

A photograph of a group of Indigenous Australians, including men, women, and children, standing and sitting in front of a large, vibrant mural. The mural features traditional Indigenous patterns, including concentric circles, dots, and stylized figures in warm colors like orange, yellow, and red. The group is dressed in contemporary clothing, and the setting appears to be an outdoor area with a fence and trees in the background.

Unit: HLTH330 Assessment 3

Due: 6.1.20

Extension Date: 10.1.20

Unit Coordinator: Irene Ikafa

Word Count: 1381

• **NAME & STUDENT IDS:**

1. GABRIELA STAATS – 220182658
2. MILLY SHENNAN - 220167227
3. LAUREN NEILSON - 220181458
4. KAILA LAWS-KWAST - 220183420
5. JO RAPHAEL - 220184257



PURPLE
HOUSE

By Gabriela Staats, Milly Shennan, Lauren Neilson, Kaila Laws-Kwast & Jo Raphael

URL: <https://www.purplehouse.org.au>



Purple House & Their Goal - Gabby

- Purple House is an Aboriginal run health service in Alice Springs, which provide the Indigenous community with hemodialysis.
- They have 18 remote clinics in the Northern Territory and 1 dialysis truck.
- Each clinic provides dialysis, community and social support, general practitioner/primary health care, education and programs.
- Their goal is to treat Aboriginals who live in remote areas with dialysis to keep them connected and close to family, community and country.



Primary Audience - Milly

- The purple house project is aiming to reach all ages and genders of remote indigenous people.
- The primary audience of individuals this project is attempting to address is the indigenous community members who are needing dialysis treatment and do not wish to be away from their home, families or culture for too long.
- The audience for this project will be predominately indigenous Australians, both male and female who are suffering end stage renal failure however, attention should be paid to the younger generations as it is crucial, they are raised with an educated outlook on the risk factors of developing Chronic Kidney Disease.





Project Key Message - Milly

- The key message the Purple House project is aiming to get across is that they want to “Improve the lives of people with renal failure, reunite families and reduce the impact of kidney disease in our communities” (**Purple House, 2019**).
- The Purple House project is aiming to relay the information of the benefits in seeking dialysis treatment through a mobile truck that will allow patients from remote communities to have respite from mainstream dialysis centers.
- This project is aiming to educate and enlighten the indigenous community, so they are aware of the treatment available to them, such as the purple truck





Needs Assessment- Jo

- In 2012-13, almost 1 in 5 Aboriginal and Torres Strait Islander people aged 18 years and older had indicators of chronic kidney disease (CKD) (Australian Bureau of Statistics, 2014).
- Almost 9 in 10 Aboriginal and Torres Strait Islander people are actually unaware of their condition, meaning they can drastically decline before receiving any treatment/education about kidney health (ABS, 2014).
- Rates of chronic kidney disease were significantly higher in rural and remote areas within this population and this is evident as in 2012-13, around 3 in every 10 people had indicators of the disease (ABS, 2014). This compared to non-remote people who have 1 in 10 suffer (ABS, 2014).





Needs Assessment - Jo

- The Purple House initiative recognized a serious need for Kidney Health improvement after studying these statistics within a need's assessment.
- This assessment outlined the need for improved kidney functioning help and education to help promote the health of Indigenous Australians living remotely (The Purple House, 2019).
- In response to these issues, the Purple House campaign established the Purple truck which travels to rural communities to deliver health care, allowing Indigenous people to stay supported with their family.
- The Purple house is an effective campaign which is reducing the rate of CKD within these communities.





Principles of Health Literacy- Jo

1. Ensure public health information and services are appropriate, actionable and easy to understand and use.

- Professionals within this campaign try to educate whole community's, rather than set individuals as this allows more people to be educated.
- Most education is provided verbally, which is great as this is how most rural and remote Indigenous Australians communicate, and if it isn't verbal, it includes many artworks and aspects which make learning easier.
- Professionals reinforce the importance of healthy intake and physical activity and explain the effects these have on the body.

