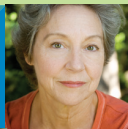




FREMANTLE WOMEN'S HEALTH CENTRE

*Services & Resources for Women's
Health & Wellbeing*

Annual Report 2013/14



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Welcome to FWHC

Introduction

Welcome to the Annual Report for 2013-14. This report summarises service provision, service developments and our achievements within the context of Fremantle Women's Health Centre's Strategic Plan 2011-14.

Our Vision

Communities which value and support women's health and wellbeing

Our Purpose

To improve the health and wellbeing of individual women and communities, through provision of services within the broad social model of health

Our Organisational Goal

To improve women's health and wellbeing in the south west metropolitan region through the provision of high quality, holistic and tailored prevention and primary health care, prioritising the needs of women with the highest risk of poor health

Our Values

- Honesty
- Fairness
- Respect
- Women-centred

Our Guiding Principles

Fremantle Women's Health Centre aims to ensure that services and facilities:

- are accessible and inclusive of all women regardless of age, ability, religion, culture, sexuality or socio-economic circumstances;
- are of high quality and based on established best practice information and experience;
- are professionally delivered;
- are provided by staff, supported to be reflective in their practice and to pursue training/development opportunities;
- respond to community needs, and support and promote prevention strategies;
- have integrity;
- maintain high ethical standards; and
- are transparent and accountable.



Chairperson's Report

Welcome to the 2014 annual report, it is a pleasure and a privilege to report on the achievements of Fremantle Women's Health Centre (FWHC).

I have been involved with the FWHC Board since 2008 and each year I am impressed with the centre's ability to provide new programs and extend existing ones to provide more services to more women.

This year again we have seen an increase in outreach work and in the number and diversity of health promotion activities. We have seen the introduction of new services, health promotion activities, partnerships and collaborations and new funding to support some of these developments.

Client survey results continue to indicate that women feel supported and comfortable in accessing FWHC services. This is a credit to the professional and welcoming attitude of the staff.

The Board have welcomed one new member this year and have been focused on developing good governance practices and the new strategic plan for 2014-2017 with a business plan for 2015. We acknowledge the support from Lotterywest to engage consultants to assist us in this process. Extensive consultation was undertaken to make sure this plan reflects the collective wisdom of clients and their families, staff members, Board members, funders and other stakeholders. Thank you to board members and senior staff who generously gave their time and expertise.

Thank you to the many agencies and partners, funding bodies and community members who have supported FWHC this year and we look forward to continuing these relationships.

Thank you to the staff for their dedication and commitment to FWHC and better health outcomes for women. This dedication and professionalism has consistently returned very high client satisfaction ratings.

On behalf of the Board, I thank the director Diane for her professionalism and dedication to advocating for better health outcomes for women. It continues to be a pleasure working with Diane.

And finally, my thanks to all the Board members who have made significant contributions at meetings and working on subcommittees to support the strategic and operational development of our organisation.

Diedre Timms



Director's Report

It is my great pleasure to report on Fremantle Women's Health Centre's many achievements for 2013-14:

- Provision of a range of women's health and wellbeing services - health promotion, preventive and treatment services - with new services and activities in all three areas
- Expansion of nursing services, outreach services, and a much expanded health promotion program
- Utilisation of collaborations and partnerships with other organisations and small grants to cover additional expenses for many of these service extensions
- Good governance, involving recruitment of new board members according to the skill set required, and a board evaluation process that resulted in new policy and procedure development
- Sound financial management with a budget surplus and the auditor's governance and management letters confirming appropriate and effective governance and financial processes in place
- Increased income from sustainability funding (component II) to recurrent Mental Health Commission funding, a Lotterywest grant for organisational development, and small grants from state government for outreach services
- High quality health services evidenced by a high level of satisfaction expressed in the annual client satisfaction survey, client evaluation forms and feedback from referring agencies
- Better use of premises in combination with outreach services as a response to the size limitations of our building
- Establishment and maintenance of formal service partnerships, project partnerships and close working relationships in order to extend the range and volume of services on offer from our premises and in the community
- Profile raising through public relations, networking, website, Facebook page, and youth ambassador pilot project to augment a well-established word-of-mouth reputation and self-referral history
- Engagement with target groups of women - indigenous, young, culturally and linguistically diverse, with young children, with mental health issues, older, with a disability, and carers
- Establishment and maintenance of strategic partnerships in the women's health sector to further the interests of women's health

As always my thanks go to our compassionate, skilled and hard-working staff members who continue to provide high quality health services to women in the region. I am also blessed to have very supportive, capable and dedicated Board members, who this year have committed considerable time and expertise to our recent strategic planning process.



I would like to gratefully acknowledge the ongoing funding support from the WA Department of Health (Women's Health Policy and Projects Unit, Women and Newborn Health Service) and the Mental Health Commission, and grants from Lotterywest, Department for Communities and the WA Cervical Cancer Prevention Program.

Diane Snooks

Women's Health & Wellbeing Services

Fremantle Women's Health Centre (FWHC) continues to provide a range of health promotion, preventive and treatment services and resources in the area of women's health. These include medical, physiotherapy, counselling, health education and group activities, with a crèche facility for some groups and appointments.

