

Inform

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Community Awards Scheme

In the last two years, the Northern Ireland Physical Activity Strategy has through its 'Get Active in the Community Awards' scheme, awarded cash grants to numerous groups as part of its work to increase levels of physical activity in the community. Last year 97 groups received grants of up to £250 for projects which involved more than 4,000 people in total and spanned all age groups.

Through the provision of financial support to community and voluntary groups, the awards scheme aims to increase opportunities for everyone to participate in health-enhancing physical activity, particularly those who are less active.

An evaluation of last year's scheme has shown that it was successful in meeting its aims. The research revealed that the majority of projects were new to their respective communities and that they increased awareness of the benefits of physical activity and local facilities. The projects also had the effect of increasing social interaction among members and many of the

participants learned new skills. Over 50% of the organisers reported that their project had increased cross-community interaction.

This year's awards scheme is well underway. Community and voluntary groups can now bid for up to £500 to help support and develop new or existing initiatives which promote physical activity. Other groups such as schools and those from workplace settings are also welcome to apply.

To tie in with this year's physical activity campaign, the judging panel will once again be looking for applications that particularly promote walking and cycling opportunities.

Application forms have been distributed to over 5,000 community and voluntary groups as well as schools and libraries throughout Northern Ireland. Applications must be returned to the Agency by Friday 11 May 2001. The form is also available to download from the Agency's website: www.healthpromotionagency.org.uk

Tobacco Control Seminar

On 20 March 2001 a seminar organised by the Agency on 'Tobacco Control - Lessons and Experiences' was held at the Rosspark Hotel, Kells. The seminar included presentations by two American speakers well known to individuals working in the field of tobacco control, Dr Greg Connolly, Director of the Massachusetts Tobacco Control Programme and April Roeseler from the Tobacco Control Programme in California.

Presentations were also given by Judith Watt who talked about her work as Executive Director of the Victoria

Smoking and Health Programme in Australia and by Stephen Woodward, former Director of ASH Australia, who focused on the resources needed for a successful tobacco control strategy.

Feedback from the seminar was very positive and if anyone was unable to attend the seminar and is interested in hearing the presentations, a video can be borrowed from the Agency by contacting Janet Stange. Tel: 028 9031 1611 or e-mail: j.stange@hpani.org.uk The presentations will also be available online during April.

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**Health
Promotion
Agency**

New Chair at HPA

On 1 March 2001, Alice Quinn was formally appointed as the new Chair of the Health Promotion Agency for Northern Ireland by the Minister for Health, Social Services and Public Safety, Ms Bairbre de Brún.



Ms Quinn comes to the Board after a high profile career in retailing with Marks and Spencer spanning almost 30 years. She is also Chair of Proteus (an intermediary funding body for peace and reconciliation) and is a member of the Belfast Partnership Board. Ms Quinn has also been a member of Business in the Community, the Confederation of

British Industry (CBI), the Institute of Directors (IOD), the Fair Play for Women Initiative and the Board of the BBC.

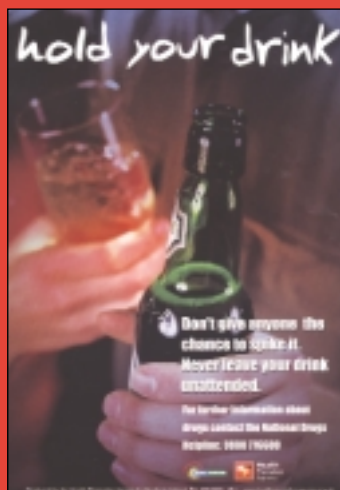
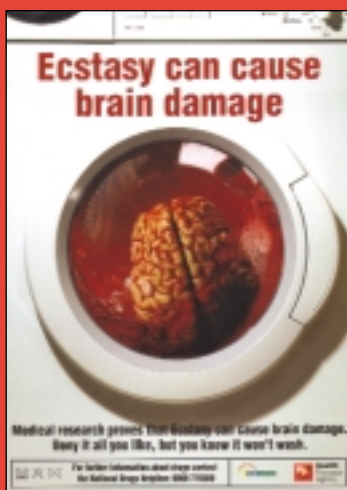
In her new role as Chair of the HPA, she will lead and guide the Agency in its challenging task of addressing a wide range of public health issues during the next four years.

