

Inform

Issue 19

October/November 2001

Agency campaign shortlisted for Health Service Journal Award



The Agency's folic acid campaign has been shortlisted as one of three entries in the communications category to go forward for the national finals of the Health Service Journal's Health Management Awards.

The campaign, *Folic Acid - One of life's essentials*, was developed by the Agency to raise awareness of the benefits of folic acid and to encourage women planning or likely to become pregnant, to take this supplement prior to conception and up to the 12th week of their pregnancy.

The Northern Ireland campaign evaluated very positively and as a result was launched as an all-island campaign by the Minister for Health, Social Services and Public Safety, Bairbre de Brun and Micheál Martin TD, Ireland's Minister for Health and Children, in November last year.

The Agency's Marketing Manager, Margaret Slane and Regional Health Promotion Manager for Nutrition, Angela McComb, will make a presentation and answer questions about the campaign to a panel of judges on 18 October.

The final award winners will be announced at a ceremony in the Savoy Hotel, London on 19 November.

New phase of smoking campaign gets underway

The Agency has recently received approval from the Department of Health, Social Services and Public Safety to take forward proposals for a new phase of public information work on smoking. The main target for this work will be disadvantaged adults who smoke, one of the three key target groups outlined in *Smoking Kills*, the Tobacco White Paper. The Agency will also continue to update the Up-2-You website for 12-14 year olds.

The new phase of work will include baseline research on smoking, and the development of supportive literature.

A hard-hitting television advertising campaign, supported by a helpline service provided by Essentia, an organisation that provides a similar service to the rest of the UK, will complement the wide range of initiatives on smoking being undertaken by the statutory and voluntary sector throughout Northern Ireland.

The Agency is currently making arrangements to brief colleagues working in the area of smoking prevention on details of these plans for the forthcoming campaign.

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

INSIDE: Agency launches tenth Annual Report
Drug information website
Training and professional development timetable



**Health
Promotion
Agency**

Nutrition survey reports

The reports on the HPA nutrition survey, entitled *Eating for health? A survey of eating habits among children and young people in Northern Ireland* and *Eating for health? A survey of attitudes, awareness and eating habits among adults in Northern Ireland*, have been completed and are currently being distributed.

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 HPA. E-mail: a.mccann@hpani.org.uk



Alcohol seminar

On 7 December 2001, the Agency will be facilitating an expert seminar at the Rosspark Hotel, Kells. The seminar, entitled 'Alcohol and Public Health - The Best Way Forward?', will provide delegates with a current insight into the way alcohol issues in Northern Ireland are being addressed and the opportunity to hear at first hand the views, opinions and experiences of professionals from outside of Northern Ireland.

Jo Daykin, Northern Ireland's Drug and Alcohol Strategy Coordinator will speak at the seminar. Presentations will also be given by Dr Peter Anderson, formerly of WHO Europe, Professor Eric Single from Canada and Professor Tim Stockwell from Australia. The seminar will be of particular interest to those working in the field of alcohol prevention and those who want to discuss and debate public health issues in respect of alcohol.

Further details will be available from late October.

New appointment



Deon Newbronner has been appointed Human Resources Manager at the Health Promotion Agency. A graduate of the Chartered Institute of Professional Development, Deon will be responsible for all aspects of employee relations including employee reward, development and resourcing.

Deon was previously Human Resources Officer for the National Board for Nursing, Midwifery and Health Visiting for Northern Ireland (NBNI). He holds a Bachelors Honours degree in Primary Education from the University of South Africa.

E-mail: d.newbronner@hpani.org.uk

Alcohol publications

The December issue of the Agency's journal *Promoting Health*, will focus on alcohol. This edition will include articles written by presenters from the forthcoming alcohol seminar as well as from colleagues working in the alcohol field from a range of sectors in Northern Ireland, Britain and the USA.

Work is also ongoing on an alcohol information leaflet for the public in Northern Ireland and this should be available by the end of the year. The new leaflet will provide clear and concise information about alcohol including its health and social costs, its possible health benefits, the unit concept and the current sensible drinking message.

