

Inform

Issue 15

February/March 2001

HPA puts drugs on display

The Health Promotion Agency will be launching a public information campaign on drugs during February, in response to findings from qualitative and quantitative research commissioned by the Agency to assess the knowledge, attitudes and information needs of the 18 to 30 age group in relation to drugs.

Members of the focus groups which were held, felt that the placement of information posters in the toilet areas of pubs and nightclubs, would be a good way to reach young people. They also expressed a need for more information about drugs.

The Agency has developed a series of ten A4 posters, guided by this pre-campaign research. These have since been pretested with the target group. The posters will be displayed in the toilet areas of around 80 pubs and

nightclubs across Northern Ireland and will cover a range of drug related issues including information about the harmful effects of specific drugs as well as information about reducing the risks associated with drug taking.

A short leaflet has also been developed as part of this initiative and copies will be placed in a dispenser attached to the posters.

This initiative is part of the Northern Ireland Drugs Campaign and is intended to support the Drugs Coordination Teams, in their work with local Councils and licensed premises in reducing drug misuse in Northern Ireland.

Further details of this campaign will be available from the Agency's website from March.

Public Health Forum

The 9th Annual Public Health Forum will take place between 27-29 March 2001 at the Bournemouth International Centre. The Forum which incorporates the 2nd UK Health Promotion Research Conference and SHEPS Annual Conference, is sponsored by the Health Development Agency (England), the Health Education Board for Scotland, the Health Promotion Division of the National Assembly for Wales and the Health Promotion Agency.

The 9th Annual Public Health Forum will be the largest multi-disciplinary public health event in the UK this year and sessions will include: health impact assessment; environment

and health and multi-disciplinary training for public health.

A reduced fee is being offered to students, the unwaged and staff of community and voluntary groups, who will be admitted at half price in all categories (except for the dinner). A limited number of free places may be available, requests for these should be made directly to the event organisers, details of which are available from: <http://www.ukpha.org.uk>

A full update of the conference programme will also be available from: <http://www.ukpha.org.uk/conferences.htm>

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

INSIDE: Alliances for Health information paper
No Smoking Day 2001
Nutrition research
Teenage smoking campaign

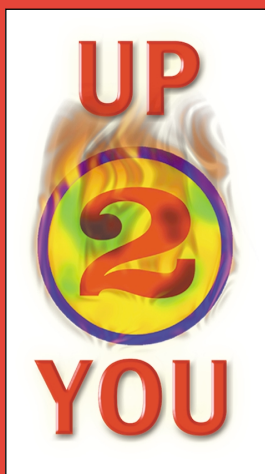


**Health
Promotion
Agency**

Teenage smoking campaign

The Health Promotion Agency will begin broadcasting a television advertisement on 19 February 2001, to target second and third year pupils, as part of its public information initiative in support of the Government's White Paper on smoking. The campaign will run until the end of March 2001.

The television advertisement, which was first broadcast in March 2000, has recently been extended by 10 seconds to include details about the Agency's website Up-2-You, which will be officially launched during March to coincide with the launch of the campaign. The Up-2-You website was originally developed as part of last year's campaign. Following its success, the site is now being updated and will contain useful information on a range of issues including: health, self-esteem and a comprehensive links section aimed to appeal to young people. The site will also feature a selection of competitions and prizes.



The development of the television advertising campaign was guided by research with young people and focuses on the immediate and negative effects of developing a smoking habit. For example, the

advertisement highlights how addictive smoking is even from the outset, the financial impact of smoking, the effect smoking has on your ability to participate in sports and the unattractive smell left on your clothes and breath through smoking. The advertisement will be broadcast on UTV, Channel 4, Cable and Channel 9 until the end of March 2001.

In lending further support to the campaign, the Agency has also produced a second edition of the *Up-2-You* magazine. This 12 page publication, which combines facts about smoking and health with other topical issues, will be distributed through schools to all second and third year pupils.

The Agency's Up-2-You website can be found at:
<http://www.up-2-you.net>



Forthcoming seminars

Smoking

The HPA has organised an expert seminar in support of the Government's White Paper 'Smoking Kills' on 20 March at the Hilton Hotel, Templepatrick. Key presentations will focus on the implementation of successful tobacco control strategies and public information campaigns on smoking. Speakers will include Dr Greg Connolly from Massachusetts, Judith Watts from England and Steve Woodward from Australia.

