

Inform

Issue 18

August/September 2001

Nutrition seminar provides food for thought

Over 100 delegates, including social workers, health visitors, oral health professionals and dietitians attended a half-day seminar at The Edge, Belfast on 21 June for the launch of *Nutrition Matters for the Early Years*.

The new guidance for feeding under fives in the childcare setting has been developed by the Health Promotion Agency in association with community dietitians, paediatric dietitians, oral health professionals and health visitors from the Health and Social Services Trusts, social workers from Early Years Teams and childcare providers.

The document provides comprehensive guidance for Early Years Teams in their assessments of day nurseries and playgroups. It will also be a valuable resource for childcare providers in these settings, to guide their practice.

The half-day seminar was the first stage in the process of disseminating the guidance to key professionals. Distribution of the document to childcare providers in day nurseries and playgroups will continue during forthcoming months through workshops. These will be coordinated at local level by the Early Years Teams. *Nutrition Matters for the Early Years* will be available as a PDF from the Agency's website from early August.



Photographed during the Regional Seminar for Nutrition Matters for the Early Years at The Edge, Belfast are (left to right): Alison Armstrong, Chief Community Dietitian, North & West Belfast Health and Social Services Trust; Angela McComb, Regional Health Promotion Manager: Nutrition, HPANI; Rose Day, Community Dietitian, United Hospitals Health and Social Services Trust and Rosemary Read, Community Dietitian, Sperrin Lakeland Health and Social Care Trust.

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

INSIDE: Flu campaign
HPA develops drug website
Short course brochure



**Health
Promotion
Agency**

Today and Tomorrow conference evaluation

An evaluation of the conference 'Today and Tomorrow: Connecting with Young People', which took place on 12-13 June at W5 is underway. The conference was run by the North and West Belfast Health and Social Services Trust (NWBHSST) and was organised in collaboration with a range of statutory, voluntary and community organisations.

The conference was targeted at key policy makers, public sector providers, community and education workers, European partners and regional and UK organisations. This international event aimed to support recommendations and address issues from the report *Myths and Reality: Teenage Pregnancy and Parenthood*, which was published by the Department of Health, Social Services and Public Safety last year.

Lynn Bruce, Regional Health Promotion Manager: Children and Young People at the Agency was part of the working group which organised the conference. Its main objective was to build coalitions to promote young people's health and wellbeing and their capacity to be active citizens. The conference also engaged politicians, young people, community workers and policy makers in honest dialogue about difficult issues.

The event was attended by 180 practitioners and was successful in achieving its objective of enabling colleagues from across the world to share examples of good practice in relation to working

with young people on issues such as sexual health and teenage pregnancy. Further opportunities for working together in relation to young people and sexual health are now being discussed.



Attending the recent conference are (left to right): Dr Brian Gaffney, Chief Executive of the Health Promotion Agency; Noel Rooney, Director of Operations, North and West Belfast Health and Social Services Trust; Monica McWilliams, MLA; Lionel Martijn, Vice-President Quartier en Crise, Netherlands; Sandra Gray, NWBHSST and Hugh Galligan, United States Department of Health and Human Services.

World Conference on Health Promotion and Health Education

Rob Phipps, Senior Health Promotion Manager at the Agency recently attended the 17th World Conference on Health Promotion and Health Education which was held in Paris between 15-20 July.

The conference entitled 'Health: investment for a just society', brought together the need to refocus on the 'Health for All' vision. It also acknowledged the more recent interest in 'Investment for health', which aims to address the social, economic and environmental factors that can impinge on health from both the public and private sectors' policies.

The conference focused on practice, policy, research and training, in the context of each of the four major themes of the conference: Ethics, Evidence, Advocacy and Partnership. The plenary sessions were all very challenging however those presented by Don Nutbeam from London, Simon Chapman from Australia and Ron Labonte from Canada on the areas of evidence and advocacy were particularly stimulating.

From the tone and content of the workshops, oral presentations and poster displays it was evident that one of the key issues currently facing health promotion lies in being able to prove its effectiveness while at the same time reminding policy makers that health promotion is a broad field encompassing a wide range of disciplines.

Overall it was motivating to see and hear what is being done elsewhere, and to find out about new techniques and approaches. It was also useful to be reminded that health and health promotion are global issues.

If you would like further information about the conference in respect of the themes and papers presented, please contact Rob Phipps at the Agency. E-mail: r.phipps@hpani.org.uk

New alcohol resource

In order to meet the needs of health promoters at a local level, the Agency is currently engaged in producing an alcohol leaflet for the general drinking public.

