

Inform

Issue 17

June/July 2001

All-island physical activity public information campaign

The Agency recently joined with the Department of Health and Children in the Republic of Ireland to launch an all-island campaign to encourage the public to get more physically active.

Bairbre de Brún, Minister for Health, Social Services and Public Safety together with Micheál Martin TD, Minister for Health and Children launched the 'get a life, get active' campaign on 23 May 2001 at the Davenport Hotel, Dublin.

In Northern Ireland this campaign is part of an ongoing programme to encourage the public to become more active. It also forms part of the implementation of the Northern Ireland Physical Activity Strategy. In the Republic of Ireland it is part of the 'Ireland needs a Change of Heart' initiative.

The 30 second television advertisement developed by the Agency and first broadcast in 1999 will appear on UTV and RTE during May and June. A radio advertisement featuring the soundtrack will also go out during this time on both Downtown and RTE stations.

The advertisement focuses on the excuses people give for not exercising such as 'I haven't the time', 'I'm too tired', 'I'm not the sporty type' and seeks to address these excuses. Activities such as line dancing, gardening, playing football with children and housework are highlighted in the advertisement to show that you don't have to be the sporty type to get more active. Instead of taking time out of your daily routine, physical activity can be achieved by simply putting more effort into the things you do every day.

The advertisement also highlights the health benefits to be gained by being more active.

The leaflet produced by the Agency in 1999 to support the original campaign has now been reprinted and will be widely distributed as part of this initiative.

This joint campaign marks the second all-island campaign to take place between the Agency and the Department of Health and Children, the first being last year's all-island folic acid campaign which was launched on 3 November.



Pictured above (left to right) are: Dr Brian Gaffney, Chief Executive of the Health Promotion Agency for Northern Ireland; Ms Bairbre de Brún, Minister for Health, Social Services and Public Safety; Dr Paula Kilbane, Chair of the Northern Ireland Physical Activity Strategy Implementation Group (NIPAIG) and Micheál Martin TD, Minister for Health and Children, Republic of Ireland, during the launch of the all-island physical activity campaign.

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

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**Health
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New appointment at the Agency

Janet Moore has been appointed as Physical Activity Strategy Project Officer with the Health Promotion Agency for Northern Ireland.

Janet will be the main link between the Agency and those providing opportunities for physical activity at a local level. She will also contribute to the implementation of the Physical Activity Strategy Action Plan by

developing links with local councils.

Previously a Project Coordinator in Clinical Trial Services, a division of Galen Holdings, Janet holds a BSc Hons in Biological Sciences from the University of Ulster at Coleraine.

To contact Janet, e-mail: j.moore@hpani.org.uk

No smoking day 2001 evaluation

This year's 'No Smoking Day' took place on Wednesday 14 March with the campaign slogan 'Kiss it goodbye'. In order to assess the success of the campaign in Northern Ireland, the Agency commissioned an omnibus survey to take place three weeks after the campaign. This involved 1,121 interviews with adults aged 16 years and over.

The results reveal that awareness of this year's 'No Smoking Day' was very high with 86% of those interviewed aware that 14 March 2001 was 'No Smoking Day' compared with 81% for last year's campaign. As in previous years awareness was higher among smokers than non-smokers with 92% of smokers being aware compared to 84% of non-smokers.

As part of the interview all respondents who smoked and who were aware of 'No Smoking Day' were asked if they had participated in the day, over two fifths of this group (46%) said they had. Participation included the following:

- thought about stopping smoking;
- picked up information or talked to someone about stopping smoking;
- smoked less than usual;
- made a quit attempt.

The percentage of smokers making a quit attempt was the same as last year with 16% stopping for either part of the day, the whole day or stopping for longer.

The proportion of people aware of publicity or advertising for 'No Smoking Day' was higher this year at 79% compared with 72% for last year's campaign. The majority of those aware of publicity or advertising cited television advertising (63%) or a television programme (30%) as their main source of awareness.

