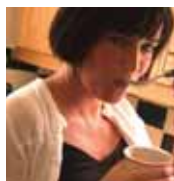


**Health**  
Promotion  
Agency

**Annual report  
and accounts**

**2004-2005**



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[www.thesnackpack.net](http://www.thesnackpack.net)  
[www.up-2-you.net](http://www.up-2-you.net)  
[www.smokefreenorthernireland.com](http://www.smokefreenorthernireland.com)

The Board of the Health Promotion Agency for Northern Ireland meets four times each year and members of the public may attend these meetings. The dates, times and locations of these meetings are advertised in advance in the press and on our website.

### Normal business hours:

8.45am - 5.00pm Monday to Thursday  
8.45am - 4.30pm on Fridays

### Using this report:

This report aims to convey the range of work carried out by the HPA and to show how this work has contributed to meeting the year's objectives as laid out in our business plan for 2004-2005.

For reasons of pressure on space and budgets this report offers an overview of the year's accomplishments. Where relevant we have included this signpost to other websites offering more information on specific issues. For more detailed information on our work, please visit our corporate website at [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk). Many of our publications can be downloaded as portable document files (PDFs) from this website. It also provides links to the HPA's other health-related websites and to many other relevant sources of information on health and health promotion.



### Other formats:

Copies of this annual report may be produced in alternative formats on request. A PDF file of this document is also available to download from our corporate website at [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)

# Chair's report



The review of the public health function has now reported and we are pleased that the Health Promotion Agency remains central to the provision of high quality work to promote and protect people's health in Northern Ireland.<sup>1</sup>

This presents exciting challenges for the year ahead and gives us a mandate to continue our important work helping to make a difference to people's health. The challenges and opportunities offered by the review of public health and that of public administration will affect everyone in the public sector and it is imperative that we now move towards full implementation of the recommendations.

Smoking has long been the main cause of premature death in this country and considerable effort has been put into harnessing support for the drive to ban smoking in workplaces and enclosed public places. The results of the consultation exercise linked to the Department of Health, Social Services and Public Safety's new twenty year vision for health and wellbeing in Northern Ireland will hopefully provide the impetus for prompt action to protect people from the harm caused by passive smoking.<sup>2</sup> A comprehensive ban has been incredibly well supported in the Republic and in time should result in measurable improvements in people's health and wellbeing.

We continued to engage in work to support the Government's *Investing for Health* strategy which addresses the wider determinants of health, including social and economic inequalities.<sup>3</sup> Critical to success in these areas is partnership working to ensure effective programmes are adapted to local circumstances. This year we have strengthened our relationships with key partners across Northern Ireland such as the Health Action Zones, Healthy Living Centres, the Investing for Health partnership teams and community and voluntary groups working to effect change.

Similarly, we have expanded our reach in the settings or locations in which people live and work. We have developed strategies for action in communities, schools, workplaces and hospitals and developed programmes of work in support of these actions. New work in these areas has centred on helping organisations and communities create policies and circumstances that encourage good health.

Our relationship with the World Health Organization (WHO) strengthens every year as we fulfil our obligations as a WHO collaborating centre. The HPA strives to ensure the highest quality communications on health matters and we were encouraged by the many international organisations looking to share or replicate elements of our public information work.

There were a number of changes to the Board and we extend our sincere thanks to those outgoing members for their wisdom and support. We also welcome our new members who joined us in December 2004. On behalf of the Board, I thank the Chief executive, the senior management team and all staff for their considerable contribution. I would also like to thank our colleagues at the Department of Health, Social Services and Public Safety for their support.

I look forward, with the Board, to agreeing strategies for future work, confident that they will be implemented in innovative ways by the Health Promotion Agency's experienced and talented team.

A handwritten signature in black ink that reads "Alice Quinn". The signature is written in a cursive, flowing style.

Alice Quinn, Chair

# Chief executive's report



The Health Promotion Agency (HPA) welcomed the positive outcome to the review of public health which has presented us with both challenges and opportunities in our work to protect and promote the public's health here in Northern Ireland.

It has been another busy year for the HPA with a growing number of staff and a wide range of work undertaken. I am proud of the outcomes produced across all of our business areas, but particularly in the coordination of initiatives to raise awareness of the harm caused by passive smoking, our work to promote breastfeeding awareness and work on the issue of health protection.

This year the HPA clearly demonstrated its ability as an organisation to respond rapidly to changing circumstances. This was most apparent during the consultation opportunity on smoking presented by the Department of Health, Social Services and Public Safety's new twenty year vision for health and wellbeing in Northern Ireland. We grasped this window of opportunity and in just a few weeks, together with 39 partners from a range of commercial and voluntary organisations, developed a comprehensive new website called [www.smokefreenorthernireland.com](http://www.smokefreenorthernireland.com) as a central point of information on passive smoking.

The site harnessed a groundswell of support for an immediate ban on smoking in workplaces and enclosed public places and offered a direct link for visitors to register their vote for the option to introduce a ban. This showed the growing importance of the web as a source of information and a tool for health promotion so another notable achievement was to see our corporate website [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk) ranked number one by the largest internet search engine, Google, out of a possible 30 million alternatives for health promotion.

Our work to improve the health of the public here involves lobbying for legislative changes to create a social, physical, economic and cultural environment that promotes health. This is as important as the process of helping people make decisions to benefit their own health and that of their families. The consultation question on smoking gave us the opportunity to take a lead and lobby for concrete changes to protect people from passive smoking at work and in enclosed public places. This lobbying was reinforced by a major public information campaign to raise awareness of the dangers of passive smoking and convey the message that there is 'nothing passive about passive smoking'.

Young people's mental and emotional health was also a priority this year. Partnerships with the National Union of Students and the Union of Students in Ireland, as well as the productive Design for Living partnership with Action Mental Health and the Youth Council for Northern Ireland, encouraged greater awareness of the need to support young people and helped educate them about effective ways of protecting their mental health.

We rely on meaningful and productive partnership working, not just in the areas of smoking and mental health, but in all areas of our work. Our objectives are rarely achieved by working in isolation so I would like to take this opportunity on behalf of HPA staff to thank those individuals and organisations for their shared commitment and input. I would also like to thank the staff who have worked with their usual drive and enthusiasm in a climate of some uncertainty due to the reviews of public health and public administration.

A handwritten signature in black ink that reads "Brian Gaffney". The signature is written in a cursive, flowing style.

**Dr Brian Gaffney, Chief Executive**

# The role of the HPA

The Health Promotion Agency for Northern Ireland (HPA) is a special agency of the Department of Health, Social Services and Public Safety (DHSSPS) operating under the direction of a management board. The HPA provides regional leadership, strategic direction and support to all those involved in promoting health in Northern Ireland. Within the framework of *Investing for Health* and in pursuit of our mission we work to make health a top priority for everyone in Northern Ireland.

We work to bring about changes in society that make it easier for people to promote and protect their own and their family's health. This involves collaborating with a wide range of partners – other government departments, statutory and voluntary organisations and individuals from different sectors, not simply the health services.

We use the particular opportunities offered by the places or 'settings', where people live, work and spend time, to promote good health. This has meant the development of work to promote health in schools, workplaces and hospitals. In line with the Government's New Targeting Social Need (TSN) initiative, much of our work focuses on tackling inequalities by directing information and support towards groups and communities that are disadvantaged.<sup>4</sup>

We also develop and distribute information to help members of the public make informed decisions about issues that affect their health. For example, our public information campaigns help to communicate with the public on a range of issues, which this year included passive smoking, binge drinking, breastfeeding and physical activity.

This year saw the results of the major review of the regional public health function.<sup>1</sup> Encouragingly, the report reinforced our position as central to the health promotion function in Northern Ireland. It also provided affirmation of the hard work that has been put into the organisation since its inception 15 years ago and provided renewed motivation to continue this development into the future.

This year's achievements, as always, owe much to our ongoing partnerships and collaboration with various sectors that have a role to play in promoting health.

