

Inform

Issue 13

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MISSION:

To make health a top priority for everyone in Northern Ireland

A new look for the 21st century

The Health Promotion Agency has reviewed and revised its corporate identity, including its logo. The new corporate 'look' was unveiled on the 28 September, at the event to launch its Annual Report and celebrate its tenth birthday.

When the Agency was set up it worked to create a strong identity and its distinctive logo, which primarily focused on health, soon became well known. Now, ten years on, and with the ever increasing potential for new ways of communicating using electronic media and other broadcast options, it was considered timely to find a logo which would work well across the spectrum of media options and take the organisation confidently into the 21st century.

The new logo is designed to build on the most positive qualities of the original. Designed to have a modern appeal, it underlines the Agency's commitment to improving health and emphasises its focus on people. It aims to portray the organisation as professional and credible as well as friendly, open and accessible.

The new identity as a whole is geared to help the Agency enhance its position as an important part of the health and social services in Northern Ireland. By continuing to build credibility through its work and by maintaining a strong, clear presence, the Agency hopes in turn to reflect the importance of health promotion as a central force in improving the health of the public.



Mr Anthony Harbinson, Chairman of the Health Promotion Agency, launches the Agency's new corporate identity at the recent 10th anniversary celebrations. For more on this story and this year's Annual Report see inside.



**Health
Promotion
Agency**

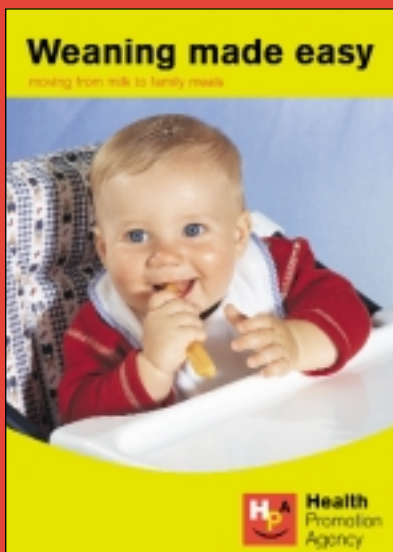
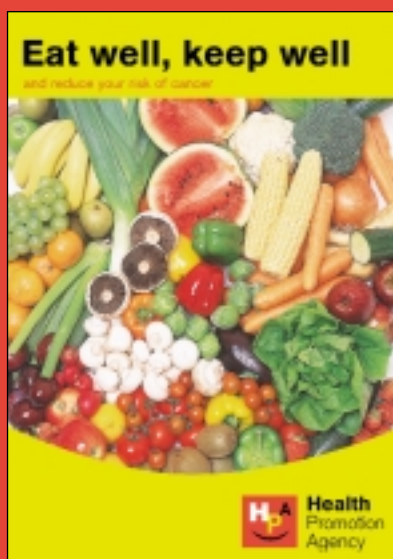
HPA launches ninth annual report

The Health Promotion Agency launched its Annual Report for the year 1999-2000 on 28 September 2000. The report gives details of all work undertaken by the Agency during the previous year as well as summary financial statements for the period.

Within the report, highlights are given on the Agency's work within each of Northern Ireland's priority health areas including: alcohol, drugs, smoking, nutrition, physical activity and mental and sexual health. Details about other work carried out by the Agency, such as recent commissions from the Department of Health, Social Services and Public Safety, and the Agency's work in developing a training programme for professionals are also included.

The report also highlights the Agency's role in seeking to form alliances and links with others, such as groups from the voluntary and community sector and national and international organisations, in the interest of developing opportunities for collaboration and the formation of new partnerships.

To receive a copy of the Annual Report, please contact Mary Patterson at the Agency.
E-mail: m.patterson@hpani.org.uk



Agency materials get new look

Two nutrition leaflets have been reproduced in line with the Agency's new corporate identity: *Eat well, keep well and reduce your risk of cancer* and *Weaning made easy moving from milk to family meals*.

Eat well, keep well and reduce your risk of cancer will be one of the Agency's core materials on nutrition and cancer prevention. It has been produced in time to support the British Dietetic Association's Food Awareness Week and the Europe Against Cancer Week, which both run from 9 to 13 October. The leaflet outlines the protection offered against some cancers by eating five portions of fruit and vegetables each day. It also includes suggestions on how to incorporate more fruit and vegetables into everyday meals.

