

ANNUAL REPORT COVER SHEET

for


UNITS, CENTRES & INSTITUTES

**Name of Unit, Centre or  
Institute:**

The Goodfellow Unit

**Name of Director/s:**

Prof Ross McCormick

Signed by:	
<b>Director</b> 	<b>Date</b> February 28, 2007

<b>Title of Unit, Centre or Institute</b>	The Goodfellow Unit
<b>Name of Director and Deputy Director</b>	Prof Ross McCormick (Director) Peter Huggard (Deputy Director)
<b>Names of Advisory Board Members</b>	Dr John Cameron (Chair) Deborah Ashley-Smith Dr Kim Bannister Nardia Brooke Assoc Prof Margaret Horsburgh Rose Lightfoot Michael Miller Shane Scahill
<b>Names of Management Committee Members</b>	Prof Bruce Arroll Prof Ross McCormick Peter Huggard Shireen Nanayakkara Mary Somervell
<b>Dates of Meetings (Goodfellow Advisory Board)</b>	27 February 2006 26 July 2006
<b>Dates of Meetings (Goodfellow Management committee)</b>	20 April 2006 20 Jul 2006 8 Nov 2006
<b>Names of Departments and participating members</b>	Not applicable

## **A. Introduction**

The Annual Report of the Goodfellow Unit 2006, has been prepared for UARC to comply with standard reporting procedures and for the Dean of the Faculty of Medical and Health Sciences.

This report provides information about Goodfellow Unit business development, external and internal partnerships, contracts, research and educational activities.

A five year strategy and forecast for 2006-2011 was endorsed by the Goodfellow Foundation in February 2006 and an action plan was implemented to address the strategic objectives. The Goodfellow Unit's goal is to be a leading provider of continuing professional education for primary healthcare professionals in New Zealand and to be the premiere web-based provider. Our success in achieving and retaining this position depends on our ability to strengthen existing partnerships and to forge new strategic partnerships, both external and internal, over the next year or two.

## **B. Plans and Objectives**

### **The Goodfellow Unit – Five Year Strategy 2006-2011**

The Goodfellow Unit is New Zealand's leading postgraduate primary health care education unit located in the Department of General Practice and Primary Health Care at the School of Population Health (SOPH), University of Auckland.

The unit specialises in technology and knowledge transfer using innovative learning modes for primary health care (PHC) practitioners. The teaching and learning programmes focus on attitudinal and knowledge shifts to unlock behavioural change for health professionals.

The Goodfellow Unit is currently focusing on initiatives such as web-based education modules, pre and post learning objects to enhance peer group learning and an annual continuing education symposium. The Goodfellow Club website is becoming a valuable resource for shared access by a range of health professionals as well as facilitating multi-disciplinary learning utilising innovative online learning.

The Goodfellow Foundation's support stems from a relationship formed between the Goodfellow family and the university in 1978 with initial funding by Mr Douglas Goodfellow to support general practice and to commemorate his father, Sir William Goodfellow.

The mission of the Goodfellow Unit is *"to enable primary health care professionals to continually enhance their knowledge"*. The Goodfellow Unit supports continuous improvement of primary health care in New Zealand especially the enhancement of knowledge by health professionals in general practice and other areas of specialised interest.

### **Purpose of the Goodfellow Unit**

The purpose of the Goodfellow Unit is to:

- 1) facilitate entrepreneurial and innovative advances in primary health care (PHC) that would not otherwise take place
- 2) support the Department of Primary Health Care and General Practice through the provision of post-graduate university courses
- 3) participate in research that is leading edge and evidence-based to inform teaching programmes
- 4) contribute to integrated approaches to health care that directly or indirectly benefit the public through innovative uses of technology

## Strategic Relationships

The Goodfellow Unit (GFU) has key relationships with the Royal NZ College of General Practitioners, NZ Doctor, the University of Auckland and UniServices Ltd. The GFU has a partnership with ACC for the provision of online resources to support ACC guidelines. The unit is progressively strengthening relationships with other potential partners such as primary health organisations (PHOs), health professional bodies, district health boards (DHBs) and selected technology and health education providers.

The membership of the Goodfellow Unit Advisory Board was reviewed during 2006 to better represent key stakeholders and strategic partnerships including RNZCGP, NZ Rural GP Network, PHOs/IPOs, general practice, nursing and pharmacy professions.