A summary of this year's *No Smoking Day Evaluation Report* will be available from the Agency's website at the end of June.

Training and professional development

This season's short course programme comes to a close in June with the course *Evaluation in the health promoting setting*.

This two day course aims to equip participants with a sound knowledge of the principles and process of evaluation with special emphasis placed on evaluation in the health promotion setting. The course will take place over 21-22 June at the premises of SX3, Crumlin, at a fee of £90.

It is expected that this course will be of interest to anyone

working in the evaluation of health promotion programmes or community development programmes in the statutory or voluntary sectors. For further details, please contact Claire Hind at the Agency.
E-mail: c.hind@hpani.org.uk

Work on the Agency's new training and professional development brochure for September - December 2001 is currently under way. Anyone requiring information about this can contact Máire Campbell at the Agency.
E-mail: m.campbell@hpani.org.uk

Retirement wishes

On 3 May 2001, the Health Promotion Agency formally marked its appreciation to John McCandless, former Group Chief Environmental Health Officer with the Southern Group Environmental Health Committee, for his personal contribution to promoting health in partnership with the Agency. The Agency also extended its thanks to the Environmental Health Service in Northern Ireland, for their overall support.

John worked closely with the Agency during the establishment and development of the Healthy Eating Circle and was very supportive of health promotion work in a number of areas. The Agency wishes him a long and happy retirement.



Pictured above is John McCandless receiving his retirement gift from Dr Brian Gaffney, Chief Executive of the Health Promotion Agency, along with Agency staff members, Angela McComb, Regional Health Promotion Manager: Nutrition (left) and Margaret Slane, Marketing Manager (right).

Get a life, get active campaign

The drive to encourage the public to get more active will continue during the summer as the Agency re-runs the 'go walking' television advertisement. This advertisement was first broadcast in May 2000 and was also shown briefly in March of this year. This latest airing will take place on UTV and Channel 4 during the last two weeks of June and the first two weeks of August. It can also be viewed on the Agency's website from mid-June.

Qualitative research among members of the public who do little or no exercise indicated that walking was an activity most would be inclined to do if they were thinking about becoming more active. The reasons cited included - 'it can be fitted into your daily routine', 'you don't need to be really fit or sporty to start walking', 'you don't need to go to a gym' and 'it is something you can do on your own or with friends'.

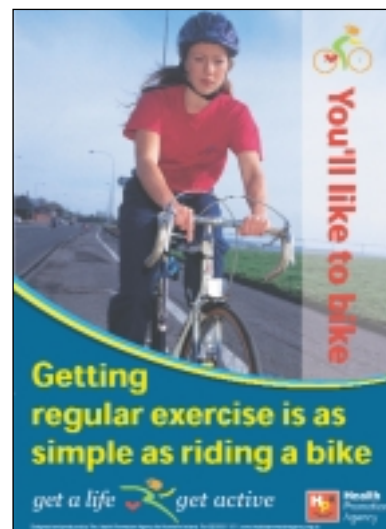
The research also revealed that there was a need to emphasise the health benefits that could be obtained from walking on a regular basis. This was achieved through the use of a catchy tune which highlights the benefits that can be obtained from walking.

The full range of support materials produced as part of this campaign, which also has the joint aim of promoting the health benefits of cycling, will be available from mid-June. This includes walking and cycling leaflets, a booklet detailing walking and cycling opportunities in Northern Ireland and an advice

booklet on how to organise a walking or cycling event as well as a series of promotional posters.

These materials will be distributed to the public via health service facilities, local councils, community and voluntary groups and slimming clubs and will also be available to download from the Agency's website.

Cash grants from the 'Get Active in the Community' awards scheme have now been distributed to support community groups organising events to get members of the public more active. Further details of the grant recipients will be featured in a future issue of **Inform**.