Alcohol in Focus will explain the effects that drinking too much or too often can have on our health. It will also outline the recommended limits of alcohol intake for men and women and how these limits relate to the unit value of common alcoholic drinks.

Significant facts about alcohol and the heart, women and alcohol, drinking and driving, as well as contacts for further information, will also be contained in the leaflet.

Following testing with members of the public during the summer, it is expected that this leaflet will be widely distributed through the Health and Social Services Trusts in early autumn.

HPA submits smoking proposal to DHSSPS

The Health Promotion Agency has submitted a proposal to the Department of Health, Social Services and Public Safety (DHSSPS) for the funding of a public information initiative on smoking. The proposal includes initiatives which aim to build on the public information work already carried out by the Agency in this area. If approved the initiative will target low-income smokers and support those working in smoking cessation.

Further details will be available in a future issue of *Inform*.

HPA develops drug website

The Health Promotion Agency is developing Northern Ireland's first regional drug prevention website for professionals. DrugsPrevention.net will be used to complement the Agency's existing publication *Illicit Drug Use in Northern Ireland: A Handbook for Professionals*.

Funded by the Northern Ireland Drugs Strategy until March 2002, the project aims to provide a wide range of information on the current drug situation in Northern Ireland. Information for the website has been provided by a wide variety of organisations and agencies in Northern Ireland, Great Britain, the Republic of Ireland and Europe.

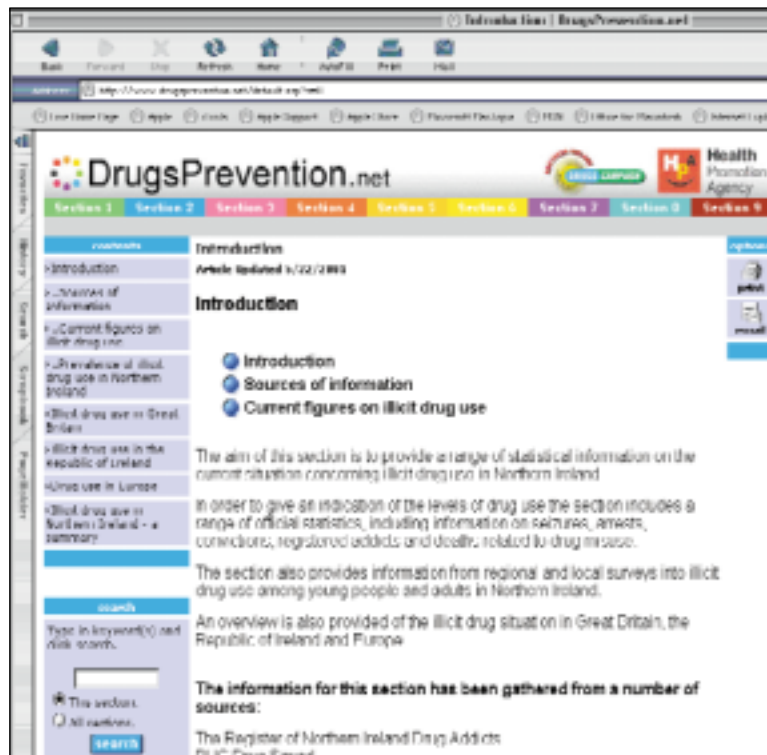
The project will support professionals working in drug prevention, treatment and education and it is hoped they will benefit from being able to access information such as surveys, reports, new initiatives, information about new drugs, changes to the law, new approaches to prevention, the latest statistics on prevalence and resources.

The intention will be to update the website on a regular basis, probably weekly. This will enable users to rely on the website as an accurate source of up-to-date information on a wide range of drug prevention-related issues in Northern Ireland.

The launch of the complete website is expected to take place in late autumn however the first three sections of the website will be online from mid-August at: www.drugsprevention.net

Visitors to the site will be invited to provide feedback, which the Agency will use to inform the development of the site.