## Goodfellow Unit - Strategic Objectives

Strategic Areas	Long Term Objectives
<b>1. Market Position</b>	1.1 Strengthen the profile and image of the Goodfellow Unit nationally and internationally  1.2 Be recognised as the NZ leader in post graduate primary health care education and web-based flexible learning
<b>2. Education &amp; Training</b>	2.1 Deliver annual professional high quality symposiums that become a preferred continuing education event for PHC professionals in future years  2.2 Continue to expand the range of continuing education and professional development opportunities for PHC professionals  2.3 Conduct research into ways and means of facilitating postgraduate learning among PHC professionals  2.4 Develop continuing education packages and modules for targeted groups of PHC professionals
<b>3. Flexible Learning &amp; Delivery Modes</b>	3.1 Initiate opportunities for innovative flexible / online learning modes through the Goodfellow Club website  3.2 Improve the range and quality of flexible and online learning materials and courses for targeted groups  3.3 Introduce new products and services for sale over the

	internet
<b>4. Strategic Partnerships</b>	<p>4.1 Strengthen and expand existing partnerships and key relationships with professional associations, DHBs, PHOs and other health education providers</p> <p>4.2 Pursue new partnership models and funding arrangements</p> <p>4.3 Explore new contract opportunities and funding arrangements from MoH, DHB, ACC and other organisations</p>
<b>5. Growth</b>	<p>5.1 Expand national coverage of online/flexible learning offering to health professionals</p> <p>5.2 Identify suitable IT and education partners for global marketing of courses and modules</p> <p>5.3 Adapt and expand courses and modules to cater for offshore demand esp Asia and Pacific region</p>
<b>6. Revenue</b>	<p>6.1 Aim to double GFU's contract revenue in the next 3-5 years</p> <p>6.2 Grow a sustainable business for face to face training programmes</p>
<b>7. Capabilities &amp; Resources</b>	<p>7.1 Improve GFU's capability and technological infrastructure so the unit can respond to growth opportunities aligned with strategic direction</p> <p>7.2 Build internal School of Population Health alliances to increase GFU's capacity to be a partner in combined opportunities eg Maori, Pacific and Asian health initiatives</p>

**C. Staff and Postgraduate Students involved in the Goodfellow Unit**

Prof Ross McCormick, Director  
 Dr Stephen Adams, Senior Lecturer  
 Ms Yvonne Bray, Tutor  
 Ms Irene Chaudhari, Administrative Assistant  
 Assoc Prof Felicity Goodyear-Smith, Research  
 Dr Chris Hanna, Senior Lecturer  
 Ms Karen Hoare, Lecturer Nursing  
 Ms Cherry Hsu, Learning Technologist  
 Mr Peter Huggard, Deputy Director  
 Dr John Kennelly, Senior Lecturer  
 Dr Anne-Thea McGill, Senior Lecturer  
 Prof Rod McLeod  
 Dr Fiona Moir, Senior Lecturer  
 Dr Murray Reid, Senior Lecturer  
 Ms Perrin Rowland, Learning Technologist  
 Ms Mary Somervell, Business Development  
 Dr Phillip Wood, Senior Lecturer

## **D. Major developments and plans**

### **Business Development**

#### **Promotion**

A new GFU brochure and poster reflect the unit's strategic direction and provide up-to-date information on the range of services offered. The new GFU branding is consistent with the look and feel of the revamped Goodfellow Club website. The Goodfellow Unit (GFU) and the Department of General Practice and Primary Health Care's stand at the RNZCGP conference in August 2006 attracted considerable interest in our post graduate and continuing education offerings.

#### **Goodfellow Symposium**

Planning for the 2007 Goodfellow Symposium commenced in late August 2006 after appointing The Conference Company to assist with organising the event. This annual event will retain an emphasis on offering practical skills and techniques with latest updates on clinical topics. Following the success of last year's inaugural event, we are targeting a larger number of 200-250 delegates, a wider range of health professionals (doctors, nurses etc) and we expect to attract more sponsorship support. Counties Manukau DHB, Mercy Ascot and Mundipharma confirmed their sponsorship by December 2006.