## Statutory functions

This annual report aims to show that our work to address priority health areas is tackled on a range of fronts with clear links between each of our business areas in order to fulfil our statutory functions. This helps ensure that health promotion priorities are addressed in a balanced and comprehensive way and contributes to the achievement of overall goals and objectives.



The statutory functions of the HPA are:

- advising the DHSSPS on issues related to health promotion;
- undertaking health promotion activity;
- commissioning and carrying out research and evaluation;
- providing training and professional development;
- providing information to the public and professionals;
- working with and supporting other organisations.

The HPA works to achieve objectives, agreed with the DHSSPS, relating to priority health issues including alcohol and drugs, smoking, nutrition, physical activity, mental health and sexual health. We also respond to urgent public and professional information needs as they arise, through commissions from the DHSSPS, which this year included antimicrobial resistance and immunisation.



The HPA places great importance on the integration of all elements of its work, which is planned and delivered through the following core business areas:

- policy development and advice;
- research, information and analysis;
- public and professional information;
- training and professional development;
- corporate business services.



# Investing for Health

The changing nature of public health continues to be reflected in the strategic goals and objectives of *Investing for Health* (IfH).<sup>3</sup> This is a strategy and framework for action to improve health and wellbeing and reduce health inequalities in Northern Ireland. The HPA fulfilled its business commitments to IfH at a regional level by both influencing and taking forward the strategy's agenda. In support of this we appointed a Senior Manager, Public Health, with responsibility for the management, coordination, delivery and monitoring of work related to IfH.

## Fresh approach

The HPA continued to manage the research and evaluation of the Fresh Fruit in Schools (Snack Pack) pilot scheme and additional funding was secured to run the pilot until June 2005 (see page 12). We developed printed materials to support the Snack Pack initiative, including a magazine, *Fresh*, highlighting to parents the importance of encouraging children to eat more fruit and vegetables. These were distributed to participating schools by our partners in the Health Action Zones (HAZs).



## Fuel poverty

Cold, damp housing can lead to poor health and fuel poverty occurs when a household has to spend more than 10% of its income on fuel to heat the home. Working in partnership with National Energy Action, the HAZs, the EAGA partnership and the General Consumer Council, we developed training and resources to enable healthcare professionals to identify those at risk of fuel poverty and signpost them to appropriate services.



## IfH Update 2004

The *Investing for Health Update 2004* report, produced for the DHSSPS, helped ensure that effective communication underpinned IfH.<sup>5</sup> It reviewed progress in implementing the strategy and updated partners about IfH targets achieved

to date, the success of the first IfH conference and the range of work contributing to the strategy's aims and objectives.



Pictured at the 'Good relations in a healthy society' workshop, from left, Dr Brian Gaffney, Chief Executive, HPA; Una McRoberts, Ardoyne/Shankill Healthy Living Centre; Dr Duncan Morrow, Chief Executive, Community Relations Council; Clare Quigley, Trauma Advisory Panel, SHSSB and Tayra McKee, Migrant Workers Forum, STEP.

## Seminars

We ran a series of thematic workshops addressing local IfH partnership needs. 'Good relations in a healthy society' organised with the Community Relations Council and IfH, considered the link between public health and community relations and the mental health needs of local people affected by sectarianism, racism and social exclusion.

Our four day workshop, 'Changing health behaviour: principles and practice of motivational interviewing', was attended by a range of professionals who are involved in helping people change their behaviour.

We contributed another IfH regional seminar 'Removing the smokescreen' to support all those involved in implementing Northern Ireland's five year tobacco action plan.<sup>6</sup> We also ran a 'Connections for health' seminar which explored social capital within the community and older people's groups in the Actively Ageing Well programme.



# Health in the community

Community involvement is crucial to the success of *Investing for Health*. The statutory sector alone cannot achieve substantial improvements in health status. Success depends on the commitment and coordinated action of individuals, families, community groups and organisations as well as government, statutory and voluntary organisations, district councils and other social partners.

## Healthy Living Centres

The HPA manages a three year support and development programme for Northern Ireland's 19 Healthy Living Centres (HLCs) funded by the Big Lottery Fund. HLCs provide a wide range of services to local communities but while they all focus on deprived areas and are run by local partnerships, they vary in approaches. Some operate from community bases whereas others are 'virtual'. Some have a specific focus, eg children or people with disabilities whereas others offer services for all, and while some concentrate on single issues, eg physical activity, others include a wide range of initiatives. The delivery of HLC initiatives depends on multi-agency arrangements and partnerships.

Following our comprehensive scoping study with HLCs and stakeholders we developed a programme of support to address the needs and issues that were identified. This support includes bringing HLCs together to address common issues as well as more tailored support for individual HLCs.

## Actively Ageing Well

This five year Big Lottery funded programme, developed by Age Concern Northern Ireland and the HPA, supports sustainable, enjoyable physical activity programmes for older people. Participants in this year's 'gardening' theme enjoyed health and social benefits, as well as learning about the environment from activities organised in partnership with the National Trust, the Ulster Wildlife Trust and the Conservation Volunteers Northern Ireland.

Five 'Senior Sports Fests' offered participants 'come and try' sessions in activities such as t'ai chi, boccia, walking, dancing, gym and water confidence. A BIG DAY OUT in March 2005 enabled many older people's groups to try different forms of dance and attend workshops on foot care, healthy eating and funding. Key outcomes included over 500

participants at the events, more awareness of the physical, mental and social benefits of physical activity and of local leisure facilities, and new ideas for participants to take back to their groups.

## Older people and exclusion

We supported a public consultation exercise on plans published by the Office of the First Minister and Deputy First Minister to tackle ways in which older people experience exclusion. 'Ageing in an inclusive society' emphasises projects and processes that connect the generations to their mutual benefit.<sup>7</sup>

## Generations united

The HPA, Youth Council for Northern Ireland and Age Concern organised a seminar to demonstrate the relevance of intergenerational approaches to a range of agendas and policy initiatives including neighbourhood renewal and equality legislation. The same partners organised an intergenerational practice seminar 'Generations united – practice issues' which highlighted the relevance of a number of intergenerational programmes to a wide range of agendas and identified guidelines for evaluation.



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

# Health Promoting Hospitals

*Investing for Health* proposes action to improve health and wellbeing, and reduce health inequalities by creating 'environments' for health. Hospitals are a community resource with a huge reach of influence. The potential exists to create an environment that promotes not just the health of patients, but also of all those people who work in and visit that environment. The aim is then to extend this ethos, through the development of existing and new networks, into other health services and facilities.

## Collaborative approach

The HPA invested considerable time this year working to create a collaborative approach at all levels – regional, local and organisational – to ensure development, support and action on addressing health improvement at hospital level. This involved making links with existing networks and reaching out to the cross-border and international networks to identify opportunities for joint working and information sharing.

The HPA sent out a call this year for information on current health promotion activity within hospitals in Northern Ireland. The responses will be collated to create a database of work being undertaken to support the HPH initiative. This information will act as a baseline against which to measure future progress in this field.

## Supporting smokefree hospitals

Government targets require that smoking be eliminated from hospitals by the end of 2006. A major conference organised by representatives from the four Health and Social Services Boards, the HPA and the Ulster Cancer Foundation in



Belfast in December 2004 brought together hospital trust chief executives, consultant doctors, directors of services and public health experts to debate how best to prepare for such a ban.

While many hospitals and other healthcare facilities in Northern Ireland have already introduced measures to limit or control smoking among visitors and staff, the HPA worked hard this year to fulfil its objective of encouraging more facilities to strive for smokefree status.

## Creating healthy environments

More than 160 delegates met at the Manor House Hotel in Enniskillen in October 2004 for the second all-Ireland Health Promoting Hospitals conference. The theme for this joint conference between the Northern Ireland HPH Network and the Irish HPH Network was 'Creating healthy environments'. Parallel sessions, poster displays and networking provided plenty of opportunities for members of the two networks from across Ireland to present details of their achievements and initiatives, and share their experiences.



Pictured at the smokefree hospitals conference are Barbara Porter (fourth from left), HPA Health Promoting Hospitals coordinator, with colleagues in public health from a range of local organisations and Wendy Austin of the BBC who chaired the conference.