For further information please contact Deborah Hunter, Drug Website Project Officer at the Agency on 028 9031 1611. E-mail: d.hunter@hpani.org.uk



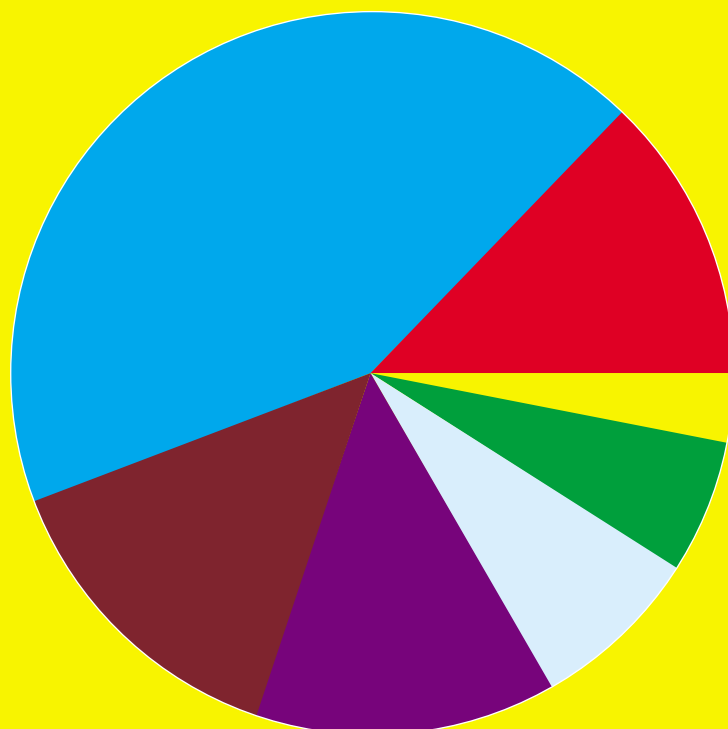
Excellent response to community awards scheme

This year's 'Get Active in the Community' awards scheme generated an excellent response attracting in total 383 applications. The scheme, which was introduced to support the Northern Ireland Physical Activity Strategy, aims to increase opportunities within the community for participation in health-enhancing physical activity.

Members of the judging panel agreed that the standard of applications was particularly high this year. As a result, the panel had to tighten the judging criteria to ensure a fair and balanced distribution of the awards based on factors such as Health and Social Services Board area, gender, disability and age. With such an increase in the quantity of applications it was unfortunate that a number of worthy projects could not be supported this year.

However a total of 135 grants of up to £500 were awarded by the HSS Boards to a wide variety of groups. The successful applicants will be asked to evaluate their projects and a final report will be completed by March 2002. The following chart represents some of

the main activities that the groups will be developing over the next six months.



Updated resources

The Health Promotion Agency has been involved in updating information in *The Pregnancy Book* and *Birth to Five*, two publications published by the Agency in association with Health Promotion England.

The updated resources will provide expectant mothers and the parents of young children in Northern Ireland with the latest information relating to rights and benefits as well as a list of useful organisations and their contact details.

Both publications will be available to first-time mothers through HSS Trusts. Each of the Boards' Central Health Promotion Resource Services should receive copies for distribution in early autumn.

MMR translations

Following the Department of Health, Social Services and Public Safety's online publication of the leaflet *the facts about MMR vaccine* in several languages, the Agency is producing an A4 booklet.

Translations featured in the booklet will include Arabic, Cantonese, Hindi, Irish and Urdu.

During the summer copies of the booklet will be sent to all GPs, health visitors and consultant paediatricians who will be able to photocopy the relevant translation for patients whose first language is not English. Additional copies will also be sent to ethnic minority community groups throughout Northern Ireland.

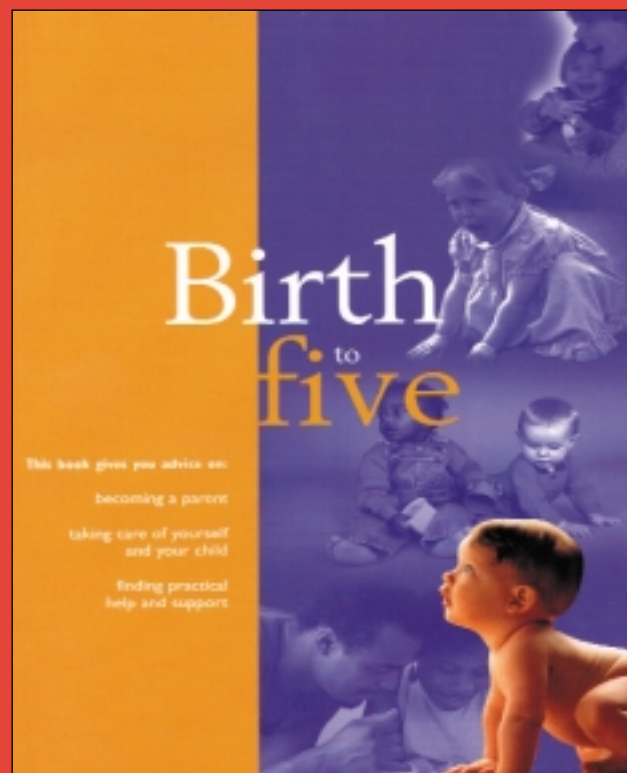
MMR audio tapes

Ruth Knowles, Publications Development Manager at the Agency was recently interviewed by Soundvision Ulster, the monthly audio magazine produced by the Blind Centre for Northern Ireland.