Weaning made easy moving from milk to family meals has been revised to emphasise that weaning should begin between four and six months and that solid foods should not be introduced before this age. The information in this new leaflet has been endorsed by the UNICEF/Baby Friendly Initiative, for use within Trusts that have been awarded Baby Friendly status.

Both leaflets are available from the Central Health Promotion Resource Service in each Health and Social Services Board area.

Influenza Immunisation campaign

On 25 September 2000 Dr Liz Mitchell, Principal Medical Officer, Department of Health, Social Services and Public Safety, launched the flu vaccination programme and public information campaign 'Catch the Vaccine not the Flu', at the Health Promotion Agency's offices.

A primary target of achieving a 65% uptake of the flu vaccine among those aged 65 years and over has been set for this vaccination programme. The programme is being coordinated locally by Consultants in Communicable Disease Control, implemented by GPs and nursing staff at primary care level, and supported regionally by Community Pharmacists and organisations such as Age Concern and the Northern Ireland Chest Heart and Stroke Association.

The Agency developed and produced the public information campaign to raise awareness about the vaccine and encourage those who are eligible to get vaccinated. The vaccine is available free to those aged 65 and above and to people who are at higher risk of developing serious illness from flu, such as those with chronic respiratory, heart or renal disease, diabetes or who are immuno-compromised.

The public information campaign includes television and radio advertising, a newspaper insert, information notes for health professionals and an information leaflet and poster for the public. Broadcasting of the Agency's television and radio advertisements began on 25 September and will finish on 14 November 2000.

In developing the campaign, focus groups were conducted with the target group to assess knowledge of and attitudes to

the flu vaccine and also to get feedback on materials produced by commercial companies to promote the flu vaccine. The following issues were raised during the focus groups:

- there was a general awareness that 'older' people or those with illnesses such as asthma or diabetes were eligible for the vaccine. There was therefore a need to highlight the exact age grouping eligible for the vaccine;
- many of those who felt fit and well did not think they needed to have the vaccine;
- many in the target group said they would go for the vaccine if encouraged by a health professional such as their GP;
- there was a perception that the flu vaccine gave you the flu;
- messages promoting the vaccine should be short and to the point;
- there was a preference among all the groups for the leaflets and posters that were colourful and glossy as members of the public felt this indicated that the campaign should be taken seriously.

While three television advertisements were pretested with the target group, an advertisement featuring the popular GMTV presenter Dr Hilary Jones was their first choice. Reasons for preferring this advertisement included the following:

- Dr Jones is well known among the target group;
- he is known to be a practising GP;
- he looks well and presents clearly on television;
- the advertisement was simple and covered all the main facts about the flu vaccine such as when, where and who should get the vaccine.

An alternative television advertisement, which featured local health professionals such as GPs, nurses and pharmacists, who were not known personalities, was not as popular as the target group thought they were actors, not real health professionals.



Photographed during the launch of the public information campaign 'Catch the Vaccine not the Flu' at the Health Promotion Agency, are (left to right): Margaret Gordon, Assistant Director, Child Health and Nursing, Causeway Health and Social Services Trust; Anthony Harbinson, Chairman of the Health Promotion Agency and Dr Liz Mitchell, Principal Medical Officer, DHSSPS. Seated are (left): Mary Wilson and Vera Yeabley from Age Concern, East Belfast and Castlereagh.


Influenza Vaccine information for health professionals

**Catch
the
Vaccine
not the
Flu!**


If you are aged 65 or over or suffer from a serious medical condition, it makes sense to get the flu vaccine.

It's quick and easy to get.


Make an appointment with your GP now.



Dr Hilary Jones



**Catch
the
Vaccine
not the
Flu!**



Dr Hilary Jones

Northern Ireland now has a Physical Activity Coordinator in each of the Health and Social Services Boards, following the appointment of a new coordinator to the Northern Board.

Their role will be to coordinate physical activity initiatives from the Northern Ireland Physical Activity action plan across Trusts, local councils, community groups and public sector organisations in each of their respective Board areas.