Alcohol

An alcohol update seminar will take place on 29 March 2001 at the Glenavon House Hotel, Cookstown during which delegates will be presented with new research on alcohol and have an opportunity to discuss current issues in respect of alcohol-related health promotion and the new Alcohol Strategy.

Details of all Agency seminars will appear in the HPA events diary, within the PR and Media section of the Agency's corporate website:

<http://www.healthpromotionagency.org.uk>

Alliances for Health information paper

The Health Promotion Agency's Alliances for Health programme was set up in 1999 to work towards the organisation's corporate goals in the area of collaboration and to provide a range of information and training services to support other organisations in promoting health through alliances.

Recommendations for services which could be provided by the programme were gathered during 1999/2000 through documentary study and field study. One of the most immediate needs identified was for a brief information paper providing an overview of collaboration between the Health and Social Services sector and the voluntary and community sectors in Northern Ireland.

Between October and December 2000, the HPA facilitated a series of workshops to consult with a wider group of participants from a range of sectors on the development of this paper and of the Alliances for Health programme.

Copies of the information paper, entitled *Promoting Health through Alliances - Collaboration for Health Promotion between Health and Social Services and the Voluntary and Community Sectors in Northern Ireland*, have now been distributed to individuals and organisations on the HPA's current mailing list for the Alliances for Health programme.

If you would like to be added to this mailing list, please contact Ann Marie McCann at the HPA.
E-mail: a.mccann@hpani.org.uk

If you would like to find out more about the Alliances for Health programme, or if you have any information which you feel may be relevant to the programme, please contact the programme manager, Máire Gallagher, at the HPA.
E-mail: m.gallagher@hpani.org.uk

No Smoking Day 2001

'Kiss it goodbye' is the slogan for this year's 'No Smoking Day', which takes place on Wednesday 14 March. The slogan was first used in 1992 and was one of the most successful 'No Smoking Day' campaigns to date.



The development of this year's campaign, including the choice of slogan and its revised image, was guided by focus group discussions with people who smoke. Smokers liked the 'Kiss it Goodbye' image because it was simple, easy to understand and the lipstick crosses created a good visual pun.

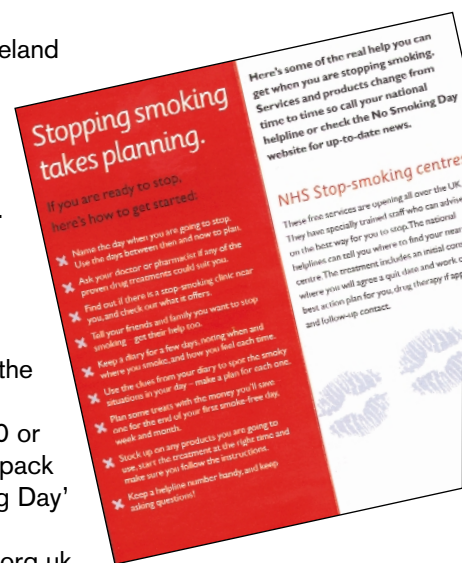
The overwhelming message to emerge from the focus groups, was that smokers wanted sufficient notice

about 'No Smoking Day' to allow them to make plans. In response to this appeal for information, the Health Promotion Agency is planning to broadcast a television advertising campaign leading up to 'No Smoking Day' to raise awareness of the date and allow those smokers who want to take part, the time to prepare to stop smoking.

Each year the Health Promotion Agency commissions research to evaluate the impact of 'No Smoking Day'. Findings from the 2000 campaign evaluation revealed that

once again the Northern Ireland campaign was more successful in terms of awareness and participation when compared to Great Britain.

If you are interested in organising an event in support of this year's campaign, please contact the UK campaign office. Telephone: 020 7916 8070 or register for an organiser's pack by visiting the 'No Smoking Day' website at: <http://www.nosmokingday.org.uk>



The journal - it's smokin'

The March issue of *Promoting Health*, the Agency's quarterly journal will focus on the priority issue of smoking and will include articles by local, national and international authors.