Equality awareness training

On 3 September several members of the Agency's staff participated in a one day training course on equality awareness. The course forms part of the Agency's commitment to implement its equality scheme in full and will be taken by all staff members, as well as members of the Agency's Board, before the end of the year.

The course highlights the ways in which the current legislation on equality will impact on the Agency's work - from the way it conducts its business activities to its policies and procedures. It also examines the nine target groups identified by the legislation and covers many of the concepts relating to equality such as discrimination, harassment, victimisation and the recent European Convention on Human Rights.

For further information on the Agency's equality scheme visit the Agency's website or e-mail Kevin Doherty, Corporate Services Manager. E-mail: k.doherty@hpani.org.uk



Pictured following equality awareness training are Agency staff (clockwise from left): Carrie Crossan, Support Services Administrator; Lynn Bruce, Regional Health Promotion Manager: Children & Young People; Kevin Doherty, Corporate Services Manager; Jonathan Telford, Finance Assistant; Deborah Hunter, Drugs Website Project Officer and Janet Moore, Physical Activity Project Officer.

Flu immunisation campaign

The Department of Health, Social Services and Public Safety launched this year's flu immunisation programme at the Agency's offices on 25 September. The Agency was responsible for developing and implementing the public information campaign and is one of a number of organisations involved with the flu immunisation programme.



Catch the vaccine not the flu!

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

It's quick and easy to get.
Make an appointment with your GP or find out if there is a flu clinic in your practice.

HPA Health Promotion Agency

Produced by the Health Promotion Agency for Northern Ireland. © 2006 HPA. NI 0606

Popular GMTV presenter and GP, Dr Hilary Jones, was selected to front the public information campaign for the second year running following focus group discussions with people in the 65 years and over target group.

From these discussions it emerged that people would be more inclined to go for the vaccine if the advertisement featured an actual and recognisable GP. The overall impression was that this would lend more credibility to the campaign's message - more so than by using an unknown GP, who they would assume was just an actor. The television advertising will be broadcast on UTV, Channel 4 and Channel 9 from 1 October to 18 November.

Dr Hilary also features on advertising posters inside buses and on other campaign resources which include a leaflet and a poster. Copies of these resources have been distributed to GP surgeries, pharmacies, libraries, bus and rail stations, Age Concern and the Northern Ireland Chest, Heart and Stroke Association.

In order to make the information on flu accessible to all people in Northern Ireland, the campaign leaflet has been produced on an audiocassette for people who are blind or visually impaired. Copies of these can be requested from the HPA. This information is also featured in an audio magazine and newspaper, both of which are distributed to the blind and visually impaired communities throughout Northern Ireland.

Arabic, Cantonese, Irish and Urdu translations of the leaflet are available online from the DHSSPS website at: www.dhsspsni.gov.uk/publications/index.html and from the Agency's website. Photocopiable versions of these translations have also been distributed to GPs, practice managers and a number of minority ethnic community groups.

Award recipients get active

Pictured walking along the seafront are some of Age Concern's Third Age Backpackers from Newcastle. The group is one of the 132 organisations who received a cash grant as part of this year's *Get Active in the Community* awards scheme.



Agency launches tenth Annual Report

The Agency's tenth Annual Report was published at the end of September. The report details the Agency's work for

2000 - 2001 as well as its financial accounts. This year's Annual Report is also available to download from the Agency's website as a number of individual PDF files.



HPA anniversary publication

The Agency has published *Highlights: The Health Promotion Agency 1990-2000* to mark its tenth anniversary. This reviews how the Agency has developed since its beginning in 1990 as well as some of the work and partnerships that have contributed to the drive to make health a top priority for everyone in Northern Ireland. Production of this document was generously sponsored by the Dairy Council for Northern Ireland, the Bank of Ireland, McNaughton Paper (NI) Limited and W & G Baird Ltd.



Training and professional development timetable

On 2 August the Agency launched its latest training prospectus *Education and skills for promoting health*. The prospectus details the short courses and seminars taking place between September and December 2001, as well as a list of opportunities for professional development.