Demand for services continues to be high and FWHC is well utilised. There was an increase in women attending appointments with medical practitioners, with 1494 women attending 2459 appointments. Clinical nurses saw an increased number of women, 1002 women for 1212 appointments. Nurses also provided health information and gave test results to 1248 women by phone and at the Centre, a similar figure to the previous year. Counsellors provided services to 238 women with a total of 1105 counselling sessions (face-to-face and phone), which was a decrease but after a substantial increase the previous year. The program of group activities continues to offer a mix of regular ongoing groups with some new groups to meet the changing needs and interests of clients. This year has seen further expansion of the program of health promotion events.

Our Staff

FWHC services were provided by well qualified, experienced, caring, female health professionals, management and support staff, including a full time Director and twelve part-time staff (6.2 FTE in total). During the year there were no resignations, but a new vocationally registered medical



practitioner commenced just prior to the end of the year. At 30 June 2014 staff members included:

Director	Diane Snooks
Manager Clinical Services	Dawn Needham
Medical Practitioners	Marie Dittmer
	Jane Hanrahan
	Diane Faulkner-Hill
	Alida Lancee
Clinical Nurses	Selena Geyer Mavrick
	Sandra Le Sueur Hindmarsh (casual)
Senior Counsellors	Lisbeth Sundqvist
	Karoline Werner
	C. Gally McKenzie
Receptionists	Ali Bouquey-Murray
	Amanda Lewis
Administrative Assistant	Rebecca Cock
Resources & Crèche Coordinator	Linda Wilshusen

To minimise the incidence of preventable illness and disease

Prevention remains a strong focus for our services, with at risk client groups such as Aboriginal and young women targeted with special services and campaigns. The nurse's role has been expanded to provide more preventive services.

FWHC maintained ongoing provision of cervical cancer screening (Pap smears); breast cancer screening; sexually transmitted infection (STI) screening; blood pressure, obesity, diabetes and cholesterol checks; and quit smoking information and advice. Cervical cancer screening remains the most predominant presenting issue for the medical services (19.4%).

As well as appointments available with doctors for cervical cancer, breast and STI screening, FWHC continued to run a weekly nurse's



Pap smear, STI screening and diaphragm fitting clinic.

New services included the addition of a second weekly nurse's Pap smear clinic at FWHC when doctors were on leave; a fortnightly outreach nurse's Pap smear clinic for Aboriginal women in Hilton; and a nurse's walk-in STI service at FWHC.

To support women's physical, mental and emotional health and wellbeing

Professional, personalised, empathic medical and counselling services are central to what we provide and what we are best known for, and we also have a program of group activities that supports women's wellbeing.

Women's health services provided by FWHC's doctors and nurses include not only preventive screening services but treatment and referral services for chronic medical problems; contraception; mental health issues; breast issues; STIs; menstrual, menopausal, vaginal, urinary tract, vulval, pelvic, cervical and ovarian problems; relationship/sexual issues and pregnancy. Compared to last year there were increases in Pap smears and contraception issues with decreases in mental health issues.

FWHC counsellors provide short term counselling (up to 10 sessions) for both general issues and perinatal mental health issues. Perinatal issues include stress, anxiety and depression during the antenatal and postnatal periods. General counselling issues include depression, stress and anxiety, relationship problems, domestic violence, trauma, parenting concerns, bereavement and loss, and low self-esteem. The majority of clients presented with high prevalence mental health issues (depression and anxiety) and relationship issues. There was an increase in clients presenting with anxiety and a decrease in clients presenting with relationship issues.

FWHC has a crèche facility that provided child minding for the weekly postnatal support group at FWHC and on Tuesday mornings for appointments. The use of the crèche is limited because of limited resources to staff the facility. FWHC made good use of volunteers under the supervision of our crèche coordinator to enable this service.

The program of group activities included several weekly ongoing groups - a postnatal therapeutic support group (for those with postnatal depression and anxiety as an alternative to individual counselling), a Portuguese Women's group, a Wise Women (over 50s) exercise group, and two Overeaters Anonymous groups. Short-term groups included four massage courses, four Yoga groups, and six yoga workshops.

New initiatives during the year included two new services and a new series of workshops operating from our Fremantle premises, and a new service and two new groups provided on an outreach basis. These were the result of the development of partnerships, and successful applications for small grants.



Fremantle premises:

- Carers WA Counselling Service commenced Tuesdays on a fortnightly basis in January 2014, providing counselling to carers in our region.
- Silver Chain Continence Management Advice Service commenced Mondays on a weekly basis in March 2014, providing the services of a continence nurse to older women and women with disabilities.
- A series of six yoga workshops focussed on pain management.

Outreach:

- A nurse's Pap smear clinic for Aboriginal women in Hilton commenced April 2014 and will operate on a fortnightly basis for a six month period.
- A nine week postnatal support group was run in Coolbellup from June to August 2013.
- The Transitioning Boomers group, which is a monthly group supporting and providing health information to women over 45 years of age in Atwell, commenced in March 2014.

To engage in positive, tailored health promotion

FWHC provides health information and education in a variety of ways. Our nurses provide a telephone health information service as well as providing health information and education to walk-ins and in consultations. It is also a feature of the work of medical practitioners and counsellors. We have a comprehensive library of books for loan, a large range of up-to-date pamphlets, and health journals / magazines for reading in the waiting room. Regular health promotion events / campaigns are organised for groups of women, and displays at FWHC highlight particular health issues.