The journal will address issues such as: smoking cessation initiatives; women and smoking; legislation on tobacco advertising and sponsorship; the No Smoking Day campaign; public information campaigns in Northern Ireland and Scotland and tackling smoking among young people. It will also highlight examples of work currently being undertaken in the statutory and voluntary sectors in Northern Ireland.

It is expected that this issue will be distributed in mid-March. If you would like to receive a copy, please contact Ann Marie McCann at the Agency. Alternatively you can submit your mailing details online through the Agency's website at: <http://www.healthpromotionagency.org.uk>

Research into smoking among adults on low incomes

During the last couple of decades the prevalence of smoking has generally fallen and the gender difference has narrowed to virtual parity. However the differences in smoking levels between the various socioeconomic groups is growing, with proportionately more smokers belonging to the lower socioeconomic groups.

To identify which approaches are likely to be most effective in developing public information for this population group, the HPA has commissioned research into the various social dimensions of smoking. This will hopefully provide some insight into why smoking remains a major issue for some groups while others are giving up the habit.

The research will investigate both positive and negative experiences of smoking among adults on a low income. These will include the role smoking plays in social interaction and in enjoyable activities; the identity of being a smoker; the perceived psychological benefits of smoking; the physiological and economic disadvantages of smoking and the perceptions of physical and psychological tobacco addiction.

The research will begin on 10 January and is due to be completed by the end of March 2001. The findings will be used to inform future work to help low income adult smokers to quit.

Training and professional development

The Health Promotion Agency's short course programme for 2000-2001 continues throughout February and March with:

- **the seminar - Obesity and weight control: a major public health issue for the 21st century**
Date: 15 Feb
Cost: £20
- **the two day course - Community development approach to health issues**
Date: 26-27 Feb
Cost: £75 for community/voluntary sector
£85 for statutory/private sector
- **the seminar - Is substance misuse becoming a gender issue?**
Date: 6 March (closing date 19 Feb)
Cost: £20

Further courses on offer from the Agency's prospectus include:

- **training the trainers in stress management**
Date: 9-11 April and 4-6 June (closing date 23 March)
Cost: £360
- **training for trainers**
Date: 24-25 April and 22 May (closing date 9 April)
Cost: £125

To receive details on any of these courses or seminars or to reserve a place, please contact:
Clare Hind - c.hind@hpani.org.uk
or
Máire Campbell - m.campbell@hpani.org.uk

The Agency's training prospectus *Education and Skills for Promoting Health, Short Course and Seminar Programme, January-June 2001* is available to download from the Agency's website at:
<http://www.healthpromotionagency.org.uk>

Drugs and the family

Due to circumstances beyond the Agency's control this course has had to be postponed. New dates are currently being arranged and details will be published once confirmed. The Agency apologises for any inconvenience caused.

Design for Living Conference

As joint members of the Design for Living Partnership, the Health Promotion Agency together with The Youth Council for Northern Ireland and Action Mental Health have organised a two day conference on 25-26 April 2001, at the W5 Conference Centre, the Odyssey, Belfast.

The overall aim of the conference is to raise awareness of mental wellbeing among young people and to allow practitioners to share methods of effective practice. The conference will also highlight findings from recent research carried out by the Design for Living Partnership, which identifies the worries of young people in Northern Ireland today and notes the ways in which young people deal with them.

Day one of the conference has been scheduled for young people and will allow them to attend taster workshops on aspects that can contribute to their mental wellbeing. An evening event is also on offer to allow young workers the opportunity to attend some workshops.

Day two has been scheduled for practitioners to enable them to share and explore ideas of effective practice in relation to mental wellbeing and young people.

Further details will be available by contacting Lynn Bruce at the Agency.
E-mail: l.bruce@hpani.org.uk

Putting physical activity on the primary care agenda

A pilot course on physical activity and primary care: training for trainers, took place recently at the Agency as part of the implementation of the *Northern Ireland Physical Activity Strategy 1996-2002*.