European conference

Details of the Conference 'Health Enhancing Physical Activity and Active Living for You and Your Community', which takes place at the Waterfront Hall, Belfast on 22-24 October, 2000, have reached the final stage.

Speakers have been drawn from the international authorities in health promotion including the European Network for the Promotion of Health-Enhancing Physical Activity and the Healthy Cities Network. Local speakers include Dr Paula Kilbane, Chief Executive of the Eastern Health and Social Services Board who is also Chair of the Northern Ireland Physical Activity Strategy Implementation Group and Dr Marie Murphy, University of Ulster.

The conference has attracted much interest with delegates being drawn from a wide variety of backgrounds and cultures, including representatives from Lithuania and Israel. This year's conference has also managed to draw many representatives from local councils.

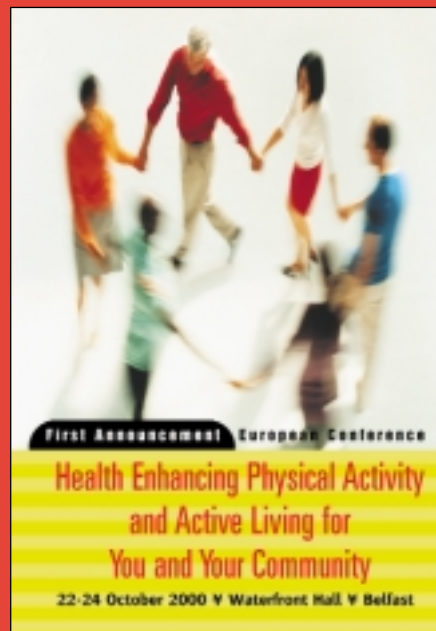
A full programme can be accessed from the Agency's main website at: www.healthpromotionagency.org.uk

A report of speakers' abstracts will be available following the conference, by contacting Siobhan Weir at the Health Promotion Agency.
E-mail: s.weir@hpani.org.uk

NIPAIG News

The second issue of the Northern Ireland Physical Activity Strategy Implementation Group's newsletter *NIPAIG News*, will be available soon. The newsletter provides a review of the strategy's main activities and will be launched at the European Conference 'Health Enhancing Physical Activity and Active Living for You and Your Community', which takes place this month.

The newsletter will be widely distributed by the Agency after the main launch. If you would like to receive a copy of *NIPAIG News*, please contact Mary Patterson at the Agency. E-mail: m.patterson@hpani.org.uk



On 28 September, the Health Promotion Agency celebrated its tenth anniversary, having been formally established on 1 October 1990. To mark the occasion the Agency invited representatives from the many organisations with whom it has worked over the years to an informal buffet. Staff, Board members and a large group of colleagues from education, the youth sector, voluntary and non-statutory organisations, the community sector, central and local government and private sector organisations, as well as a range of health professionals, attended the event.

It would not have been a proper celebration without a birthday cake and this was appropriately decorated to display the Agency's new corporate identity, which was

also launched during the festivities. Mr Anthony Harbinson, on behalf of the Agency Board and staff said he was delighted that so many friends and colleagues were able to join the Agency in marking an important milestone for the organisation and he looked forward to a new era of continued partnership and collaboration.

On 5 October, a formal celebratory dinner was held at Parliament Buildings, Stormont, kindly hosted by Dr Joe Hendron, Chair of the Assembly's Health Committee. Special guests including the Minister for Health, Social Services and Public Safety, Ms Bairbre de Brún and Dr James McKenna attended the dinner. Dr McKenna played a vital role during his term as Chief Medical Officer for Northern Ireland, in ensuring that the Health Promotion Agency was established ten years ago. Mr Tom Frawley, Ombudsman for Northern Ireland was the after dinner speaker and tributes were also paid to the Agency by its former Chairman Dr James Hawthorne CBE and Dr Henrietta Campbell, Chief Medical Officer.

The Agency would like to take this opportunity to express its thanks to the sponsors of these events: Bank of Ireland, The Dairy Council for Northern Ireland, Glaxo Wellcome, Tropicana, McNaughton Paper (NI) Ltd and W & G Baird Ltd, without whom the tenth anniversary celebrations would not have been possible.

