

# Inform

Issue 20

December 2001/January 2002

## Season's greetings

As the festive season approaches, the Chair, Chief Executive, Directors and staff of the Health Promotion Agency would like to wish season's greetings to all readers of **Inform**. We also take this opportunity to extend our sincere thanks to those of you who have worked with us this year. Your contributions and encouragement have been much appreciated.

The ongoing support of so many organisations, groups and individuals has helped achieve considerable progress in the drive to improve the health of people in Northern Ireland. We look forward to continued collaboration and to making new links and alliances for health in the coming year.

We wish you all a happy, healthy and peaceful Christmas and New Year.

## New Opportunities Fund award for 'Actively Ageing Well'

'Actively Ageing Well', a project developed by Age Concern Northern Ireland and the Health Promotion Agency has secured a grant of £1 million from the New Opportunities Fund's (NOF) Healthy Living Centres programme.

The award will be used to create a series of physical activity programmes for older people and to train voluntary leaders in 60 community and older people's organisations across Northern Ireland.

'Actively Ageing Well' was developed after it was revealed that the level of physical activity among older people in Northern Ireland was at an all time low compared to the rest of the UK. In 1994 the Northern Ireland Health and Activity Survey highlighted that 50% of people aged between 65 and 75 were inactive and had the highest coronary risk score.



The 'Actively Ageing Well' project will help to address a range of health issues and will create the conditions necessary for community and older people's organisations to develop and deliver the physical activity programmes that their members want.

The activities planned will not only promote health and wellbeing but allow individuals to take part in social activities which will help alleviate isolation and boredom, both of which have a detrimental effect on older people's lives.

It is hoped that the project will help more than 4,000 older people, particularly those least likely to take exercise. Six schemes have already been piloted through the Ageing Well network, which was established by Age Concern Northern Ireland and the Health Promotion Agency in 1995.

For further information contact Máire Gallagher at the Health Promotion Agency, e-mail: [m.gallagher@hpani.org.uk](mailto:m.gallagher@hpani.org.uk) or Claire Keatinge at Age Concern, tel: 028 9024 5729.

Pictured from left to right: Claire Keatinge, Director of Community Development and Health with Age Concern Northern Ireland; Dr Brian Gaffney, Chief Executive, Health Promotion Agency; Walter Radar, New Opportunities Fund Head of Office in Northern Ireland and Linda Barclay, Director of Programme Development, Health Promotion Agency.

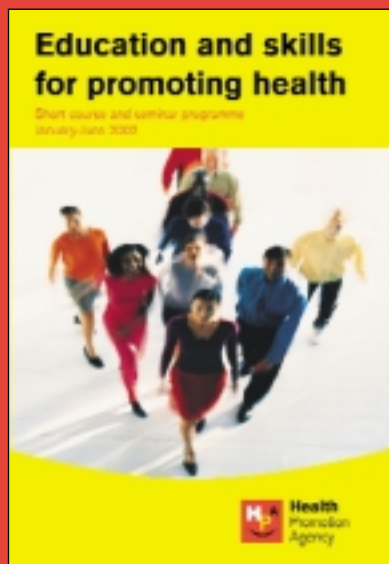
**MISSION:** To make health a top priority for everyone in Northern Ireland

**INSIDE:** Alcohol: journal, leaflet  
Health and lifestyle report  
New training prospectus  
New year squeeze on smoking



**Health  
Promotion  
Agency**

## New training prospectus



The Agency has just published its training prospectus for 2002. *Education and skills for promoting health* provides details of the short courses and seminar that will take place between January and June.

The training events draw on wide expertise to address a range of health and health promotion issues. They have been designed to support professionals by providing up-to-date, innovative

perspectives on practice and to offer a forum for discussion and debate.

All courses are open to a wide range of people working to promote health. To ensure greater access, fees have been subsidised by the Agency. They all carry professional

## First regional *Cook it!* training workshop

During October and November, 28 delegates completed the first training workshop on the new *Cook it!* programme. Delegates came from a wide variety of settings including women's groups, Sure Start and Homestart programmes, a juvenile justice centre, a College of Further and Higher Education and a Health Action Zone.

The training workshop provided information on the role of diet in health, the Balance of Good Health as a nutrition education tool, group work skills, the use of the *Cook it!* materials, essential food hygiene training, as well as hands-on experience of a *Cook it!* session.

*Cook it!* is a community-based nutrition education programme which can be used in a wide variety of settings. The programme aims to provide group participants with an opportunity to examine and discuss a range of nutritional topics, gain practical experience of food preparation along with a chance to sample the completed dishes.

The Agency first introduced the programme in 1995. Evaluation has shown that it is a popular and valuable approach to nutrition education in the community setting and that it is user-friendly and enjoyable for both the facilitator and group members.

The *Cook it!* materials have recently been revised to take account of the recommendations made during the evaluation as well as advances in nutrition knowledge and new approaches to nutrition education.

## Thank you

The Health Promotion Agency would like to thank the staff of Hillsborough Health Centre for their continued support in facilitating the filming and production of this year's television

accreditation to assist with portfolio building and can help towards meeting organisational goals such as Investor in People.

