



Health Promotion Agency

Annual report
2001 - 2002



Mission:



To make health a
top priority for
everyone in
Northern Ireland.



Contents



- P.2** Chair's report
- P.3** Chief Executive's report
- P.4** The role of the Health Promotion Agency
- P.6** Meeting regional health priorities
 - Drugs and alcohol
 - Tobacco
 - Nutrition
 - Physical activity
 - Sexual health
 - Mental and emotional health
- P.18** Alliances for health
- P.20** Research and evaluation
- P.21** Training and professional development
- P.22** Communications
 - Public information campaigns
 - Websites
 - Corporate publications
 - Media relations
 - Resource development
- P.26** Corporate Agency Business
 - Accounts
 - The Agency Board
 - Agency staff and directors

How to contact the Health Promotion Agency

Our address:

18 Ormeau Avenue,
Belfast BT2 8HS.
Telephone: 028 9031 1611
(Voice/Minicom)
Fax: 028 9031 1711

Media enquiries:

Telephone: 028 9031 1514
(press and broadcast enquiries only)

E-mail:

info@hpani.org.uk

Website:

www.healthpromotionagency.org.uk
Our corporate website provides more detailed information about all of the Agency's work and many published resources are available to download as portable document files (PDFs).

It also provides links to the Agency's other health-related websites and to many other relevant sources of information on health and health promotion.

Copies of this document can be provided in large print format or on audiotape on request.

Chair's report



On completion of my first year in post I would like to thank the Board, Chief Executive and staff for their help, encouragement and support.

I now have a sound knowledge of the work of the Agency and appreciate its leadership role in public health issues.

The Agency has had a good year with success across its range of activities, underscored by confirmation from the quinquennial review of its central and valued role as regional centre of excellence. I realise that in the world in which we live brands are all-important and the Agency has earned its reputation for quality. It is vital that we continue to build on this.

During the last 12 months the organisation's workload has increased considerably; however, innovative ways of working and staff commitment to change have enabled the Agency to rise to this challenge. While there is still some way to go to improve funding for health promotion in general, I am grateful to the Department of Health, Social Services and Public Safety (DHSSPS) for their continued work to resolve this matter.

The need for collaborative working to achieve best outcomes was a consistent theme in my meetings with a wide range of Chairs and Chief Executives. This is something the Agency is working hard to achieve and will continue to prioritise. I am enthusiastic about the future. The Minister's determination to access funding for health promotion activities coupled with the recognition by the Health Committee, members of the Executive and Assembly of the shared responsibility for the public's health and the need for interdepartmental working offer encouragement.

In the coming year we know there is much to do. The Programme for Government, the new strategy for public health *Investing for Health*, the review of public health and the regional health promotion planning forum represent considerable involvement for the Agency. Continuous improvement internally will also be a priority as we continue to grow.

To conclude I wish to thank the Board members for their time, energy and commitment. I thank the DHSSPS for their guidance and support and on behalf of the Board members congratulate the Chief Executive and staff for their achievements. I also take this opportunity to remind everyone who is concerned with securing peace that the uncertainty of a sustained peaceful environment compromises the positive mental health of each of us and challenge them to give it the priority it deserves.

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



I am pleased to report that after the positive outcome of the Agency's second five-year review we have completed another very busy and productive year. We continue to provide regional leadership and direction for health promotion in Northern Ireland.

The Agency has been at the forefront of highlighting the need for collaborative work across all sectors to reduce inequalities in health in Northern Ireland and we actively supported the consultation for the Government's new strategy for public health *Investing for Health*. This is part of our role in raising health promotion and disease prevention up the policy agenda so that the health implications of decisions taken by all

Government departments are taken into consideration. We shall now be involved in delivering on some of the objectives contained in *Investing for Health* and look forward to meeting that challenge.



The Agency's programme of research helped identify need and shape the development of appropriate and effective resources. Our training and professional development programme provided a range of workshops and specialist seminars on health promotion and public health issues in response to professional colleagues' expressed needs.

Northern Ireland's biggest killers continue to be coronary heart disease and smoking-related illnesses so tackling the risk factors, including smoking, alcohol misuse, unhealthy nutrition and physical inactivity, topped our agenda for action. We led a number of public information campaigns promoting awareness of lifestyle choices that can help prevent these diseases. Our hard-hitting television and radio campaign *Every cigarette is doing you damage* made smokers more aware of the link between smoking and heart disease and encouraged them to think about quitting. This was supported by advertisements for nicotine replacement therapy and a freephone advice helpline.

The annual Flu campaign was an excellent example of collaboration to achieve results and public participation. The Agency developed the public information element of the campaign to motivate and encourage those who need the vaccine to go along to receive it. Together the partners in the campaign succeeded in raising this year's uptake rate to 72% of the target group. This was not only the highest uptake rate achieved in the UK but it also made Northern Ireland the only region to achieve the 70% target.

Another productive alliance this year has been working together with Age Concern developing a proposal to facilitate older people becoming more physically active and maintaining social links. This proposal was rewarded with a £1 million New Opportunities Fund grant to develop this 'Actively Ageing Well' programme.

This report shows that the Agency is an organisation playing a major role in health development and promotion in Northern Ireland. We have begun to expand and develop our organisation to meet the ever-growing demand for our services and, importantly, to ensure our work remains of the very highest quality. That the organisation has gone from strength to strength is a reflection of the quality and skill of its staff and I thank the staff, the Chair and Board members for their effort and commitment this year.



Dr Brian Gaffney, Chief Executive

The role of the Health Promotion Agency

Preventable diseases like coronary heart disease, cardiovascular disease and many cancers still claim too many lives here, especially when compared to other parts of Europe.¹ Apart from the suffering and the families losing loved ones, treating these diseases place a huge financial burden on our health service.

The Health Promotion Agency for Northern Ireland was set up in 1990 to help improve the health and wellbeing of everyone in Northern Ireland. It works with organisations, communities, individuals and government to raise awareness and understanding of health and wellbeing issues and to increase the opportunities for people to lead longer, healthier lives.

The Agency, in partnership with others, seeks to make 'health' a priority in the strategies that affect our lives. This means encouraging the health service, Government departments, individuals, groups, organisations and communities to consider the impact of their actions and activities on everyone's health and wellbeing. It also works to educate the public about lifestyle choices that can protect and improve our health.

Inequality and poverty are major causes of ill health in Northern Ireland today.² Many people are disadvantaged, for example, through earning less, living in rural areas, suffering a disability or belonging to an ethnic minority. People with the lowest incomes suffer more ill health and live shorter lives than those who earn more. Much of our work is directed at tackling inequalities and reaching those who need the information and support most.

Addressing inequalities and improving health is a joint endeavour requiring participation and commitment from all sectors of the community. Success can not simply be measured by setting targets for certain illnesses or reduced spending by the health service. A healthier population means healthier, happier children and families, better educational attainment, more people working and contributing to society as well as stronger community networks and, of course, less suffering from chronic disease and fewer years of life lost to preventable illness.

Statutory functions

The HPA is a special agency of the Department of Health, Social Services and Public Safety (DHSSPS). It operates under a management Board and its statutory functions are:

- advising the DHSSPS on matters relating to health promotion;
- undertaking health promotion activity;
- commissioning and carrying out research and evaluation;
- providing training and professional development to health professionals and those with a remit to promote the health of the public;
- providing information to the public and professionals through a range of media;
- working with and supporting other organisations involved in health promotion.



Meeting objectives

The Agency worked to achieve agreed objectives in priority health areas, including drugs and alcohol, tobacco, nutrition, physical activity, mental health and sexual health as specified in its business plan. It also fulfilled a number of commissions during the year from the DHSSPS in response to urgent public and professional information needs. It also continued to develop and consolidate partnerships with a wide range of organisations, groups and individuals through its Alliances for Health programme to target social need and reduce inequalities in health.

The Agency delivered its work through four interrelated business areas:

- **Policy development and advice**

We provided policy advice on many health-related issues to the Minister for Health via the DHSSPS and to other Government departments.

- **Research, analysis and evaluation**

We carried out or commissioned a wide range of primary and secondary research to both inform and evaluate health promotion policy and practical interventions.

- **Training and professional development**

We provided a wide range of training opportunities to develop professional practice in health promotion.

- **Public and professional information**

We designed and delivered integrated information campaigns on specific health issues to health professionals and defined groups within the general population. These were based on assessed need and followed by evaluation. We also developed and produced a variety of printed resources and online information for the public and professionals.

Using this report

This report aims to communicate the breadth of work engaged in during the year and show how each element of this work contributed to meeting our objectives for 2001-2002.

The considerable policy advice role, the partnership building and the research that informs so many areas of our work often carries a lower profile than public information campaigns. Taken together however, the different elements of our work make a significant contribution to improving health in Northern Ireland.

If you only have time to scan the report, a summary at the beginning of each section provides an overview of the work and details some of the objectives met this year.