Covering many of the key areas on health, this latest prospectus offers training on drugs, physical activity, men's health, mental health, obesity, smoking and other topics relating to health and its promotion.

The courses and seminars have been designed to assist with portfolio building and carry accreditation towards Postgraduate Education Allowance (PGEA) and Post Registration Education in Practice (PREP). All events have been subsidised to ensure greater access.

The timetable for this year's short courses and seminars is as follows:

- **Lobbying for health** (short course)
3 October
- **Cook it! Training for trainers** (short course)
9 October (second date to be arranged)
- **Young men's health promotion - issues and approaches** (short course)
16-17 October

- **Concepts in physical activity - an introduction** (short course)
25 October
- **Smoking cessation - guidelines for professionals in helping clients to stop smoking** (seminar)
1 November
- **Involving young people - positive participation for health** (short course)
12 November
- **Settings for health** (short course)
27 November
- **Copyright and permissions** (short course)
4 December
- **Meeting the mental health needs of young people** (short course)
11 December

Full details of all the courses and their closing dates can be found in the prospectus, copies of which can be obtained by contacting Ann Marie McCann at the Agency.
E-mail: a.mccann@hpani.org.uk

Alternatively, you can now download the prospectus and make a provisional booking through the Agency's website. Please note that this process does not involve the submission of any sensitive or financial information. For further information visit: www.healthpromotionagency.org.uk

Cook it! - fun, fast food for less

New materials for *Cook it!* the community-based nutrition education programme will be unveiled at the first regional training workshop on 9 October.

The *Cook it!* materials, which are based on the *Balance of Good Health*, examine how we can enjoy fun, fast food for less. The new manual contains outlines for six group sessions, with supporting detailed background information, photocopiable resource sheets and a wide variety of recipes.

The new pack has been developed by the Health Promotion Agency, in association with Community Dietitians from the

Northern Health and Social Services Board, North and West Belfast Health and Social Services Trust and the Western Health and Social Services Board.

The revised materials will only be available for use by those who attend a one and a half day training workshop. The programme will cover the principles of good nutrition, basic food hygiene, practical aspects of working with groups and hands-on experience of using the materials.

Details of future training workshops will be announced in subsequent issues of *Inform*.

Activate tutors receive awards

Earlier this year, a group of staff and volunteers from the Northern Ireland Chest, Heart and Stroke Association (NICHSA) were presented with certificates, having qualified as Activate Tutors. The award ceremony, which took place at the Balmoral Hotel, Belfast was attended by Siobhan Weir, the Agency's Regional Health Promotion Manager for Physical Activity and NICHSA's Chief Executive, Andrew Dougal.

The new tutors, who work mainly with stroke groups throughout Northern Ireland, will offer training and advice on issues such as physical activity, health topics and stress management.

Age Concern has also been running Activate Tutor and Activate Leader courses in partnership with the Agency. Through their local groups and the Ageing Well network, staff at Age Concern have successfully delivered the Activate programme to a wide range of people involved in community-based health promotion initiatives across Northern Ireland.

For further information on the Activate programme, please contact Siobhan Weir at the Agency.
E-mail: s.weir@hpani.org.uk

Promoting Health

Promoting Health: Why health protection concerns us all, was published in September. This latest issue of the journal includes articles by Professor John Ashton, Regional Director of Public Health Medicine for the North West of England; Tom Power, acting Chief Executive Officer of the Office for Tobacco Control in Dublin; Rosie Mercer, Northern Ireland Manager of the Child Accident Prevention Trust and Dr Richard Smithson, a Consultant in Communicable Disease Control from the Western Health and Social Services Board.



Together the articles examine some of the legislative means of protecting health, the work being carried out to create a safer and healthier environment and some of the health service 'systems' geared to protecting health. For further information on this issue visit the Agency's website.

All-island physical activity campaign

During September and October, the public will be reminded of the benefits of physical activity and encouraged to get more active when a second wave of television advertising is broadcast as part of the all-island physical activity campaign.