2. Involve representatives from your target audiences in planning, implementing, disseminating and evaluating health information and services

- The Purple House is an Aboriginal Community Controlled organization
- According to the Purple House (2019), there are directors who represent communities throughout the western desert and these individuals meet 4 times a year in Alice Springs to;
 - Make decisions about the running of the Purple House
 - Gather reports from staff about organizations and programs
 - Examine financial reports
 - Learn more about renal disease and what can be done to reduce its impact





Principles of Health Literacy- Jo

3. Develop key partnership to help facilitate change, influence behavior and generate interest in health literacy

- Health professionals involved include, a General Practitioner, a Podiatrist, Care Coordinators, Physiotherapists, Nurses and Social support people.
- These professionals work in partnership with the Indigenous Directors of the Purple House to be the positive change which is increasing health literacy skills of all Rural and Remote Australians.
- This partnership incorporates the action areas of the Ottawa Charter, with the main goal being, developing personal skills for the individuals receiving health care (WHO, 2019).

4. Support changes to improve public health professional's health literacy skills.

- Health professionals are required to understand some basic Aboriginal English which is an Aboriginal language that many Indigenous Australians communicate with
- The Purple House encourages health professionals to incorporate traditional Aboriginal aspects such as artwork and family importance to help educate their patients as these aspects spark interest and familiarity.

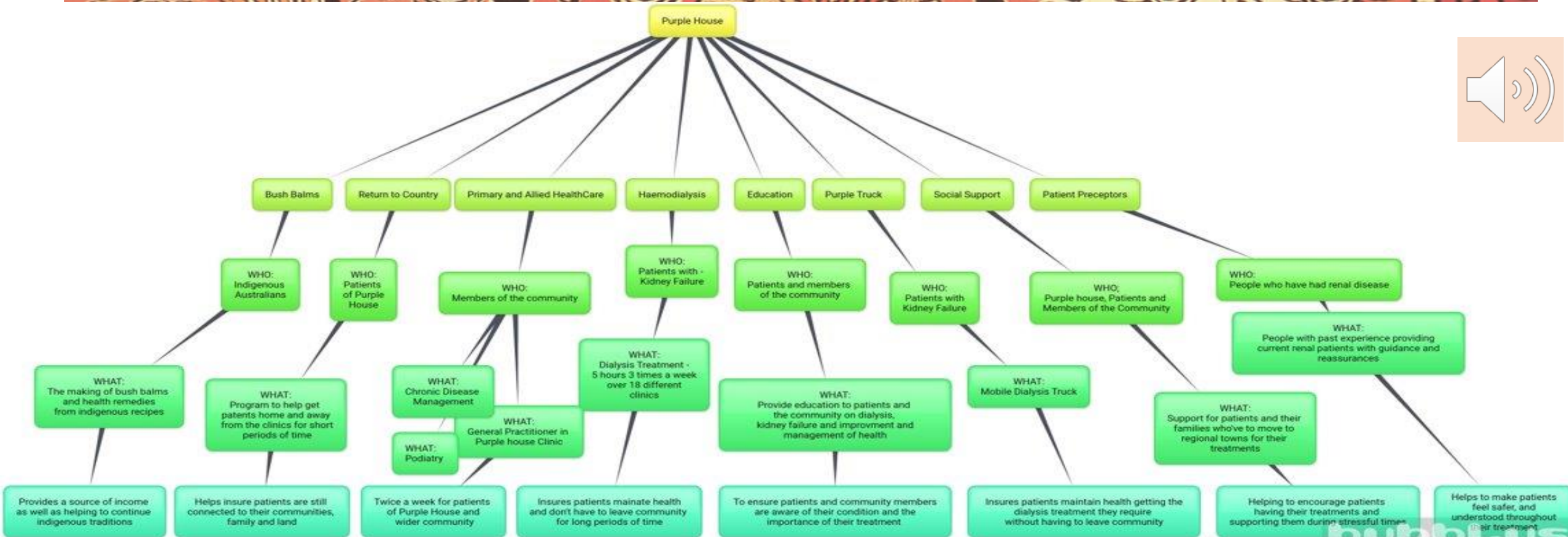




Objectives - Kaila

- Their main objective is to highlight the significance of maintaining a stable and healthy wellbeing
- Provide experiences from Indigenous Australians suffering from health problems and help guide others, allowing them to understand the lifestyle changes to maintain a healthy lifestyle
- Raise awareness of health problems in the Indigenous community as they are known to have a higher risk of health problems
- Educate Indigenous Australians on maintaining a healthy diet through their traditional foods
- Provide social support to those needing emotional support

Community Assessments - Lauren





National Health Priorities - Lauren


- Asthma
- Arthritis
- musculoskeletal conditions
- Diabetes mellitus
- Injury prevention and control
- Cancer control
- Obesity
- Mental health



WHO Principles of Health Promotion - Lauren

The purple house along with its purple truck offer and provide many of these health promotion strategies to improve the health in rural communities.