A strong program of tailored health promotion activities was maintained with a substantial expansion into new events and collaborations with other agencies. In order to maximise the number of women receiving health information and education, there were fewer presentations at FWHC, more involvement with regional events, more presentations to existing client groups of local services and educational institutions, and more collaborations with other organisations. There was an increase in event numbers compared to last year. These included seven repeat events that had been very successful and were in high demand, together with 16 new events.

During the year the health promotion events included:

- **Events organised by FWHC** - Buster Fun Bus Location event (collaboration), Walk for Health for Stay on Your Feet Week, Fremantle Women's Health & Wellbeing Day (collaboration),



Yarning Day for Aboriginal women, Pamper Day for Postnatal Depression Awareness week, International Women's Day;

- **Presentations given** at One Stop Shop for over 55 age group (2 presentations), Wyn Carr House Refuge, Sexuality & Healthy Relationship Seminar at North Lake Senior campus, Zonta House Refuge Positive Pathways Program and Positive Pathways Women's Wellness Day (2 presentations), Aboriginal Reference Group Cockburn, Aboriginal Mums & Bubs Support group at Willagee;
- **Stalls provided** at NAIDOC event, Health & Wellbeing Day North Lake Senior Campus, Morning for Parents at The Meeting Place, Orientation Day Fiesta at Notre Dame University, Festival Day at Murdoch University, Fremantle Aboriginal Health Day, Over 55 Healthy Lifestyles Expo, Mental Health Forum at Success.



Yarning Day for Aboriginal Women

Operational Excellence & Sustainability

To achieve good governance and effective financial management

Over the course of the year the Board carried out a program of self-review, using the ASX Corporate Governance Principles and Recommendations as a framework. This process was aimed at clarifying and improving our governance practices, maximising our Board effectiveness and identifying ways to assist Board member development.

This exercise proved very effective and resulted in several key improvements including:

- development of a skills audit of Board members to aid in Board training and targeted recruitment;
- development of new policies in financial management, risk management and Board ethics, as well as improvements to our privacy policy;
- strengthening of the Board code of conduct; and
- development of a mentoring process for new Board members.

The Board has made a commitment to carry out self-evaluation every 3 years just prior to our strategic planning process.



Following a resignation, a new board member with domestic violence expertise was recruited in line with our policy of recruitment according to the skill-set required in order to achieve the best possible appointments to the board and the best balance of skills.

Strategic direction was provided by the Board and Director, with the Director reporting on progress against the objectives of our Strategic Plan 2011-14 and the Action Plan for 2013-14 to each monthly Board meeting. A Lotterywest grant enabled the engagement of consultants to facilitate a new strategic planning process. A Strategic Plan for 2014-17 and an Operational Plan for 2014-15 were completed.

Effective financial management was achieved with a skilled financial team and Board oversight – Treasurer (CPA qualified accountant), contracted accountant (CPA qualified), contracted bookkeeper and Director, all of whom have many years' experience working in the not-for-profit sector. A budget surplus for 2013-14 was achieved and the Auditor's governance and management letters confirmed appropriate and effective governance and financial processes are in place.

Our Board

At 30 June 2014 the Board members were:



Diedre Timms

Chairperson, joined the Board in October 2008

Diedre has over 20 years management and community development experience in the not for profit sector in rural and metropolitan environments. She has managed programs and organisations in the areas of disability, women's health, aboriginal health, aged care and community care. She is CEO of Volunteer Task Force. Diedre is a passionate advocate for social justice. Diedre is a graduate of the Australian Institute of Company Directors and has a Bachelor of Education.

Diedre joined the Board to support services to women by contributing to best possible governance for FWHC and supporting women in the workforce in the not for profit sector.



Pippa Worthington

Deputy Chairperson, joined the Board in November 2010

Pippa's professional experience is in marketing, community engagement, coaching and volunteer management in the education sector and with not for profit organisations. She has worked both here in Western Australia and in Ireland, and has also run her own consultancy assisting people to make positive change in their lives. Pippa has a Bachelor



of Commerce in Marketing and Management.

Pippa joined the Board as a way to contribute to the local Fremantle community particularly in her interest areas of women's interests and mental health.

**Trish Cowcher**

Secretary, joined the Board in April 2011

Trish has worked for many years in the community sector as a campaigner and political activist on local, national and international campaigns and advocacy. She has also been a board member of Oxfam Australia. Trish has a Bachelor of Arts in Politics and Women's Studies.

Trish joined the Board to work with women in the community sector to provide safe affordable health services for women, particularly those most marginalised or not able to access the current health system.

**Tracey Ford**

Treasurer, joined the Board in February 2010

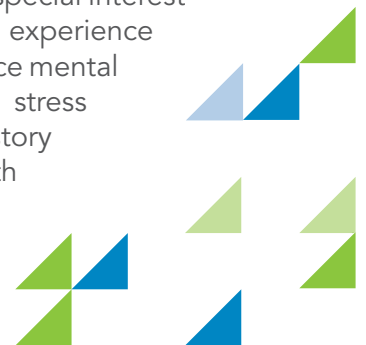
Tracey works for Perth South Coastal Medicare Local as the Chief Financial Officer and has over 10 years' experience in accounting for the not-for-profit sector. Tracey is a CPA qualified accountant, a graduate of the Australian Institute of Company Directors and has a Bachelor of Commerce and a Graduate Diploma in Accounting.