The interview was arranged to highlight the availability of the Agency's leaflet *the facts about MMR vaccine* on audio cassette for parents who are blind or visually impaired.

Health professionals involved in childhood immunisations have already been made aware of the tapes however the interview gave the Agency an opportunity to inform parents throughout Northern Ireland about the tapes.

If you would like a copy of the MMR tape, please contact Ruth Knowles at the Agency. E-mail r.knowles@hpani.org.uk



Catch the vaccine, not the flu!

For the second year running the Agency will be supporting the Department of Health, Social Services and Public Safety's (DHSSPS) flu immunisation programme. Through the development and implementation of a public information campaign, the Agency aims to raise awareness and encourage uptake of the flu vaccine among the over 65 age group.

It is expected that this year's campaign will be launched by the DHSSPS at the end of September to coincide with availability of supplies of the vaccine. The campaign will include television advertising as well as poster advertising on Citybus and Ulsterbus and will run from the end of September until early November.

The development of information leaflets for the public will also form an important element of the campaign as previous research conducted by the Agency highlighted misconceptions people have surrounding the flu and the vaccine. The leaflet will provide information and advice while reminding the over 65's of the importance of getting

the flu vaccine every year in order to keep themselves protected. Likewise it will also aim to reassure people that the vaccine cannot cause the flu.

The slogan developed for last year's campaign 'Catch the Vaccine, not the Flu!' will be used again. However focus groups are being used to pretest a number of ideas for the television advertising campaign and support materials.

The flu vaccination programme is coordinated in each of the area Health and Social Services Boards by Consultants in Communicable Disease Control and is implemented by GPs and nursing staff at primary care level.

A primary target of achieving a 70% uptake of the flu vaccine among those aged 65 years and over has been set for all involved with the programme, which represents an increase on last year's target of 65%.

Materials produced for this campaign will be available from the Agency's website following the campaign launch.

Physical activity public information campaign

During September, television and radio advertisements featuring the benefits of physical activity will be broadcast on UTV and Downtown radio.

This latest run of the Agency's advertisements forms part of the recent all-island physical activity campaign 'get a life, get active' which was launched by the Minister for Health, Social Services and Public Safety, Bairbre de Brún and the Minister for Health and Children in the Republic of Ireland, Micheál Martin TD on 23 May 2001.

Public information leaflets produced as part of this campaign are available from Health and Social Services Trusts and online from the Agency's website.

Sweatshirt offer

Sweatshirts produced in support of the physical activity campaign and featuring the attractive 'get a life, get active' logo are now being sold for £6 - half the original price! The sweatshirt is 100% cotton and is available in two sizes - medium and large.

If you would like to order the sweatshirt please send your name, address, size and quantity along with a cheque or postal order made payable to: the Health Promotion Agency for Northern Ireland.

Orders should be addressed to Ann Marie McCann, The Health Promotion Agency for Northern Ireland, 18 Ormeau Avenue, Belfast BT2 8HS.



Short course brochure for September-December

The Agency's next short course brochure for the period September-December 2001 has been produced and will be widely distributed in early August. In addition to the short courses and seminars on offer, a range of professional development opportunities at institutions of further and higher education are also included.

The Agency's short course programme aims to strengthen health promotion practice by focusing on current issues within the field and by drawing on wide expertise to address these. Similarly, the seminars have been designed to support professionals by providing up-to-date, innovative perspectives on practice for discussion and debate.

This year's short courses are open to a wide range of people working to promote health and include the following titles:

- Drugs and the family;
- Lobbying for health;
- Cook It! (Training for trainers);
- Young men's health - issues and approaches;
- Concepts in physical activity - an introduction;
- Involving young people - positive participation for health;
- Settings for health;
- Copyright and permissions;
- Meeting the mental health needs of young people.