More detailed information about the Agency's work can be found on our corporate website at www.healthpromotionagency.org.uk



Courtesy of Belfast City Council

Meeting regional health priorities: Drugs and alcohol

Drug and alcohol misuse are growing problems in Northern Ireland. As well as the frequent and shocking headlines about young people's increasing use of drugs and alcohol, recent surveys have shown that around a quarter of 18-30 year olds have taken illicit drugs more than once, and 37% of men and 20% of women are drinking more than the maximum weekly levels recommended for health.^{3,4}

Our work this year supported the objectives contained in the regional Drug and Alcohol Strategies.^{5,6} Initiatives included the development of a comprehensive new drugs prevention website for professionals, information for the public on safer drinking, information for young people on the harmful effects of drugs, an expert seminar on alcohol and public health, and research into volatile substance abuse.

Following the appointment of the Drugs Strategy Coordinator for Northern Ireland in March 2001, the regional Drug and Alcohol Strategies were placed under the remit of the Coordinator. A Joint Implementation Model for the two strategies was drawn up and endorsed by the Ministerial Group on Public Health and the Executive in May 2001. The Agency supported the Joint Implementation Model through its membership of the Drug and Alcohol Implementation Steering Group and a number of Working Groups and sub-groups established to develop and monitor Regional Action Plans. We were also involved in practical initiatives to deliver the aims and objectives of the two strategies.

www.drugsprevention.net

Our major project undertaken to support the strategy was the development of a website for professionals in the field of drugs prevention, education and treatment.

The site, www.drugsprevention.net, is based on the Agency's publication *Illicit drug use in Northern Ireland: a handbook for professionals*.⁷ It provides a huge range of clear, accessible information on drug issues, including statistics on local drug use, approaches to drug education with young people and details of local statutory and voluntary services.



Dr Brian Gaffney, Chief Executive of the HPA, introduces Jo Daykin, Drug and Alcohol Strategy Coordinator for Northern Ireland, to www.drugsprevention.net

Key advantages of the web format over the printed publication are greater accessibility, value for money and the ability to add new information as soon as it becomes available, for example to highlight relevant drug-related news items, conferences and training events.

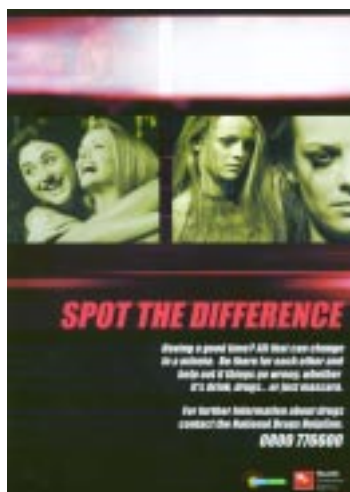
Launched in January 2002, the website generated widespread interest from the start, with an average of 800-900 hits per week. In February, the site was shortlisted for the Goldeneye Web Awards, organised by *Business Eye* magazine to reward excellence in website design. It was one of three shortlisted in the 'best e-learning website' category for websites with an educational or public information theme. www.drugsprevention.net was the only shortlisted website completely designed in-house and won great praise for the high standard of work that had gone into its development.

In the coming year, this website will continue to develop, to include a comprehensive range of alcohol information to support the regional Drug and Alcohol Strategies.

Volatile substance abuse

The issue of volatile substance abuse (glue sniffing) may have dropped out of the public eye in recent years, but it is still a major problem here. The Agency commissioned qualitative research with parents, professionals, retailers and environmental health officers across Northern Ireland to assess their current knowledge of volatile substance abuse and their future information needs. The summary report we published in March 2002 includes recommendations for future health promotion work with these groups.⁸

Convenience advertising



Throughout the year, the Agency continued its public information campaign on drugs, which targets 18-30 year olds through posters placed in the washrooms and toilet cubicles of popular pubs and clubs. Launched in February 2001, the campaign highlights the harmful effects of particular drugs, the potential

dangers of mixing drugs and alcohol, and provides information on reducing the risk of harm if taking drugs. The posters and an accompanying leaflet also promote the National Drugs Helpline. The campaign, which is ongoing, has evaluated very positively, with 71% of those surveyed having seen at least one poster.⁹

Your Body, Your Life, Your Choice

Teenagers were the focus of this public information campaign providing factual information on Ecstasy, speed and LSD. A series of television advertisements, originally created in 1999, were broadcast during February and March 2002. The advertising was supported by an information booklet on drugs called *Your Body, Your Life, Your Choice*, which was distributed via schools to fourth, fifth and sixth year pupils.

Focus on alcohol

Following requests from Boards and Trusts, the Agency produced a leaflet providing information on sensible drinking for the general public. *Focus on alcohol: a guide to drinking and health* highlights the long and short-term effects on our health of drinking too much or too often and was tested with the public.

“ ...this is exactly the type of information people that lift the leaflet would be looking for.”

Focus group participant in Western Health and Social Services Board area.



It outlines the recommended daily limits for alcohol intake, explains what a unit of alcohol is and gives the unit value of common alcoholic drinks. It also includes tips on how to cut down, information about alcohol and the heart, alcohol and pregnancy, why alcohol affects women more than men, drinking and driving, and organisations to contact for further information.

In December 2001, our seminar on alcohol and public health was attended by 120 public health colleagues from across Northern Ireland. Participants heard at first hand the experiences and views of world-renowned experts in the field of alcohol-related public health as well as the Government's response to the alcohol situation in Northern Ireland and the results of a comprehensive local study into adult drinking patterns. Local speakers included Jo Daykin, the Northern Ireland Drug and Alcohol Strategy Coordinator, and Agency staff Naomi McCay and Rob Phipps.

To coincide with this event, the December issue of our journal *Promoting Health* focused on alcohol and public health and featured a number of articles by speakers at the seminar.

Meeting regional health priorities: Tobacco

Although overall smoking rates are falling, they are still disproportionately high among low-income groups, adding to the burden of health inequality already experienced by this sector of our population.²

This year, in line with the Government's targets in *Smoking Kills*, we launched the first phase of a public information campaign for adults on low incomes (which evaluation showed achieved widespread public awareness).¹⁰ We also continued to communicate with young people via the *Up-2-You* website, supported No Smoking Day and facilitated a smoking cessation seminar for local health professionals.

Every cigarette is doing you damage

Within the framework set out by *Smoking Kills*, the Government's White Paper on Tobacco, the Agency developed its main public information work this year to reach adults on low incomes, the population group in which smoking rates are highest. Our research in 2000-2001 had indicated that while smokers were aware of the link between smoking and lung cancer, awareness of the link between smoking and other health problems, such as heart disease, stroke and other forms of cancer, was poor.¹¹

Building on this research, we developed a series of television advertisements for broadcast during January, February and March 2002. The main advertisement, called 'artery', was adapted from a very successful anti-smoking campaign in Australia built around the slogan *Every cigarette is doing you damage*. The advertisement used powerful and shocking imagery to present smokers with new information on the harmful effects of smoking on health.

The artery advertisement, which highlights the link between smoking and heart disease, shows fatty deposits being squeezed from the aorta of a 32 year old smoker (see right). Although shocking, it was positively received when tested with smokers here.

To complement the artery advertisement, and to support smokers motivated to quit, we produced two other advertisements, promoting nicotine replacement

therapies as an aid to beating cigarette cravings. All three advertisements promoted the number for the freephone helpline service which operated in tandem with the TV campaign. The helpline offered smokers advice and support and could also refer callers to local cessation services in their area. We produced a booklet called *Stopping smoking made easier* for the helpline service to send to callers and a flyer highlighting the health effects of smoking for GP surgeries and pharmacies.

Evaluation of this campaign is continuing, but encouragingly, an advertising industry survey for March 2002 showed it to be the advertisement the public remembered most, beating big budget advertisers such as Coca Cola and Guinness. Preliminary evaluation results are very promising with awareness of the link between heart disease and smoking having risen by over eight percentage points and (when prompted) 93% of those surveyed were aware of the artery advertisement.



Up-2-You

The Agency continued its campaign aimed at discouraging young people from starting to smoke, via the *Up-2-You* website. The site was given a new look, up-to-date information was added to keep it fresh and appealing and new competitions attracted over 850 entries from young people.

No Smoking Day

Make it a day to remember was the slogan for No Smoking Day on 13 March 2002. Each year the



Winning smiles: Laura Ormsby from Belfast, a winner in the Agency's *Up-2-You* website competition, receiving her prize from two 'Belfast giants'.

Agency helps fund this UK campaign aimed at encouraging smokers to think about stopping and evaluates its impact in Northern Ireland. There was a slight drop in awareness of the day and participation this year, although we continued to achieve higher levels of awareness (65%) than the rest of the UK (55%).¹² Of those smokers who were aware of the day, 13% made a quit attempt, down from 16% last year, but higher than the 9% reported for the rest of the UK. In previous years, television advertising has promoted the day in the week leading up to No Smoking Day and this year's figures probably reflect the absence of this television advertising.

Helping smokers quit

We organised a seminar on smoking cessation to support the development of local services. Speakers outlined local smoking cessation projects, followed by a presentation from resident GP on *This Morning* television show, Dr Chris Steele, who also lectures in smoking cessation and runs smoking clinics at the University Hospital in South Manchester. Both sessions were well received, with participants evaluating them as very beneficial in updating them on smoking cessation.

"I was planning to quit smoking by the end of January, but after I saw this ad I couldn't smoke another cigarette."