Tracey joined the Board in order to use her skills to contribute to the community and ensure the organisation is the best it can be.

**Jane de Lacy**

Member, joined the Board in 2005

Jane has over 20 years' experience working in mental health services in both inpatient and community settings. She is a Clinical Social Worker with a special interest in the social determinants of women's health. Jane has had extensive experience providing clinical support to women with both severe and high prevalence mental disorders such as depression, anxiety and complex post-traumatic stress disorders often associated with family and domestic violence or a history of abuse. Jane is currently employed by Fremantle Adult Mental Health Service as a Senior Social Worker and Community Liaison Officer for



Women at Risk. Jane has a Bachelor of Arts and a Bachelor of Social Work.

After a long professional association with Fremantle Women's Health Centre, Jane joined the Board to contribute further to the development of women's health services in the local community.



Nicola Smith

Member, joined the Board in April 2012

Nicola is a qualified lawyer who specialises in Family Law with additional experience appearing in the Supreme Court of WA on Inheritance Act Matters. Nicola also volunteers at the Fremantle Community Legal Centre to ensure that legal advice is available to everyone, not just those who can afford to pay for it.

Nicola joined the Board to do her part to ensure that quality services are accessible to all people, especially women.



Veronica Taylor

Member, Joined the Board October 2012

Veronica is a Registered Nurse and Midwife. She has been practising as a midwife for the last 25 years. Veronica works locally in East Fremantle. She currently coordinates the antenatal care (job-sharing) of 1300 women a year.

Veronica has had a long standing interest in women's health especially that of women from a non-English speaking background.



Emma McCormack

Member, Joined the Board May 2013

Emma is a risk consultant with Ernst and Young who is working towards her actuarial qualification. She is very active in the community having been a Girl Guide Leader for several years, a John Curtin Leadership Academy alumna, Secretary of the Young UN Women Australia Perth committee, a long-term volunteer with Useful Inc and participant in the inaugural Young Leaders in Aged Care program. She has a Bachelor of Science (Actuarial Science) (Honours).

Emma is passionate about the empowerment of women and recognising that women's needs differ from men's particularly in the



area of health.



Gillian Ling

Member, Joined the Board in October 2013

Gill is a Professional Counsellor, Educator and Manager with over 20 years of national and international experience in the management of women and children's issues. Gill's key expertise is in the areas of domestic and family violence, suicide and crisis situations resulting in homelessness. She has additional experience in Aboriginal affairs, immigration, trauma and first response counselling, and drug and alcohol abuse. She is also an accredited LGBTI trainer.

Gill joined the Board in order to further her interest in advocating for women's issues, health and wellbeing, as well as to provide specific knowledge in her specialist area.

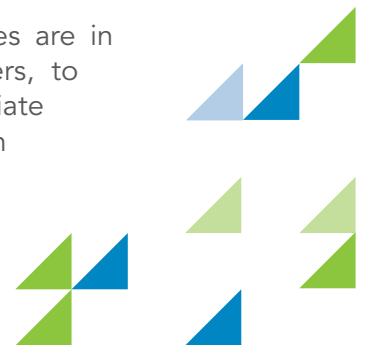
To increase income from existing and new sources to improve & expand services & programs

FWHC received a sustainability increase in our recurrent funding for the perinatal mental health counselling service and was successful in grant applications to Lotterywest and two state government departments, enabling organisational development and delivery of outreach services.

Our tender to Mental Health Commission achieved a new four year contact with the addition of component II sustainability funding. A Lotterywest organisational development grant was used to engage consultants to facilitate a new strategic planning process and develop a Strategic Plan for 2014-17 and Operational Plan for 2014-15. A grant from Department for Communities (Early Years Activity Grant) provided funds for some of the extra costs associated with facilitating an outreach postnatal support group in Coolbellup – group and crèche room hire, and some of the costs of crèche workers. A WA Cervical Cancer Prevention Program grant was used to establish a fortnightly nurse's Pap smear clinic for Aboriginal women in Hilton for a 6 month period.

To deliver high quality, cost effective health services

FWHC aims for optimal management of human resources. Processes are in place to recruit the best professionals, support staff and volunteers, to provide orientation and relevant on-going training, to provide appropriate supervision and annual performance reviews so that high quality health services can be maintained.



There were no staff resignations this year, an indication of high staff morale, harmonious and effective working relationships, and this was confirmed at performance appraisals. After a long period of trying, we were able to recruit an additional vocationally registered general practitioner in June and already this has reduced wait times for appointments. The clinical nurse recruited last year for relief is a Pap smear provider and so we were able to employ her for the outreach Pap smear clinic for Aboriginal women. FWHC makes effective use of a small number of volunteers to support staff and services. This year we have had two youth ambassadors, several volunteers in the crèche, volunteers providing free yoga groups, doing garden maintenance, assisting with mail-outs of our quarterly newsletter and scanning reports and letters into electronic medical files.