New Opportunities Fund consultations

The New Opportunities Fund, a Lottery Distributor, is set to commence a round of consultations on the delivery of new programmes in Northern Ireland.

Funding for health, education and environment projects throughout the UK will begin with a new 'third round' of initiatives, which are worth approximately £65 million to Northern Ireland.

Through its programmes the New Opportunities Fund aims to complement funding available from other sources while also supporting local, regional and national strategies, plans and programmes in Northern Ireland.

Available from the beginning of June, the Fund's consultation document will set out how it proposes to deliver these new initiatives. This will be followed by a consultation period during June and July entailing the following public meetings:

Coronary care, heart disease and stroke, cancer and palliative care

- 19 June (2.00 to 4.30pm)
NICVA
61 Duncairn Gardens
Belfast
- 20 June (10.00am to 12.30pm)
Verbal Arts Centre
Bishop Street
Londonderry

PE and sport in schools/outdoor adventure and other activities

- 26 June (2.00 to 4.30pm)
The Rural College
Draperstown
- 27 June (10.00am to 12.30pm)
The Grosvenor Hall
Belfast

Transforming Communities

- 4 July (2.00 to 4.30pm)
The Ecos Centre
Ballymena

During this time individuals will also have the opportunity to respond by e-mail and by written submissions.

The new initiatives to be consulted upon will include:

- childcare;
- opportunities and activities for young people;
- palliative care;
- PE and sport in schools;
- reducing the burden of coronary heart disease, stroke and cancer;
- small-scale grants programme;
- transforming communities.

For further information contact the New Opportunities Fund. Tel: 028 9034 7500
Website: www.nof.org.uk

WHO recognises the HPA

The Health Promotion Agency was formally recognised as a World Health Organization Collaborating Centre by Dr Erio Ziglio, Regional Adviser for the World Health Organization, during an evening reception which took place on 3 May 2001, at Parliament Buildings, Stormont.

The evening reception was attended by Ms Bairbre de Brún, Minister for Health, Social Services and Public Safety, Dr Joe Hendron, Chair of the Health Committee, representatives from the Department of Health, Social Services and Public Safety, members of the Agency's Board and staff as well as a selection of individuals working in the field of health promotion.

The World Health Organization is the leading international organisation in the field of health and plays a major role in the

Pictured on the balcony at Parliament Buildings, Stormont, with the official certificate of recognition for the Health Promotion Agency for Northern Ireland as a WHO Collaborating Centre are: (left to right) - Dr Erio Ziglio, Regional Adviser, World Health Organization; Ms Bairbre de Brún, Minister for Health, Social Services and Public Safety; Dr Brian Gaffney, Chief Executive of the Health Promotion Agency for Northern Ireland and Ms Alice Quinn, Chair of the Health Promotion Agency for Northern Ireland.

eradication of many diseases. It has also been working to highlight the effects that poverty, isolation, environment, housing and education have on health. The Agency will be working with the World Health Organization in a number of areas that will include the Countrywide Integrated Noncommunicable Diseases Intervention (CINDI) Programme, major surveys, as well as communication, education and training initiatives.

The Agency hopes to build on its existing relationship with WHO in an effort to further the work of health promotion both at a local and international level.



Teenage pregnancy conference

North and West Belfast Health and Social Services Trust (NWBHSST) has scheduled a two day international conference to address issues from the report *Myths and Reality: Teenage Pregnancy and Parenthood*, as well as to support its recommendations. The conference entitled 'Today and Tomorrow: Connecting with Young People', will take place between 12-13 June at W5, the Odyssey, Belfast.

The conference, which has been organised in collaboration with the Health Action Zone council, the Department of Health, Social Services and Public Safety (DHSSPS), Department of Education, Northern Ireland Council for Voluntary Action, Eastern Health and Social Services Board, Council for Catholic Maintained Schools, Central Services Agency, Education and Library Boards and the Health Promotion Agency for Northern Ireland, as well as a range of community and voluntary organisations, will also consider issues around teenagers' sexual health.