# Health Promoting Schools

Health Promoting Schools is another *Investing for Health* (IfH) partnership managed by the HPA which focuses on a particular 'setting' for health.<sup>8</sup> This initiative aims to enable schools to develop as an environment where the health and wellbeing of staff and pupils are supported in partnership with families and the wider community who link with the school. This regional partnership is facilitated by the HPA and brings together key representatives from health and education. This programme of work aims to provide a framework to address many health-related issues for pupils and staff, and to deliver and add value to the proposed new curriculum in personal development.

## Funding extended

Based on the evidence of the previous three years of the initiative, the DHSSPS secured additional funding for the 2005-2006 financial year. This reflects on the excellent progress 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.

By the end of June 2004 a total of 128 schools in Northern Ireland had received recognition certificates at celebration events in each of the Education and Library Boards.

The celebration events recognised the schools' commitment to the process. They were also a milestone for the regional and local planning partnerships as these schools were the first to reach this stage. The excellent examples of good

The excellent examples of good practice and partnerships developed by these schools are further proof of the effectiveness of the school as a setting to promote health...

practice and partnerships developed by these schools are further proof of the effectiveness of the school as a setting to promote health and wellbeing.

In addition to the 128 schools already committed to becoming health promoting schools, the funding will allow a further 5% of schools across Northern Ireland to participate in the initiative.

## New resources

The HPA also helped develop a series of information and guidance documents, to support this programme of work. These are due to be published later in 2005 and include:

- examples of good practice in developing a health promoting school;
- a process for self-evaluation;
- guidance for school governors;
- summary report on the regional evaluation of the Health Promoting Schools initiative.



From left, Hilary Johnston, IfH Manager, Northern Investing for Health Partnership; Michael Wood, Chair, Northern Health and Social Services Board; John Rowan, HPS Coordinator, North Eastern Education and Library Board with children from Ballee Primary School, Ballymena.

# Health Promoting Workplaces

Until recently most workplace health and safety policies were primarily concerned with physical safety issues and accident prevention. The Health Promotion Agency's workplace health programme is designed to encourage organisations and employers to develop healthy working environments. This means identifying and implementing policies which support employees' health as well as offering access to activities and information that will positively influence their health and wellbeing.

The HPA continued to manage and develop its workplace health programme called Work Well in partnership with the Health and Safety Executive for Northern Ireland (HSENI). This pilot project involves 20 small businesses who are all developing and implementing their own workplace health programmes.

## Work Well business network

The HPA set up a series of meetings to facilitate the development of networks between the Work Well businesses and encourage the sharing of good practice. Participating businesses attended their first network meeting in August 2004. These meetings also underpin the partnership approach between the HPA and the businesses.

## Protecting the workforce

As part of our public information campaign on smoking the HPA developed a comprehensive information pack called *Protecting your workforce from tobacco smoke. A guide for workplaces.*<sup>9</sup> This aimed to encourage workplaces without a smoking policy to implement one and was a collaboration between the HPA, the HSENI, IfH and the Chief Environmental Health Officers Group. The pack was launched in January 2005 alongside a TV advertising campaign to raise awareness of the damaging health effects of passive smoking.



The pack was made available from the Smokers' Helpline and from the HSENI and the environmental health departments of local councils as well as the central health promotion resource service in each Health and Social Services Board area.

## Workplace health survey

Every employee in each of the 20 Work Well businesses in Northern Ireland was given the opportunity this year to tell their employer and the HPA what they want from a healthy workplace. Staff completed a questionnaire on issues such as healthier eating, smoking in the workplace and safety. An impressive 70% of completed questionnaires were returned to the HPA, suggesting that employees really wanted to contribute to this initiative. This information will be used to create a baseline against which changes in awareness of health issues and changes in behaviour which have arisen as a result of participation in the Work Well programme can be measured in future surveys.

## European conference

The HPA supported and chaired a session at the fourth European Conference on Promoting Workplace Health which took place in June 2004 at Dublin Castle.



Work Well survey prize draw winner, Daryl Wong, right, of Hamilton Architects, Belfast, with Liam McBrinn, Chair, HSENI and Julie Hill, Health Promoting Workplaces Coordinator, HPA.



# Smoking



www.healthpromotionagency.org.uk

Smoking is still the single largest cause of disease, disability and premature death in Northern Ireland.<sup>10</sup> The HPA's broad range of smoking and tobacco-related work this year, including lobbying, training, research and public information, contributed to us meeting our stated objectives in tobacco control.

## Supporting a smokefree Northern Ireland

This year the HPA both welcomed and exploited the opportunity to lobby for a ban on smoking in enclosed public places and workplaces. The DHSSPS consultation on *A healthier future: a twenty year vision for health and wellbeing in Northern Ireland 2005-2025* included a question on smoking in public places.<sup>2</sup> The HPA moved rapidly to harness support for the option: 'to ban smoking in all enclosed public places and workplaces'.

We developed the new dedicated website [www.smokefreenorthernireland.com](http://www.smokefreenorthernireland.com) as a way of generating rapid and measurable support, during the consultation period, for a ban on smoking. It provided access to information and resources to support the campaign for a ban and enabled visitors to register their online vote directly with the DHSSPS.

While we facilitated this project and provided the technical expertise in setting up the website, the initiative was a successful team effort, with 39 organisations signing up as partners. Working together, the site was developed in just three weeks. Media interest in the project was considerable and the website had over 40,000 hits in the first week.



## Public information campaign

The HPA successfully fulfilled its commission from the DHSSPS to develop and implement a public information campaign in support of the tobacco action plan.<sup>6</sup> This lent considerable support to the smokefree Northern Ireland campaign by raising public awareness of the dangers of passive smoking (see page 19).

## Smoking cessation e-learning

Our commitment to providing training for professionals, coupled with positive feedback from a pilot of our e-learning website on smoking cessation skills, led us to adapt the course content this year to suit community pharmacists. The advisory group established to take this forward, including the HPA, the Northern Ireland Centre for Postgraduate Pharmaceutical Education and Training (NICPPET), the Ulster Cancer Foundation, and the smoking cessation coordinator from the Western Health and Social Services Board, also contributed to the *A to Z of Smoking Cessation*, a training resource produced by NICPPET.

## Smoking in public places

The HPA commissioned and published research on public awareness of the health risks of environmental tobacco smoke and attitudes in Northern Ireland towards smoking prohibitions or restrictions across a range of public places.<sup>11</sup> Read the full report on our website.



## No Smoking Day 2005

This year our TV campaign urged smokers to 'Wake up to No Smoking Day', and face up to the health effects of smoking, the cost, the mess and all the other reasons to stop. We also promoted the idea of waking up to a fresh start, free from tobacco. Our campaign helped raise awareness of the day and promote the Smokers' Helpline as well as giving smokers an opportunity to prepare to quit by counting down the days to No Smoking Day.<sup>12</sup> Studies show that smokers who have time to prepare themselves mentally to stop smoking are more likely to stop for good.

Suzi Rooney and Stuart Brown, Bombardier Aerospace Apprentices, at the launch of the website [www.smokefreenorthernireland.com](http://www.smokefreenorthernireland.com)

# Alcohol and drugs

The misuse of alcohol and the use of illicit drugs have a huge impact on individuals, families, communities and our society as a whole. This year our work contributed to meeting the targets set out in the Northern Ireland drug and alcohol strategies.<sup>13,14</sup> We also worked to develop and consolidate partnerships with those working at all levels in this field.

## Sharing good practice

The HPA was actively involved in supporting the 16th annual conference on drug related harm which was held at the Waterfront Hall, Belfast, in March 2005. HPA staff both chaired and presented sessions at the conference. We also shared our technical expertise by designing a comprehensive website for the conference and supplying information for the conference packs.



The conference contributed to increasing professional knowledge and the sharing of good practice from around the world.

This major international harm reduction conference, with the theme 'Widening the agenda', featured internationally renowned speakers from the field of harm reduction. It was very well attended, stimulated great debate and contributed to increasing professional knowledge and the sharing of good practice from around the world.