Member of the public, January 2002.

Integrated working

During this year the Agency contributed to the development of an integrated and comprehensive *Tobacco Action Plan* for Northern Ireland through its membership of the DHSSPS Tobacco Working Group and other sub-groups, and nationally through its contribution to Action on Smoking and Health (ASH).

Meeting regional health priorities: Nutrition

Good nutrition plays a vital role in helping to protect against certain cancers, heart disease and problems such as obesity and oral disease.¹³

Many of this year's initiatives focused on supporting healthier eating for young people - from infants to school-aged children. The Agency worked to encourage collaboration between the many sectors, organisations and people who influence food choices, for example, health service staff, dietitians, retailers, the catering sector, parents, childcare providers and school meals providers.

We also maintained partnerships and links with the Food Safety Promotion Board, the Food Standards Agency, the Obesity Forum, the Community Nutrition Group, the Regional Oral Health Promotion Group and the health promotion sub group of the Dietetic Managers Group Northern Ireland to share information on nutrition policy.

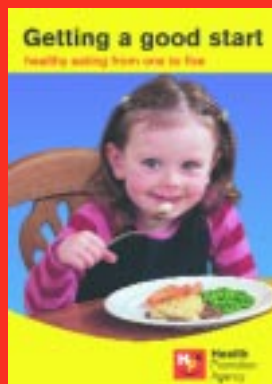
Sharing information

The Agency reported on healthy eating initiatives in local schools. The report *Learning to eat well: Nutrition initiatives in schools* describes the initiatives and includes details of who was involved, an evaluation and recommendations.¹⁴ Copies of the report, which was produced to share information, ideas and good practice, were distributed in April to schools, health professionals and other organisations in this field.

Eating for health? A survey of eating habits among children and young people in Northern Ireland and Eating for health? A survey of attitudes, awareness and eating habits among adults in Northern Ireland, were distributed in May.^{15,16} These reports outline results of an earlier survey commissioned by the Agency on eating patterns among 5-75 year olds in Northern Ireland.

Getting a good start

The Agency completed several projects to support parents and carers of the under fives. Our new nutrition information booklet for parents, called



Getting a good start - healthy eating from one to five, was developed in consultation with community and paediatric dietitians, health visitors and oral health professionals.

The booklet, which was pre-tested with groups of parents, provides advice on key nutritional issues for this age group, including: how to provide a balanced diet, suitable snacks and drinks, feeding a vegetarian child, supplements, making the most of meal times and coping with fussy eaters.

Feeding the under fives



New guidance for feeding the under fives in the childcare setting was developed by the Agency in association with community and paediatric dietitians, oral health professionals, health visitors, social workers from Early Years Teams and childcare providers.

Nutrition matters for the early years was launched to over 100 delegates from all sectors at a seminar in June.¹⁷ The document outlines comprehensive guidance for childcare providers and for assessing day nurseries and playgroups. Local workshops, coordinated by the Early Years Teams and funded by the Agency, continued to introduce this guidance to childcare providers in day nurseries and playgroups.

Healthier school meals

The Agency worked in an advisory capacity with the Department of Education to support the development of nutritional standards for school meals in Northern Ireland. We believe that implementation of these standards will make a significant contribution to the health of children here, particularly those living in disadvantaged circumstances. On a practical level we also commissioned a needs assessment for nutritional training among school meals staff.



Fun in the kitchen: participants Madge Tate, Suzanne Leech and Angela Lang enjoying some 'hands-on' training for the new *Cook it!* programme.

Cook it!

The Agency spent time this year revising the *Cook it!* programme to include advances in nutrition knowledge and new approaches to nutrition education. *Cook it!* is a community-based nutrition education programme, first introduced in 1995. It can be used in a wide variety of settings and evaluation has shown that *Cook it!* is a user-friendly and enjoyable approach to nutrition education in the community.

The new manual, developed in association with community dietitians, contains detailed session plans for six group sessions, background information, photocopiable resource sheets and a wide variety of recipes.

Last autumn, 28 delegates from women's groups, Sure Start and Homestart programmes, a juvenile justice centre, Further and Higher Education and a Health Action Zone completed hands-on training on the new *Cook it!* programme. A second *Cook it!* training seminar in February involved 27 participants from a variety of backgrounds, including Phab Northern Ireland, Sure Start, the Probation Board for Northern Ireland and Early Years Projects.



Also enjoying the *Cook it!* experience are Joan Cameron, Julie Grinnell and Ronan Murray, all from Phab Northern Ireland.

In order to support tutors trained in these workshops the Agency provided small grants to offset the cost of running their first *Cook it!* programme or to provide taster sessions.

Meeting regional health priorities: Physical activity

Physical inactivity is an independent risk factor for coronary heart disease (CHD) and recent research indicates that in the UK around 37% of deaths from CHD are related to physical inactivity.¹⁸ It is also a risk factor for Type 2 diabetes, obesity and high blood pressure.¹⁹ In Northern Ireland nearly 80% of the population does not take the minimum amount of physical activity needed to benefit their health.²⁰

The Agency continued to work to improve this situation by facilitating the Northern Ireland Physical Activity Strategy and meeting the targets in the Strategy Action Plan. This year's work included two public information campaigns, community grants awarded to 135 local physical activity initiatives, a new physical activity scheme for primary schools and training for health professionals.

Throughout the year we continued to support the implementation of the strategy by facilitating regional meetings, workshops and other forums as well as leading the research, training and public information elements of the implementation plan. At the request of the DHSSPS, we also submitted recommendations on the proposed review of the strategy. The third edition of the Northern Ireland Physical Activity Strategy Implementation Group's (NIPAIG) newsletter, which we published in November, reported on progress to implement the strategy at community level.

Public information campaigns

Physical activity received a double boost this year, with two linked public information campaigns taking place to encourage the public to be more active. In Northern Ireland, the third phase of the *Get a life, get active* campaign was rolled out, with the *Go walking* advertisement televised in June and August 2001.

Walking is the activity that most people find easiest to fit into their current lifestyle and this advertisement has proved very attention-grabbing, with evaluations showing that almost 8 out of 10 people remembered it. The television advertising campaign was supported by leaflets on the health benefits of walking and cycling, a guide to organising walking and cycling events, and a



directory of local walking and cycling opportunities for July to December 2001.

An all-island physical activity campaign was also launched last summer, by Bairbre de Brún, Minister for Health, Social Services and Public Safety and Micheál Martin TD, Minister for Health and Children in the Republic of Ireland. The campaign featured the television advertisement and leaflet that we developed for NIPAIG in 1999. It addressed common excuses for not being active, such as "I haven't got time" and "I'm not the sporty type" by highlighting the health benefits of putting more effort into everyday activities like gardening and housework.

Sharing ideas

Cross-border working was again on the agenda as we collaborated with the Department of Health and Children in the Republic of Ireland to begin organising an all-island physical activity conference for November 2002. The conference, entitled *Getting active together! Promoting good practice in physical activity*, will identify principles of good practice in physical activity and explore how all sectors can collaborate to address the growing levels of physical inactivity throughout Ireland.

Getting the community active

This year's Get Active in the Community Awards scheme awarded grants of up to £500 to 135 community and voluntary groups for projects promoting physical activity. Together the projects helped 6,729 people of all ages participate in physical activity.

Evaluation of the scheme showed that the projects increased awareness of the benefits of physical activity and of local facilities.²¹ Many projects increased social interaction among members, many participants learnt new skills and over two thirds of the organisers

reported that their project had increased cross-community interaction. The majority of groups that received grants (85%) said they would continue with the activity on a regular basis.

Physical activity at school

The Health Promotion Agency and the Western Education Library Board (WELB) recently launched Class Moves! as a pilot scheme in the Board area. This Dutch initiative introduces short sessions of daily physical activity into the primary school classroom to help children and teachers benefit from physical activity and relaxation.

“This programme would be very useful throughout the primary school! Something like this has been long overdue for year seven.”

Teacher on the **Class Moves!** training day.

Class Moves! offers teachers short session plans of activities that can be used in the classroom at any time to break up a long learning session, lift a listless mood or an uneasy atmosphere or even to regain control in the classroom. Colourful activity calendars, music tapes and a teacher's manual support the programme.

During February 2002, 50 teachers from the WELB area were trained in Class Moves! The pilot scheme will be evaluated over the next 12 months with a view to being used in all primary schools in Northern Ireland.

Supporting professionals

In October, we organised a professional development course offering a comprehensive introduction to the role of physical activity in health and the theoretical concepts that underpin physical activity. Professionals from the statutory, community and voluntary sectors attended the course, which was partially funded by NIPAIG.

In February, NIPAIG launched its training pack, the *Physical activity toolkit for primary care*.²² The toolkit, which the Agency helped develop, encourages primary care staff to advise patients about the benefits of physical activity in relation to conditions such as heart disease, high blood pressure and obesity.



Ready to go: Nadine Grant from Omagh, a winner in the **Get a life, get active** competition, receives her prize of a bicycle, presented by McConvey Cycles.

