

RWM Consultancy

Public Relations/Pharmacy Consultants



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RWM Consultancy

Public Relations/Pharmacy Consultants



Consultant to Aboriginal Health

Specialising in **Social Development**

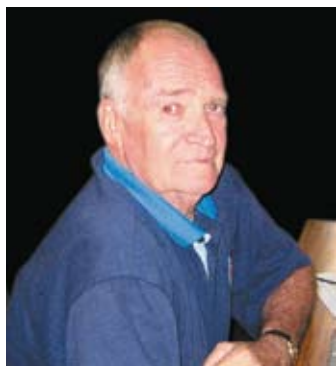
Social planning
Social determinants to poor health
Measuring social capital
Priorities for social action
Community consultation

Pharmacy Matters

Primary health care
Public health
Aboriginal health
Substance abuse
Disease state management
Dose administration aids



Rollo Manning - Principal



After 45 years working in and around the pharmaceutical industry Rollo has seen most of what there is to know about it.

10 years working for the multi national company Glaxo was the springboard to a wider look at the industry and the world and inspired Rollo to learn more about management, marketing and public relations. This gave him the opportunity to move to Canberra and spend 10 years in public relations in the Nation's capital where he gained more experience in inter government relations and media action.

His initial appointment in Canberra was as a "social development consultant" with the Social Welfare Commission (Australian Assistance Plan) and spent two years traveling the length and breadth of Australia helping community

organisations analyse, define and prioritize their greatest social needs. The program established Regional Councils for Social Development and tested the ability of communities to define needs and prioritize them for funding.

A voluntary appointment to Chair the ACT Coordinating Committee for the 1979 International Year of the Child was an opportunity to help those in the community less able to speak for themselves and develop leadership skills among young Australians. He continues to have a passion for helping children achieve their dreams and learn that they hold the future in their hearts and hands.

In the Northern Territory since 1996 Rollo has found a new challenge in improving the life for Aboriginal (and Torres Strait Islander) people. The scope is enormous and he is grateful to the people of the Tiwi Islands for allowing him to live and work amongst them for three years.

Sharyn Derschow - Consultant

Sharyn has held a number of positions with Aboriginal organisations in Western Australia and the Northern Territory. This has given her a sound understanding of how communities have attempted to deal with the problems associated with primary and population health, training,, poor job opportunities, family violence and community development issues. She has filled positions of program manager, co-coordinator and executive officer, as well as being an advisor to health services, a development corporation, a women's corporation and an employment agency.



Her country is the Bunjima (father) Pitjakali (Mother) from the Pilbara region of Western Australia and her German ancestry comes from her grandfather who came to Australia immediately following the Second World War. Sharyn has been through the hard times and now enjoys putting effort into helping those who have yet to find "there way in the world".

Sharyn is now enjoying the role of a consultant helping communities through the troubled times that all Indigenous Australians seem to face as they come to terms with the two worlds. She is proud of the fact that when she "saw the light" and went back to school and university she has been able to mix the roles of being a single mother and a successful community activist and working for her Indigenous family and communities.

Social Development

"Gain economic strength through social development - build social capital and build a healthy community."

Rollo Manning to annual conference of Social Enterprise Partnerships, Melbourne, September 2005



Social determinants to poor health

All persons working towards a better life for Aboriginal people must recognize and embrace into their work the factors that go towards causing ill health and its resulting low life expectancy.

Community consultation

It is time to look at the future through the eyes of the Aboriginal people. Decisions on their future must not be made from the world view of the dominant culture but after thorough consultation with the people for whom the actions are intended.

Measuring social capital

The ability of a community to cope with change can be measured by its strength in social capital. It has been called "*the glue that holds a community together*". By measuring social capital it is possible to monitor outcomes of social change.

Social planning

Given a philosophy to work within (social determinants); the views of the community (consultation); and a way to measure outcomes (social capital); it is possible to plan in a way that is informed by local opinion.

Priorities for social action

Projects should be rated against a set of priorities used to decide what the community's greatest needs are. Opportunities for change will then be implemented because they will bring about maximum benefits to the target groups.

Financial accountability

A mechanism to control funding should be able to follow community priorities and allow the people to provide maximum time to the areas within which they have expertise. This is likely to be program delivery with the financial management left to experts in that field.



¹Coleman, James S. (1988). "Social Capital and the Creation of Human Capital." *American Journal of Sociology* 94: 95-120.