#### **External Partnerships**

The Auckland Faculty Board of RNZCGP accepted a proposal from the Goodfellow Unit to develop two continuing education packages to support peer group learning delivered by PHOs in the Auckland region.

Mercy Ascot is interested in extending their partnership with the Goodfellow Unit beyond sponsorship support at next year's symposium. For example, GFU is exploring opportunities to endorse Mercy Ascot's specialist continuing education seminars during the year.

We are working with AUT's Department of Rehabilitation and Occupational Studies to jointly develop online case studies hosted on the Goodfellow Club site. This will create opportunities for multi-disciplinary learning for doctors and physiotherapists as well as involving a dedicated section of the site for physiotherapists.

Discussions are well advanced with Procure and Healthwest PHOs for joint work on flexible learning modules to support peer group learning.

The NZ Rural GP Network nominated 2 representatives on the Goodfellow Advisory Board and the network is keen to look at distance learning options that GFU can offer to their members through the Goodfellow Club website and other flexible delivery modes.

#### **Internal Partnerships**

Considerable interest has been expressed by the Audiology Department at SOPH for a joint project to provide web-based courses for audiologists on a dedicated section of the Goodfellow Club site as well

as learning modules for GPs on hearing related topics.

The Goodfellow Unit endorsed the Centre of Asian Health Research and Evaluation's 2<sup>nd</sup> Asian Health and Wellbeing Conference in Nov 2006 enabling primary health care professionals who participated to gain maintenance of professional standards points for their relevant college.

## **E. Cooperative commercial activities, research with other university or government laboratories or research units**

### **Contract Activities**

Ten web-based case studies on the Goodfellow Club site were completed during 2006 with funding from ACC to support DVD/Videos about common injuries. The case studies include: leptospirosis, spondylolisthesis, prevention and management of falls in the elderly, asbestos, wounds and bits, knee injury, epicondylitis, shoulder injury, ankle injury, lead poisoning.

The Training and Development Services (TADS) Brief Interventions for Harmful Behaviour programme and the National Community Training Programme for Addictions (NCTPA) contracts with the Ministry of Health ended in June 2006.

More regional addictions training will be offered to primary health care professionals to meet the specific needs of people with substance abuse problems following agreement of the Northern District Health Board Support Agency (NDSA) to fund further training in the Northern region in 2007. This follows a successful pilot delivering 10 training courses across the Northern region DHBs.

### **Research activities**

The following is a 2006 list of publications from Goodfellow Unit staff.

#### **Conference Contribution - Oral Presentation**

ADAMS, S.L. 'Practical Use of the Slit Lamp', *Goodfellow Unit Symposium 2006*, University of Auckland, 24-25 March, 2006, <http://www.cce.auckland.ac.nz/conferences/index.cfm?P=8516>

KENNELLY, J.D. 'Acute Head and Cervical Spine Injury', *Goodfellow Symposium 2006*, University of Auckland, 25-26 March 2006, <http://www.cce.auckland.ac.nz/conferences/index.cfm?P=8611>

KENNELLY, J.D. 'Experimental medical therapy in the developing world and the application of international human rights law', *Making People Better, Salmond Hall of Residence*, Dunedin, 10-12 February, 2006, <http://www.otago.ac.nz/nzbioethicsconference/programme.html>

KENNELLY, J.D., CULPAN, A.F. 'Gradual Process Injury: Acute Injury Assessment, Planning and Management', *Goodfellow Symposium 2006*, University of Auckland, 25-26 March, 2006, <http://www.cce.auckland.ac.nz/conferences/index.cfm?P=8611>

KENNELLY, J.D., HOLTZHAUSEN, L. 'Steroid Injection Techniques', *Goodfellow Symposium 2006*, Tamaki Campus, University of Auckland, 25-26 March, 2006, <http://www.cce.auckland.ac.nz/conferences/index.cfm?P=8611>

### **Conference Contribution - Conference Paper**

HORSBURGH, M.P., ADAMS, S., NORTH, D., GOODYEAR-SMITH, F.A. 'Cardiovascular and diabetes risk assessment and nurse management with leadership in primary health care', *IPAC Conference*, SKY City Convention Centre Auckland, 6-8 October, 2006

MCGILL, A., POPPITT, S., et al. 'High molecular weight adiponectin is inversely associated with the metabolic syndrome in obesity and changes during weight loss. Conference abstract - International Congress on Obesity Sydney' *Obesity Reviews*, 7 (Suppl.2): 39-98.2006