The Health Promotion Agency was actively involved in the Departmental working group on Teenage Pregnancy and Parenthood, which produced the report in November 2000. The report highlights the issues surrounding teenage pregnancy

and makes recommendations to facilitate a reduction in the number of unplanned births to teenage parents and to minimise the adverse consequences of those births to teenage mothers and their children.

Lynn Bruce, Regional Health Promotion Manager for Children and Young People at the Agency was invited to be part of the working group organising this conference. The objective of the conference is to build coalitions to promote young people's health and wellbeing and their capacity to be active citizens. It will also engage the community, politicians, young people and policy makers in a constructive and honest dialogue about difficult issues.

It is expected that the conference will be of interest to key policy makers, public sector providers, regional and UK organisations, European partners, young people, the community and educators. The attendance fee has been set at £175 per delegate, although a limited number of concessionary places will be available for voluntary and community groups.

To obtain further information, please contact Marie Lewsley, Conference Facilitator, NWBHSST - Tel: 028 9082 1253. E-mail: marie@nwb.n-i.nhs.uk



A change of role

From the 4 June 2001, Rob Phipps, previously the Agency's Regional Health Promotion Manager with responsibility for Alcohol, Tobacco and Other Drugs (ATOD), took up a new role in the Agency. As Senior Health Promotion Manager: Programme Development, Rob will be responsible for supporting the Agency in the development of policy and advice across the whole spectrum of health promotion.

Rob will continue as the Agency's 'expert' and spokesperson on ATOD issues and will still lead the Agency's drug prevention work, however he will adopt a less active role in respect of alcohol and tobacco campaign work. Rob will also support current and future initiatives related to ATOD issues though the main thrust of his work will focus on policy development and advice.

To contact Rob e-mail: r.phipps@hpani.org.uk

Design for Living evaluation

An evaluation of the Design for Living conference which took place in April at W5, the Odyssey, Belfast has been completed. The conference was run by the Design for Living Partnership involving the Health Promotion Agency for Northern Ireland, Action Mental Health and the Youth Council for Northern Ireland.

The event was successful in raising awareness of the issue of mental and emotional wellbeing among young people in Northern Ireland and provided the Partnership an opportunity to launch two new research reports on young people's mental health. Together these provide some insight into the issues which affect young people's mental and emotional wellbeing and highlight ways in which young people deal with their problems and worries. For further details see the article *Research reports on mental health and wellbeing* below.

On the basis of the research carried out by the Partnership, a youth information pack was produced providing helpful advice and contact details on issues ranging from money matters to de-stressing techniques. Copies of these were given to everyone who attended the conference.

A total of 120 young people accompanied by 25 adults attended the first day which offered a range of interactive workshops as well as networking and discussion opportunities. During this time the adults were able to attend a networking session in the morning followed by a stress management workshop in the afternoon which included an opportunity to experience relaxation techniques.

MTV presenter Emma Ledden (front row, centre), guest speaker at the conference, relaxes with a group of young attendees.

The comments and responses from the young people were very positive with the young people saying it was 'very enjoyable', 'fab!' 'cool' and 'I learnt that you don't have to worry about things all the time'.

Day two offered practitioners the opportunity to come together to share ideas about effective practice. Workshops explored the promotion of positive mental health through promoting self-esteem, providing support and using creativity and physical activity to enhance health. Once again the evaluation responses were very positive.

Overall the conference proved a great success and the Design for Living Partnership is now discussing further opportunities to work together for young people's mental wellbeing.



Promoting Health



The Agency has published the June issue of *Promoting Health* which focuses on mental and emotional health and wellbeing. The articles in this issue look at initiatives to promote people's mental health at various life stages, from parenting and early years initiatives which help get the next generation off to a good start, through to the benefits of participation for making older people

feel good about themselves. The journal also features articles about suicide and the media, rural stress, the mental health issues facing people from ethnic minorities living in Northern Ireland and the role of the creative arts in promoting mental wellbeing.