The pack contains all the materials required for any member of the practice team to run a one and a half-hour workshop to inform, promote and trigger action on physical activity. It includes research evidence on the benefits of regular, moderate activity, the current physical activity guidelines, and suggestions on how to make physical activity an integral part of any consultation.

The toolkit was developed in collaboration with the British Heart Foundation's National Centre at Loughborough University and piloted locally to ensure its suitability. The four Health and Social Services Boards have undertaken to deliver training on the use of the toolkit to their local primary care groups.

Meeting regional health priorities: Sexual health

Providing young people in Northern Ireland with reliable, relevant and unbiased information on sexual and emotional health is a priority. This information is vital to support people in making balanced decisions about their health.

This year the Agency worked to produce this information and communicate with young people in a range of ways. We published factsheets on the Internet, created graphic posters for display in the washroom areas of pubs and clubs (convenience advertising) and were a partner in a major conference on young people's sexual health.

We contributed to work to reduce the number of unplanned births to teenage parents and minimise the adverse consequences of those births to teenage mothers and their children. We also continued to lead and support a regional sexual health information exchange group.

Teenage pregnancy

The Agency was a supportive partner in the international conference *Today and Tomorrow: Connecting with Young People* which took place on 12-13 June at W5, the Odyssey, Belfast. The conference was organised in collaboration with a range of statutory, community and voluntary organisations and aimed to build coalitions to promote young people's health and wellbeing and their capacity to be active citizens.

Speakers addressed issues from the *Myths and Reality: Teenage Pregnancy and Parenthood* report and discussed issues around teenagers' sexual health.²³ The conference engaged the community, politicians, policy makers and young people themselves in constructive and honest dialogue about difficult issues.

The Agency continued its membership of a working group which is developing an action plan to support the *Myths and Reality: Teenage Pregnancy and Parenthood* initiative.

Another element of this work involved making a successful joint bid, with fpaNI to the DHSSPS, for funding to develop the resources to help teachers deliver relationship and sexuality education in schools.

Sexual health factsheets

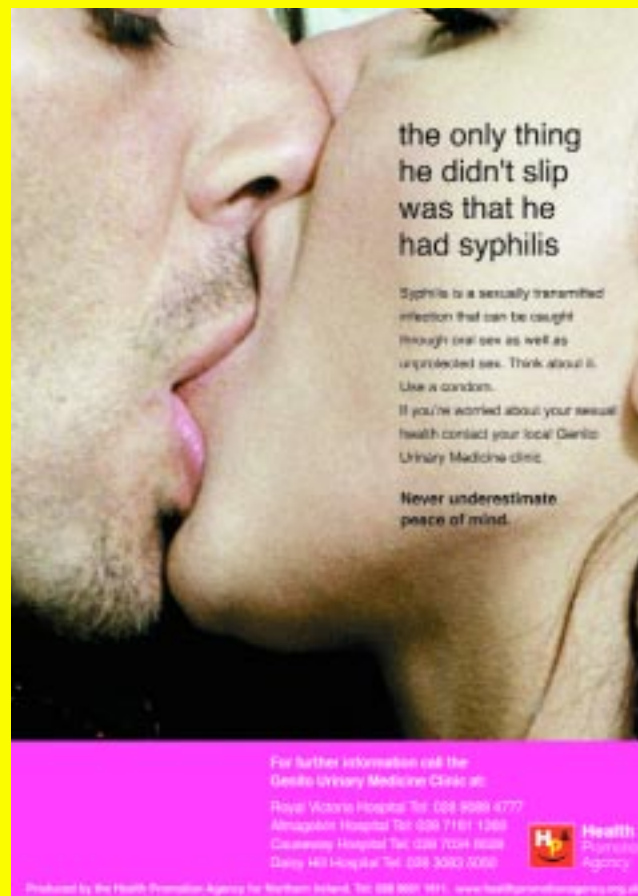
In support of World AIDS Day on 1 December, we published the six factsheets on sexual health developed by the Northern Ireland Contraceptive Education Service on our website. The factsheets cover local family planning services, sex education in schools, sexually transmitted infections, teenage pregnancy, abortion and the legal position regarding contraceptive advice and provision to young people.

Sexual health posters

Work began to update the range of sexual health posters for young people aged 18-30. These posters reinforce the need for young people to protect themselves against sexually transmitted infections and unwanted pregnancy and will be displayed in the washroom and cubicle areas of popular pubs and clubs across Northern Ireland to allow people to read this sensitive information in privacy. This work follows on from last year's 'convenience advertising' campaign which evaluated very positively.⁹

The majority (90%) stated that the posters act as a reminder of the risks of having unprotected sex...

In general young people in the evaluation survey held very positive attitudes about the posters, with 89% agreeing that locating the posters in toilet areas of venues is a very good idea.⁹ The majority (90%) stated that the posters act as a reminder of the risks of having unprotected sex and over two thirds (70%) agreed that they would like to see new posters with different messages going up regularly.



Dr Gaffney, HPA Chief Executive, presented a paper on sexual health campaigns at the annual Regional Sexual Health Conference organised for health professionals by the Eastern Health and Social Services Board's Sexual Health Team.

Contraceptive Education Service

The Agency has provided part-funding for a Contraceptive Education Service (CES) in Northern Ireland since 1994. The service, managed by fpaNI, provides accessible and accurate information on all aspects of contraception and sexual health. The service also provides access to screening and family planning services.

CES provides a telephone and postal information service, materials for the public and for professionals, and a media information service on contraceptive issues. Demand for the services continues to grow. During 2001-2002 the service responded to 9,061 telephone enquiries, 4,163 visitor enquiries and 951 written requests for information.

Meeting regional health priorities: Mental and emotional health

Mental and emotional health is a resource for living. We all need it, and we all need to learn strategies for supporting and promoting our own mental and emotional wellbeing. Agency goals in this area included increasing public and professional awareness of mental health issues and making information on the health status and needs of the population more available and accessible.

This year's activities met these goals by communicating relevant information to a range of people - from young people to professionals in the field through the Agency's training courses, a major conference on mental health and *Promoting Health* journal.

Design for Living conference

The Design for Living conference was held in April 2001 to raise awareness of mental and emotional wellbeing among young people. It was a partnership between Action Mental Health, the Youth Council for Northern Ireland and the Health Promotion Agency, jointly known as the Design for Living Partnership.

Day one of the conference invited young people to 'taster' workshops on activities and strategies for supporting their mental wellbeing and provided networking and discussion opportunities. A special youth information pack providing helpful advice and contact details on issues from money matters to de-stressing techniques was distributed to all participants.

According to one young participant: "I learnt ways to help me be more confident and that you don't have to worry about things all the time."

On day two, practitioners explored effective practice relating to mental wellbeing and young people. It was also an opportunity to launch the Agency's two recent research reports on young people's mental health.^{24,25} The reports provided insight into the issues affecting young people's mental and emotional wellbeing and highlighted ways in which young people deal with their problems and worries.

The evaluation responses were very positive and the overall majority opinion was best summed up by

another participant who stated it was "a very worthwhile, practical and interesting conference and well organised."



Mental health journal

The June 2001 issue of the Agency's journal *Promoting Health* focused on mental and emotional health and wellbeing. Entitled *Why mental health matters*, the articles reported on initiatives to promote mental health at various life stages, from parenting and early years initiatives to help get the next generation off to a good start, through to ways of promoting older people's mental wellbeing. It also featured articles about suicide and the media, rural stress, mental health issues facing people from ethnic minorities living in Northern Ireland and the role of the creative arts in promoting mental wellbeing. This issue received a lot of positive feedback from those in the field.

Student mental health

We developed a partnership with the National Union of Students and the Union of Students in Ireland in response to concern about the rise in mental health issues within the student community. Together we



New moves for mental health: young delegates take part in a skills workshop at the Design for Living conference.

proposed to produce an information pack for students providing accessible information about mental wellbeing as well as practical advice on healthy eating, exercise, study tips, relaxation techniques and coping with stress when under pressure. This resource will be supported by a guidance booklet for student practitioners and will be launched at a regional conference. This proposal has been successful in receiving funding from the Investing for Health Community Grants Awards issued by the Community Foundation for Northern Ireland.

Several of this year's training and professional development courses centred on mental health issues. These included *Meeting the mental health needs of young people* which was designed to provide a model for positive mental health and suicide prevention work, including assessment and intervention strategies.

"I learnt ways to help me be more confident and that you don't have to worry about things all the time."

Participant in the Design for Living conference.

Alliances for health

The Agency recognises that the greatest successes can be achieved only by working in cooperation with others. With this in mind, we continued to promote partnerships with colleagues in health and other sectors in order to maximise the effectiveness of health promotion initiatives and to reduce health inequalities.

A major achievement in this area was the receipt of a £1 million grant for the Actively Ageing Well project developed in partnership with Age Concern Northern Ireland.

During the year, we also maintained alliances with health promotion bodies outside Northern Ireland, including the European Network of Health Promotion Agencies and the Countrywide Integrated Noncommunicable Diseases Intervention programme network. A second all-island public information campaign also helped to strengthen links with colleagues in the Republic of Ireland.

We conducted an audit of the Agency's existing alliances to help plan future work and continued to broaden our collaboration with partners this year.

