

# Inform

Issue 34

April/May 2004

## HPA reaffirms its commitment to CINDI

Key members of the World Health Organization (WHO) recently met in Belfast to recognise the involvement and contribution of the HPA to the CINDI (Countrywide Integrated Noncommunicable Diseases Intervention) programme.

The programme, designed to share experiences, information and evidence in the fight against major diseases, has a membership of 28 countries. The HPA, representing the whole of the UK as a key 'demonstration area', has been a committed player for almost 15 years.

Over this time the HPA, on behalf of the DHSSPS, has shared experience and information on major health promotion issues such as smoking, physical activity and nutrition with colleagues from the CINDI membership.

A formal *Plan of Cooperation* was jointly signed in a ceremony at Stormont, Belfast, to recognise the HPA's contribution to date and to confirm future commitment to the programme.

HPA Chief Executive Dr Brian Gaffney said: "The HPA has been involved with the programme since 1989 and has, together with other members, helped develop a wide range of work. We have certainly benefited greatly from being a member of CINDI and we hope that other member countries have also gained vital information and knowledge from us. We are grateful for the support we have received from DHSSPS in our work with CINDI and I am looking forward to many more years of commitment and involvement with this important programme."

The CINDI programme in Northern Ireland is set within the context of Investing for Health, the public health strategy which sets out the vision for improving health and reducing inequalities.



Attending the signing ceremony in Belfast are, from left, Dr Aushra Shatchkute, Regional Adviser, Chronic Diseases Prevention, CINDI; Ms Alice Quinn, Chair, HPA; and Dr Henrietta Campbell, Chief Medical Officer, Northern Ireland.

**MISSION:** To make health a top priority for everyone in Northern Ireland

**INSIDE:**

- Binge drinking campaign second phase
- Evaluation of Fresh Fruit in Schools
- Food and nutrition strategy
- Protection from infection campaign



**Health  
Promotion  
Agency**

## New appointment

Shane MacManus



Shane has joined the HPA as IT Manager.

The new role involves managing the design, maintenance and development of our information technology infrastructure. This will include advising on and commissioning hardware and software applications for network and server, desktop services, electronic mail, and intranet/internet access.

His previous experience includes 16 years as Support Desk Manager with the Experience Group in Lisburn. Shane is a Microsoft Certified Systems Engineer.

## Food and nutrition strategy for Northern Ireland

The HPA is a member of a multi-sectoral working group that has been established to develop a new food and nutrition strategy for Northern Ireland.

A review of the first food and nutrition strategy *Eating and health* was completed in 2003 and recommended the development of a new food and nutrition strategy and action plan. The working group charged with its development includes representatives from the statutory, voluntary and private sectors, including government departments (Health, Education, Agriculture and Rural Development), the Health and Social Services Boards, dietitians, Councils, Education and Library Boards, the Food Standards Agency, the Food Safety Promotion Board and the food industry.

It is expected that a draft strategy and action plan will be issued for public consultation in the autumn.

## HPA implements ongoing review of communications

The HPA recently reviewed and revised its communications strategy which sets out the aims and objectives for internal and external communications with key target audiences.

The strategy states that: "A programme of continuous improvement in communications practice will be supported by ongoing monitoring, auditing and review of both internal and external communication." The process of auditing the effectiveness of current communications practices is now

underway with the first phase of research being commissioned to assess the impact, awareness and knowledge of the HPA and its public information work among the general public. The communications audit aims to inform future development of communications strategies and services and to ensure that organisational structures are in place to implement strategy and deliver services in a cost-efficient and effective way. The main results of each stage of the communications audit will be reported in upcoming issues of *Inform*.

## Stress management

The HPA is holding a training workshop for trainers in stress management in the workplace. The course will be delivered in two modules, of three training days each, in Belfast in April and June. The importance of teaching stress management in the workplace is becoming increasingly recognised, as is the need for appropriately qualified trainers.

The course will benefit all professionals with a core interest in learning about the management of stress. It will be particularly suitable for health professionals (in areas such as health promotion, primary care or occupational health), personnel and management trainers, social workers and teachers.