This year's seminars will examine:

- Tackling overweight and obesity in Northern Ireland;
- Smoking cessation - guidelines for professionals in helping clients to stop.

General information about any of the courses and seminars can be obtained by contacting Máire Campbell, Regional Health Promotion Manager: Training and Professional Development. E-mail: m.campbell@hpani.org.uk

Guidance on the application procedure for these events can be obtained from Claire Hind, Support Services Administrator. E-mail: c.hind@hpani.org.uk

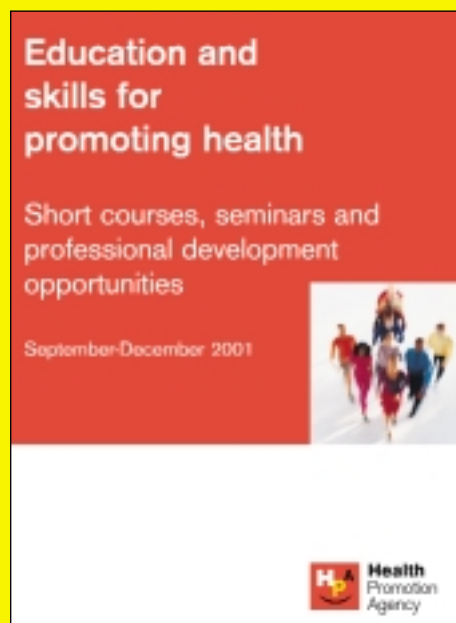
A PDF of the short course brochure will be available from the Agency's website from early August.

Training needs assessment

As part of the Agency's commitment to meeting the training needs of all those involved in promoting health, a training needs assessment form has been enclosed with the September-December edition of the short course brochure.

In an effort to extend the scope of the assessment, copies of this form are also available from the Agency's website. Visitors will have the choice to either submit their views and suggestions online or to download a copy of the form for postal submission. All feedback will be gratefully received and will be used to help target the Agency's future training programmes.

If you wish to discuss any issue surrounding training and professional development, please contact Máire Campbell.



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

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 - Naomi McCay
n.mccay@hpani.org.uk

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

**Policy Development; Alcohol,
Tobacco and Other Drugs**
Rob Phipps
r.phipps@hpani.org.uk

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

Promoting Health

The September issue of the Agency's journal *Promoting Health* will focus on the area of 'health protection'. This edition, which is currently in production, will examine three thematic areas relevant to health protection in terms of creating the environment for health, legislation to protect the public's health, and health

service systems designed to protect health, such as screening and immunisation.

Following on-going interest from members of the public, copies of *Promoting Health* will be available from the reference section of all public libraries in Northern Ireland from early September.

Physical activity toolkit for primary care

The Agency has been working closely with the Physical Activity Strategy's Training Advisory Sub Group to produce a toolkit, which aims to put physical activity on the agenda for teams working in the primary care setting.

activity as well as the current physical activity guidelines. The toolkit also gives suggestions on how to make physical activity an integral part of the practice consultation.

As a training resource, the toolkit is designed to inform, promote and trigger action on physical activity. It includes all the materials required for any member of the practice team to run a 90 minute workshop.

Piloting of the training courses workshops and a review of the toolkit have now been completed and it is expected that the toolkit will be available in autumn 2001. Over the next few months a training plan will be developed in consultation with the Training Advisory Sub Group to ensure the effective delivery of this resource.

The toolkit identifies research evidence which promotes the benefits of physical

Annual report

The Agency is in the process of producing its Annual Report for 2000-01.

publication, the 2000-01 report will be available online from 28 September.

This is the Agency's tenth annual report and following an increased demand for this

Further details will be available in the next issue of *Inform*.



**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?

An evaluation of the Agency's No Smoking Day campaign 2001, which took place on 14 March has now been carried out. The online report highlights different elements of the campaign such as the public's awareness of the day as well as their level of participation.

The Agency's short course brochure for September-December 2001, which outlines details of the Agency's training and professional development programme is now available. Also online is the Agency's publication *Nutrition Matters for the Early Years*.

Future publications to be added to the site will include the Agency's Annual Report for 2000-01, the Agency's new alcohol leaflet *Alcohol in Focus* and translations of the Agency's Equality scheme in Cantonese, Hindi, Irish and Ulster Scots. The scheme is also being produced in Braille and on audio cassette, further details on these alternative formats will be available online.

If you have any comments or suggestions to make regarding the Agency's website, please contact Nina Campbell, e-mail: n.campbell@hpani.org.uk or take a few moments to complete our online survey.