A considerable achievement was our role in helping to create a Public Health Alliance for Northern Ireland. We facilitated the development of a charter, constitution and membership structure for the Alliance, whose mission is: 'Through our members, activities and cooperation with others, to be a unifying and powerful voice for the health and wellbeing of the citizens of Northern Ireland'.

We stepped down from the role of facilitator in January 2002 following the establishment of a Steering Group to take the Alliance forward; however, we continue to support the association as one of its members.

The Agency is also represented on the Northern Ireland Environmental Health/Health Promotion Joint Working Group and the Northern Ireland Fuel Poverty Partnership.

A guide to the statutory sector

Having the right information and knowing whom to contact is essential for creating partnerships between the statutory and the community and voluntary sectors. During this year, the Agency contributed to improving accessibility in this area by producing two useful guides.

Promoting health through alliances - a guide to the statutory sector was published on our website to help anyone wishing to establish alliances for health to identify and contact appropriate statutory partners.²⁶

A guide to current health-related initiatives, such as Health Action Zones and Healthy Living Centres, was published in the Rural Community Network's newsletter.

Healthy Living Centres

The Actively Ageing Well project, which we developed with Age Concern Northern Ireland in 1995, was awarded a grant of £1 million from the New Opportunities Fund's (NOF) Healthy Living Centres programme. The award will be used to create a series of physical activity programmes for older people and to train voluntary leaders in 60 community and older people's organisations across Northern Ireland. Actively Ageing Well was developed to increase levels of physical activity among older people as well as to provide social activities for older people who may feel isolated.

Guidelines on health promotion for youth workers

The Agency was a member of the working group established by the Youth Council for Northern Ireland to establish guidelines on health promotion for youth workers. In association with the Health and Education Liaison Group (HELG), the Agency developed a proposal for the support of schools as health promoting establishments. HELG is a long established group consisting of representatives of the four Health and Social Services Boards, the five Education and Library Boards, the Department of Education, the Department of Health, Social Services and Public Safety, the Council for the Curriculum, Examinations and Assessment and the Council for Catholic Maintained Schools.

HELG proposed this work to build upon the successful joint project work undertaken through the European Network for Health Promoting Schools.

Cross-border collaboration

The Agency shares ideas and good practice on a range of health issues with colleagues in the Republic of Ireland. Our cross-border collaboration on health promotion began in 2000 with the all-island folic acid public information campaign and continued this year with the launch of our *Get a life, get active* campaign across the whole of Ireland. Here, the campaign is part of the implementation of the *Northern Ireland Physical Activity Strategy*, while in the Republic of Ireland it forms part of the *Ireland needs a change of heart* initiative. Further details of the campaign can be found on page 12 of this report.

“The Get a life, get active campaign provides another excellent opportunity for both health departments to work together to bring better health benefits to all the people of the island.”

Micheál Martin TD, Minister for Health and Children, Republic of Ireland.

International links

We maintained links with international health organisations including the World Health Organization (WHO) and the European Network of Health Promotion Agencies. The Agency was designated a WHO Collaborating Centre for Training and Research in Communications and Information Technology in Health Promotion and Disease Prevention in 2000. Our work for the WHO included supporting the Countrywide Integrated Noncommunicable Diseases Intervention (CINDI) programme, for which Northern Ireland is the UK demonstration area. Twenty seven countries belong to the CINDI network, which promotes collaborative working to tackle the lifestyle factors which influence noncommunicable diseases such as heart disease, cancer and respiratory disease. This year, we prepared the seventh edition of CINDI Highlights reporting on progress during 2001.²⁷ This publication is used to promote the work of the CINDI programme and to lobby for more funding for this vital health promotion work.



Ms Bairbre de Brún MLA, Minister for Health Social Services and Public Safety, Northern Ireland with Dr Paula Kilbane, Chair of the Northern Ireland Physical Activity Strategy Implementation Group and Micheál Martin TD, Minister for Health and Children, Republic of Ireland at the launch of the all-island physical activity campaign in Dublin.

Regional Breastfeeding Strategy implementation

We welcomed Northern Ireland's new Regional Breastfeeding Coordinator in March 2002. Appointed by the DHSSPS and based in the Agency, Janet Calvert is responsible for promoting and assisting with the implementation of the Breastfeeding Strategy for Northern Ireland. She will focus on coordinating activities, promoting best practice and improving the collection of breastfeeding statistics.

Developments in public health

The new public health strategy *Investing for Health* may signal the start of substantial changes to the way the health service works in Northern Ireland. To facilitate the process of managing these changes, we jointly hosted a meeting with the Society of Health Education and Health Promotion Specialists (SHEPS) in January 2002, to discuss the changes taking place in public health and health promotion throughout the UK. Approximately 60 delegates heard about the changing arrangements for the delivery of the public health and health promotion functions in England, Scotland and Wales.

Research and evaluation

Research is the fundamental element that underpins all of the HPA's activities. Effective research tells us what action is needed and helps to inform the development of strategies and initiatives to meet those needs. Evaluation of each activity allows us to measure our success and learn from each initiative in order to move forward with confidence in our methods and information.

We carried out a wide range of research projects this year to inform and evaluate our work, as well as providing support and advice for health-related research being undertaken by other organisations. A summary of the previous year's research was also published to share valuable information with colleagues in the field.

Research activities were reported for the second year in the Agency's now annual summary *Research and evaluation review*.¹¹ This publication is intended to promote the sharing of valuable information with researchers, health professionals and others working to promote the health of the public in Northern Ireland.



The 2000-2001 review provided an overview of research into young people's mental health; adults' perceptions of smoking; knowledge of volatile substance abuse among parents, retailers and professionals; binge drinking in Northern Ireland; and attitudes towards flu vaccination. It reported on evaluations of No Smoking Day 2001; the 2000 Get Active in the Community Awards scheme; and the Agency's Current Issues: Training for Trainers programme. Post-campaign evaluative research on major public information campaigns, such as phase two of the physical activity campaign and the *Catch the Vaccine, not the Flu* campaign, was also included.

Other Agency research carried out or commissioned during 2001-2002 is described in the preceding sections of this Annual Report and we published the results of a number of these projects as individual reports to provide more detailed findings.

Sharing expertise

Included within the Agency's remit is the requirement to support other organisations in promoting health, and providing expert advice on research was an important part of this function. During the year, we continued to act in an advisory capacity on two major population studies: the *Health and Wellbeing Survey*, a general survey of the adult population, and the *Young Persons Behaviour and Attitudes Survey*, focusing on lifestyle factors such as smoking, drinking, drugs, nutrition and physical activity among first to fifth form pupils in Northern Ireland.

We were represented on the steering group for a three-year research study into young people's sexual attitudes being carried out by fpaNI and the University of Ulster and on the Research and Information Working Group for the Drug and Alcohol Strategies.

Training and professional development

The Agency is the only regional provider of an annual short course programme for health promotion. Our courses and seminars are based on assessed need to support people with a key role in promoting health in Northern Ireland, such as GPs, health visitors, social workers, teachers, nurses, health promotion specialists, and those working in the community, voluntary and private sectors.

Many courses were provided in partnership with other organisations and institutions, such as fpaNI, the Ulster Cancer Foundation, the University of Ulster and the Queen's University of Belfast and where possible, carried accreditation. These partnerships have enabled the provision of focused, targeted programmes of high quality training offered at the best value to a wide-ranging audience.

Short course and seminar programme

The organisation and management of the short course and seminar programme is guided by the principles of knowledge and research; best value; partnership and quality. A needs assessment questionnaire is distributed twice a year to over 3,000 individuals and organisations to identify the key training and development needs for practitioners.

Once again two training brochures were produced to reduce the wait between needs analysis results and the arrangement of appropriate courses and seminars.

This year we offered 16 multi-disciplinary training opportunities in the following categories:

- skills based courses, eg training for trainers;
- Northern Ireland's priority health areas, eg alcohol, nutrition, smoking prevention;
- approaches to promoting health, eg motivational interviewing, community development;
- the management of health promotion, eg contract design, programme planning.

Expert seminars

Two expert seminars this year focused on alcohol and tobacco. Each gave participants the opportunity to hear how these issues are being addressed locally, as well as the views, opinions and experiences of world-renowned experts in the field, and both seminar evaluations were very positive.

Training review

We produced an online report of the evaluations from all Agency training courses between April 2000 - December 2001 which is available as a portable document file (PDF), from our website.²⁶ The evaluations of the training courses were overwhelmingly positive with many participants adding encouraging comments, for example:

"Consolidated knowledge and reinforced practical skills re advice and prevention."

"More clarity, fresh ideas and better working knowledge."

Association of Health Service Managers Award

This year's Association of Health Service Managers (AHSM) Award was presented to two students, Mrs Anne Moore, a part-time student and Ms Fiona McMullan, a full-time student. Since 1997 the Agency has held the stewardship of this award fund, which was kindly donated by the former Association of Health Service Managers to fund health promotion with a specific emphasis on management.

Each year the award is offered to the highest scoring assignment from the Health Promotion Planning and Management module, which forms part of the University of Ulster's Postgraduate Diploma/MSc in Health Promotion. The AHSM and the Agency selected this course as it successfully combined elements of management and health promotion and received a sizeable input from the Agency during its development.