### **Conference Contribution - Poster**

GOODYEAR-SMITH, F.A., GOHNS, A., BUTLER, R.A., SHERIDAN, J.L., WHEELER, A.J. 'Perspectives of methadone maintenance staff, clients, general practitioners and patients on transfer from specialist to primary care', Harm Reduction Conference, Vancouver, April, 2006

HUGGARD, PK. Can I cope with what I have to do? Where do I go for help? Poster presentation at the Idaho Conference on Health Care "Health Care 2005: Emerging Issues", Pocatello, Idaho, October, 2005.

HUGGARD, P.K., GOODYEAR-SMITH, F., WEARN, A., EVERTS, H., & HALLIWELL, J. What's cluttering up my Inbox: general practitioners' use of email communication with their patients. Poster presentation at the Idaho Conference on Health Care "Health Care 2005: Emerging Issues", Pocatello, Idaho, October, 2005; and at the International Society for traumatic Stress Studies, Toronto, November. 2005.

### **Journal - Commentary/letter**

GOODYEAR-SMITH, F. Re: The evidence base in child abuse *BMJ* 2006; 33: 160-161 rapid response. (1 August)

MCGILL, A. Re: Causes of Obesity – from evolution to industrial profiteering. [Electronic response to Groves T, Pandemic obesity in Europe] *BMJ* 2006

### **Journal - Research Article**

ARROLL, B., GOODYEAR-SMITH F, PATRICK D, KERSE N, HARRISON J, PEARSON J, LAY-YEE R. 'Prescribing information resources: use and preference by New Zealand general practitioners.' *NZ Fam Physician* 2006; 33(6):378-385.

CURRY M, SUNG L, ARROLL B, GOODYEAR-SMITH F, KERSE N, NORRIS P. 'Public views and use of antibiotics for the common cold before and after an education campaign.' *NZ Med J* 2006; 119 (1233), <http://www.nzma.org.nz/journal/119-1233/1957/>

GOODYEAR-SMITH, F., ARROLL, B. 'Growing pains' [Editorial] *BMJ* 2006; 335: 456-457.

GOODYEAR-SMITH F, Knowles A, Masters J (2006). 'First trimester medical termination of pregnancy: an alternative for New Zealand women.' *Aust NZ J Obst Gyn* 2006; 46: 193-198.

GOODYEAR-SMITH, F, Arroll, B., Kerse N, Sullivan, S, Coupe, N., Tse, S., Shepherd, R., Rossen, F., Perese, L. 'Primary care patients reporting concerns about their gambling frequently have other co-occurring lifestyle and mental health issues.' *BMC Fam Pract* 2006; 7: 25

GOODYEAR-SMITH, F.A., WEARN, A.M., EVERTS, J.F., HUGGARD, P.K., HALLIWELL, J.H. 'Communication in practice: Auckland general practitioners reflect on communication events and identify their training needs.' *NZ Fam Physician* 2006; 33 (1): 30-38.

GOODYEAR-SMITH F, Arroll B, Patrick D, Kerse N, Harrison J, Halliwell J, Pearson J, Lay-ye R. 'Prescribing information resources. Use and preferences by New Zealand General Practitioners.' *NZ Fam Phys* 2006; 33:378-385.

HORSBURGH, M.P., GOODYEAR-SMITH, F.A., ADAMS, S. 'Risk Reduction/Management for CVD and Type 2 Diabetes with Nurse Leadership in Primary Health Care.' *The Practice Nurse*, 6, (2), p38-39, 2006

MCCORMICK, I.R.N., BATEMAN, P. 'Drugs and alcohol, problems with testing.' *Safeguard: the magazine for better safety and health at the workplace* 2006; 1 (99): 22-23.

MCCORMICK, I.R.N., BRYANT, L.J.M., SHERIDAN, J.L., GONZALEZ, J. 'New Zealand Community Pharmacist attitudes toward treating Opioid Dependent Clients.' *Drugs, Education, Prevention and Policy* 2006; 13 (6): 363-375.