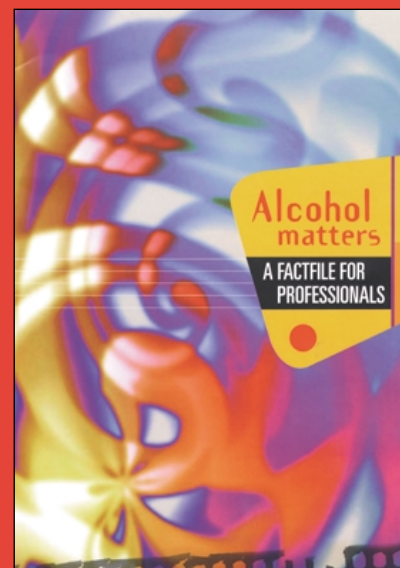
A draft primary care tool kit, which was developed by Loughborough University on behalf of the Northern Ireland Physical Activity Implementation Group (NIPAIG), was used to support the course.

The course aimed to provide practical guidelines to help support and prepare primary care teams for taking on a more prominent role in the promotion of physical activity. An evaluation of the course along with feedback from focus groups will be used to inform the development and delivery of this resource.

Alcohol factfile

Updates are currently being prepared for factsheets one and six of *Alcohol matters: a factfile for professionals*. Factsheet one will include new data from research conducted by the Health Promotion Agency on adult drinking patterns, while factsheet six will be expanded to cover recent legislation on the sale and consumption of alcohol.

The updates will be distributed to everyone who received a factfile last year, to replace the existing factsheets. If you have not received an alcohol factfile and would like to, please contact Ann Marie McCann at the Agency or visit the Agency's website.



New manager for children and young people

Lynn Bruce has been appointed as the Regional Health Promotion Manager for Children and Young People with the Agency.



Lynn's priority areas will include the promotion of mental wellbeing and sexual health as well as work to develop and support health promotion in schools and youth settings.

Lynn has previously worked as an Infrastructure Team Leader in North and West

Belfast, where her duties included assessing community needs and developing and coordinating services relating to children, young people and families.

Most recently, Lynn worked as a Community Development worker for the Early Years Project in North Belfast. She has also been involved with peer education and the Health Action Zone for North and West Belfast for which she was Chair of the young people's sub group.

If you would like further details on the work of this programme area, or if you wish to contact Lynn, e-mail: l.bruce@hpani.org.uk

Nutrition research

Two reports on nutrition research conducted across Northern Ireland are currently being finalised.

The first report outlines research conducted among adults aged 18 to 75 years and presents findings on a range of nutritional topics, including typical eating patterns, attitudes to healthy eating, information on shopping patterns and factors taken into account when shopping for food.

The second report outlines eating patterns among children aged 5 to 17 years.

Both reports will be produced and distributed in March 2001. If you would like to receive a copy of the reports, please forward details of your name, job title and address to Ann Marie McCann at the Agency.
E-mail: a.mccann@hpani.org.uk

Nutrition guidelines for the under fives in child care

In support of the objectives of the *Food and Nutrition Strategy for Northern Ireland*, the HPA is currently working with a range of professionals and organisations to prepare nutritional guidelines for the under fives in child care, such as day nurseries and play groups.

The guidelines are being produced to support the work of the Early Years Teams in the Health and Social Services Trusts, and will also be a helpful reference document for those involved in child care provision.

The guidelines will cover a range of topics, including information on healthy eating for the under fives; guidance on menu planning and sample menus; meal ideas and snack suggestions and practical information on a range of issues, including special diets, food safety and food hygiene.

The guidelines will be published in March and will be disseminated during April and May through a series of local seminars. Further details of these will be appear in the next issue of **Inform**.

Cook It! - up to date

'Cook It!' is currently being revised and updated, following an evaluation of the programme.

The community-based nutrition education programme was developed within the context of inequalities in health and social wellbeing and more recently has been delivered within the context of the New TSN Agenda. 'Cook It!' was first introduced to Northern Ireland in 1995 with the aim of providing practical experience of food preparation and giving people the opportunity to sample completed dishes, while removing the financial risk involved in experimenting with new dishes within a restricted budget. The sessions have also provided participants with an opportunity to discuss a range of nutritional issues.