## Binge drinking

Many people in Northern Ireland binge drink in 'sessions', often at the weekends. This can cause real damage to our health so one of our objectives this year was to reinforce to the public the messages about sensible drinking. The HPA ran a hard-hitting public information campaign on binge drinking which incorporated last year's award winning advertisement

'Everybody can enjoy a drink – nobody enjoys a drunk' broadcast on both television and cinema. This showed in a very graphic way how an enjoyable night out with friends can be ruined by excessive drinking.

A second ad 'You don't have to be drunk to be doing real damage' was also screened to provide information on what constitutes a 'binge' and highlight the links between binge drinking and heart disease, strokes, mental health and cancer.

## Poster advertising

We continued to reach young people aged 18–30 via a poster advertising campaign in the toilet areas of local pubs, clubs and student campuses. This year the HPA again highlighted the risks associated with taking drugs such as cocaine, cannabis and speed.



The HPA kept the public up to date with the sensible drinking message and provided information on units and sources of further information on alcohol and drinking by reprinting our *Alcohol in focus* leaflet. This was distributed through the central health promotion resource services in the Health and Social Services Boards.

## [www.drugsalcohol.info](http://www.drugsalcohol.info)

We communicated with professionals working in the field through our dedicated website on drugs and alcohol issues. Regularly updated, this site continued to be a comprehensive source of unbiased and reliable information for professionals working in this field. It received approximately 80,000 hits last year suggesting that it is a valued resource.



# Nutrition and oral health



www.investingforhealthni.gov.uk/fitfutures.asp

This year much of our work was carried out at a strategic level to help develop a new food and nutrition strategy for Northern Ireland. We also achieved more practical objectives by developing training resources, undertaking research on obesity and evaluating the success of the Fresh Fruit in Schools scheme.

## Fit Futures: focus on food, activity and young people

We contributed detailed, up-to-date research to this cross-departmental initiative to tackle the underlying causes of overweight and obesity in children and young people. The research was published on the Fit Futures website and used to inform revised strategies for physical activity and food and nutrition.



## Training scheme

The HPA, community dietitians and PlayBoard together produced the *Food 4 Play* resource pack. *Food 4 Play* highlights children's nutritional needs and incorporates ideas for how children's play opportunities can be extended to food. It is also one of three training modules that are part of the Fit for Play quality award offered by PlayBoard. Community dietitians, environmental health officers and PlayBoard staff began training playworkers to use the pack and evaluation of the pilot programme indicated that it was enjoyable and informative, and will improve everyday practice in childcare facilities.

## Fresh Fruit in Schools (The Snack Pack)

We evaluated the success of this pilot scheme which aims to increase access to fruit, promote the benefits of fruit, and encourage healthy eating



habits among primary one, primary two and a number of primary three children in each of the four Health Action Zones. Results showed that it has increased fruit consumption among children taking part, especially in the most socially disadvantaged schools. It has also

helped deliver the message home to the family with some parents changing the family shopping and eating habits. We also published a bright, informative magazine for parents called *Fresh* to support the scheme.

Results showed that it has increased fruit consumption among children taking part...

## Speak up for oral health

The HPA contributed to developing a new ten year strategy to improve oral health and reduce inequalities in oral health.<sup>15</sup> Its interlinked recommendations focus on prevention and partnerships. Public consultation on the new strategy ran from September to December 2004.

## UTV healthy eating campaign

In April 2004, the HPA supported UTV's healthy eating campaign focusing on primary school children. This highlighted local examples of good practice in schools and encouraged parents to promote healthy options at family mealtimes. The HPA supplied information for a leaflet to support the campaign and for the UTV website.

## Weaning guide for parents

We updated the *Weaning made easy* booklet for parents in line with new guidance from the World Health Organization (WHO) recommending exclusive breastfeeding for the first six months of an infant's life.

## Cook it!

This year we recruited a regional officer to coordinate the four Cook it! projects in Northern Ireland. Cook it! is a community-based nutrition education programme which provides practical experience of food preparation to low income groups. It was developed by the HPA in association with dietitians from three Health and Social Services Boards. Particular focus this year was on accreditation and low literacy awareness training for those involved in the programme.

# Physical activity

There has been a growing recognition of the links between physical activity and good health. The HPA works at a strategic level and on the ground to promote greater awareness of the benefits of regular, moderate physical activity and increased participation in activities at community level. Our work to promote and encourage greater levels of physical activity also contributes to the fight against obesity.

## Physical activity campaign

To meet our objective of increasing public awareness of the health issues related to physical activity, we broadcast a television advertising campaign promoting the benefits of physical activity. The HPA's advertisements 'Be active' and 'Go walking' were broadcast during the DHSSPS consultation on the new physical activity strategy and action plan for Northern Ireland.<sup>16</sup> The catchy advertisements helped reinforce the straightforward message to the public in an appealing and encouraging way.



**A pupil at Glenarm Community Pre-school enjoying activities funded by the Community Grants Scheme.**

## Get active in the community

This was the sixth year of our annual cash grant awards scheme. This initiative is designed to support the provision of local opportunities for people to become more physically active in their communities. The scheme directly supports the implementation of the Northern Ireland physical activity strategy. This year there were 622 applications, a 47% increase on 2003, and 153 grants were awarded. Funding is allocated to each Board area on a population basis to support local, community-based projects which help people become more active. The sort of projects that received funding this year included

salsa and line dancing for older people, Pilates and armchair aerobics. The groups who received grants evaluated their activities and reported back to the HPA. The benefits to participants included feeling healthier and fitter, less out of breath, increased mobility and learning new skills. There were also social benefits reported in terms of getting out and about, meeting new people and taking 'time out'.

## All-island conference

The HPA helped organise a major all-island conference on physical activity 'Tackling obesity together – every step counts' with the Republic of Ireland's Department of Health and Children. This event, held in Cavan, helped inform the Obesity Task Force reports being produced in the North and the South. At the request of the HPA, Mary Allison, physical activity coordinator for Scotland, presented the Scottish experience of taking a 'joined-up' approach.

## HPA on show at Balmoral

The HPA and DHSSPS managed the 'Healthier People' display at the Balmoral Show which featured information on how to lead a more active lifestyle. We also handed out the healthy eating leaflet *Small changes, big benefits*. Many visitors to the stand took the opportunity to have their height and weight measured and find out their Body Mass Index (BMI).



**Angela Smith, MP and former Minister for Health in Northern Ireland, checks her BMI at Balmoral Show with the help of Claire Hind, HPA.**

# Breastfeeding

World  
Wide  
Web

www.breastfedbabies.org

Breastfeeding confers considerable health benefits to babies and mothers. Our commitments this year focused on helping to implement the recommendations in the *Breastfeeding strategy for Northern Ireland*.<sup>17</sup> This aimed to consolidate progress on raising breastfeeding rates among mothers in Northern Ireland.

## Breastfeeding website

We began the year by officially launching our breastfeeding website [www.breastfedbabies.org](http://www.breastfedbabies.org). This vital online resource, developed for parents in Northern Ireland, explains why breastfeeding is so important. It includes a step-by-step guide to positioning and attachment, guidance on expressing breast milk, solutions to common breastfeeding problems, and contact details for further support. The site registered an impressive 20,000 hits in its first two days and has since attracted around 30,000 hits per month.

The HPA organised the successful third regional breastfeeding conference, 'Supporting and sustaining breastfeeding', which took place during National Breastfeeding Awareness Week in May 2004. The conference, which was attended by 270 participants, also saw the launch of a new 60 page booklet entitled *Off to a good start: all you need to know about breastfeeding your baby*. This was adapted for Northern Ireland by the HPA from an original resource produced by Health Scotland and it will be given to pregnant women throughout Northern Ireland.



## Promoting social acceptability

Our first breastfeeding public information campaign was also launched in May 2004 to coincide with National Breastfeeding Awareness Week. This was re-run in February 2005. Television, radio and poster advertising aimed to raise public awareness about the health benefits of breastfeeding and encourage more women to breastfeed. Another important campaign aim was to encourage everyone to be more supportive of breastfeeding in public. This was the first time the issue of social acceptability and embarrassment about breastfeeding has been addressed via a poster campaign in Northern Ireland.