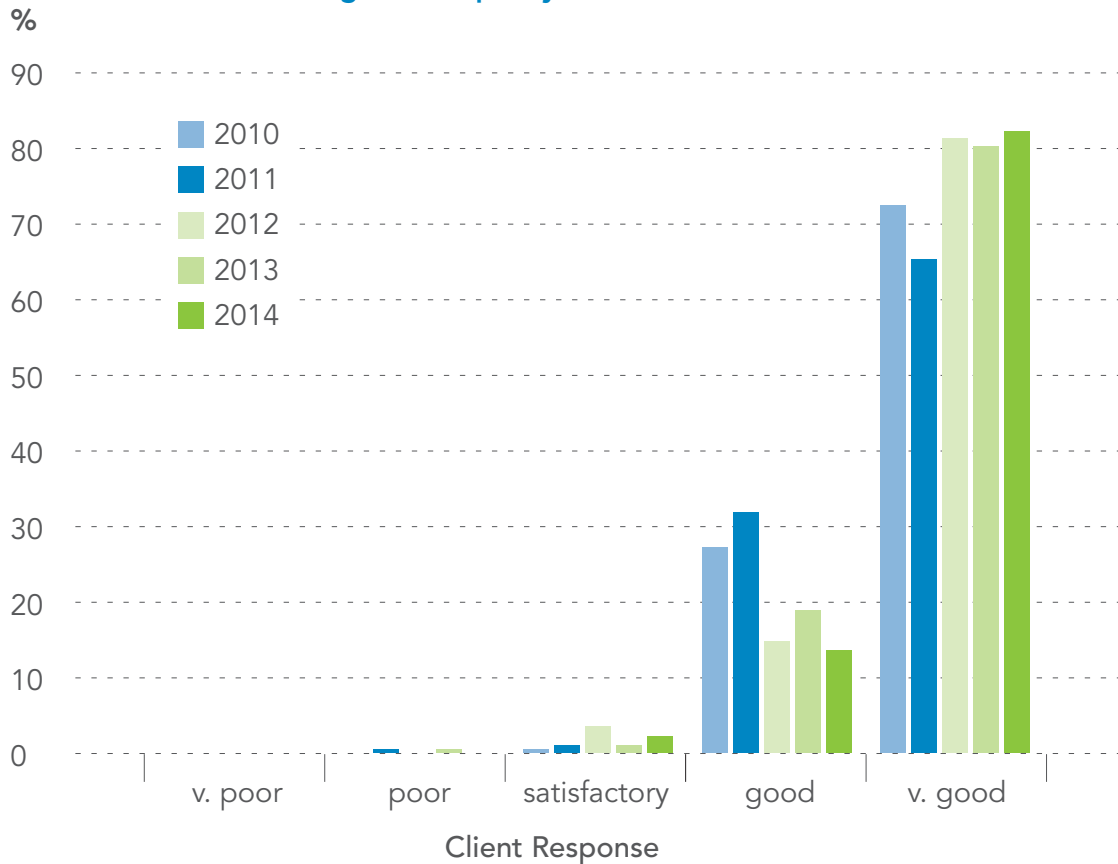
An increased training budget for staff was maintained and FWHC took advantage of low cost training provided by WACOSS (to member organisations) and Department of Health, no cost training provided by City of Cockburn and sponsorships for some training options.

On-the-job training is an ongoing process for support staff so that they learn each other's jobs and are able to relieve when staff take personal and annual leave. This is particularly important in a small organisation where there is only one or two staff in particular roles. Comprehensive and detailed reception and administration procedures assist new and relief staff. Medical, nursing and counselling procedures and assessment forms are regularly reviewed and improved. New Workplace Safety and Health, and Client and Staff Protection policies were developed and OSH is a standard item on staff agendas.

FWHC consistently gets feedback from clients and other agencies about the high quality of the services provided. The annual client satisfaction survey was conducted between April and May 2014 with 130 responses. The results indicate continuing satisfaction with the quality of services provided by FWHC, with 96.9% of respondents giving overall ratings of the services in the two top categories - very good (82.2%) and good (14.7%), on a five point rating scale ranging from very poor to very good. 100% said they would use our services again. Ratings for individual services were also high with combined very good and good ratings of 97.4% for receptionists, 100% for nurses, 100% for counsellors, and 100% for doctors. Respondents described the centre as homey, comfortable, relaxed and safe. Staff were described as friendly, cheerful, compassionate, kind, professional, knowledgeable, informative, take the time to listen, understanding, accepting, supportive, sensitive to gender and cultural issues, respectful, and non-judgmental.



Client Satisfaction Survey Results 2010 - 2014
Overall rating on the quality of services received at FWHC



General counselling clients were asked to complete an evaluation form at the end of their individual counselling. Clients who completed the evaluation form reported that their mood/affect was improved (51.6%) and much improved (45.2%) and that they were better prepared to manage their issues (25.8%) and much better prepared (71%). Perinatal counselling clients were asked to complete the Edinburgh Postnatal Depression Scale (EPDS) and an evaluation form at the end of their individual counselling. EPDS scores showed reductions in anxiety and depression. Clients reported that their mood was improved (44%) and much improved (56%) and that they were better prepared to manage their issues (33%) and much better prepared (67%).