The Agency would like to extend its thanks to Mr Anthony Harbinson who took on the role of Acting Chairman from 14 August 2000 until the appointment of Ms Quinn.

Posting the facts on drugs

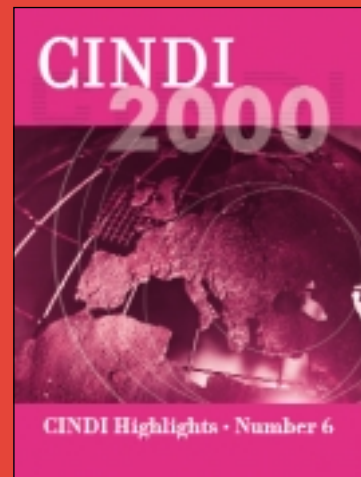
The popular nightclub 'Milk', Belfast was the chosen venue for the launch of the HPA's new poster advertising campaign focusing on reducing the health risks associated with taking drugs. The launch which took place on 28 February 2001, received extensive media coverage and was attended by Northern Ireland nightclub owners, local Councillors, members of the Drug Coordination Teams, and representatives from the RUC Drug Squad, as well as the models featured in the campaign.

The campaign comprises a series of ten A4 posters which provide information about specific drugs and their effects. They also include safety information on how to keep your body hydrated if taking Ecstasy, the dangers of mixing alcohol with other drugs, date rape and drinks 'spiking'. The posters have been placed in the toilet areas of over 100 pubs and clubs in Northern Ireland that are regularly attended by the 18 to 30 age group. Some of the posters also carry a dispenser with handy credit card size leaflets attached. All posters in the series promote the National Drugs Helpline: 0800 776600.



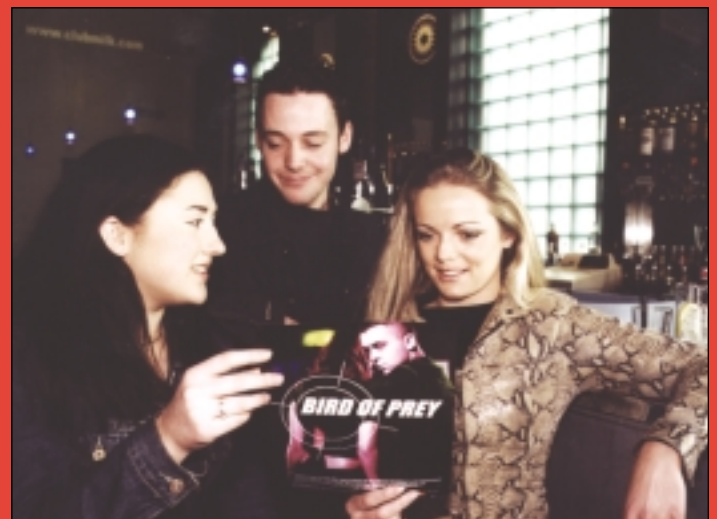
CINDI Highlights

The Health Promotion Agency has published the sixth edition of *CINDI Highlights*. This publication reports on current work being carried out by the 27 countries belonging to the CINDI (Countrywide Integrated Noncommunicable Diseases Intervention) Programme Network, to prevent noncommunicable diseases such as heart disease, cancer and respiratory diseases.



The programme applies the principles laid out in *Health for All in the 21st Century* to the area of noncommunicable diseases (NCD), in its attempt to reduce the burden of these diseases in society by means of primary prevention and health promotion.

The CINDI Programme is a major initiative of the World Health Organization (WHO) and is managed by the Chronic Disease Prevention Unit in the WHO Regional Office for Europe, the Council of CINDI Programme Directors and the CINDI Programme Management Committee.



Pictured (left to right) during the Health Promotion Agency's launch at Milk are actors/models Bronagh Taggart, Ruairi Tohill and Pippa Richardson who all feature in the poster advertising campaign on drugs.

MMR vaccine update

The Health Promotion Agency was recently commissioned by the Department of Health, Social Services and Public Safety (DHSSPS) to revise and update existing information for parents and health professionals in light of the recent adverse publicity surrounding the MMR vaccine.