## GP training

The regional breastfeeding coordinator for Northern Ireland, based at the HPA, helped develop a new breastfeeding training programme for GPs. The first two training sessions, in Belfast and Londonderry, generated very positive feedback.

## Information sharing

Gathering and sharing evidence to support health promotion interventions is vital. To this end we produced *Peer support as an intervention to increase the incidence and duration of breastfeeding in Northern Ireland: what is the evidence?*<sup>18</sup> This review document examines different models of peer support and the evidence for their effectiveness, and outlines the current situation in Northern Ireland.

We continued to publish the Breastfeeding Strategy Group's newsletter, *Keeping abreast*, to keep everyone working to promote breastfeeding in touch with regional developments. This year's newsletters reported on local progress in achieving Baby Friendly status and the regional breastfeeding conference as well as containing updates on weaning and co-sleeping, and recent breastfeeding research.

Attending the HPA workshop on 'Peer support and breastfeeding: making it happen' are, back from left, Sarah Gill, Peer Counsellor Director, La Leche League; Janet Calvert, Regional Breastfeeding Coordinator, HPA; and Marion McPhillips, Glasgow Breastfeeding Initiative Coordinator, with mum Aisling Ferris and baby Blinne from Newry.

# Sexual health

The HPA works to increase understanding and responsibility in relation to sexual health. Our commitments to sexual health promotion incorporate a number of strands, including relationships and sexuality education, family planning, the prevention of unplanned teenage pregnancy and preventing the spread of HIV and AIDS in Northern Ireland.

## Teenage pregnancy and parenthood

The HPA continued to contribute to the Teenage Pregnancy and Parenthood Strategy Implementation Group. In support of this strategy, and in association with the Sexual Health Information Exchange Group which we facilitate, we organised a seminar for professionals in February 2005.<sup>19</sup> This examined the research evidence on effectiveness of approaches to the prevention of teenage pregnancy and parenthood, and was extremely well received by those working in the field.

The service, which provides a helpline as well as responding to written queries, dealt with 6,572 enquiries this year...

## Sexual health strategy

The HPA is also a member of the multi-agency implementation group established to drive forward the DHSSPS's *Five year sexual health promotion strategy and action plan*.<sup>20</sup> This year's work involved considering the responses to the consultation on the draft strategy and formulating priorities for action.

A key objective of the strategy is to reduce the number of new diagnoses of HIV and sexually transmitted infections (STIs) by 25% by 2009. Hence we added our support to World AIDS Day in December by reminding the public that: 'We cannot be complacent about our sexual health'.

## Posters promote safer sex

We developed a new series of ten sexual health posters after testing more than 40 concepts with focus groups. These posters provided information about sexually transmitted infections in general, as well as more specific information on syphilis, chlamydia, gonorrhoea and HIV, unplanned pregnancy, the need for regular check-ups, and safer sex. These posters were displayed in the toilet areas of pubs and clubs popular with 18–30 year olds. We also supplied a wallet card-sized information leaflet in holders attached to the poster frames.



## Sexual Health Information Service

The HPA maintained its productive and long standing partnership with fpaNI to provide accessible information through the Sexual Health Information Service. This service, part-funded by the HPA and managed by fpaNI, provides authoritative, up-to-date information on sexual health issues to professionals and the public.

This partnership also produced a series of factsheets on legal issues, sex education in schools, STIs, family planning services, teenage pregnancy, sexual orientation and the sexual behaviour of young people. These were made available on the HPA website.

The service, which provides a helpline as well as responding to written queries, dealt with 6,572 enquiries this year, relating to unplanned pregnancy, location of family planning clinics, emergency contraception and women's health. It also responded to many media requests for information.

# Mental health

The HPA's objectives in this field were based around the targets in *Investing for Health* and the regional mental health promotion strategy.<sup>21</sup> They included increasing capacity in the field of good mental health, increasing competence and knowledge among professionals by sharing information on good practice and increasing public awareness of mental health issues. The HPA chaired the Regional Strategy Implementation Group, a collaborative partnership made up of a range of agencies and organisations.

## Students' emotional wellbeing

We continued our collaboration with the National Union of Students and the Union of Students in Ireland (NUS-USI), and reprinted *Mind your head*. This guide, which offers tips to new students on how to maintain mental and emotional wellbeing at a time of change, was distributed in student packs at the start of the autumn term. We also supplied an accompanying support guide for parents, tutors and student advisors.



## Design for Living partnership

The HPA continued its partnership with Action Mental Health and the Youth Council for Northern Ireland. Known as the Design for Living partnership, it has acted for a number of years in support of young people's mental health and emotional wellbeing. Following very positive feedback the HPA, in collaboration with partners, re-ran a series of training events related to young people and self-esteem between autumn 2004 and spring 2005.

In addition, due to demand, the HPA reprinted the *Sound mind* resources developed by the partnership. The practitioners' guide and young people's resources (aimed at 13–18 year olds) have proved useful in a range of settings, and offer information and approaches to talking about and supporting mental health and emotional wellbeing.

The HPA and our Design for Living partners were invited by the office of the Children's Commissioner to help develop a conference for young people and policy makers related to suicide and self-harm. We made a special effort to involve young people themselves and ran consultation sessions to guide the development of the conference. The resulting 'Hope' conference took place in February and offered a wide range of speakers and participatory workshops.

## R U right in the head?

The HPA commissioned new resources focusing on mental health for young men, and for practitioners working with them. These were developed by Dr Ken Harland, University of Ulster, and a regional advisory group including representatives from the Curriculum Development Unit, YouthAction, the Men's Project (Parents' Advice Centre), Opportunity Youth, the Rainbow Project, the Southern Area Health Promotion Department and the Health Promotion Department of Westcare Business Services.



The resource for young men tested positively with the intended audience and was launched at the Interboard Youth Work conference in March 2005. A two day residential training programme developed to introduce the guide and the concepts on which it is based was enthusiastically received.

# Research and evaluation

The HPA managed an extensive programme of research and evaluation this year to inform policy and programme development, measure the impact of interventions and provide an evidence base for future work. By providing reliable information on best practice we helped to increase knowledge and capacity among professionals, support efficient use of resources and increase effectiveness.

## No Smoking Day 2004 evaluation

The HPA again funded quantitative research following No Smoking Day (NSD). More than 1,000 interviews were carried out, revealing that 81% of respondents were aware of NSD with awareness higher among smokers (87%) than non-smokers (77%). Awareness was again higher in Northern Ireland than in the rest of the UK (72%). Encouragingly, 38% of those smokers aware of NSD participated by quitting for a time, cutting down, accessing information or taking part in an event, up from 29% last year. Twenty percent of smokers aware of NSD made a quit attempt on the day, up from 15% in 2003.

## Research and evaluation review

This publication reported on eight completed research and evaluation projects undertaken or commissioned by the HPA.<sup>22</sup> It reports on the impact of the Fresh Fruit in Schools scheme and the Get Active in the Community Awards scheme. Evaluations are included for several of our major public information campaigns. It also reports on surveys with the public on passive smoking and their health information needs.



The report on the *Health and lifestyle survey for Northern Ireland (HALS)* was included in the review.<sup>23</sup> This survey was conducted at the same time as the *Survey of attitudes, lifestyle and nutrition (SLAN)* in the Republic of Ireland and used the same research instrument and methodology.<sup>24</sup>



Overall support for a smokefree environment was strong, with only 16% of respondents reporting they would oppose a law banning smoking in public places.

## Smoking in public places

The HPA commissioned research into public awareness of the health risks of environmental tobacco smoke and attitudes towards smoking prohibitions or restrictions across a range of public places.<sup>11</sup> It revealed a general awareness of the health risks of passive smoking but low awareness of specific risks other than lung problems. Overall support for a smokefree environment was strong, with only 16% of respondents reporting they would oppose a law banning smoking in public places.

## Obesity

The results of the HPA's research into the development of obesity in children, which incorporated prevalence, causation and evaluation studies, were presented at a major seminar on obesity and cancer in Dublin, organised by the Prevention Working Group of the Cancer Consortium.