Clients described what the counsellors did that was helpful as being good listeners, person-centred, attentive, non-judgemental, helping them to feel comfortable, helping them understand themselves and their issues, providing strategies and tools to deal with situations and issues,



providing a space in which they could express feelings and have their feelings validated, encouraging a clearer perspective and more positive approach, fostering self-acceptance and self-worth, supporting strengths, helping them to feel normal and not alone, and assisting change / improvement.

Perinatal counselling clients were also asked to complete the EPDS and an evaluation form at the end of their group participation. EPDS scores confirmed reductions in anxiety and depression. In the evaluation forms, group participants reported that they valued experienced guidance helping the group to feel safe, practical exercises to take away, getting ideas about coping mechanisms, acquiring tools for dealing with situations, the space to talk and be listened to with an understanding group of people, learning new ways of coping.

There has been an ongoing process of continuously improving efficiencies and cost effectiveness in the delivery of services. This has included improved medical appointment systems to ensure client numbers and income, non-cancellation fees to reduce DNAs and wait-lists, sourcing lower cost medical and other supplies, re-negotiation of supply contracts to reduce expenses, and use of a volunteer to progress the elimination of hard copy medical files.

To ensure infrastructure, including accommodation for centre-based and outreach services and programs, that enables access for women most at risk of poor health supported by effective and efficient operations

This year there has been a continuing focus on making optimal use of our current premises and providing outreach services as a way of maximising service provision given the limits of our building. Services on Fridays have expanded to include reception, counselling, private psychology, and medical clinics with our newly recruited VR doctor. The group room, crèche and nurse's room double as counselling spaces when we have two counsellors working the same day. Appropriate venues were sourced – Meerilinga Parenting and Family Centre in Coolbellup, Cockburn Family Support Services in Atwell and Hilton Community Health Centre – for our therapeutic support group, Transitioning Boomers group and nurse's clinic outreach services.

The crèche has been renovated this year and major building maintenance work on the main building is planned for next year.

During this period the Director has continued to investigate some possibilities for alternative and larger premises and co-location with other organisations.

This was the first year of operation for our database and although there have been teething problems it will ultimately mean more efficient collection and recording of data for planning and reporting purposes.



To operate to recognised women's, community, and primary health sector best practice standards

FWHC operates to recognised standards as an organisation and continues to focus on best practice in medical and counselling service provision.

FWHC is guided by the Women's Health Standards, but is not required to report against these. We report against the National Mental Health Standards – annual self-assessment and improvement plan – in relation to the perinatal counselling services.

Evaluation forms have been developed and implemented for all individual and group counselling, and counsellors adopt a person-centred recovery approach

Medical services adhere to various clinical guidelines: RACGP Standards for General Practice, RACGP Guidelines for Preventive Activities in General Practice, FPWA Sexual Health Services Clinical Guidelines, Sexual Health and Planning Australia Contraception Clinical Practice Guidelines

Relationships & Partnerships

To strengthen existing partnerships and build new relationships which enhance our ability to deliver relevant, accessible, effective and efficient services and programs

FWHC has done particularly well at establishing formal service partnerships, short-term project partnerships and close working relationships in order to extend the range and volume of services on offer from our premises and in the community in the area of women's health.

Partnerships with a formal MOU or agreement include Fremantle Hospital physiotherapy service, Fremantle Medicare Local ATAPS (Access to Allied Psychological Services) counselling service (these 2 have been in place for over 20 and 10 years respectively), Rachael O'Byrne Private Psychologist (2.5 years), Carers WA Counselling Service, and Silver Chain Continence Management Advice Service (the latter two are new for this year). These services all operate out of our Fremantle premises.

The partnership with Outreach Mental Health, which provided services funded by the Mental Health Nurse Incentive Program for women with severe and persistent mental illness, operated for 2 years till December 2013. This very valuable service unfortunately ceased as Jacqueline



Woods was no longer available and we were unable to recruit another credentialed mental health nurse in private practice, there are very few in Perth.

Short-term partnerships were established with Meerilinga Family Centre and Cockburn Family Services to provide outreach groups and Hilton Community Health Centre to provide an outreach Aboriginal Pap smear clinic.

Close working relationships during this period have included The Bump WA, Child Health Nurses, Kaleeya Hospital, Cockburn Family Support Services, and Aboriginal workers and services in the region.

Relationships with the Cities of Fremantle, Cockburn and Melville are maintained via Family Support Networking meetings, joint projects with City of Cockburn services, participation in The Meeting Place reference group and participation in the Domestic Violence consultation (both City of Fremantle).

The Director and Manager Clinical Services continue to be involved in a number of monthly, bi-monthly and quarterly regional networking meetings and working groups including the Family Support Services Network, the CALD Services Network, South Metro Mental Health Advisory Group (SuMMAt), South Metro Perinatal and Infant Mental Health Network, and the Fremantle Community Mental Health Collaborative Practice Working Group. The latter has continued to organise training sessions on collaborative practice and one on the Recovery Approach for professionals in the region. FWHC is also a member of the South West Metropolitan Partnership Forum.