The updated information for parents has been produced as an A6 leaflet. This smaller leaflet entitled *the facts about MMR vaccine* will make it easier to distribute and will mean that it can be mailed by the Child Health System who are responsible for issuing invitations to parents as their child's vaccination dates approach. Health Visitors will also be giving the leaflet to parents along with the child's personal health record or 'red book' and the new leaflet now slips neatly inside the cover. This means that parents will now receive this important information at the time they need it most.

Three hundred copies of the leaflet have been sent to each general practice and a small quantity will be available from the Central Health Promotion Resource Service in each of the Health and Social Services Board areas.

The packs for health professionals will be presented in a folder reflecting the newly designed materials and will include:

- an A4 booklet which pulls together information from factsheets produced by the Health Education Authority in 1998 along with new up-to-date information including details of the latest research relating to the MMR vaccine;
- *The MMR vaccine. Detailed answers to parents' questions* - contains a shortened version of the information provided by the A4 booklet. This resource has been produced in a form which means it can be photocopied and given to parents who require more detailed information;
- a resource produced by North Wales Health Authority *THE MMR Story, Mythbuster*. This resource is designed to be used across the table during a consultation with a parent asking searching questions about MMR;
- a supporting statement endorsed by a number of local professional bodies.

From the beginning of April, the packs will be mailed to all GPs and distributed via Consultants in Communicable Disease Control to other health professionals such as Health Visitors and Consultant Paediatricians.

Information outlining the availability of the leaflet in alternative formats, including other minority ethnic languages, will be posted on the DHSSPS website during April. This will include information on where to obtain audio tapes which have been produced for parents who are visually impaired and for members of the Travelling community. Details of interpreting services, which may be required by health professionals when discussing immunisation with parents from a minority ethnic group, will also be available from the DHSSPS website at: www.dhsspsni.gov.uk/phealth



Folic acid campaign

A second phase of the all-Ireland folic acid campaign, a collaboration between the Department of Health and Children, Republic of Ireland and the Health Promotion Agency for Northern Ireland, was recently broadcast over a three week period, which began on 12 March 2001.

The television advertisement was shown on RTE and Ulster Television and the radio advertisement was broadcast on Downtown Radio and Cool FM in addition to a number of other radio stations in the Republic of Ireland.

An evaluation of the campaign will be carried out following this latest re-run. The main findings from this evaluation will be featured in a forthcoming issue of **Inform**.

Funding for this campaign, including the evaluation was provided by the Department of Health and Children. The advertisement and supporting materials were originally produced by the Health Promotion Agency.

Information on folic acid can be found on the Agency's Millennium Babies website at: www.bornintheyear2k.com

Physical activity

'Get up, get on your feet and go walking!' was the message going out to the general public during the last two weeks of March 2001. This advertisement was first broadcast in May last year as part of a campaign to encourage the public, particularly people in the 40 plus age group to get more active.

This two week burst of advertising is the first part of a campaign which will run until the end of June

Training and professional development

Training courses from the Agency's latest prospectus *Education and Skills for Promoting Health*, continue throughout April and May with the following titles:

- **Current Issues in Health Promotion: training for trainers.**
This two day residential course will provide delegates with an opportunity to update themselves about recent changes in concepts and approaches to health promotion. The course will take place over 2-3 May 2001 and will be held at The Rosspark Hotel, Kells, Co. Antrim. The course fee of £120 includes accommodation, meals and a copy of *Current Issues in Health Promotion: A Training Manual for Northern Ireland*. Applications should be received by 18 April 2001.
- **Is consultation participation?**
This two day course will help participants to design a process of participation when working to promote health. The course will provide information about effective, creative and sustainable consultative processes. This course will take place on 16-17 May 2001 and will be held at SX3, Crumlin, Co. Antrim. The course fee is £90. Applications should be received by 1 May 2001.

For further details on either of these courses, contact Máire Campbell at the Agency. E-mail: m.campbell@hpani.org.uk

campaign

2001. The campaign will focus on walking and cycling and will include television advertising as well as the production of support materials such as posters, leaflets and promotional items.