<http://www.journalonline.tandf.co.uk/media/6ea5d385hlduywe95bfk/contributions/x/0/3/4/x034m6142n21k067.pdf>

MCCORMICK, I.R.N., KALIN, C., HURIWAI, T. 'Alcohol and other drug treatment in New Zealand - one size doesn't fit all' [Editorial] *NZ Med J* 2006; 119 (1244), [www.nzma.org.nz/journal/119-1244/2287/](http://www.nzma.org.nz/journal/119-1244/2287/)

MCCORMICK, I.R.N., SELLMAN, D., ROBINSON, G. 'Where to next with tobacco smokers' [Editorial] *NZ Med J* 2006; 119 (1238), [www.nzma.org.nz/journal/119-1238/2084/](http://www.nzma.org.nz/journal/119-1238/2084/)

SULLIVAN, S.G., MCCORMICK, I.R.N., PENFOLD, A.A., LAMONT, M.K. 'Problem gamblers and their families can be helped by their GP.' *NZ Fam Physician* 2006; 33(3): 188-191.

SUNG L, ARROLL J, ARROLL B, GOODYEAR-SMITH F, KERSE N, NORRIS P. 'Antibiotic use for upper respiratory tract infections before and after an education campaign as reported by general practitioners in New Zealand.' *NZ Med J* 2006; 119. <http://www.nzma.org.nz/journal/119-1233/1956/content.pdf>

### **Journal - Review Article**

ADAMS, S.L. 'Bites and Stings Spiders', Adams S L Dr, Review in *Journal of the Accident and Medical Practitioners Association*, 3, (1), p1-7, 2006, <http://www.ampa.co.nz>

### **Interview - Radio, TV, Other**

HUGGARD, P.K. 'Interviewed by a reporter from "Medical Post", the national physician journal of Canada. Compassion fatigue in doctors.', *Medical Post*, 2006

### **Other**

GOODYEAR-SMITH F. RU-486 is a safe choice, *Medical Observer*, 2 June 2006, 26.

TUCKER, M.A. 'Mental Health in Old Age (POPLPRAC 727): learning companion CD', 2006, CD

## Commissioned Report

WOOD, P. *Dirt, Filth and Decay in a New World Arcadia* (Auckland University Press 2005), in *Social History of Medicine*, 2006, 19(2), 364-5

## Technical Reports

GRANT, C., PETOUSIS-HARRIS, H., TURNER, N., GOODYEAR-SMITH, F., KERSE, N., JONES, R., NOSA, V., HARETUKU, R., COPP, J., YORK, D. General practice and health professional determinants of immunisation coverage, Report prepared for the Health Research Council of New Zealand and the Ministry of Health, (Dec 2006), 226 pp.

GOODYEAR-SMITH, F., NOSA, V., APER-ESERA, V. Scoping the future needs of the Pacific primary health care workforce, Report for the Ministry of Health, (Dec 2006), 114pp.

GOODYEAR-SMITH, F., HALLIWELL, J. (2006). Recommendations regarding efficacy of anticonvulsant drugs (excluding gabapentin and pregabalin) for neuropathic pain management, Report to the Accident Compensation Corporation, November 2006, 141pp.

GOODYEAR-SMITH, F., JANES, R., NZ Institute of Rural Health. The 2005 Rural workforce survey (August 2006). Report to Ministry of Health, 147pp.

## Educational activities

### Learning technology development

Since October 2005, there has been a steep increase in learning technology related initiatives and activities within the Goodfellow Unit. Some of the unit's achievements are outlined below.

**Dermoscopy CD** - A Dermoscopy CD was created with Amanda Oakley (dermatologist at Tristram Clinic) to support a face-to-face training at Hauora Taranaki PHO. The CD includes comprehensive dermoscopy information, interactive self-assessed quizzes, a search engine, and an evaluation questionnaire.

**Goodfellow Club website** - (formerly known as CME Club) is covered in the next section.

### Learning technology Projects completed for the School of Population Health:

- **POPLPRAC 703 Primary Mental Health 2** - 1 video DVD and 1 video CD (with assistance from Video Distributors Ltd)
- **POPLPRAC 713 Health and Lifestyle** - 3 video presentation CDs (with assistance from Sheryl Jensen at Captive Communications Ltd)
- **POPLPRAC 721 Reflective Practice: The Journey of a Patient** - 6 DVDs (video conversion) (with assistance from Sheryl Jensen at Captive Communications Ltd)
- **POPLPRAC 723 Clinical Symptom Management 2** - 3 audio presentation CDs
- **POPLPRAC 724 Child and Adolescent Palliative Care** - 3 audio presentation CDs and 1 video CD.