Booking forms are available to download or submit online at our corporate website. Closing date for applications is 9 April and the cost is £410. Further information regarding this and other training events can be obtained from Máire Campbell. Email: [m.campbell@hpani.org.uk](mailto:m.campbell@hpani.org.uk)

## Young men and sex

The 'Young men and sex: facts and fiction' conference organised by the HPA in February was a great success, attracting 52 delegates.

Dr Brian Gaffney, Chief Executive, HPA, opened the event and Dr Ian Banks, official spokesman on men's health issues for the British Medical Association (BMA), set the scene by covering issues affecting young males. Among the speakers were Dr Audrey Simpson, Director, fpaNI, who presented facts and fiction about 'Young men and sex'; Hedley Abernethy, youth worker, YMCA Ireland; Dr Ken Harland, University of Ulster; David Hiles, Boyz II Men Rainbow Project; and Mat Crozier, YouthAction NI.

Two projects involving 'young men's sexual health' and 'Belfast boys and young men' were outlined by Colm Walsh, Opportunity Youth, and Eamonn Keenan, Belfast Brook Centre. Delegates also heard three representatives from Youth Action NI give a first hand account of their own life experiences as young men.

## UTV healthy eating campaign focus on schools

The HPA and UTV are planning a healthy eating campaign focusing on primary school children. During the week long campaign, UTV plans to highlight examples of good practice being undertaken in schools and to encourage parents to promote healthy options for all the family at meal times too. The HPA has provided a range of information for a leaflet to

support the campaign and for the UTV website [www.u.tv](http://www.u.tv) which is the main vehicle for promoting the campaign. The healthy eating week has received strong support from Tesco and the store will be promoting the initiative throughout its network by highlighting a variety of healthy options. The campaign commences on Monday 26 April.

# 'Protection from infection' campaign

A public information campaign 'Protection from infection' was launched at the HPA on 22 March by Dr Hugh Webb, Chairman of the Regional Steering Committee on Antimicrobial Resistance. The campaign was funded by the DHSSPS and is part of the work set out in the Antimicrobial Resistance Action Plan (AMRAP).

The campaign comprises two television advertisements which were pre-tested with the general public, as well as information leaflets and posters. The first television advertisement 'Protect antibiotics so they can protect you' encourages appropriate use of antibiotics and the second, 'Help prevent infection. Wash your hands regularly', promotes hand washing as an important way to stop the spread of infections.

The leaflets and posters will be available from local Health and Social Services Boards, GP surgeries and pharmacies.



## Binge drinking campaign entering second phase



The HPA launched the second phase of the binge drinking campaign earlier this month featuring the strong message 'You don't have to be drunk to be doing real damage'.

The hard hitting television advertising campaign aims to raise awareness of the link between binge drinking and serious health damage such as heart disease, strokes, mental health and cancer.

It also highlights that a man is binge drinking if he regularly drinks five or more drinks in one session and a woman four or more drinks in a session. 'Regular' is defined as even once a week.

Attending the launch are, from left, Rob Phipps, Northern Ireland Regional Drugs and Alcohol Strategy Coordinator, DHSSPS; Dr Brian Gaffney, Chief Executive, HPA; and Frank Caddy, Chief Executive, Northern Ireland Drinks Industry Group.

## Smokers urged to 'give baby a breather'

As part of the current smoking campaign which runs until the end of March, the HPA has produced two posters and a booklet on smoking and pregnancy. Several poster and booklet designs were pre-tested with the target group along with the text for the booklet.

The booklet is entitled *Give your baby a breather* and the posters carry the slogans 'One breath two lives' and 'Every cigarette is doing your baby damage'.

These resources were launched at a smoking and pregnancy seminar at the Dunadry Hotel, Co Antrim, on 30 March. Pregnant women who smoke are one of the three priority target groups outlined in the *Tobacco Action Plan* for Northern Ireland, and the seminar aimed to help inform the debate on future action.

The resources are available from the Central Health Promotion Resource Service at the area Health and Social Services Boards.



## Cash boost for Health Promoting Schools

The Health Promoting Schools initiative has secured further funding from the DHSSPS. This will help to consolidate the excellent progress that has been made by the coordinators and their management partnerships in developing schools as healthy organisations and in facilitating the introduction of programmes which promote healthy living.

Initial findings from the regional evaluation of the initiative have been very encouraging. Many of the participants have commented that the initiative has contributed to team spirit and shared vision within their schools. It has been used to rebuild a sense of common purpose and has cemented links with the wider community. A key issue for schools is that they have the freedom to choose their own goals within a coordinated framework.