Activate

During the year the Agency reviewed both the organisation of the Activate Health Programme and the accompanying resources. As part of this long running and successful programme the Agency has delivered training opportunities and resources to enable others to develop local health programmes. Activate was originally developed as a package when training and materials for health were less available, but many new initiatives have been introduced since.

In light of the review it was decided that the Agency would no longer be running the Activate Programme as such, but would respond to training and professional development needs as part of its ongoing training provision.

The Agency would like to thank the many tutors who have used the Activate materials and pay tribute to the trainers who have assisted with the programme over the years.

Communications

A large part of the Agency's work involves communicating with people. We continue to aim for improvement both in the way we develop the information and how we reach people. Pre-testing of materials and approaches helped ensure the delivery of relevant and appropriate resources, and evaluation measured the effectiveness of the initiative. The Agency also produced information in alternative formats and languages to meet specific needs.

This was another busy year with a number of high profile public information campaigns and new websites developed and implemented as well as a diverse range of resources produced for the public and professionals. The campaigns and resources successfully raised awareness of, and prompted action on, priority health issues including smoking, flu, childhood immunisation and physical activity.

Campaigns

Recognition of the staff's commitment to quality came through the Agency's work in campaigns and website design (see page 6) being shortlisted for several major awards.

“Excellentlly planned, implemented and evaluated. A model health education campaign. Extremely professional. Very good value for money.”

Judges for the Health Services Journal Management Awards about the Health Promotion Agency campaign *Folic Acid - one of life's essentials*.

The Agency's work in promoting folic acid in Northern Ireland, which also formed the basis of an all-island campaign, was short-listed for a prestigious national award. Judges for the Health Services Journal Management Awards, who placed the initiative in the runner-up category, described it as “a model health education campaign”.

Catch the Vaccine, not the Flu!

For the second year running we developed and implemented the public information campaign to support the DHSSPS flu immunisation programme. Popular television GP, Dr Hilary Jones fronted the campaign following focus group discussions with the people in the 65 years and over target group. It emerged that people would be more inclined to go for the vaccine if a recognisable GP was featured in the advertisement as they would otherwise assume it was an actor which would reduce the credibility of the information.



Buses were used for the first time to promote the flu campaign. Pictured inspecting the flu posters are members of Age Concern, with Dr Brian Gaffney, HPA and Mr Clive Gowdy, Permanent Secretary DHSSPS.

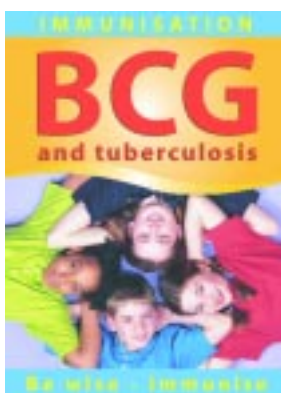
The slogan *Catch the Vaccine, not the Flu!* was used again for television and bus advertising in October and November 2001. Our research had highlighted misconceptions people have about the flu and the vaccine so the new information reminded older people that they must have the vaccine every year to keep themselves protected and reassured them that the vaccine cannot cause the flu. The same information was produced on audiotape, featured in an audio magazine and talking newspapers and translated into Arabic, Cantonese, Irish and Urdu. The translations were also printed in black and white format for ease of photocopying or for downloading from the DHSSPS website.



The Minister for Health Social Services and Public Safety Bairbre de Brún pictured at the launch of the revised childhood immunisation materials produced by the Agency on behalf of the DHSSPS.

The target for the uptake of the vaccine was 70% and together the work of the partners in the campaign helped achieve an uptake of 72% - the highest in the UK and the only region to meet the 70% target.

Immunisation materials updated



The Agency was commissioned by the DHSSPS to revise and update all childhood immunisation materials. The new version of *Protect your child be wise - immunise*, now includes information on the additional whooping cough/pertussis booster for pre-school children and the

meningitis C vaccine, which is now given at two, three and four months.

The series also includes an information leaflet on the BCG vaccine, usually given to children between the ages of 10 and 14. Another leaflet, *Young people and immunisation*, provides information about the vaccines young people generally receive around the age of 14 or before they leave school. Information notes for health professionals have also been revised and produced in a handy 'flick over' leaflet format.

The public information materials were extensively tested to assess their appeal, how easy they were to read, and to find out if any additional information was needed. They were distributed to the public through GP surgeries and pharmacies, health visitors, school nurses, paediatricians and health promotion resource services in Health and Social Services Boards. The information was translated into Arabic, Cantonese, Hindi, Irish and Urdu and can be made available on audiotape if requested for people who are visually impaired.

MMR vaccine update

Following public fears over the MMR vaccine, new resources were developed and launched in April 2001 offering up-to-date information for parents and health professionals. The campaign aimed to reassure parents that vaccination was the safest option for children as well as providing doctors and health professionals with up-to-date research findings supporting MMR and detailed information to help them respond to parents' common fears.

Websites

We put a lot of work into developing and improving our corporate website www.healthpromotionagency.org.uk which is an easy-to-use, reliable and comprehensive source of information on the Agency's work. It offers relevant health and health promotion information as well as links to related research information, organisations and groups.

www.drugsprevention.net

As part of our drugs and alcohol programme, we developed an extensive new drugs prevention and information website for professionals called www.drugsprevention.net

This website is largely based on the Agency's publication *Illicit drug use in Northern Ireland: a handbook for professionals*. It covers a wide range of drug prevention issues, statistics on drug use in Northern Ireland, details of training events, links with relevant organisations as well as approaches to drug



education with young people. The site is updated weekly with news stories and relevant issues and statistics show it is a very popular resource attracting up to 1,000 'hits' per week.

The Agency also maintained its health information website for young people, www.up-2-you.net, which supplied information about smoking and many other health issues and received a regular flow of visitors.

Promoting Health



Three issues of *Promoting Health*, the Agency's journal for professionals, were produced this year. There was no March 2002 issue as we were preparing a special *Investing for Health* issue for June 2002.

The June 2001 issue focused on mental and emotional health and wellbeing (see page 16). The September issue focused on health protection and featured articles on some of the legislative means of protecting health, work being carried out to create a safer and healthier environment and some of the health service 'systems' geared to protecting health, such as screening, immunisation and fluoridation.

The December issue focused on alcohol as a public health issue and complemented the Agency's expert seminar on alcohol. It featured contributions from the three international speakers and from local experts. It also looked at 'whether a little of what you fancy really does do you good', drinking patterns in Northern Ireland, what some of the voluntary organisations in the field are doing and how to find a 'middle way' in the alcohol debate.

Inform



Six issues of this bi-monthly bulletin were produced to keep colleagues up to date with our ongoing work and share relevant information during the year. We carried out a readership survey to measure satisfaction with the content, timing and style of this publication.

Responses were received from health promotion officers, managers, health visitors, community dietitians, teachers, nurses, consultants, health promotion commissioners, drugs education workers, social workers, the media and the Assembly.

The vast majority of respondents said they valued receiving *Inform* and wanted to continue to receive it. The majority reported liking the format and timing of the newsletter as well as the layout and presentation. The majority reported being satisfied or very satisfied that *Inform* improves their understanding of the Agency's role and its work and is helpful to them in their job and relevant to their work.

Anniversary highlights

We published a 'highlights' document to mark our tenth anniversary.²⁸ It reviewed the Agency's development from 1990 to 2000 and some of the

work and partnerships that contributed to the drive to make health a top priority for everyone in Northern Ireland. This document was distributed in September with the 2001 annual report.

Press and publicity

The press office provided a rapid-response information service to meet the needs of the local and regional media. This year we dealt with more than 400 media enquiries, many coming as a result of cross-border work which has enabled us to develop relationships with the media throughout Ireland.

*The vast majority of respondents said they valued receiving **Inform....***



Chief Executive of the Health Promotion Agency, Dr Brian Gaffney, talking to the media about the *Every cigarette is doing you damage* campaign.

The press office also worked to raise the profile of issues relating to each of the regional health priorities and worked with UTV on the new *Health Check* programme. This underpinned the public information element of campaign work and confirmed the Agency's position as a reliable source of information on health.

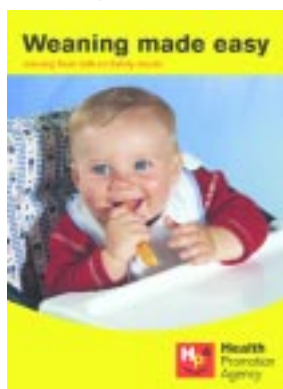
Resources



We worked with the DHSSPS on updating the information on rights and benefits and useful contacts for pregnant women and parents of young children in Northern Ireland in *The Pregnancy Book* and *Birth to Five*. These were published by the Agency in association with Health Promotion England and are

available to first-time mothers through Health and Social Services Trusts.

Several of our core information leaflets, booklets and posters, on nutrition, physical activity and sexual health were updated and reprinted for distribution through the four Health and Social Services Board areas.



Corporate Agency business

Quinquennial review

This year the Agency emerged from its second quinquennial review. The results were very positive and provided the motivation and a framework for our future development and the consolidation of our role as the regional provider of health promotion services.

