to qualify for the typical geriatric care services that seems to be the focus for multiple chronic conditions.**



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Thank you

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