

# Inform

Issue No.12

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## Inside

- Influenza Immunisation Campaign
- Health Promotion Planning and Review Meeting

## Sports Council Collaborate on Physical Activity

Representatives from the Health Promotion Agency for Northern Ireland and the Sports Council for Northern Ireland have been meeting since 23 February 2000 to consider areas of common interest and opportunities for collaboration.

To date, a charter and policy document have been developed, which together outline the key principles of the collaboration. It is expected that the Agency will publish these documents in the autumn and a business plan for the period 2001 to 2004 will be produced identifying areas of joint activity between the two organisations.

## Competition wins for non-smokers

The Agency played host to a large group of young people from all over Northern Ireland on 26 June 2000, when prizes were awarded to the winners of the Agency's anti-smoking campaign competitions. The competitions were a feature of the magazine resource *Up-2-You*, which was distributed throughout schools earlier this year as part of the Agency's campaign on smoking 'Your Body, Your Life, Your Choice'.

The campaign message was specifically targeted at young people aged 12 to 14 and included television, radio and cinema

advertising as well as a special freephone helpline, which was set up to answer any questions or concerns that young people may have on smoking. Additional information and facts about smoking was provided through the Agency's special website for young people: [www.up-2-you.net/](http://www.up-2-you.net/)

All competition winners were invited to the Agency where they received their prizes from UTV celebrity Frank Mitchell and had the opportunity to hear about the dangers and costs of this addictive habit.

See inside for a full listing of all the competition prize winners.



Pictured during the *Up-2-You* prize presentations at the Health Promotion Agency are (back row left to right): Roseanne Digney, Ardglass with Rob Phipps, Alcohol, Tobacco and other Drugs Programme Manager HPANI and Rebecca McQuoid, Saintfield. Front row left to right: Katherine Bready, Downpatrick; Rebecca Trew, Glengormley with Frank Mitchell, UTV and Margaret Morton, Banbridge.

## Up-2-You Competition Prize Winners

Alexis Hall, Donaghmore;  
Andrew Cummings, Portstewart;  
Andrew Devlin, Newtownards;  
Ann Marie Callaghan, Roslea;  
Bernadette Hollywood, Newry;  
Catherine McVeigh, Newcastle;  
Ciara Daly, Augher;  
Claire Dalton, Antrim;  
Damien Burns, Magherafelt;  
Daniel McNeill, Coleraine;  
Emma South, Dungiven;  
Fiona Quinn, Downpatrick;  
Gemma Higginson, Belfast;  
Helen Flynn, Ballynahinch;  
Ian McKeen, Lurgan;  
Katherine Bready, Downpatrick;  
Margaret Morton, Banbridge;  
Mark Henderson, Ballyclare;  
Rebecca McQuoid, Saintfield;  
Rebecca Trew, Glengormley;  
Roseanne Digney, Ardglass;  
Sean Treanor, Omagh;  
Shauneen Wilson, Cookstown;  
Stacey Garrett, Newtownabbey.

### Radio competition winners:

Amanda Stephenson, Belfast;  
Brenda Donaghy, Belfast;  
Danielle McVeigh, Belfast;  
Deborah Magee, Belfast;  
Donna Donaldson, Belfast;  
Edna Brown, Carrickfergus;  
Fred Parker, Antrim;  
Gary Hayes, Dunmurry;  
Janine Smyth, Hillsborough;  
John Fitzsimons, Ballynahinch.

For further information contact:  
Jenny Dougan on (028) 9031 1611  
or 0802 299946.



Pictured during the Up-2-You prize presentations at the Health Promotion Agency are: Bernadette Hollywood, Newry; UTV celebrity Frank Mitchell; Ann Marie Callaghan, Roslea and Ciara Daly, Augher, who each received gift vouchers for their winning competition entries.

## The Economic Benefits of the Physical Activity Strategy for Northern Ireland

Since June 1999, the Agency has been working with the Economics Branch of the Department of Health, Social Services and Public Safety (DHSSPS), to develop an economic research model.