Investor in People (IIP)

The Agency continues to ensure compliance with, and development of, the principles of IIP, maintaining a standard of effective employee and management development linked to our operational planning objectives.

This has involved the evaluation of the outcomes of learning initiatives and Individual Learning Plans (ILP) against organisational objectives and their impact on performance.

Equality

The Agency's Equality Scheme was approved by the Equality Commission in April 2001 following widespread consultation on the draft scheme.²⁹ Over 90% of staff were trained in Equality and Human Rights this year and we have included equality as a long-term training initiative in our Training and Development Strategy.



Comments and complaints

Four positive comments were forwarded formally to the Agency 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. Complaints are investigated promptly and in accordance with the Agency's published guide.

If you wish to make a formal comment or complaint please contact: Kevin Doherty, Corporate Services Manager, The Health Promotion Agency for Northern Ireland, 18 Ormeau Avenue, Belfast BT2 8HS.

Health and safety

The establishment of an Agency Health and Safety Group has enabled us to develop and implement a Health and Safety Strategy. This addresses policy development; risk assessment; training and development; stress management; and general assessment of the Agency's compliance with relevant statutory instruments and good practice.

More information

If you wish to find out more about any aspect of the Agency's work please refer to our corporate website at www.healthpromotionagency.org.uk

Accounts

Revenue Income and Expenditure for the Year Ended 31 March 2002

Year Ended 31 March 2001		Year Ended 31 March 2002
£		£
	INCOME	
1,379,000	Cash advances made available by	1,428,000
24,200	- DHSSPS	0
783,821	- Research and Development Office	1,115,547
2,187,821	Total Income	2,543,547
	EXPENDITURE	
	Programme Expenditure	
157,402	Policy Development and Advice	190,222
297,815	Research, Analysis and Evaluation	215,807
83,521	Training and Professional Development	154,116
1,113,050	Public and Professional Information	1,441,062
565,323	Operational Costs	557,131
2,217,111	Total Expenditure	2,558,338
(30,090)	Deficit of income over expenditure before notional capital charges	(14,791)
48,605	Adjustment to offset notional capital charges	34,673
18,515	(Deficit)/Excess of Income over Expenditure	19,882

Capital Income and Expenditure Account for the Year Ended 31 March 2002

Year Ended 31 March 2001		Year Ended 31 March 2002
£		£
	INCOME	
0	Capital advances made available by DHSSPS	25,000
0	Total Income	25,000
	EXPENDITURE	
17,841	Capital Expenditure	44,663
17,841	Total Expenditure	44,663
(17,841)	Excess/(Deficit) of Income over Expenditure	(19,663)

Balance Sheet as at 31 March 2002

Balances at 31 March 2001		Balances at 31 March 2002
£		£
80,536	FIXED ASSETS	
	Tangible Assets	96,210
	CURRENT ASSETS	
3,344	Stock	2,716
134,771	Debtors	174,966
3,697	Cash and Bank Balances	5,567
141,812	Total - Current Assets	183,249
	LIABILITIES	
136,700	Creditors: Amounts falling due within one year	177,918
5,112	Net Current Assets	5,331
	Total Assets less Current Liabilities	
4,023	Creditors: Amounts falling due after more than one year	4,023
81,625	Net Assets	97,518
	FINANCED BY:	
80,536	Capital Account	96,210
	Net Income and Expenditure Reserve	
99,074	- Revenue	118,956
(97,985)	- Capital	(117,648)
81,625		97,518

Accounts

Cash Flow Statement for the Year Ended 31 March 2002

	Year ended 31 March 2002	Year ended 31 March 2001
	£	£
Net Cash Inflow/(Outflow) from Operating Activities	21,533	18,348
Capital Expenditure		
Payments to acquire tangible fixed assets	(44,663)	(17,841)
Proceeds from sales of tangible fixed assets	0	0
Net Cash Outflow from Investing Activities	(44,663)	(17,841)
Management of Liquid Resources		
Purchase of current asset investments	0	0
Sale of current asset investments	0	0
Net Cash Inflow/(Outflow) from Management of Liquid Resources	0	0
Net Cash Outflow before financing	(23,130)	(507)
Financing		
Capital Funding	25,000	0
Net Cash Inflow/(Outflow) from Financing	0	0
Increase/(Decrease) in Cash and Bank Balances	1,870	(507)

Statement of Total Recognised Gains and Losses for the year ended 31 March 2002

	2002	2001
Surplus/(deficit) for the financial year		
- Revenue	19,882	18,515
- Capital	(19,663)	(17,841)
Unrealised surplus on the revaluation and indexation of fixed assets	1,722	1,866
Total gains/(losses) recognised	1,941	2,540

This Annual Report, including the summary financial statements, was approved by the Agency Board at its meeting on 6 August 2002.



Alice Quinn
Chair



Dr Brian P Gaffney
Chief Executive

Copies of the Agency's full annual accounts for 2001-2002 can be obtained from Marie McCloskey, Finance and Administration Manager, The Health Promotion Agency for Northern Ireland, 18 Ormeau Avenue, Belfast, BT2 8HS. E-mail: m.mccloskey@hpani.org.uk

Accounts

Board Members' Remuneration

	2002	2001
	£	£
Chair's honorarium and expenses	9,202	6,893
Chief Executive's emoluments	84,900	80,836
Other members' expenses	1,966	590
Total	96,068	88,319

No pension contributions are paid by the Agency in respect of non-executive Agency Board members.

Emoluments of Chief Executive/Senior Full Time Official

The emoluments of the Chief Executive who is an ordinary member of the Agency's pension scheme are:

	2002	2001
	£	£
Salary including employer's National Insurance contributions	78,091	75,581
Employer's Superannuation contributions	3,549	2,740
Expenses Allowances (taxable)	3,260	2,515
Total	84,900	80,836

Public Sector Payment Policy - Measure of Compliance

The Department of Health, Social Services and Public Safety requires that the 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 "the timing of payment should normally be stated in the contract ... where there is no 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 Agency's compliance for 2001-2002, based on a sample of 5% of non HPSS trade creditors, was:

	Number	Value
		£
Total bills sampled 2000-2001	63	37,531
Total sampled bills paid within 30 days	61	36,281
% of sampled bills paid within 30 days	97%	97%

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

Auditor's Report on the summary financial statements of the Northern Ireland Health Promotion Agency

I have examined the summary financial statements set out on pages 27 to 29.

Respective responsibilities of the directors and auditors

The directors are responsible for preparing the annual report. My responsibility is to report to you my opinion on the consistency of the summary financial statements within the annual report with the full financial statements and with compliance within the Health and Personal Social Services (Northern Ireland) Order 1972 and directions made thereafter by the Department of Health, Social Services and Public Safety. 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 statements.

Basis of opinion

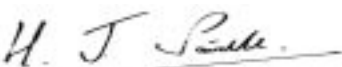
I conducted my work in accordance with the Bulletin "The Auditor's Statement on the Summary Financial Statement" issued by the Auditing Practices Board.

Opinion

In my opinion the summary financial statements are consistent with the full financial statements of the Northern Ireland Health Promotion Agency for the year ended 31 March 2002 and complies with the requirements of the Health and Personal Social Services (Northern Ireland) Order 1972 and directions made thereafter by the Department of Health, Social Services and Public Safety.

Henry Saville

Appointed Auditor



2 September 2002

KPMG Chartered Accountants, Stokes House, 17-25 College Square East, Belfast BT1 6IH

The Agency Board

Board members 1 April 2001 to 31 March 2002

The Agency's work is managed by a board of 10 members appointed by the Minister for Health, Social Services and Public Safety through the DHSSPS. Members contribute valuable advice and expertise as well as an independent perspective on issues of strategy and performance.

The Board meets four times a year to discuss strategy, monitor performance and assist in the development of priorities and policies. 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.



Ms Alice Quinn

is Chair of the Health Promotion Agency. She joined the Agency after a high profile career in retailing with Marks and Spencer spanning almost 30 years. She is Chair of Proteus, an Intermediary Funding Body for administering and managing European Union funding, and is a board member of Enterprise Ulster. Ms Quinn has also been a member of Business in the Community, the Confederation of British Industry (CBI), the Institute of Directors and the Board of the BBC.



Mrs Fiona Bagnall

enrolled as a solicitor with the Law Society of Northern Ireland in 1986. She is currently in Brangam, Bagnall and Co (Solicitors). She regularly lectures within the Health and Personal Social Services to nurses and medical and administrative professionals.



Mr Paul Burns

is Training Solutions Manager with Service and Systems Solutions Ltd (SX3), part of the Viridian Group. He was previously a member of the Northern Ireland Chief Executives' Forum and has wide experience in training, management and organisational development issues in the private, public and voluntary sectors.



Dr Margaret Cupples

is a GP and Senior Lecturer in General Practice at The Queen's University of Belfast. She is actively involved in primary care and is interested in highlighting the value of health promotion in the undergraduate medical curriculum as well as in the community. For many years she has had a keen interest in research related to people's lifestyles, particularly in association with heart disease.