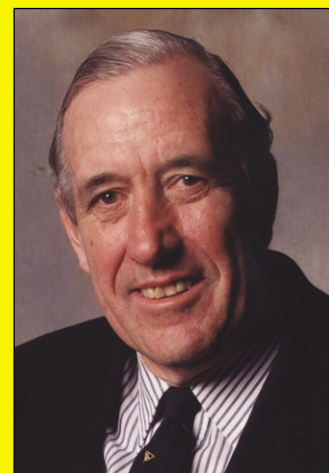
The evaluation examined a number of issues, including the extent to which the programme has been used, the users' satisfaction with the materials as well as looking at opportunities for further development. Results indicate that it is a user-friendly, valuable and enjoyable approach to nutrition education in the community setting. The research also identified a number of areas in which the materials and programme could be enhanced.

The revised materials will be based on the 'Balance of Good Health', a widely used model which helps people to understand and enjoy healthy eating. Training workshops will be organised during April and May 2001 for those who wish to be involved with the programme.

Tribute

The Health Promotion Agency for Northern Ireland would like to offer its sympathy to the family, friends and colleagues of Professor Gary Love who died suddenly on 3 January this year. Professor Love served as a Board member of the HPA from October 1990 to April 1997.

We will remember him for his wisdom, wit and for his caring approach to all things associated with health promotion in Northern Ireland as well as his support for and work with the Agency.



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

m.gallagher@hpani.org.uk

Campaigns - Margaret Slane

m.slane@hpani.org.uk

Children and Young People -

Lynn Bruce
l.bruce@hpani.org.uk

Nutrition - Angela McComb

a.mccomb@hpani.org.uk

Physical Activity - Siobhan Weir

s.weir@hpani.org.uk

Public Relations - Jenny Dougan

j.dougan@hpani.org.uk

Research - Jorun Rugkasa

j.rugkasa@hpani.org.uk

Resources - Ruth Knowles

r.knowles@hpani.org.uk

Training and Professional

Development - Máire Campbell

m.campbell@hpani.org.uk

New Opportunities Fund Partnerships

The Health Promotion Agency has joined with Age Concern to submit a proposal to the New Opportunities Fund (NOF) for a healthy living centre for older people, in which the promotion and provision of physical activity is central. The proposal has successfully passed stage one of the process and a business plan is

currently being prepared for stage two.

Under the NOF Healthy Living Centre programme, the Northern Ireland Association for Mental Health has invited the HPA to become one of its partners in an application for a creative arts project for those with mental health needs.

First steps towards a Northern Ireland 'Walking the way to Health' initiative

The HPA and the Environment and Heritage Service met in November 2000, to explore the potential of developing a Northern Ireland-led walking initiative. Following this a joint vision has been developed and a submission has been made to the New Opportunities Fund's Healthy Living Centre programme with the support of the Sports Council for Northern Ireland and the Countryside Access and Activities Network (CAAN).

signed using distinctive markers.

Training and promotional programmes will also be developed to support these walking schemes. The key to the overall success of the project will be the encouragement of those in disadvantaged areas to become involved in regular walking activities. This will be achieved through the development of creative schemes that will appeal to disadvantaged and sedentary groups.

It is expected that the framework for this project will be based on the development of a number of 'healthy walking path networks', which will be selected by local communities and

The first stage of this proposal was submitted to the NOF on 19 December 2000 and it is expected that the outcome of the first stage assessment will be confirmed by July 2001.



**Health
Promotion
Agency**

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

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
www.bornintheyear2k.com
www.smoke-free.co.uk
www.up-2-you.net

Web are we now?

The HPA online events diary has been updated and now provides details of the many HPA events taking place during the year including training events, seminars, conferences and campaign launches. The diary, which can be found under the PR and Media section of the site, also contains a list of health awareness campaigns with links to supporting organisations.

From mid February, an online request facility will enable visitors to order the Agency's *Research Review 1999-2000*. This publication gives a summary of research projects undertaken or commissioned by the Agency during 1999-2000. A PDF version will also be available from the website.

While the Agency will continue to use conventional media to advertise vacant posts, the corporate website will also be used to announce staff vacancies as and when they arise, beginning this month with a two year appointment for a Physical Activity Strategy Project Officer.

During March details of the Agency's public information campaign on smoking, No Smoking Day 2001 and the Agency's latest issue of *Promoting Health journal* will be posted on the site. Visitors are reminded that they can order the journal and **Inform** online as well as sign up to receive the Agency's latest press releases by e-mail.

If you have any comments or suggestions to make regarding the Agency's website, please contact Nina Campbell at: n.campbell@hpani.org.uk