The objective of the project is to establish the number of deaths which could be avoided and to project on the potential economic savings which could be made by the health service, if people increased their level of health-related physical activity. The model focuses on the first target of the Northern Ireland Physical Activity Strategy, which is to reduce the proportion of men and women aged 16+ who are classified as sedentary from 20% to 15% by 2002.

The final draft was presented to the Research Advisory Group and the Northern Ireland Physical Activity Strategy Group in

June 2000. Following a review by research officers in England, Scotland and Wales, the document will be published in the autumn. **Preliminary findings suggest that:**

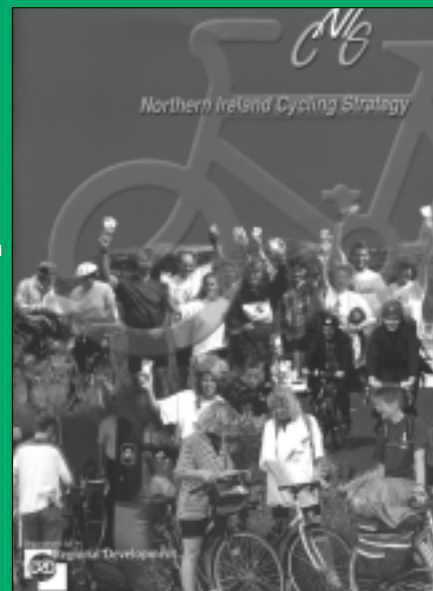
- if the Physical Activity Strategy is successful in achieving this target, the number of deaths related to sedentary lifestyles would be reduced by 365 per year;
- when excluding deaths among those aged 75+, this figure of 365 per year would be reduced to 121, as the benefits of physical exercise are reduced for this group;
- the reduction of 121 deaths per year represents an economic cost of £131 million per year;
- by reducing inactivity to the target level, in addition to the 121 lives saved, the wider benefit to the HPSS would represent a saving of £2.37 million per year.

## Northern Ireland Cycling Strategy Launched

The Department for Regional Development launched the Northern Ireland Cycling Strategy on 21 June, 2000. The Strategy contains a range of measures that seek to improve conditions for cyclists and develop a pro-cycling culture. The Strategy represents a significant commitment to cycling by a number of government departments, district councils and by statutory and voluntary sector organisations. The Agency has been identified as the lead organisation responsible for delivering a number of the Strategy's health-related action areas.

If you would like to receive a copy of the Strategy contact: Department for Regional Development, Road Service Transportation Unit. Tel: (028) 9054 0397

For information on the health benefits of cycling, visit the Agency's website at: [www.healthpromotionagency.org.uk/Physicalactivity/cyclingleaflet.htm](http://www.healthpromotionagency.org.uk/Physicalactivity/cyclingleaflet.htm)



## 2nd European Health Promotion Awards

*Inform* reported recently on the entries, which were nominated to represent Northern Ireland at the final of the European Health Awards in Lyons. The two nominees were 'The Limelight Project', run by the Family Planning Association for Northern Ireland and 'The Health Promoting School Project' coordinated by Westcare Business Services (Health Promotion Department) in partnership with the Western Education and Library Board, the Western Health and Social Services Board, Western Group Environmental Health Officers and sponsors, Desmond and Sons Ltd.

The two Northern Ireland projects were

among fourteen entries to make it to the final, out of a total of forty-four entries from all over Europe. The winning entries were announced last month and while neither of these entries were selected, the Health Promotion Agency would like to congratulate both 'The Limelight Project' and 'The Health Promoting School Project' on their efforts and to thank everyone who entered the awards earlier in the year.

The four winning entries were: 'Preventative Health Work with Foreigners', Zebra Association, Austria; 'Lunchtimes for fun', Health Association, Belgium; 'The Groningen Active Living Model', Institute of Human Movement Sciences, Netherlands; 'Special Intervention Project', Marvilla Health Centre, Portugal.

# Public Information Campaigns

## Influenza Immunisation Campaign

The Agency has been commissioned by the Department of Health, Social Services and Public Safety (DHSSPS) to develop and implement a public information campaign about the influenza vaccine, which will be launched at the end of September.

