



## Public Health Research

Our research experience in the health sector is second to none. Ipsos-Eureka's consultants have conducted numerous projects on diverse topics covering public health interventions and communications, and health system issues. We have a comprehensive understanding of the Australian health system and of the views of Australians and health professionals on various health issues. We have considerable expertise in designing and conducting research that recognises the complexities and sensitivities involved in public health research.

### What we provide

Ipsos-Eureka Social Research Institute offers a wide array of social research methodologies. We have expertise in designing, managing and conducting qualitative and quantitative research in the context of health, including:

- campaign development and evaluation
- communications strategies
- attitudinal and behavioural research
- policy and program development and evaluation
- monitoring and tracking
- service quality evaluation
- research with health professionals
- stakeholder and community consultation
- market segmentation studies
- literature reviews
- internet strategy and web development
- sponsorship evaluation

We work in strategic partnership with our clients. For example, Ipsos-Eureka Social Research Institute is part of The Cancer Council NSW's expert panel of social change and social marketing strategists.

### Experience in public health

Over the years, our consultants have provided research expertise in areas such as:

- nutrition, physical activity, and obesity prevention
- UV exposure and skin cancer
- illicit drugs and alcohol
- health effects of stress
- chronic disease management, including asthma and glaucoma
- secondary prevention of heart disease
- cancer prevention
- tobacco control
- altruistic health behaviours (donation)
- health workforce planning
- patient health resources
- practices among health professionals

## Expertise

All team members have tertiary qualifications and extensive experience in public health research. Our consultants keep abreast of new developments in public health and social research through conferences, courses, seminars, industry journals, and participation in relevant associations such as the Public Health Association of Australia.

## Clients

Our clients include government departments, NGOs, consumer groups and peak bodies. These have included: *Department of Health and Ageing, NSW Health, Cancer Institute NSW, Cancer Council NSW, Heart Foundation of Australia, Asthma Foundation NSW, CSIRO, and the Clinical Excellence Commission.* Ipsos-Eureka is a preferred supplier for many of these clients.

## Published work

Our consultants frequently give papers at national and international conferences. We have presented and published work conducted on behalf of many of our clients. Some research reports are available online:

### **Lifestyle and Cancer Factors**

[http://www.cancerinstitute.org.au/cancer\\_int/publications/pdfs/pm-2007-01\\_cancer-and-lifestyle-report-2007.pdf](http://www.cancerinstitute.org.au/cancer_int/publications/pdfs/pm-2007-01_cancer-and-lifestyle-report-2007.pdf)

### **Understanding and Influencing Blood Prescription**

[http://www.cec.health.nsw.gov.au/pdf/blood\\_watch/EurekaReportonBloodPrescription.pdf](http://www.cec.health.nsw.gov.au/pdf/blood_watch/EurekaReportonBloodPrescription.pdf)

### **Developmental Research for National Skin Cancer Campaign**

[http://www.skincancer.gov.au/internet/skincancer/publishing.nsf/Content/7FBE59F095363927CA25721F001C9E0A/\\$File/FinalReportSkinDev29-03-06.pdf](http://www.skincancer.gov.au/internet/skincancer/publishing.nsf/Content/7FBE59F095363927CA25721F001C9E0A/$File/FinalReportSkinDev29-03-06.pdf)

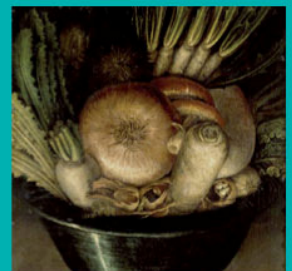
### **Asthma Awareness Communication Initiative:**

[http://www.health.gov.au/internet/wcms/publishing.nsf/Content/B4F4E678E88AA9EBCA25729000801CE2/\\$File/dev-research-report.pdf](http://www.health.gov.au/internet/wcms/publishing.nsf/Content/B4F4E678E88AA9EBCA25729000801CE2/$File/dev-research-report.pdf)

### **Youth Tobacco Prevention - Literature Review**

[http://www.health.gov.au/internet/wcms/publishing.nsf/Content/phd-pub-tobacco-literature-cnt.htm/\\$FILE/literature.pdf](http://www.health.gov.au/internet/wcms/publishing.nsf/Content/phd-pub-tobacco-literature-cnt.htm/$FILE/literature.pdf)

Up close we see certain details. But when we step back we discover something else.