Ms Liz Fiddis

is a Lecturer in Health Studies at the Belfast Institute of Further and Higher Education (BIFHE) and has a particular interest in student health issues. As Equality Officer of the National Association of Teachers in Further and Higher Education she is active on both the Women's and Disability Committees of the Irish Congress of Trade Unions.

Board members honoured and remembered

Congratulations to Mrs Una O'Kane who was awarded an OBE for her Services to Education and to Professor Peter Roebuck who was awarded a CBE for his Services to Higher Education. Professor Roebuck served as an Agency Board member from 1996 until 1998.

On a sadder note, our sympathy to the family, friends and former colleagues of Sister Genevieve O'Farrell who died on 29 December 2001. Sister Genevieve was the Principal of St Louise's Comprehensive College, Belfast for 25 years and served as an Agency Board member from 1990 until 1995.



Dr Brian Gaffney, Chief Executive of the Health Promotion Agency, worked as a GP and then as a consultant in Public Health Medicine. He has a broad experience of the health service from primary care to strategic management.



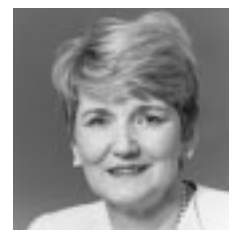
Ms Evelyn Gilroy has a degree in psychology and a wide range of experience in strategic planning. Previous work has included coordinating a comprehensive redevelopment strategy for the Beechmount Community Project, and working as a Director of the Belfast European Partnership Board, compiling a strategy by which the peace and reconciliation funds from Europe are distributed.



Mr Anthony Harbinson joined the Northern Ireland Civil Service in December 2001 after 15 years in the Health Service. He was Director of Finance with the Mater Health and Social Services Trust and before that was Director of Finance for the Eastern Multifund and the Eastern Area Ambulance Service Trust. Since 1995 he has been a member of Threshold (NI), a charitable organisation specialising in working with young people who suffer from mental illness.



Dr David Higginson has been a consultant cardiologist at the Ulster Community and Hospitals Trust since 1983 having previously trained in the Royal Victoria Hospital, and the Royal Postgraduate Medical School, London. He is a Fellow of the Royal College of Physicians of London and a Fellow of the European Society of Cardiology. He has served on the Council of the Irish Cardiac Society and is interested in primary and secondary prevention of heart disease.



Mrs Una O'Kane has been principal of St Mary's Grammar School, Magherafelt since 1995. She was previously Assistant Director with the Council for the Curriculum, Examinations and Assessment (CCEA). Through her work in the field of education she has been involved in developing policy and practice for health education and health promotion in schools. She was recently awarded an OBE for Services to Education.

A full list of members' interests is available on request.

Agency staff and directors

in post at 31 March 2002

Senior Management Team

Dr Brian Gaffney
Chief Executive

Linda Barclay
Director of Programme Development

Maureen Gardner
Director of Communications

Kevin Doherty
Corporate Services Manager

Chief Executive's Office

Heather McDermott
Personal Assistant to the Chief Executive

Dr John Yarnell
Senior Lecturer in Cardiovascular
Epidemiology
(Joint Appointment with The Queen's University of
Belfast)

Programme development

Lynn Bruce
Regional Health Promotion Manager
(Children and Young People)

Janet Calvert
Regional Breastfeeding Coordinator

Maire Campbell
Regional Health Promotion Manager
(Training and Professional Development)

Maire Gallagher
Regional Health Promotion Manager
(Alliances for Health)

Deborah Hunter
Drugs Project Officer

Naomi McCay
Research and Information Officer

Angela McComb
Regional Health Promotion Manager
(Nutrition)

Rob Phipps
Senior Manager: Programme
Development

Liz Simpson
Research Assistant

Siobhan Weir
Regional Health Promotion Manager
(Physical Activity)

Communications

Sean Arbuckle
Graphic Artist

Catherine Brown
Publications Officer

Nina Campbell
Publications Assistant (Electronic
Media)

Jenny Dougan
Public Relations Officer

Rachel Kelly
Corporate Communications Manager

Ruth Knowles
Publications Development Manager

Alan Martin
Design, Production and Electronic
Communications Manager

Margaret Slane
Marketing Manager

Corporate Services

Lesley Blackstock
Receptionist

Carrie Crossan
Support Services Administrator

Clare Hind
Support Services Administrator

Patricia Lavery
Clerical Officer

Sam Lawther
Porter

Deon Newbronner
Human Resources Manager

Ann Marie McCann
Administration and I.T. Officer

Marie McCloskey
Finance and Administration Manager

Mary Patterson
Support Services Administrator

Noreen Savage
Human Resources Officer

Janet Stange
Support Services Administrator

Jonathan Telford
Finance Assistant

References

1. Department of Health, Social Services and Public Safety. The health of the public in Northern Ireland. Report of the Chief Medical Officer 2001. Belfast: DHSSPS, 2001.
2. Department of Health, Social Services and Public Safety. Investing for Health. Belfast: DHSSPS, 2002.
3. Health Promotion Agency for Northern Ireland. Quantitative research on drugs amongst the 18-30s. HPANI, 1999. (Unpublished)
4. Health Promotion Agency for Northern Ireland. Research into drinking patterns in Northern Ireland. HPANI, 1999. (Unpublished)
5. Northern Ireland Office. A drug strategy for Northern Ireland. Belfast: Northern Ireland Office, 1999.
6. Department of Health, Social Services and Public Safety. Strategy for reducing alcohol related harm. Belfast: DHSSPS, 2000.
7. Health Promotion Agency for Northern Ireland. Illicit drug use in Northern Ireland: A handbook for professionals. Belfast: HPANI, 1997.
8. Health Promotion Agency for Northern Ireland. Volatile substance abuse. The needs and opinions of parents, professionals, retailers and environmental health officers in Northern Ireland. Belfast: HPANI, 2002.
9. Health Promotion Agency for Northern Ireland. Review of drugs and sexual health public information campaigns. HPANI, 2002. (Unpublished)
10. Department of Health. Smoking Kills. A White Paper on Tobacco. London: The Stationery Office, 1998.
11. Health Promotion Agency for Northern Ireland. Research and evaluation review 2000-2001. Belfast: HPANI, 2002.
12. Health Promotion Agency for Northern Ireland. No Smoking Day 2002. A summary report. Belfast: HPANI, 2002.
13. Food and Nutrition Strategy Group. Eating and Health. A food and nutrition strategy for Northern Ireland. Belfast: The Health Promotion Agency for Northern Ireland, 1996.
14. Health Promotion Agency for Northern Ireland. Learning to eat well: Nutrition initiatives in schools. Belfast: HPANI, 2001.
15. Health Promotion Agency for Northern Ireland. Eating for health? A survey of eating habits among children and young people in Northern Ireland. Belfast: HPANI, 2001.
16. Health Promotion Agency for Northern Ireland. Eating for health? A survey of attitudes, awareness and eating habits among adults in Northern Ireland. Belfast: HPANI, 2001.
17. Health Promotion Agency for Northern Ireland. Nutrition matters for the early years. Belfast: HPANI, 2001.
18. Britton A, McPherson K. Monitoring the progress of the 2010 target for coronary heart disease Mortality: Estimated consequences on CHD incidence and mortality from changing prevalence of risk factors. London: National Heart Forum (in press).
19. European Heart Network. Physical activity and cardiovascular disease prevention in the European Union. December 1999.
20. Northern Ireland Physical Activity Strategy Group. Be active - be healthy. Physical activity strategy for Northern Ireland. Belfast: The Health Promotion Agency for Northern Ireland, 1996.
21. An evaluation of the Get active in the community awards scheme. Belfast: The Health Promotion Agency for Northern Ireland, 2002. (Unpublished)
22. Northern Ireland Physical Activity Strategy Implementation Group. Physical activity toolkit for primary care. Belfast: The Health Promotion Agency for Northern Ireland, 2002.
23. Department of Health, Social Services and Public Safety. Myths and reality: Teenage pregnancy and parenthood in Northern Ireland. Belfast: DHSSPS, 2001.
24. Health Promotion Agency for Northern Ireland. Minds matter: Exploring the mental wellbeing of young people in Northern Ireland. Secondary analysis of the Health behaviour of school children survey (1997/98). Belfast: HPANI, 2001.
25. Health Promotion Agency for Northern Ireland. Design for Living: Research to support young people's mental health and wellbeing. Belfast: HPANI, 2001.
26. www.healthpromotionagency.org.uk
27. Health Promotion Agency for Northern Ireland. CINDI Highlights. Belfast: HPANI, 2002.
28. Health Promotion Agency for Northern Ireland. Highlights: The Health Promotion Agency 1990-2000. Belfast: HPANI, 2001.
29. Health Promotion Agency for Northern Ireland. Equality scheme. (Section 75, Schedule 9 - Northern Ireland Act 1998). Belfast: HPANI, 2001.



Health
Promotion
Agency

Designed and produced by:

The Health Promotion Agency for Northern Ireland

18 Ormeau Avenue, Belfast BT2 8HS

Tel: 028 9031 1611 (Voice/Minicom) Fax: 028 9031 1711

Website: www.healthpromotionagency.org.uk

ISBN: 1 874602 40 9