## **Goodfellow Club Website Redevelopment**

The revamped website at [www.goodfellowclub.org](http://www.goodfellowclub.org) has improved considerably since its first inception in June 2005. There are a number of quality, interactive case studies on the site for doctors. Each case study has self-assessed quizzes and a discussion forum. On completion of each case, participants can check their results and gain an RNZCGP Maintenance of Professional Standards certificate from the site. The site content is being expanded to include case studies for other health professionals such as nurses, physiotherapists, audiologists, etc.

## **Flexible Continuing Education**

Requests have been received from other districts for the supply of Dermoscopy CDs following the successful trial of the CD for pre and post learning to support a dermoscopy workshop for GPs at Hauora Taranaki PHO. A new emergency resuscitation course is under development which will combine a one day weekend course with pre and post learning so the weekend workshop activity can focus on learning and applying practical skills.

## **Postgraduate Teaching**

The Goodfellow Unit offers a series of university postgraduate courses utilising distance and flexible delivery. Modalities employed include workbooks, DVD/video, CD, telephone conferencing, email, residential workshop, web based formative quizzes, web based discussion groups and web based case studies.

## **MMedSc GP Cohort Programme**

- We are advertising and recruiting GPs, with a FRNZCGP or a Postgraduate Diploma, into a differently structured MMedSc, which is completed by coursework and dissertation.
- The structure of the programme is:
  - Compulsory "Research Methods in Health" course
  - Compulsory "Special Topic: Literature Review, Writing for Publication" course
  - Two other courses from the following main programme areas: clinical teaching, clinical practice, research methodology, information management, health services management
  - Additional courses organised by the department, and provided by dept staff and other university staff to the group
  - Dissertation [60 points] – a practice-based project, e.g. development of clinical guidelines, significant practice audit, analysis of a secondary dataset, design and/or assessment of the effectiveness of an intervention in their practice etc.

## **New Postgraduate Courses commenced in 2006**

- Child and Adolescent Palliative Care
- Clinical Symptom Management in Palliative Care 2 (advanced)
- Primary Mental Health 1
- Primary Mental Health 2
- Leadership in Palliative Care

## **New Postgraduate Courses Developed for 2007**

- Vaccinology
- Issues in Grief, Loss and Bereavement
- A range of courses in Clinical Education have been developed by the Faculty of Medical and Health Sciences Faculty Education Unit. These courses are available to participants on our postgraduate programmes.

- Clinical Skills and Organisational Issues in Accident and Medical Practice

### **New Postgraduate Relationships and Opportunities**

A new relationship has been formed with the School of Social Work in the Faculty of Education (Epsom Campus) to develop a joint postgraduate programme for Health Social Workers. The first two new postgraduate courses provided by the School of Social Work ("professional Supervision in Health Care" and "Current and Future Issues in Health Social Work") will be offered in 2007.

A new relationship with the postgraduate Counselling Programme in the Faculty of Education will jointly provide postgraduate opportunities for qualified and experienced counsellors. Participants will be able to take courses in the Counselling programme as well as courses in the School of Population Health relevant to their area of practice, e.g. gerontology, youth health, addiction studies, mental health, palliative care.

<b>Postgraduate enrolments by programme 2003-2006</b>				
<b>Numbers relate to the actual number of course enrolments, (not EFTS)</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>
General Practice: Research Methods in Health Communication Skills	57	61	51	16
Community Emergency Medicine	92	121	114	138
Sports Medicine (all courses)	56	58	70	40
Geriatrics & Gerontology (all courses)	43	44	72	63
Palliative Care (all courses)	94	68	41	40
Paediatrics	12	15	33	49
Lifestyle Management ( both courses)	28	34	16	17
AMPA	No longer offered	No longer offered	44	36
Practice Management	Not offered	Not offered	Not offered	13
Primary Mental Health (new for 2006)	23			
Sexual & Reproductive Health ( all courses)	31	37	14	NA

Biology of Addiction	8	7	NA	NA
<b>TOTAL</b>	<b>444</b>	<b>445</b>	<b>455</b>	<b>412</b>