## Past projects

Ipsos-Eureka has conducted wide-ranging studies in the field of public health. These diverse research projects include studies of children's exposure to tobacco smoke, cancer nursing services and cardiac patient care.

### **Children's exposure to environmental tobacco smoke**

Ipsos-Eureka conducted several research projects to assist in the development and evaluation of a campaign designed to reduce young children's exposure to environmental tobacco smoke (ETS) in the home and car. The research was conducted on behalf of a consortium of public health organisations, including The Cancer Council NSW, the National Heart Foundation, the Asthma Foundation, the Sudden Infant Death Association and NSW Health. The developmental research identified the relevant attitudes and knowledge that influence parental behaviours with respect to their children's exposure to ETS. The results of this research were used to develop guidelines for communication campaigns and other direct interventions aimed at reducing the effects of parental ETS on children. Subsequently, we were commissioned to undertake testing of creative concepts and promotional materials for the communications campaign.

Prior to the launch of the advertising campaign, Ipsos-Eureka conducted research to establish baseline measures of parents' current behaviours, attitudes and beliefs relating to children's exposure to ETS in the home and car. Following this, three rounds of evaluation research were conducted, to monitor progress of the campaign. Ipsos-Eureka presented this evaluation research at the National Tobacco Conference in April 2003, and again in 2005. Jenny Crawford, from Ipsos-Eureka, won a best paper award for the presentation of this research at the 2003 MRSA National Conference and during 2008, was invited to present the research at an NHS seminar in Glasgow.

### **Cancer Institute - Cancer nursing services review**

On behalf of the Cancer Institute NSW (and in consultation with NSW Health), Ipsos-Eureka conducted a statewide review of cancer nursing services under the Clinical Cancer Workforce Plan. We developed a baseline profile of the cancer nursing services and workforce in NSW, and investigated critical attributes that influence recruitment and retention of the current cancer nursing workforce. This multi-phase review encompassed a review of published research,

ongoing liaison with nurses up to Area Director level, an extensive facility-profiling exercise, exploratory and explanatory in-depth interviews with key stakeholders, focus groups, and a survey of cancer nurses. This review was particularly critical in the context of reported workforce shortages, identifying future issues for the sector and guiding workforce planning.

### **National Heart Foundation of Australia - Facilitating shared care in cardiac patients**

We completed research for the National Heart Foundation of Australia investigating the information and support needs of patients and their carers following a cardiac event. The research sought to identify patient information resources that would best facilitate ongoing shared care, and thus allow patients to take a more active role in managing their health. Ipsos-Eureka conducted qualitative and quantitative research with patients and health professionals which led to the production, refinement and roll-out of an information resource to over 70,000 people with heart health concerns.

## Our portfolio leaders

### **Ben Barnes**

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Ben has 13 years research experience and has presented and published research findings in the fields of health psychology and the psychology of emotions.

### **Julie Denney (formerly Dalziel)**

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Julie has significant experience managing large-scale quantitative health research. Her research experience includes tobacco control, illicit drug and alcohol use, physical activity, nutrition, obesity prevention, cancer prevention, organ and tissue donation, glaucoma, asthma management and health workforce planning.

### **Jenny Crawford**

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Jenny is a member of the Public Health Association of Australia and has presented and published work conducted on behalf of The Cancer Council NSW, NSW Health, Department of Health and Ageing, (then) Department of Industry, Science and Resources, and the Department of Family and Community Services.

Offices in Sydney, Canberra, Melbourne and Brisbane

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