## Testing

This year's many focus groups enabled us to test the suitability and gain feedback on public information materials at the development stage. We also ran a training course to give partners in other organisations a comprehensive introduction to using focus groups. Our other research-related training courses included a breakfast seminar on 'young people's lives and the impact on their health' as well as a planning workshop on 'evaluating your work'.



# Health protection

Health protection involves working to eliminate or control external threats to public health, such as infectious diseases and environmental threats. Our objectives this year related mainly to promoting public awareness of how individuals can help protect themselves and their families through immunisation and screening.

The HPA's role also involved supporting the DHSSPS's Antimicrobial Resistance Action Plan (AMRAP) which aims to raise awareness of the appropriate use of antibiotics and promote hand washing as a means of reducing the spread of infection.<sup>25</sup>

## Protection from infection

During the winter the HPA re-ran its 'Protection from infection' campaign. The campaign is funded by the DHSSPS as part of the work set out in the Antimicrobial Resistance Action Plan. The first phase of this campaign encouraged the



appropriate use of antibiotics through the advertisement 'Protect antibiotics so they can protect you'.

The second phase, promoting regular hand washing, was called 'Help prevent

infection: wash your hands regularly'. The campaign poster and information leaflet were reprinted and distributed through GP practices, opticians, pharmacies and as an insert in the *Belfast Telegraph*. We also produced stickers promoting hand washing for display at wash basin areas and these were supplied to all the infection control teams.

## Immunisation language matters

Five new leaflets were produced in 2004 to support the changes to the childhood immunisation programme. They cover all the

immunisations given to children and young people between birth and leaving school and were translated into six languages. Producing versions in Arabic, Chinese (complex character), Hindi, Irish, Portuguese and Urdu means that the information is available to many more parents in Northern Ireland. The HPA also published detailed information for professionals and summary guides to explain the changes to the immunisation programme.



## Flu programme

The annual flu immunisation programme, launched by DHSSPS in October, was supported by the HPA's public information initiative. This helped to raise awareness of the benefits of the flu vaccination and encourage those who are eligible to get their flu jab. The campaign used a combination of television, radio and bus advertising, along with information leaflets and posters, to promote the programme.

## Breast screening

We added a new breast screening leaflet this year to the range we have produced for the Northern Ireland Breast Screening Programme. It was designed to reassure those women who have been called back after their initial breast x-ray and whose results now show no sign of breast cancer. It also explains what they should do if there is any change in their breasts before their next appointment. The new leaflet will be issued by the breast assessment clinics.

# Communications

The HPA has a broad remit to develop and distribute information through a variety of media to help the public make informed decisions about issues that affect their health. We are committed to achieving high standards in our internal and external communications and this year we received many requests to reproduce HPA public information materials from other organisations working to promote health (see page 20).

## Number one website

We were delighted to learn that our website [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk) was ranked number one for 'health promotion' by the Google search engine out of almost 30 million alternatives worldwide. This site was regularly updated and offers a huge amount of information about the HPA plus links to many other health-related websites. One of many new



developments this year was the addition of online video footage of HPA campaigns.

## Public information campaigns

This year's campaigns communicated with the public on issues including passive smoking, binge drinking, immunisation, breastfeeding and physical activity.

Our passive smoking campaign in support of the tobacco action plan focused on the damage passive smoking does to non-smokers.<sup>6</sup> A two phase television campaign drew attention to the health risks of passive smoking, asked non-smokers why they put up with passive smoking and directed viewers to the Smokers' Helpline for an information pack on implementing a smoking policy in workplaces. Posters and leaflets to support this campaign were distributed through GP practices, pharmacies, dental practices, social security offices and as an insert in local morning newspapers. To watch these ads go to: [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)

## Reaching young people

We continued to reach young people with relevant and accessible health information through our website [www.up-2-you.net](http://www.up-2-you.net). This year we added a section on passive smoking. The website, which deals with smoking, drugs, alcohol and mental health, attracts large numbers of school-aged visitors and 90% of respondents to a survey said they would recommend the site to their friends.

## Press and publicity

The HPA press office maintained a professional and proactive service to the local media on health promotion issues. Substantial coverage was gained for campaigns and initiatives this year. This publicised the issues, prompted debate and raised the profile of HPA as an unbiased and trustworthy source of information.

## Sharing resources

Strong demand for HPA resources led us to update and reprint many of our core publications this year. We also published regional versions of *the Pregnancy book* and *Birth to five* to ensure that the information in them was directly relevant to new mums and families here in Northern Ireland.<sup>26, 27</sup>

## Corporate communications

Six issues of our newsletter, *Inform*, helped keep professional partners up to date with HPA work and provide notice of conferences, campaigns and collaborative projects. The HPA fulfilled its commitment to evaluate its communications through research undertaken as part of a major communications audit. This asked the public about their recall of and the impact of many of the HPA's public information campaigns. It also asked if, and how, they would like to receive information about health issues. Another research study 'Your views count' examined staff attitudes towards a range of issues related to working for the HPA, including satisfaction with internal communication.



# International collaboration

The aim of the HPA's cross-border and international initiatives is 'to promote the good health of local people through sharing best practice and developing joint initiatives involving the public, private and voluntary sectors at regional, national and international levels.'

## Cross-border cooperation

Regular meetings between the Health Promotion Unit of the Department of Health and Children in the Republic of Ireland, DHSSPS and the HPA saw progress made in developing protocols for collaborative approaches to working.

We worked together successfully on several major conferences including the second all-Ireland conference on Health Promoting Hospitals, and an all-island physical activity conference. In addition, the Health Promotion Winter School came to Belfast this year with more than 90 delegates attending Ireland's major annual health promotion training event.

We contributed to several working groups and task forces on public health issues in the Republic of Ireland, including the Obesity Task Force, the Mental Health Promotion Working Group, the Alcohol Task Force and the Men's Health Working Group. HPA research was presented at the Irish Food Safety Promotion Board's 'Safe food' conference in Cork and at the 'Obesity and cancer – research the link' seminar in Dublin.

## East/west cooperation

The HPA's chief executive participated in a Health Development Agency sponsored seminar to develop a collaborative approach to dissemination of learning from international programmes. The HPA and partners from England, Scotland, Wales and the Republic of Ireland worked with the Clifford Beers Foundation, an international mental health charity, to develop a series of annual conferences, the first of which took place in April 2005 in Dublin.

## CINDI/WHO

The HPA continued to strengthen links with the World Health Organization (WHO) as a WHO Collaborating Centre for Training and Research in Communications and Information Technology in Health Promotion and Disease Prevention.



Continued participation in the WHO's CINDI Programme (Countrywide Integrated Noncommunicable Diseases Intervention), saw us publish the tenth edition of *CINDI Highlights* and redesign the CINDI corporate identity.<sup>28</sup> We also

contributed to the International Heart Health Conference in Milan, by helping to produce the WHO *Strategy to prevent chronic disease in Europe*, which was distributed to delegates.<sup>29</sup> Following the conference the HPA liaised with WHO to produce this document in Russian.

Our chief executive was the CINDI European Network Representative at the WHO's fourth Global Forum on Chronic Disease Prevention and Control.

## Sharing resources

This year the HPA was asked to share its work with a range of international partners. Permission was requested by the following organisations to reproduce all or part of these HPA materials:

- Department of Health and Children, Ireland – sexual health posters and Smokers' Helpline television advertisement;
- Wyre Primary Care Trust, England – *Protect antibiotics so they can protect you*;
- TIPSA project, Cookstown – *Focus on alcohol*;
- Scottish Executive – *What do you know about drugs?*;
- Hodder Murray, England – *Make the first move!* (in a GCSE revision guide);
- Gateshead NHS Trust – the breastfeeding guide *Off to a good start*;
- Serbian Society for the Fight Against Cancer – *Protecting your workforce from tobacco smoke*;
- Blyth Health Centre, Northumberland – baby scan holders with breastfeeding information.