The vaccine is available free to those aged 65 and over, as well as people who are at a higher risk of serious illness from influenza because of chronic respiratory, heart or renal disease, diabetes or immuno-compromised conditions.

A primary target has been set to achieve a 65% uptake of the influenza vaccine among those aged 65 years and over and the main aim of the campaign will be to contribute to achieving this target.

As there is little data available on the target group's knowledge of, and attitudes to the influenza vaccine or the main barriers to uptake, the Agency has commissioned qualitative research. The research will help identify those approaches perceived to be most effective in increasing uptake.

Research is also being carried out with professionals such as GPs, practice nurses, treatment room nurses, district nurses, pharmacists and practice managers, who will be involved in administering and/or promoting the vaccine. The research will include in-depth interviews and a telephone survey, which will help identify what support they would find useful.

## Health Promotion Planning and Review Meeting

On 4 July, Agency staff met with representatives from the Health Promotion Services of the Health and Social Services Trusts, the Commissioners for Health Promotion from the four Health Boards and departmental colleagues from the Health Promotion Policy branch of the DHSSPS, to review achievements in the past financial year and to look at future plans.

The meeting was attended by 40 participants who heard summary presentations from the four Commissioners for Health Promotion, the DHSSPS and the Agency. The presentations opened the floor to a discussion on research and information, training, policy development and current projects being undertaken to meet the regional agenda for health promotion.

While discussing the challenges involved in meeting the regional agenda, participants had

the opportunity to identify areas of common interest and raise strategic issues requiring a joint approach to development.

In the areas of training and research and information, it was felt that there should be more formal sharing of information to enhance the possibility of joint working. Under training, the importance of needs assessment, the adoption of a competency framework for health promotion and formal accreditation, were highlighted. Research and information issues identified during the discussion included the low priority given to public health research, the lack of general survey information, the emphasis on an evidence-base without context and the need to develop a database on good practice and evaluation models. Participants also felt that it would be useful to create a mechanism to regularly discuss current health promotion related research.

A further meeting of the facilitators and rapporteurs of the day will take place in early August, to plan a future joint discussion day.

## European Conference

Plans for the European Conference on 'Health Enhancing Physical Activity and Active Living for You and Your Community', which takes place at the Waterfront Hall, Belfast between 22-24 October 2000, are now at an advanced stage. The first announcement leaflet has been distributed and to date 133 registrations of interest have been received. An event management company has been employed to handle the conference administration as well as plan a social programme for visiting delegates. The final programme and registration form is being prepared and will be widely distributed later this month.

The conference will include several keynote

presentations on policy and partnerships, which will be followed by eight thematic sessions. The themed sessions will cover issues such as examples of good practice, targeting social need, walking and the environment, as they relate to health promotion. On the final day delegates will have the opportunity to hear short presentations on a wide variety of topics including physical activity and osteoporosis, using parks and open spaces, Activate for older people and the effectiveness of using leaflets to promote a physical activity behaviour change at community level.

For further information on the programme, please visit the Agency's website at: [www.healthpromotionagency.org.uk/physicalactivity/europe.htm](http://www.healthpromotionagency.org.uk/physicalactivity/europe.htm)

## New face at the Agency



Máire Campbell has joined the Health Promotion Agency as the new Health Promotion Manager, Training and Professional Development.

Within her role Máire will be responsible for identifying and managing the training and development opportunities available to professionals working in the field of health promotion.

Among her duties, she will review the Training and Development Strategy, which continues to support everyone involved in the practice of health promotion.

Email: [m.campbell@hpani.org.uk](mailto:m.campbell@hpani.org.uk)

## Board changes



Staff and Board members of the Agency recently bid farewell to Mr Douglas Smyth OBE, who served as the Chairman of the Health Promotion Agency for Northern Ireland since October 1997. Mr Smyth has been appointed Chairman of the Northern Ireland Ambulance Service Trust at the request of the Minister for Health, Social Services and Public Safety, Ms Bairbre de Brún.

