

FEP 2025 Session 7: Health Promotion – Dr Alyce Wilson

Q1. The 2022 National Health Survey found that less than 5% of Australian adults and children met the Australian Guidelines for both fruit and vegetable recommendations (4.2 and 4.3% respectively).

You are a Public Health Physician in the Federal Department of Health, tasked with leading the development of a national social marketing campaign to encourage Australians to eat more fruit and vegetables.

How would you proceed?

Q2. Recent measles outbreaks have been reported in Australia and New Zealand, with many cases linked to international travel. These outbreaks highlight gaps in immunisation coverage and ongoing challenges with vaccine hesitancy across both countries. Post-pandemic, childhood and adult immunisation rates remain below desired levels, influenced by misinformation, complacency, and reduced trust in health authorities.

You are a Public Health Physician working in a regional public health unit. In response to these measles outbreaks, you have been tasked by your state government to design a 12-month strategy to strengthen vaccine confidence and increase MMR uptake in your community.

How would you proceed?

Q3. The Australian National Breastfeeding Strategy provides a national framework to support parents to breastfeed and to increase the number of babies who are breastfed. While most (90%) Australian women initiate breastfeeding, rates of exclusive breastfeeding decline in the following months, with only around 37.5% exclusively breastfeeding to 6 months.

You are a Public Health Physician in a local public health unit. A local council within your catchment has requested support to implement the Strategy's objective of increasing the number of breastfeeding-friendly settings and environments in their area.

How would you provide this support?