Attendance at major international conferences on workplace health and Health Promoting Hospitals helped HPA staff members bring up-to-date information on new initiatives and best practice back to Northern Ireland.

# Corporate services

The HPA continued to work to fulfil a number of corporate responsibilities and objectives. A project team was established to oversee the implementation of Agenda for Change in line with the Northern Ireland Health and Personal Social Services (NIHPSS) regional plans. A number of key staff were recruited this year to increase the HPA's capacity to meet its business objectives.



## AHSM prize winner

The winner of the Association of Health Service Managers (AHSM) Award for the 2004–2005 academic year was Gail Kerr. This award, which the HPA holds stewardship of, was donated by the former Association of Senior Managers to fund health promotion with a specific focus on education for management in health. The award is offered to the student who attains the highest marks in the health promotion and program planning module of the MSc in Health Promotion at the University of Ulster.

## Human resources

The HPA recognises that staff are key to delivering its organisational aims and objectives. As part of our commitment to Investors in People (IIP) and to auditing internal communications we carried out a staff survey called 'Your views count'. This generated information on staff attitudes to working for the HPA, internal communications and policies and procedures. The results of this survey will help us develop improved organisational procedures and the implementation plan for our communications strategy.

Staff training this year included IT skills, selection and recruitment skills, and health and safety skills. We also carried out a successful staff team building 'away day' in Tollymore forest in July 2004 (see photo right).

**Learning the benefit of teamwork at the HPS staff away day.**



## Equality

The HPA continued proactively to implement its statutory equality duties under Section 75 of the Northern Ireland Act. We underlined our commitment to these obligations by hosting a relaunch in April 2004. This provided an opportunity to review work to date and officially launch publications on promoting equality in our work, work-life balance and equality screening. We also undertook a range of initiatives to mainstream equality and meet the requirements of the Disability Discrimination Act.

## Freedom of Information Act

In fulfilling our duties specified in the Freedom of Information Act (2000) we developed a publication scheme during the year which outlines the information that the HPA is making available to the public. Under the Act, from 2005 the public will have a general right of access to all types of written information held by public authorities. The scheme can be downloaded from our website or is available in hard copy.

## Comments and complaints

A number of positive comments were forwarded formally to the HPA in recognition of its work this year. No complaints were received. We are committed to openness and continual improvement and welcome comments on our work. If you wish to make a formal comment or complaint please contact: Les McLean, Director of Corporate Services and Organisational Development, Health Promotion Agency for Northern Ireland, 18 Ormeau Avenue, Belfast BT2 8HS.



# Accounts

## REVENUE INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2005

	2005 £	2004 £
Income from activities	4,268,185	4,204,685
Other operating income	<u>102,676</u>	<u>110,357</u>
	<u>4,370,861</u>	<u>4,315,042</u>
Operating expenses	<u>4,386,155</u>	<u>4,327,299</u>
Operating surplus/(deficit)	<b>(15,294)</b>	<b>(12,257)</b>
Operating surplus/(deficit) before provisions	<b>(15,294)</b>	<b>(12,257)</b>
Provisions for future obligations	0	0
Retained surplus/(deficit) for the financial year	<u><b>(15,294)</b></u>	<u><b>(12,257)</b></u>
Adjustment to add back:		
Notional cost of capital	4,676	4,615
Other notional costs	<u>47,927</u>	<u>29,767</u>
Retained surplus/(deficit) for the financial year excluding notional costs	<u><b>37,309</b></u>	<u><b>22,125</b></u>

## CAPITAL INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2005

	2005 £	2004 £
<b>Income</b>		
Capital advances from DHSSPS	0	7,750
Other capital income	0	0
Total capital income	<u>0</u>	<u>7,750</u>
<b>Expenditure</b>		
Equipment	36,414	29,159
Total capital expenditure	<b>36,414</b>	<b>29,159</b>
Surplus/(deficit) for the financial year	<u><b>(36,414)</b></u>	<u><b>(21,409)</b></u>

# Accounts

## BALANCE SHEET AS AT 31 MARCH 2005

	2005 £	2004 £
<b>FIXED ASSETS</b>		
Tangible assets	136,166	131,051
<b>CURRENT ASSETS</b>		
Stock	3,911	3,420
Debtors	599,355	478,478
Cash at bank and in hand	6,208	10,567
	<u>609,474</u>	<u>492,465</u>
<b>CURRENT LIABILITIES</b>		
Creditors - Amounts falling due within one year	<u>(602,211)</u>	<u>(486,098)</u>
<b>Net current assets/(liabilities)</b>	<u>7,263</u>	<u>6,367</u>
<b>Total assets less current liabilities</b>	<b>143,429</b>	<b>137,418</b>
Creditors - Amounts falling due after more than one year	(4,023)	(4,023)
Provisions for liabilities and charges	<u>0</u>	<u>0</u>
<b>TOTAL ASSETS EMPLOYED</b>	<u>139,406</u>	<u>133,395</u>
<b>FINANCED BY:</b>		
<b>Capital reserve:</b>		
Capital account	136,166	131,051
<b>Income and expenditure reserve:</b>		
Revenue	233,023	195,713
Capital	<u>(229,783)</u>	<u>(193,369)</u>
	<u>139,406</u>	<u>133,395</u>

## STATEMENT OF TOTAL RECOGNISED GAINS AND LOSSES FOR THE YEAR ENDED 31 MARCH 2005

	2005 £	2004 £
Revenue surplus/(deficit) for the financial year	37,309	22,125
Unrealised surplus/(deficit) on the revaluation and indexation of fixed assets	981	(4,346)
<b>Total gains/(losses) recognised for the financial year</b>	<u>38,290</u>	<u>17,779</u>

# Accounts

## CASH FLOW STATEMENT FOR THE YEAR ENDED 31 MARCH 2005

	2005 £	2004 £
<b>Net cash inflow/(outflow) from operating activities</b>	32,055	27,744
<b>Capital expenditure</b>		
Payments to acquire tangible fixed assets	(36,414)	(29,159)
Proceeds from sales of tangible fixed assets	<u>0</u>	<u>0</u>
Net cash inflow/(outflow) from capital expenditure	(36,414)	(29,159)
<b>Management of liquid resources</b>		
Purchase of current asset investment	0	0
Sale of current asset investment	0	0
Net cash inflow/(outflow) from management of liquid resources	<u>0</u>	<u>0</u>
<b>Net cash inflow/(outflow) before financing</b>	(4,359)	(1,415)
<b>Financing</b>		
Capital funding	0	7,750
Net cash inflow/(outflow) from financing		
<b>Increase/(decrease) in cash and bank balances</b>	<u>(4,359)</u>	<u>6,335</u>

This Annual report, including the summary financial statements, was approved by the HPA Board at its meeting on 10 August 2005.



Alice Quinn  
Chair



Dr Brian Gaffney  
Chief Executive

Copies of the HPA's full annual accounts can be obtained from Marie McCloskey, Finance and Administration Manager, Health Promotion Agency for Northern Ireland, 18 Ormeau Avenue, Belfast, BT2 8HS.  
Email [m.mccloskey@hpani.org.uk](mailto:m.mccloskey@hpani.org.uk)

# Accounts

## Information on senior management remuneration

	£
Chief executive's remuneration	77,333
Chair's remuneration	7,974

Full information on remuneration of the HPA's most senior employees is given in Note 5.3 of the accounts.

## Public sector payment policy

### Measure of compliance

The Department of Health, Social Services and Public Safety requires that the Health Promotion Agency pays its non HPSS trade creditors in accordance with the Confederation of British Industry (CBI) Prompt Payment Code and Government Accounting rules. The Government Accounting rules require that "timing of payment should normally be stated in the contract ... where there is not contractual provision departments should pay within 30 days of receipt of goods and services or on the presentation of a valid invoice, whichever is the later".

The HPA's compliance for 2004/5, based on a sample of 5% of non HPSS trade creditors, was:

	Number	Value £
Total bills sampled 2004/5	68	326,569
Total bills sampled paid within 30 days	64	320,392
% of sampled bills paid within 30 days	94.1%	98.1%

None of the HPA Board members, members of key management staff or other related parties has undertaken any material transactions with the HPA during the year.