In terms of health promotion, FWHC collaborated with many different organisations – local and state-wide, physical and mental health organisations, local government and educational institutions:

- Liaised with Aboriginal workers in the region to support Aboriginal women's attendance at the Yarning Day at Samson Park aimed at a relaxed environment in which women could discuss health issues and to promote the nurses Pap smear clinic at Hilton Community Health Centre.
- Collaborated with BreastScreen WA and The Meeting Place to organise The Fremantle Women's Health & Wellbeing Day at Hilton Community Centre. Ten other organisations were invited to have stalls - these included Heart Foundation, Continence Advisory Service, Fremantle Medicare Local, FPWA, Community Midwifery WA, City of Cockburn Healthy Lifestyles Programs, St John of God Murdoch Mental Health Services, Relationships Australia Fremantle, The Meeting Place and a local Naturopath.
- Collaborated with The Bump, From the Heart, and Buster Fun Bus to provide information on perinatal support services as well as free massages at a Buster location.
- Conducted a Valentine's Day Love Bugs (STI) campaign



aimed at young women and as part of this provided information at Notre Dame and Murdoch Universities orientation events.

- Provided presentations at the City of Fremantle One Stop Shop Program for the over 55 age group; Wyn Carr refuge; at Zonta House Positive Pathways program for women from various refuges in the region; Intensive English Centre (IEC), North Lake Senior Campus for their Healthy Relationships Seminar for migrants and refugees; Aboriginal Reference Group Cockburn; and the Aboriginal Mums & Bubs Support group at Willagee - a City of Melville program.
- Provided information stalls for a NAIDOC event organised by South Metro Public Health; Health & Wellbeing Day North Lake Senior Campus; Morning for Parents at The Meeting Place; Fremantle Aboriginal Health Day organised by City of Fremantle, South Metro Health Service and Walyup Indigenous group; Over 55 Healthy Lifestyles Expo organised by the Cities of Fremantle, Cockburn and Melville; and Mental Health Forum organised by City of Cockburn.

To achieve partnerships and/or mergers that enhance FWHC's role and positioning in the not-for-profit, community-based women's health services sector

Although consideration has been given to the possibility of FWHC merging with a compatible organisation to strengthen viability and sustainability and take advantage of cost savings through shared resources and economies of scale, the Board has decided that there are no compelling reasons to take action at this stage. However, we remain open to possibilities for the future.

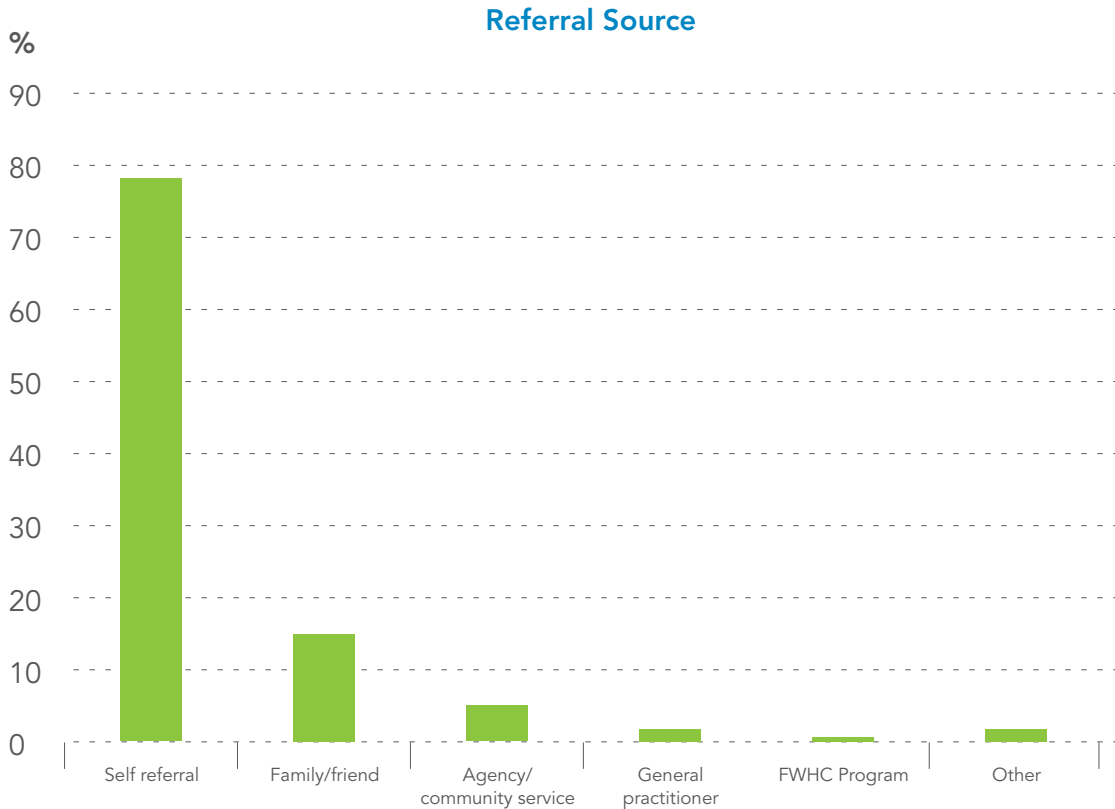
FWHC has built and continues to maintain a relationship with the Fremantle Medicare Local (FML) organisation through collaboration with the staff in the Healthy Minds, Healthy Bodies and Healthy Lifestyle programs for service provision, health promotion events, through participation in the Fremantle Community Mental Health Collaborative Practice Working Group. FWHC is a member of FML, we have entries in their medical services and mental health directories, FML ATAPS counselling service operates at FWHC and the Director has been involved in the recruitment of new ATAPS counsellors.