Pictured recently at the NICHSA Activate award ceremony are: (left to right) Andrew Dougal, Chief Executive of NICHSA, staff and volunteers from NICHSA and Siobhan Weir (right), the Health Promotion Agency's Regional Health Promotion Manager for Physical Activity.

Drug information website

The first four sections of DrugsPrevention.net, the Agency's drug information website for professionals, have now gone live. It is planned that the five remaining sections of the site will go online between now and the end of the year.

The initial response to the website has been very positive and the aim will be to keep the site as up-to-date as possible, with new information being added on a weekly basis. For further information on the website, which can be found at: www.drugsprevention.net, please contact Deborah Hunter at the Agency. E-mail: d.hunter@hpani.org.uk



Pictured left to right are: Martina Purdy, Deputy Principal, Drug and Alcohol Strategy Team; Rob Phipps, Senior Health Promotion Manager: Programme Development, HPANI; Deborah Hunter, Drugs Website Project Officer, HPANI and Eammon O'Reilly, Coordinator, Dunlewey Substance Advice Centre.

The all-island physical activity campaign was launched in May this year by Bairbre de Brún, Minister for Health, Social Services and Public Safety and Micheál Martin TD, Ireland's Minister for Health and Children. The advertisement will appear on UTV, Channel 4, RTE 1, Network 2, TV3 and TG4.

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

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Investing for Healthier Communities grant programme

The Community Foundation for Northern Ireland, formerly the Northern Ireland Voluntary Trust (NIVT), has been invited to administer a £2.5 million grant programme on behalf of the Department of Health, Social Services and Public Safety (DHSSPS). This programme is part of the *Investing for Health* Initiative, launched on behalf of the Northern Ireland Executive in November 2000.

The Initiative is committed to improving the health of people across Northern Ireland. This will be achieved by:

- reducing inequalities in health and social wellbeing;
- building strong communities that will work to protect and improve the health of local people.

Improving people's health is a responsibility to which many agencies and individuals are committed, however the DHSSPS is taking the lead role in this policy area on behalf of the Northern Ireland Executive.

The Investing for Healthier Communities grant programme is designed to assist local community groups and interest-based groups which need additional resources to put in place programmes of activity which will help improve the health of people in their neighbourhood

or among the population group that they represent.

The guidelines for the grant programme were launched at the end of August and groups can apply either for one-off grants (ranging from between £5,000 and £10,000) or for projects that can operate over a two-year period, with funding of up to £50,000 per year. The closing date for all applications is 29 October 2001.

In addition to the funding, the programme will provide support and advice to successful projects in terms of monitoring and evaluation arrangements. A number of conferences will also be organised to reflect on relevant practice and consider issues emerging from projects funded under the grants programme.

Copies of the guidelines and application forms are available from:

The Community Foundation for Northern Ireland

22-24 Mount Charles,
Belfast BT7 1NZ.

Tel: 028 9024 5927.

Fax: 028 9032 9839.

They can also be downloaded from the publications section of the DHSSPS's website at: www.dhsspsni.gov.uk



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

Web are we now?

Following high demand last year, the Agency has extended publication of its *Annual Report and accounts*, to its corporate website. This year's report is accompanied by a 12 page document entitled, *Highlights: The Health Promotion Agency 1990-2000*. This is a special publication produced to mark the Agency's tenth anniversary and made possible thanks to a number of sponsors. As well as taking a backward look at the formation of the Agency, the document reviews many of the health issues, partnerships and initiatives, which the Agency has been involved in through its work in health promotion over the past ten years.

Resources from the recent flu campaign *Catch the vaccine - not the flu* also feature on the site this month, with several translations of the campaign leaflet being available to download as PDFs as well as the campaign poster.

Details of the Agency's September journal, which focuses on the topic of health protection, are now available. The Agency would like to remind people that *Promoting Health* is available from all public libraries throughout Northern Ireland.

Following the launch of the Agency's drug information website for professionals, a permanent link has been created between the Agency's corporate site and the new drugs website DrugsPrevention.net. Visit www.drugsprevention.net for further details.