Pictured with the Agency's birthday cake (left to right): Noreen Savage, Business Services Coordinator and the first member of staff appointed to the Health Promotion Agency; Mr Anthony Harbinson, Chairman, and Dr Brian Gaffney, Chief Executive.



Launch of alcohol strategy

Derrynoid Conference Centre, Draperstown, was the setting for the launch of the new strategy for reducing alcohol related harm, by the Minister for Health, Social Services and Public Safety, Ms Bairbre de Brún on 5 September 2000.

Over 50 people from a wide range of organisations and agencies throughout Northern Ireland attended the launch, including a number of young people from local schools.

During her presentation the Minister emphasised the seriousness which the Government attached to alcohol misuse in our society. While she stressed the commitment her Department was making to ensure the action areas in the strategy were being addressed, she also highlighted that collaboration and partnership lay at the heart of the strategy.

Dr Henrietta Campbell, Chief Medical Officer for Northern Ireland, later addressed the audience at the launch, during which presentations were also delivered by Carol Weir, Director of Northern Ireland Community Addiction Service (NICAS); Marty Cardwell, Community Addiction Team, Ulster Community and Hospitals Trust and Rob Phipps,

the Agency's Regional Programme Manager for Alcohol, Tobacco and Other Drugs.

The strategy, the first of its kind to be developed by the Department, aims to reduce the harm caused to individuals and society by the misuse of alcohol. The strategy contains five key objectives, which are also the main action areas. These are:

- to encourage a responsible approach to drinking;
- to promote effective treatment services;
- to protect individuals and communities from alcohol related harm;
- to develop a research and information programme;
- to implement and manage the strategy effectively.

Copies of the strategy may be obtained from the Health Promotion Policy Branch, Room C4.22, Castle Buildings, Belfast, BT4 3PP or from your local library.

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

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Folic acid campaign

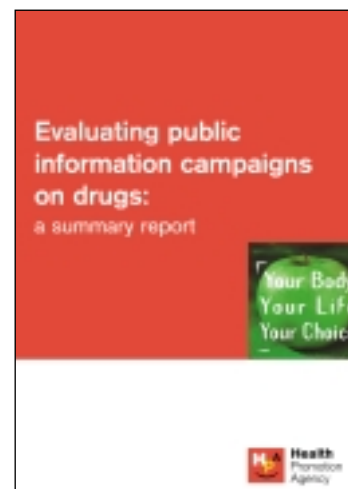
The Agency is planning to rerun 'Folic Acid, One of life's essentials', a campaign to raise awareness of the link between folic acid and the prevention of neural tube defects (NTDs) such as spina bifida.

Following its first broadcast in October 1998, the post campaign evaluation was very positive with public awareness of folic acid increasing from 45% to 76%. Knowledge regarding the benefits of folic acid and when it should be taken also increased significantly when information from the pre and post campaign research was compared.

It is hoped that rerunning the campaign will build on these positive results.

Evaluating public information campaigns on drugs: a summary report

Following an evaluation of all four phases of the Health Promotion Agency's four-year public information campaign on illicit drugs, the Agency has published a summary report on its effectiveness. The report *Evaluating public information campaigns on drugs: a summary report*, examines different elements of the campaign in terms of reach and recall, and changes in young people's knowledge of, and attitudes towards drugs. The report also makes recommendations on how these evaluations can inform future public information work on drugs.



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

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www.smoke-free.co.uk
www.up-2-you.net

New web forward

The Health Promotion Agency has relaunched its corporate website following the recent change in the Agency's corporate identity. The new site will inform visitors of the main purpose, structure and work of the Agency, as well as keep them up-to-date with news on the Agency's latest campaigns, publications and events. The site now includes a press release service enabling visitors to be automatically notified of the Agency's latest press releases.

The site also serves as a gateway and visitors can easily jump from wherever they are on the corporate site to the Agency's other websites including: Millennium Babies (www.bornintheyear2k.com); Smoke-Free (www.smoke-free.co.uk) and Up2You (www.up-2-you.net).

During the coming year, the Agency expects to develop and extend its on-line presence through the creation of additional websites, which will focus upon specific areas of health and campaigns. The Health Promotion Agency website can still be accessed at: www.healthpromotionagency.org.uk

Visitors can now download Inform as a PDF file or order it through the site's on-line registration form.