These materials will be distributed to a range of organisations including Health and Social Services facilities, community groups and local Councils.

The awarding of grants to community and voluntary groups will also form part of this initiative.

Health Promotion Agency and SuperValu Healthy Eating Initiative

The HPA recently teamed up with SuperValu to promote healthy eating among young people. Following the development and promotion of a regional competition 'Healthy eating by kids, for kids', by SuperValu stores, ten young finalists were invited to the Northern Ireland Hotel and Catering College, Portrush, to cook up their winning recipes.

Recent research findings from the HPA have revealed that the eating patterns among young children in Northern Ireland are low in fruit and vegetables and high in fat, sugar and salt, with only 11% of children eating the recommended daily intake of five portions of fruit and vegetables. These figures are worrying as eating patterns developed during childhood affect health in the short-term and later into adulthood. Having a healthy, balanced diet early in a child's life can help prevent some of the diet-related conditions like heart disease, cancer, obesity and tooth decay, which are all major health concerns in Northern Ireland.

The young SuperValu finalists showed that there are many healthy alternatives and all displayed great imagination in translating the key healthy eating messages into interesting meals and snacks. Above all the dishes that the children produced showed how with a little time they could make food fun, tasty and nutritious.

Pictured at the Northern Ireland Hotel and Catering College, Portrush is Rosalind Smyth from Carryduff, with her winning recipe 'Salad Surprise'.



Nutrition initiatives

The Health Promotion Agency's report *Learning to eat well: Nutrition initiatives in schools*, outlines health promotion initiatives on nutrition in schools in Northern Ireland. The report has been prepared to help support the promotion of healthy eating in schools, and to facilitate the sharing of information, ideas and good practice.

In December 2000, the HPA invited all schools in Northern Ireland to outline the current health promotion initiatives on nutrition taking place in their school. This document presents a summary of the information collected. It describes the initiatives currently underway in schools and includes details of the range of people involved, an evaluation of the initiatives, and recommendations made by those involved. A list of participating schools together with their contact details is also provided.

Copies of the report will be distributed in early April to all schools, appropriate health professionals and other organisations working in this field.

Nutrition research reports

As previously highlighted in *Inform*, two nutrition research reports are being published by the Agency. The reports outline results of a survey that was commissioned by the HPA to obtain information on eating patterns among children and young people (5-17 years) and adults (18-75 years) in Northern Ireland.

Eating for health? A survey of eating habits among children and young people in Northern Ireland and *Eating for health? A survey of eating habits among adults in Northern Ireland*, will be distributed in June.

If you would like to receive a copy of either of these 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

Walking and cycling opportunities in Northern Ireland

Last year the Agency worked closely with representatives from local Councils to compile a booklet on walking and cycling events taking place throughout Northern Ireland.

This was one of a variety of resources developed by the Agency as part of its work to raise awareness of the health benefits of being active and to make people aware of the many opportunities and resources available to them for participating in walking and cycling activities.

An evaluation of last year's campaign indicated that this was a

popular resource and as a result the Agency is planning to produce a similar booklet to promote walking and cycling events taking place in Northern Ireland from July to December 2001.

Once again the Agency will be calling on the assistance of local Councils for information on walking and cycling activities in their respective areas. Following the compilation of this material, it is expected that the new publication will be available by mid-June from a variety of outlets including leisure centres, tourist information centres, libraries and pharmacies.

Association of Health Service Managers Award

On 13 March 2001, the HPA hosted the annual presentation of the Association of Health Service Managers (AHSM) Award. The HPA holds the stewardship of this award fund, which was kindly donated by the former Association of Senior Managers. The award fund was set up to fund health promotion, specifically with reference to supporting education.

The award is offered to the student who achieves 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. This course which received a sizeable input from the Agency during its development, was selected as an appropriate channel for the funds as it successfully combined elements of management and health promotion.

This year the award was presented to Pauline Kennedy, a part-time student from UUU, for achieving the highest ever score by a student from a Health and Social Sciences background for her project 'Foot awareness training for carers and nursing auxiliaries'. The training course is offered to a range of carers and nursing auxiliary staff, such as home helps and nursing staff working in residential homes and hospitals.