- **Health Literacy**- Provides education to patients, family and members of the community on the Purple House, its facilities, treatments and patient conditions.
- **Healthy Cities** – A program designed to aim health promotion at cities and communities so that health becomes a priority for the community as a whole
- **Social Mobilisation** – Social mobilisation is facilitated change of health, shown in the proven positive change in these community's health



Process Evaluation – Milly & Lauren

- By collecting and analyzing the information provided by the project site, it is evident that the outcomes of the Purple House's activities are very effective.
- Attitudinal barriers may occur as a result of cultural beliefs and values of indigenous people wanting to stay with close friends and family instead of partaking in this program and receiving dialysis.
- Knowledge based barriers can arise from limited health education in cultural communities causing less access to the activities provided by this project. People in remote communities often have a lower health literacy and insight into health information and health information, hence the importance of Purple House's approach to dialysis education, support and advice.
- By evaluating the process of Purple House's implementation of strategies the program is effective in achieving its goal.
- The Purple House shows a positive process utilizing all resources in the community to ensure its community members get the treatment they require





Summative Evaluation – Kaila & Gabby

- Evidence supporting Purple House's success in helping Aboriginal communities are their history and news tab.
- History identifies their development and expansion in their health service facilities since 2000.
- Their news tab showcases the latest awards and milestones which they have achieved.
- The purple house have successfully incorporated the Indigenous community as the directors are Indigenous hence, they are highly knowledgeable about cultural identity and how health integrates with that.
- In 2018, it was widely recognized by Medicare to fund these dialysis units in remote areas.





What We Would Do Differently - Jo

- As well as the mobile dialysis unit, provide a mobile GP clinic as family can surround the individual receiving care.
- Provide education to family and friends of the individual receiving dialysis, not just them alone. This promotes kidney health within a community as these individuals are aware of the damaging behaviors which effect kidney functioning.
- Increase the number of 'Purple Trucks', as they are so effective on an emotional and physical level.





Conclusion - Gabby

- Overall, the group has been able to recognize that this is an extremely important and successful health service which is helping the Indigenous community.
- After analysis and consideration of their success, the group believes that Purple House should expand to other Aboriginal communities in other states of Australia.
- Their special consideration of keeping patients connected spiritually and physically with their family, community and country is extremely important to Aboriginals and is a service which all Indigenous communities should have access too.





References - Kaila

- AIHW. (2017). *Aboriginal and Torres Strait Islander health performance framework (HPF) report 2017*. Retrieved from <https://www.aihw.gov.au/reports/indigenous-australians/health-performance-framework/contents/overview>
- Australian Bureau of Statistics (ABS). (2014). 4727.0.55.003 - *Australian Aboriginal and Torres Strait Islander Health Survey: Biomedical Results, 2012-13*. Retrieved from <https://www.abs.gov.au/ausstats/abs@.nsf/Lookup/by%20Subject/4727.0.55.003~2012-13~Main%20Features~Chronic%20Kidney%20Disease~113>
- Australian Bureau of Statistics. (2019). *National Aboriginal and Torres Strait Islander Health Survey 2018-19*. Retrieved from <https://www.abs.gov.au/ausstats/abs@.nsf/mf/4715.0>
- Kidney Health Australia. (2019). *Statistics*. Retrieved from <https://kidney.org.au/advocacy/guidance-and-tools/indigenous-health/health-statistics>



References - Kaila

- The Purple House. (2019). *What we do – The Purple House*. Retrieved from <https://www.purplehouse.org.au>
- The Purple House. (n.d.). *Our Story*. Retrieved from <https://www.purplehouse.org.au/our-story>
- The World Health Organisation (WHO). (2019). *Health Promotion*. Retrieved from <https://www.who.int/healthpromotion/conferences/previous/ottawa/en/index1.html>
- Wikipedia. (2018). *Purple House Alice Springs*. Retrieved from [https://en.wikipedia.org/wiki/Purple_House_\(Alice_Springs\)](https://en.wikipedia.org/wiki/Purple_House_(Alice_Springs))



Appendix - Kaila

- [HLTH330 Health Promotion Evaluation Worksheet 1.docx](#)
- [HLTH330 Health Promotion Evaluation Worksheet 2.docx](#)
- [HLTH330 Health Promotion Evaluation Worksheet 3.docx](#)