The Agency would like to extend its thanks to Mr Smyth and wish him every success in his new position.

In accordance with current legislation, the Department of Health, Social Services and Public Safety will advertise for a new Chair in the very near future.

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

**Alcohol, Tobacco and other Drugs -**  
Rob Phipps  
r.phipps@hpani.org.uk

**Alliances for Health -** Máire Gallagher  
MaireG@hpani.org.uk

**Campaigns -** Margaret Slane  
m.slane@hpani.org.uk

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

**Physical Activity and Workplace Health -** Frank Kelly  
f.kelly@hpani.org.uk

**Physical Activity Projects -**  
Siobhan Weir  
Siobhanw@hpani.org.uk

**Public Relations -** Jenny Dougan  
j.dougan@hpani.org.uk

**Research -** Naomi McCay  
NaomiC@hpani.org.uk

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

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



**Health  
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**Design/editorial Team**  
Sean Arbuckle and Nina Campbell.

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

**Websites:**  
[www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)  
[www.bornintheyear2k.com](http://www.bornintheyear2k.com)  
[www.up-2-you.net](http://www.up-2-you.net)  
[www.smoke-free.co.uk](http://www.smoke-free.co.uk)

# Publications and resources

## FPA Factsheets

Revised versions have been produced of the five sexual health factsheets previously produced by the Contraception Education Service, a partnership between the Family Planning Association for Northern Ireland and the Health Promotion Agency for Northern Ireland.

The factsheets provide information on several sexual health issues as they relate to Northern Ireland, as well as including detailed statistics, many of which are broken down by Health and Social Service Board area.

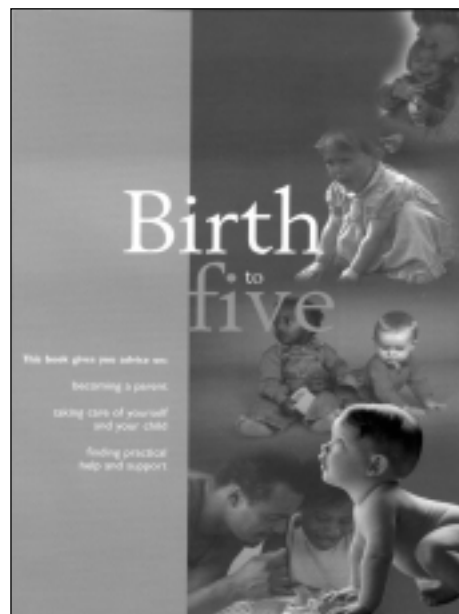
The factsheets are available from the FPA and provide information on issues such as abortion, teenage pregnancy, sex education, family planning services in Northern Ireland and the legal situation regarding the provision of contraceptive advice to young people.

For further information contact:  
**The Family Planning Association for Northern Ireland**  
113 University Street, Belfast, BT7 1HP  
Tel: (028) 9032 5488.

## The Pregnancy Book and Birth to Five

The Agency together with the Department of Health, Social Services and Public Safety (DHSSPS) has updated the information relating to rights and benefits in Northern Ireland as well as a list of useful organisations to contact in the publications *The Pregnancy Book* and *Birth to Five*.

These publications were previously produced in association with the Health Education Authority (HEA). However since its closure on 31 March 2000, they will now be published by the new organisation responsible for public information and campaigns in England - Health Promotion England (HPE).



The Health and Social Services Trusts throughout Northern Ireland will purchase these publications for all first time mothers in their area. Distribution may vary from Trust to Trust, but these resources will generally be distributed by antenatal clinics and health visitors.



**Website:** [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)

**Inform is now available from our website at:**

<http://www.healthpromotionagency.org.uk/Inform/informConts.htm>  
The Agency's corporate website is updated on a regular basis to highlight and promote current work in all areas of health promotion including campaigns, publications/resources and research. Latest additions include extracts from our journal *Promoting Health* and the Evaluation Report of No Smoking Day 2000 in Northern Ireland.