

Editorial

- New international review supports community water fluoridation
as an effective and safe dental health promotion measure 1
Peter Howat, Colin Binns and Jonine Jancey

Tobacco Control

- 'The secret shame': a content analysis of online news
reporting of a celebrity admitting smoking while pregnant 4
Beverley Carroll and Becky Freeman
- A qualitative study of smoking within a Western Sydney
Arabic-speaking community: a focus on men in the
context of their families 10
Anastasia Phillips, Abdul Monaem and Christine Newman
- Evaluation of the pilot phase of the 'Give up smokes
for good' social marketing campaign 16
*Lauren Maksimovic, Damien Shen, Mark Bandick,
Kerry Ettridge and Marion Eckert*

Alcohol Consumption/Tobacco Control

- Using rap music to promote adolescent health:
pilot study of VoxBox 24
Ernesta Paukste and Neil Harris

Health Needs and Behaviours

- Love Bugs: promoting sexual health among young people in Samoa 30
Emma Heard, Leveti Auvaa and Charlotte Pickering
- Employee factors associated with interest in improving sun
protection in an Australian mining workforce 33
Tamara D. Street and Drew Leighton Thomas
- Prevalence of FOB testing in eastern-Australian general
practice patients: what has a national bowel
cancer screening program delivered? 39
*Christine L. Paul, Mariko L. Carey, Grant Russell, Cate D'Este,
Rob W. Sanson-Fisher and Nicholas Zwar*

Physical Activity and Diet

- Challenges to establishing successful partnerships in community
health promotion programs: local experiences from
the national implementation of healthy eating activity
and lifestyle (HEAL™) program 45
*Sarah Dennis, Sharon A. Hetherington, Jerrad A. Borodzicz,
Oshana Hermiz and Nicholas A. Zwar*

Public Policy and Systems Thinking

- Unhealthy product sponsorship of Australian national
and state sports organisations 52
Rona Macniven, Bridget Kelly and Lesley King

Editorial Office

Articles for submission to the *Health Promotion Journal of Australia* are to be submitted via ScholarOne, Go to <http://mc.manuscriptcentral.com/hpja> to find the link with the instructions. Guidelines for authors are available in each Issue of the Journal and online at <http://www.publish.csiro.au/journals/hpja>

Knowledge Translation

- Evaluation of health promotion training for the Western Australian Aboriginal maternal and child health sector 57
Alexa Wilkins, Roanna C. Lobo, Denese M. Griffin and Heather A. Woods
-

- Prevention of postnatal mental health problems in women: knowledge exchange
in primary care in Victoria, Australia 64
Heather J. Rowe and Jane R. W. Fisher
-

Brief Reports

- Food for thought: edible gardens in New Zealand primary and secondary schools 70
C. Collins, R. Richards, A. I. Reeder and A. R. Gray
-

- Key beliefs of hospital nurses' hand-hygiene behaviour: protecting your peers and needing effective reminders 74
*Katherine M. White, Nerina L. Jimmieson, Nicholas Graves, Adrian Barnett, Wendell Cockshaw, Phillip Gee,
Katie Page, Megan Campbell, Elizabeth Martin, David Brain and David Paterson*
-