Marketing & Communications

To build awareness by raising the profile of our organisation

Having operated successfully at our premises since 1988, FWHC is well known in the region, as evidenced by the high number of self-referrals - 80% of medical, 82.1% of general counselling and 51.4% of perinatal counselling clients.



Nevertheless, considerable effort has been directed to further raising our profile through activities such as networking, collaborating, participating in regional events, giving presentations to community groups, advertising, and using our website and Facebook page.

The regional networking meetings and working groups that the Director and Manager Clinical Services participated in have assisted in raising FWHC's profile and promoting services, groups and events.

Extensive collaboration with other agencies over service provision, health promotion and group activities ensures the maintenance of FWHC's profile in the region. FWHC has also participated in several large



regional events and given presentations at local educational institutions and community agencies.

Distribution of promotional materials and quarterly newsletters to government and community organisations, articles and notices in local newspapers about services, events and groups help to increase visibility. The website provides information for clients and referring agencies and a new Facebook page has fostered client engagement.

Two young women engaged as Youth Ambassadors at the end of 2012-13 worked on projects in this financial year. The aim was to raise the profile of FWHC with young women in order to make our services more accessible to them. One youth ambassador promoted our services on Murdoch University and Notre Dame University campuses and facilitated our involvement in orientation events in February 2014. Our stalls were part of our Valentine's Love Bugs Campaign in which we provided information on sexually transmitted infections - prevention and treatment services. The second youth ambassador assisted us with health promotion events, did research on social media and helped us to set up the Facebook page. This went live on 17 February 2014 and we have had a good response.

To facilitate community engagement

FWHC has successfully engaged with target groups of women - indigenous, young, with young children, culturally and linguistically diverse (CaLD), with mental health issues, older, with a disability, and carers.

FWHC has continued to provide services and health promotion activities specifically for indigenous women. Relationships with Aboriginal workers and groups, and services with significant numbers of Aboriginal clients in the region have been built and maintained to support our projects.

Young women have been targeted with the work of our youth ambassadors, with establishment of our Facebook page, the Valentine's Love Bugs STI campaign, stalls at university campuses, presentations and stall at North Lake Senior Campus.

Our counselling focus on perinatal mental health and the provision of postnatal support groups with crèche facility have catered to women with young children.

FWHC has a high proportion of CaLD medical and counselling clients with 44.2% medical, 41.2% general counselling and 38.9% perinatal counselling clients born overseas. Presentations on sexual health and healthy relationships at Intensive Language School at North Lake Senior Campus targeted CaLD young women.

Mental health issues are the predominant presenting issues for counselling services. They represent 9.4% of the issues dealt with



by the medical staff and are raised in 18% of medical consultations. This year it was the fourth most common issue after Pap smears, chronic medical problems and contraception. FWHC doctors refer to our counsellors and write mental health plans with referrals to other counselling services and private psychologists.

FWHC has always had a high proportion of women in the 25-44 and 45-60 age groups, with a smaller percentage in the 60 and over age group (14.6% medical, 11.8% general counselling clients). With the addition of the Silver Chain CMAS service more women in the older age group and more women with a disability are using the Centre.

With the Carers WA Counselling Service operating from our premises more carers are being supported and becoming familiar with our other services.

To advocate and represent the needs and interests of women to improve women's health and wellbeing outcomes by building strategic partnerships

Strategic partnerships have been built and maintained in the women's health sector through the Director's involvement with various women's health sector meetings and projects.

During the year, the Director continued to build relationships with other Women's Health Services and to support and contribute to the women's health sector by participating in the Steering Committees for the 10 Point Plan Project and the WA Women's Health Network Project both funded by Lotterywest grants. The first aimed at progressing the recommendations of Women's Health Matter: A 10 Point Plan of Action for WA Women's Health & Wellbeing 2011-2015 that was written by the CEOs of the Women's Health Centres and the second project's aim is to establish a Network (peak body) to further the interests of the women's health sector. The Director has continued to meet with particular CEOs, and to participate in the Women's Health Sector meetings with the Women's Health Policy and Projects Unit, Department of Health.





FREMANTLE WOMEN'S HEALTH CENTRE

OUR TEAM 2014



Diane Snooks,
Director



Dawn Needham
Manager Clinical Services



Selena Geger Mavrick,
Clinical Nurse



Diane Faulkner-Hill,
Medical Practitioner



Marie Dittmer,
Medical Practitioner



Jane Hanshan,
Medical Practitioner



Alida Lancee
Medical Practitioner



Sandra Le Sueur Hindmarsh
Relief Clinical Nurse



Lisbeth Sundqvist,
Senior Counsellor



Karoline Werner
Senior Counsellor



Gally McKenzie,
Senior Counsellor



Linda Wilshusen
Co-ordinator Resources



Ali Bouquey Murray,
Receptionist



Amanda Lewis,
Receptionist



Rebecca Cock
Administrative Assistant



Doreen Wilkinson
Bookkeeper (Contractor)



Ronald Lucas,
Accountant (Contractor)