Recent developments include a Health Promoting Schools section on the HPA corporate website [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk) To date, content includes background information on the process, a who's who in the various partnerships and other useful links. As schools continue to implement their action plans, it is expected that a mini site will be developed to disseminate case studies and examples of good practice.

The regional and local partnerships have also been keen to celebrate the achievements of the participating schools. This has resulted in the development of a local recognition scheme which requires schools to meet a set of minimum criteria. Provisional dates have been set in April and May for 'Celebration days' in each of the Education and Library Boards.

For further information, contact David Porter on 028 9031 1611.

## Health on exhibition at Balmoral Show

The HPA has been invited by the DHSSPS to contribute to the inter-departmental exhibition which will once again form part of the annual Royal Ulster Agricultural Show in the Balmoral Showgrounds from 12-14 May. Under the theme of 'A healthy society', the DHSSPS/HPA exhibition will focus on challenges to health in Northern Ireland, in particular the issue of obesity. Visitors to the show will be encouraged to note what a healthy weight range is in relation to their height. Information will be provided to promote healthy eating and physical activity and to encourage people to take action to ensure they do not allow their weight to become a threat to their good health and wellbeing.

## Never too old to get active

'You're never too old to be active' was the message from an Actively Ageing Well event in February at Maysfield Leisure Centre, Belfast. The project has been developed by Age Concern Northern Ireland and the HPA and is funded by lottery money awarded through the New Opportunities Fund Healthy Living Centre Initiative.

Now in its second year, Actively Ageing Well works with community and older people's groups to support and develop safe, sustainable and fun ways to get active.

Claire Keatinge, Director of Community Development and Health at Age Concern, said: "It is really encouraging to see so many people aged 50 plus enjoying physical activity. Increased physical activity can improve overall health and wellbeing. This event provides an ideal opportunity for older people to try out new activities and to socialise with groups from other areas."

The activity day also provided an opportunity for the HPA to further promote the Get Active in the Community Cash Grant Awards 2004 along with a new leaflet, *Make the first move*, aimed at encouraging older people to take up different forms of activity.



The scheme is funded by the DHSSPS as part of the Northern Ireland Physical Activity Strategy and is administered for the HPA by the Community Foundation for Northern Ireland. Community and voluntary groups can apply for financial support to develop new initiatives that encourage physical activity in their area.

Alison Beattie (left), Actively Ageing Well Project Manager, and Claire Keatinge, Director of Community Development and Health, Age Concern, at Maysfield Leisure Centre.

## Research and evaluation review

A summary of the HPA's research activities during 2002-2003 is now available. The report offers researchers, health professionals and other professional groups an overview of the main findings from research undertaken or commissioned by the HPA, together with recommendations for future health promotion work.

Nine research and evaluation projects were carried out in the past financial year. Research was conducted to assess the impact of two pilot projects: the Fresh Fruit in Schools scheme and the Class Moves! physical activity programme. Evaluations were carried out to inform the future development of the Get Active in the Community Awards scheme and the Smokers' Helpline.

Post campaign evaluative research is also reported on several of our major public information campaigns including: the second phase of the 'Every cigarette is doing you damage' anti-smoking campaign and No Smoking Day 2003. The review also includes the results of a training needs assessment of school meals staff, a review of physical activity campaign research from 1999-2002, and research into attitudes towards antibiotic prescribing among the public and GPs.

The results of these evaluations are used to establish the effectiveness of our campaign work as well as to provide an evidence base for future campaign work. It is available in print from the HPA or as a PDF from our website.

# CINDI programme highlights 2003



Highlights of the work carried out in 2003 by the 28 countries from the Countrywide Integrated Noncommunicable Diseases Intervention (CINDI) programme, a World Health Organization (WHO) initiative, have just been published by the HPA.

The CINDI programme aims to establish cooperative projects to help prevent and control noncommunicable diseases (NCD) and to

promote healthier lifestyles. Its priorities include reducing smoking, poor nutrition, alcohol abuse, physical inactivity and psycho-social stress. It also works to share best practice and promote the exchange of information through the development of international networks.

Key activities and developments within the South American network 'CARMEN' are also reported as are the developments within the Global Forum on NCD prevention and control.