Further details on this issue can be found on the Agency's website.

Research reports on mental health and wellbeing

Following on from the publication of the summary report on the 1997/98 Health Behaviour of School Children (HBSC) survey, the Agency has produced a research report entitled *Minds matter: Exploring the mental wellbeing of young people in Northern Ireland - Secondary analysis of the Health Behaviour of School Children survey (1997/98)*.

The report focuses specifically on the data from the HBSC survey relating to young people's mental and emotional health and provides an overview of the aspects of mental wellbeing, including how young people perceive their own health, their body image and how they feel about their lives. It also examines their relationships with friends and families, how they feel about school, their use of alcohol, tobacco and drugs and their levels of physical activity.

The second report, entitled *Design for Living: Research to support young people's mental health and wellbeing*, examines many issues concerning young people including what they commonly worry about, how they feel about their future and what kinds of things they do to make themselves feel better. This report arose from joint research commissioned by the Design for Living Partnership, to enable each partner to better promote good mental health among young people aged between 16 and 25 years in Northern Ireland.

Both reports are now available from the Agency's website.

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

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**Training and Professional
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m.campbell@hpani.org.uk

Opening of Child Safety Centre

The Child Accident Prevention Trust (CAPT) has organised the opening of their first Child Safety Centre to take place in Armagh on 21 June 2001. The opening will be an informal event involving groups and individuals who have supported this project to date and will also be attended by Dr Brian Gaffney, Chief Executive of the Health Promotion Agency and a Trustee of CAPT.

The Centre is based in premises donated by the Northern Ireland Housing Executive's Northern Ireland Social Housing Body. It will play an important role in helping many sectors including health professionals, community groups and members of the public learn about the importance of child safety.

While the Centre's design resembles a typical home, as it is divided into several key areas including a living room, bathroom, kitchen and bedroom area,

many of the principles and lessons of risk assessment and hazard reduction apply to other settings. Overall the Centre has been designed as a model of good practice and all areas illustrate a safe house rather than a hazard house, with key consideration being given to layout and equipment.

The Centre also has a general area containing other pieces of equipment and resources and an on-site library with journal articles, leaflets, books and videos, which can be used on a reference basis only. It is expected that these facilities will be particularly useful for students involved in health visiting and childcare courses at NVQ level and above.

For further details, contact Rosie Mercer, Child Accident Prevention Trust (CAPT).
Tel: 028 3752 6521.

E-mail: safetycentre@aol.com
Web: www.capt.org.uk

HPA Equality Scheme

In accordance with Section 75 of the Northern Ireland Act 1998, which requires public authorities to have due regard to the need to promote equality of opportunity, the Health Promotion Agency produced a draft Equality Scheme. Following widespread consultation throughout Northern Ireland it was forwarded to the Equality Commission

for Northern Ireland for approval which it received on 12 April 2001.

To obtain a copy of the Agency's Equality Scheme or to find out more information, please contact Kevin Doherty, Corporate Services Manager at the Agency.
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**Health
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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.up-2-you.net

Web are we now?

Following the Design for Living conference in April, *Minds matter: Exploring the mental wellbeing of young people in Northern Ireland* and *Design for Living: Research to support young people's mental health and wellbeing*, are now available to download from the Agency's website as PDFs.

Campaigning for Health, which outlines how public information campaigns on health issues are planned, developed and delivered by the Agency, was last published in 1999. Since then it has remained very popular particularly among teachers and students in Northern Ireland. In response to several requests for this publication, which is now out of print, the Agency has made available a PDF of the original document.

In an effort to make our Internet presence as useful as possible, and in view of the possibility of extending our current web status, the Agency has posted a brief survey on its corporate website. Visitors to the site will be asked to complete this and comment on our online services throughout June. All comments will be gratefully received.

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