This summary financial statement does not contain sufficient information for a full understanding of the activities of the HPA. For further information the full Accounts and Annual Report and Auditor's Report for the year ended 31 March 2005 should be consulted.

# Accounts

## Health Promotion Agency

### Statement of the Comptroller and Auditor General to the House of Commons and the Northern Ireland Assembly

I have examined the summary financial statement of the Health Promotion Agency.

#### Respective responsibilities of Board Members, Chief Executive and the Auditor

The summary financial statement is the responsibility of the Board Members and Chief Executive.

My responsibility is to report to you my opinion on the consistency of the summary financial statement within the Annual Report with the full financial statements, and its compliance with the relevant requirements of The Health and Personal Social Services (Northern Ireland) Order 1972 and Department of Health, Social Services and Public Safety directions made thereunder. I also read the other information contained in the Annual Report, and consider the implications for my report if I become aware of any apparent misstatements or material inconsistencies with the summary financial statement.

#### Basis of Opinion

I conducted my work in accordance with Bulletin 1999/6 'The auditors' statement on the summary financial statement' issued by the Auditing Practices Board for use in the United Kingdom.

#### Opinion

In my opinion the summary financial statement is consistent with the full financial statements of the Health Promotion Agency for the year ended 31 March 2005 and complies with the applicable requirements of the Health and Personal Social Services (Northern Ireland) Order 1972 and Department of Health, Social Services and Public Safety directions made thereunder.



J M Dowdall CB  
Comptroller and Auditor General

Northern Ireland Audit Office  
106 University Street  
Belfast BT 7 1EU

Date: 9 September 2005

# The HPA Board

The HPA's work is managed by a Board of ten members appointed by the Minister with responsibility for Health, Social Services and Public Safety. Members contribute independent advice and expertise on issues of strategy and performance. Each Board member acts in a

personal, non-representative capacity and non-executive members, with the exception of the Chair, give their services without remuneration.

For a full list of Board members' interests please see the HPA corporate website.



**The HPA Board, standing from left: Dr Colin Sullivan, Tina Gallagher, Professor Stewart McNulty, Janet Leckey, Tom Moore and Mary MacDonnell; and seated, from left, Valerie Owens, Dr Brian Gaffney, Alice Quinn and Anthony Harbinson.**

## **Ms Alice Quinn**

Chair of the HPA. She joined the HPA after a career in retailing with Marks and Spencer. She is Chair of Proteus, an independent member of the Project Board of the Public Prosecution Service, a board member of Enterprise Ulster and a member of the International Women's Forum.

## **Dr Brian Gaffney**

Chief Executive of the HPA. He previously worked as a GP and as a Consultant in Public Health Medicine.

## **Tina Gallagher\***

Director of the Inland Revenue in Northern Ireland.

## **Anthony Harbinson**

Joined the Northern Ireland Civil Service in 2001 after 15 years in finance in the Health Service.

## **Janet Leckey**

Lay panel member in the Family Proceedings and Youth Courts. Janet is also a lay magistrate.

## **Mary MacDonnell\***

Primary Care Manager, Services for Older People with Down Lisburn Health and Social Services Trust.

## **Professor Stewart McNulty\***

Former Chief Veterinary Research Officer and Professor of Veterinary Science in Queen's University, Belfast.

## **Tom Moore\***

Education and Training Officer with the Irish Congress of Trade Unions.

## **Valerie Owens**

Practice Development Manager with the Probation Board for Northern Ireland.

## **Dr Colin Sullivan\***

Director of NICARE within the Central Services Agency of the Health and Personal Social Services.

\* Board members with effect from 1 December 2004

HPA Board members whose terms of office ended 30 September 2004:

Liz Fiddis Carville

Fiona Bagnall

Dr David Higginson

Una O'Kane

# HPA staff and directors

(From 31 March 2004 to 1 April 2005)

## Senior management team

**Dr Brian Gaffney**  
Chief Executive

**Linda Barclay**  
Director of Programme  
Development

**Maureen Gardner**  
Director of Communications  
(until September 2004)

**Les McLean**  
Director of Corporate Services  
and Organisational Development

## Senior managers

**Victoria Creasy**  
Senior Manager, Public Health

**Angela McComb**  
Senior Manager, Public Health

**Aodhan O'Donnell**  
Senior Manager, Public Health

**Stephen Wilson**  
Senior Manager, Planning and  
Coordination

## Chief Executive's office

**Heather McDermott**  
Personal Assistant to the Chief  
Executive

**Dr John Yarnell**  
Senior Lecturer in  
Cardiovascular Epidemiology  
(joint appointment with Queen's  
University, Belfast)

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## Programme development

**Janet Calvert**  
Regional Breastfeeding  
Coordinator

**Maire Campbell**  
Regional Health Promotion  
Manager,  
Training and professional  
development (until June 2004)

**Julie Hill**  
Health Promoting Workplaces  
Coordinator

**Angela Jordan**  
Specialist Registrar, Public  
Health Medicine  
(secondment until August  
2004)

**Barbara Porter**  
Health Promoting Hospitals  
Coordinator

**David Porter**  
Health Promoting Schools  
Coordinator

## Research, evaluation and information

**Sarah Bothwell**  
Health Development Officer

**Jo Brizzell**  
Research Officer

**Laura Donnelly**  
Health Development Officer,  
Nutrition

**Dr Gillian Gilmore**  
Research Officer

**Dr Diana Gossrau-Breen**  
Health Development Officer,  
Information and Research

**Naomi McCay**  
Research Manager

**Julie Neill**  
Health Development Officer

**Dympna Johnston**  
Health Development Officer  
(until April 2004)

**Sara Thompson**  
Health Development Officer

**Kelly Warnock**  
Health Development Officer  
(until June 2004)

## Communications

**Sean Arbuckle**  
Graphic Artist

**Catherine Brown**  
Publications Officer

**Stephen Cousins**  
Web Developer

**Michele Crooks**  
Publications Officer

**Sinead Curran**  
Marketing Officer

**Jenny Dougan**  
Public Relations Officer

**Linda Giles**  
Publications Officer

**Laura Kavanagh**  
Marketing Assistant  
(student placement until June 2004)

**Rachel Kelly**  
Corporate Communications  
Manager

**Ruth Knowles**  
Publications Development  
Manager

**Alan Martin**  
Design, Production and  
Electronic Communications  
Manager

**Margaret McCrory**  
Marketing Manager

**Adam McCune**  
Web Development Assistant

**Rosemary McGaughey**  
Public Relations Officer

**Arthur McVeigh**  
Graphic Artist

**Tony Sheridan**  
Communications Manager

**David Thompson**  
Public Relations Officer (until  
Nov 2004)

**Judith Wallwin**  
Graphic Artist

## Corporate services

**Lesley Blackstock**  
Support Services Administrator

**Fiona Campbell**  
Human Resources Manager

**Carrie Crossan**  
Support Services Administrator

**Ciara Hegarty**  
Finance Assistant

**Claire Hind**  
Support Services Administrator

**Roger Irwin**  
Clerical Officer

**Danielle Judge**  
Finance Assistant (until  
October 2004)

**Patricia Lavery**  
Clerical Officer (until May  
2004)

**Shane MacManus**  
IT Manager

**Ann Marie McCann**  
Support Services Administrator

**Marie McCloskey**  
Finance and Administration  
Manager

**Noreen Savage**  
Human Resources Officer

**Kirsten Sharvin**  
Clerical Officer

**Janet Stange**  
Support Services Administrator

**Jonathan Telford**  
Finance Assistant  
(until Nov 2004)

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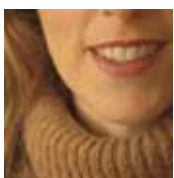
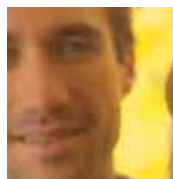
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# Health Promotion Agency

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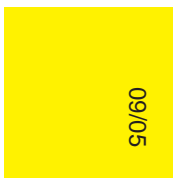
ISBN 1 874602 51 4



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