Over a three-hour period, members are trained in methods of basic footcare and are given health promotion advice on a range of health issues such as diabetes and rheumatoid arthritis, which they can pass on in their work with patients.

As well as being implemented throughout the Causeway Health and Social Services Trust where Pauline works as a podiatrist, several other Trusts have since expressed an interest in setting up a similar course.

Further information on this training course can be obtained by contacting Pauline Kennedy at the Causeway Trust, Tel: 028 70 344831.

Pictured receiving her AHSM award is the winner, Pauline Kennedy from the University of Ulster, Jordanstown, along with Dr Brian Gaffney, Chief Executive of the Health Promotion Agency (left) and Stephen Hodkinson, Chief Executive, Central Services Agency.



New Public Health Strategy

On 20 February 2001 the Health Promotion Agency facilitated a meeting to discuss the Department of Health, Social Services and Public Safety's recent consultation paper *Investing for Health*. The paper, which will go on to form the basis of a new public health strategy for Northern Ireland, sets out the Department's ideas on new approaches to public health.

The meeting was attended by 34 participants, including members from Health and Social Services Boards and Trusts as well as several staff members from the Agency. Dr Liz Mitchell, a member of the Investing for Health team at the DHSSPS outlined the scope of the paper and emphasised the opportunity provided by this consultation period, for everyone to help shape future action in relation to public health.

Participants welcomed the chance to comment on aspects of the paper and it is hoped that the information provided by this meeting, including a record of the discussions held, will be helpful in assisting all professionals working in health promotion to develop their responses.

Participation in this consultation process is welcome from all groups including other public bodies, community, voluntary and private sector groups. The consultation period for this paper was recently extended by the DHSSPS to 31 May, to allow for the impact of Foot and Mouth disease on public meetings. Further information on *Investing for Health* can be obtained from the DHSSPS website at: www.dhsspsni.gov.uk or by e-mailing: publichealth@dhsspsni.gov.uk

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

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www.up-2-you.net

The Up2You website, which formed part of the Agency's recent teen anti-smoking campaign, has been updated and now includes new quizzes, facts and free downloads such as an Up2You screen saver and desktop wallpaper.

The website was promoted throughout March via the Agency's Up2You television advertisement, which ran from 19 February to 31 March. Several teenage magazines such as Mizz, Sugar, Shout and Playstation Max were also used to carry postcard inserts featuring the Up2You web address. In addition, sets of mouse mats featuring the web address were distributed to the information technology departments of post-primary schools for use in their computer suites.

For further information on the Up2You campaign, visit the Agency's website at: www.healthpromotionagency.org.uk or visit the Up2You website at: www.up-2-you.net



Update on Design for Living Conference

Preparation for the Design for Living conference scheduled for 25-26 April is well underway. The conference is a joint partnership approach with Action Mental Health, the Youth Council for Northern Ireland and the Health Promotion Agency to raise awareness of mental and emotional wellbeing among young people.

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. 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.

Attendance at the conference is by invitation only. The Design For Living Conference is being held in line with current guidance from the Northern Ireland Executive in relation to Foot and Mouth disease.

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



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

Web are we now?

The HPA website is constantly updated to provide a valuable, electronic resource on regional health promotion. Recent updates include an MMR links section for health professionals, parents and teachers. The links contain past and present information in relation to the MMR vaccine as well as a selection of useful resources.

In support of the annual No Smoking Day (NSD) campaign, which took place on 14 March 2001, the *NSD 2000 Evaluation Report* as well as a selection of links to sites dealing with smoking cessation have also been added.

Smoking received further publicity during March with the launch of the Agency's 'Up2You' campaign, targeting young people aged 12 to 14. The main elements of the campaign including the television advertisement, the website and resources can all be viewed from the Agency's website.

Drugs were in the spotlight also with the launch of the Agency's drugs campaign, which took place at the end of February. The campaign resources including all ten posters and the information leaflet, can be viewed from the site. The Agency's publication *Evaluating public information campaigns on drugs: a summary report* can also now be downloaded from the site.

Presentations from the recent smoking seminar 'Tobacco Control - Lessons and Experiences', organised by the Agency during March, will be available from the site from mid-April. To find out more about our website, visit: www.healthpromotionagency.org.uk

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