The HPA has coordinated CINDI activities in Northern Ireland as a 'demonstration area' for the United Kingdom for almost 15 years and will now be joined by Merseyside, which became a demonstration area in February. The annual publication of the CINDI programme highlights is one of the ways the HPA fulfils its remit as a WHO Collaborating Centre for Training and Research in Communications and Information Technology in Health Promotion and Disease Prevention.

## Work Well is working well

Small businesses in Northern Ireland have responded well to the call to take part in the Health Promoting Workplace initiative, Work Well. Employers from the private, voluntary and public sector want to put the health of employees on their agenda. The wide variety of businesses applying to take part includes manufacturing, catering, sports, accountancy, solicitors, marketing, training and retailers.

With the closing date for receipt of application forms now over, 20 workplaces will soon be selected to participate in the initiative. Meanwhile, the 4th European Conference on Promoting Workplace Health is taking place in Dublin on 14-15 June. It is organised jointly by the European Commission, the Health Promotion Unit, Department of Health and Children (Republic of Ireland), and the European Network for Workplace Health Promotion. The main objectives of the conference are:

- to develop supportive Workplace Health Promotion (WHP) infrastructures by initiating national forums for WHP;
- to improve the methodological knowledge base for WHP by developing a European 'toolbox';
- to develop a collection of arguments which justify investments in WHP.

Further information can be found at [www.whpdublin2004.org](http://www.whpdublin2004.org)

# Keeping abreast of breastfeeding issues

The fourth issue of *Keeping abreast* was published and distributed in March. The spring 2004 issue previews the activities planned for National Breastfeeding Awareness Week in May including the next regional breastfeeding conference, reports on recent training events and progress on the Baby Friendly Initiative, examines combining breastfeeding and work, and provides an update on local research.

Meanwhile, National Breastfeeding Awareness Week (9-15 May) sees the third regional breastfeeding conference taking place on Tuesday 11 May. The theme of this year's conference is 'Supporting and sustaining breastfeeding', and speakers will include Gay Palmer, author of *The politics of breastfeeding*, and Jenny Warren, adviser to the Scottish Breastfeeding Group. The conference programme and booking form can be downloaded from the HPA website.

New posters promoting the health benefits of breastfeeding will be launched at the conference. For the first time in Northern Ireland, the issue of social acceptability and embarrassment about breastfeeding will be addressed by a poster campaign. A new internet resource will also be launched in the form of a new website dedicated to breastfeeding. Written and designed especially for parents in Northern Ireland, the site highlights why breastfeeding is important, and includes a step-by-step guide to positioning and attachment, guidance on expressing breastmilk, solutions to common breastfeeding problems, and contact details for further support.

## Evaluation of Fresh Fruit in Schools pilot scheme

The HPA has been commissioned by Investing for Health at the DHSSPS to design and manage the evaluation of the Fresh Fruit in Schools pilot scheme. The aims of the scheme are to provide access to fruit, promote benefits of fruit, and encourage development and sustainability of healthy eating habits for primary one and two children in each of the four Health Action Zones in Northern Ireland.

The evaluation is focusing on assessing the best means of delivering and distributing fruit into schools; the impact the scheme has on the diet of children, and other effects on the child, the classroom, school and parents; and the sustainability and wider application of the project.

Evaluation findings from a survey of school fruit coordinators, and focus group work with teachers highlight school support for the fresh fruit scheme. First stage analyses of the impact on fruit consumption for those children who participate in the scheme are also complete. Overall, the scheme has increased fruit consumption for those children taking part but the greatest benefit is seen for those children from the most socially disadvantaged schools. However, snacking has remained at the same level.

Evaluation work to date has highlighted the need for more work with parents and also provides some direction on how best the free fruit scheme could be targeted in the future. Evaluation is ongoing and will continue with a survey of parents in the summer term and a repeat of the consumption study with a selection of children taking part. A full report of findings will be available in winter 2004.

