

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Supplementary Budget Estimates 2011-2012, 21 October 2011

Question: E11-443

OUTCOME 0: Whole of Portfolio

Topic: INDIGENOUS EAR DISEASE CAMPAIGN

Written Question on Notice

Senator Scullion asked:

Please provide more information about the Care for Kids Ears Campaign

Answer:

- The \$58.3 million Improving Eye and Ear Health Services for Indigenous Australians for Better Education and Employment Outcomes measure has three implementation components — eye health, ear health and trachoma. The National Indigenous Ear Health campaign comprises \$10.83 million of this measure.
- This national social marketing campaign is being implemented over four years (2009 - 2013), to increase awareness of the prevalence of ear disease and to highlight the importance of seeking and following treatment to prevent hearing loss in Aboriginal and Torres Strait Islander people(s). Developmental research informed the strategic approach of the campaign.
- The National Indigenous Ear Health campaign conveys positive and simple health messages to parents and carers of young children about the seriousness of ear disease, the link between ear disease and hearing loss, the importance of having children's ears checked regularly and the preventable and treatable nature of ear disease.
- The campaign primarily targets Aboriginal and Torres Strait Islander mothers and female carers, especially those with children under five years of age. Secondary target audiences include intermediaries such as health care workers and teachers and children aged five years and over.
- The campaign includes national awareness raising activities including media partnerships, a campaign website and targeted materials and resource kits for each of the target audiences. Campaign resources include kits for parents and carers, teachers and teachers' aides and early childhood groups. The development of these resources was informed by concept testing with the target audiences. This activity will be complemented by grassroots community engagement activities in the second phase of the campaign. The campaign does not include advertising.

- The campaign also includes coordinated media partnerships which will provide localised media content which may include television, radio interviews, talkback shows and outside broadcasts tailored for specific Indigenous communities.
- The campaign is being rolled out in several stages. The campaign website [www.careforkidsears.health.gov.au](http://www.careforkidsears.health.gov.au) was launched on 1 July 2011. Materials targeting mothers and carers, resource kits for early childhood groups and kits for teachers and teachers' aides were distributed from early July 2011 to mid October 2011. Requests for campaign materials received through the online order form are being fulfilled on an ongoing basis.
- A resource kit targeting health professionals is currently being developed, and is expected to be finalised in late 2011.
- The resource kit for health professionals will be distributed to Aboriginal Medical Services, General Practices, state government clinics specialising in Aboriginal and Torres Strait Islander health and members and affiliates of relevant health professionals' peak bodies.
- Evaluation of the campaign has commenced. Quantitative research was undertaken by the Cultural and Indigenous Research Centre Australia in July 2011 to provide a benchmark to track the effectiveness of the campaign on mothers and carers of young children.