For information on specific areas of the HPA's work contact:

**Breastfeeding** - Janet Calvert  
j.calvert@hpani.org.uk

**Campaigns** - Margaret McCrory  
m.mccrory@hpani.org.uk

**Health Promoting Schools** -  
David Porter - d.porter@hpani.org.uk

**Health Promoting Workplaces** -  
Julie Hill - j.hill@hpani.org.uk

**Human Resources** - Fiona Campbell  
f.campbell@hpani.org.uk

**Nutrition** - Angela McComb  
a.mccomb@hpani.org.uk

**Public Relations** - Jenny Dougan  
j.dougan@hpani.org.uk or David  
Thompson d.thompson@hpani.org.uk

**Research** - Naomi McCay  
n.mccay@hpani.org.uk

**Resources** - Ruth Knowles  
r.knowles@hpani.org.uk

**Training and Professional  
Development** - Máire Campbell  
m.campbell@hpani.org.uk

## Anti-smoking website says it's 'Up-2-You'

The HPA's website for young people [www.up-2-you.net](http://www.up-2-you.net) has been updated, and postcards and posters promoting the website have been distributed to schools as part of an anti-smoking campaign for young people. The website focuses on information about smoking but also features information about drugs and alcohol and was developed primarily for young people in years 8, 9 and 10.

The postcards and posters give details of a competition that involves answering three questions on smoking. Anyone

interested in entering the competition is encouraged to go to [www.up-2-you.net](http://www.up-2-you.net) to find the correct answers. These can be posted to the HPA using the postcard supplied or submitted online to win great prizes, including two PlayStation2 consoles, camera mobiles and vouchers for a leading sports shop. There is also a chance to win music/DVD vouchers by completing the online survey about the website. The competitions are open only to residents of Northern Ireland aged 18 and under, and the closing date for entries is 28 May 2004.

## Young men and self-esteem seminar ends

The series of seminars organised by the Design for Living Partnership focusing on young people and self-esteem has concluded.

The final seminar, 'Young men and self-esteem', was facilitated by Trefor Lloyd, Working for Men Project, London.

It was attended by a broad range of delegates including health professionals, community workers, peer educators, social workers, and the voluntary sector. The aim of the seminar was to provide a forum for people to share examples and practical ideas for promoting young men's mental and emotional wellbeing.

## Materials reprinted for physical activity and smoking in support of TV ads

The HPA has reprinted materials to support television advertising campaigns on physical activity and smoking. For the physical activity campaign, the leaflets *Get a life, get active*, *Get a life, go walking*, and *Get a life, go cycling* were reprinted, along with four physical activity posters. Materials reprinted for the smoking campaign were the *Stopping smoking made easier* booklet, the

*Every cigarette is doing you damage* leaflet, cards and card dispensers promoting the Smokers' Helpline, and three posters.

These materials have been distributed to GP surgeries and pharmacies and are available from the Central Health Promotion Resource Service in your local Health and Social Services Board area.



**Inform** is published bi-monthly by the Health Promotion Agency for Northern Ireland to provide information on current areas of work involving the HPA.

**Production team**  
Sean Arbuckle, Michele Crooks, Linda Giles and Tony Sheridan.

**Editorial office**  
Health Promotion Agency for Northern Ireland  
18 Ormeau Avenue, Belfast BT2 8HS.  
Tel: 028 9031 1611. Fax: 028 9031 1711.

**Websites:**  
[www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)  
[www.drugsalcohol.info](http://www.drugsalcohol.info)  
[www.thesnackpack.net](http://www.thesnackpack.net)  
[www.up-2-you.net](http://www.up-2-you.net)

## Web are we now?

The HPA's corporate website at [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk) has been updated to include sections specifically relating to the settings-based projects 'Health Promoting Schools' and 'Health Promoting Workplaces'.

In addition to this, the drugs and alcohol information website ([www.drugsalcohol.info](http://www.drugsalcohol.info)), which is supported by the Northern Ireland Drugs and Alcohol Campaign, has been updated to include information relating to current policy on alcohol-related problems in Northern Ireland, the rest of the United Kingdom, Ireland and Europe. It also includes guidelines on sensible drinking.

The design and web team are currently developing a website on breastfeeding which will be aimed at the general public. More information about this site, which will be launched in May, will be made available in the next issue of **Inform**. See previous page for more information.

A number of interactive tools and sections have been added to the Up-2-You website, ([www.up-2-you.net](http://www.up-2-you.net)) relating specifically to teenage smoking. This site is being supported by a campaign featuring postcards and posters in schools across Northern Ireland (see above for more information).