Below is a timetable for next year's training events:

- ***Cook it!*** (short course)  
6, 7 February
- **Young men's personal development workshop** (short course)  
20, 21 February
- **Tackling overweight and obesity in Northern Ireland** (seminar)  
13 March
- **Promoting mental health - strategies and tips for improving mental health** (short course)  
16, 17 April
- **Practical skills in joint planning for health** (short course)  
15, 16 May
- **More ideas for movement** (short course)  
28 May

To obtain a copy of the prospectus contact Ann Marie McCann at the Agency or log on to the Agency's website. For further information about any of the training events, contact Máire Campbell. E-mail: [m.campbell@hpani.org.uk](mailto:m.campbell@hpani.org.uk)

The next two-day training workshop will be held on 6 and 7 February 2002 in Craigavon Civic Centre. Further details are available from the Agency's latest training prospectus *Education and skills for promoting health* (see above) and from the Agency's website.



Pictured during the regional *Cook it!* training workshop are left to right: Dr Maura O'Neill, Health Promotion Officer, Westcare Business Services and Ruth Balmer, Community Dietitian, Causeway Health and Social Services Trust.

advertising campaign to promote uptake of the flu vaccine. Staff at the Centre have been extremely helpful with the arrangements and in providing the use of their premises.

# New year squeeze on smoking

A public information campaign targeting adult smokers will be launched by the Agency in January 2002. An important element of the campaign is a series of television advertisements, which will be broadcast from 8 January to 14 February 2002.

The main television advertisement entitled 'artery' has been adapted from a very successful anti-smoking campaign in Australia. The focus of this advertisement is to provide smokers with new health information on the effects of smoking using powerful imagery.

Earlier this year the Agency commissioned qualitative research with smokers in Northern Ireland. One of the main findings to arise from this research was the lack of awareness of the health effects from smoking. The research indicated that while smokers were aware of the link between smoking and lung cancer, awareness of the link between smoking and other health problems such as heart disease, strokes and other forms of cancer was poor.

The artery advertisement, which focuses on the link between smoking and heart disease, shows fatty deposits being squeezed from the abdominal artery of a 32-year-old smoker.

Not only was this the most powerful advertisement in the Australian campaign but it also received a positive reaction when tested with an audience of smokers from Northern Ireland.

In addition to the artery advertisement two other advertisements will be broadcast. These will promote nicotine replacement therapies as an aid to beating cigarette cravings and also promote a free phone helpline service which will operate to coincide with the television advertising.

The helpline will be provided by the Essentia Group, which currently provides smoking helpline services for England and Scotland. It will provide advice and support and will also refer callers wanting to stop smoking to local services in their area.

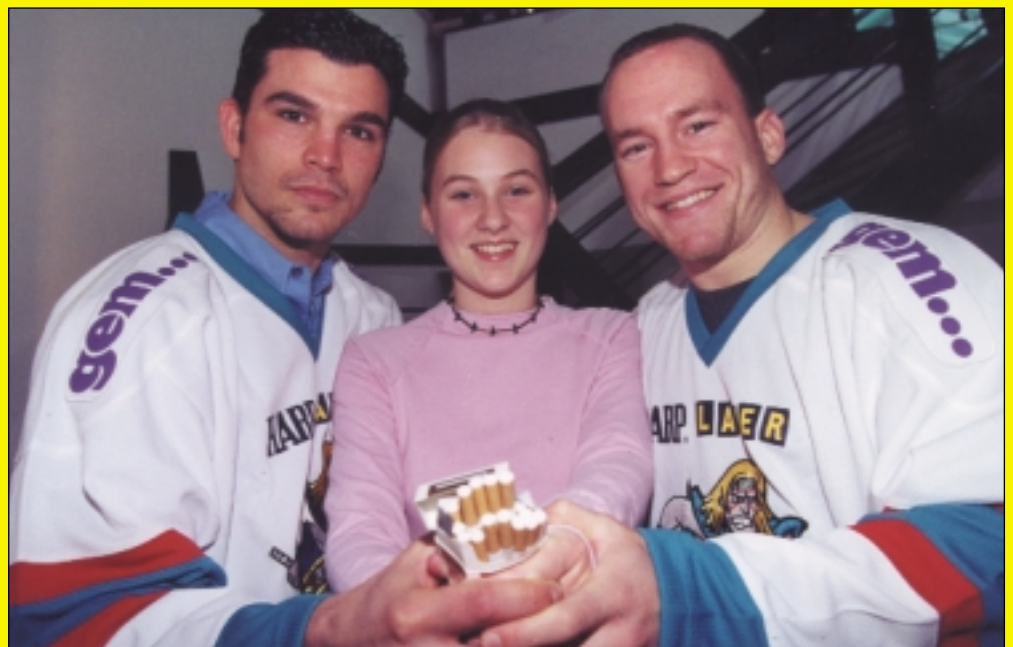
The production of a booklet to support smokers who are trying to give up is currently underway. The content, design and format of this booklet will be pre-tested with the target group and will be distributed to smokers via the helpline.

A flyer focusing on the health effects of smoking is also being produced for distribution through outlets such as GP surgeries and pharmacies. Further information on this campaign will be available from the Agency's website from early next year.



## A giant stand against smoking

Pictured taking a giant stand against smoking are Anna Frederick, a prize-winner in the Health Promotion Agency's anti-smoking campaign for young people and Belfast Giants, Dave Matsos (left) and Sean Berens (right).



## Smoking cessation seminar

As part of the Agency's short course and seminar programme, a seminar entitled '*Smoking cessation - guidelines for professionals in helping clients to stop smoking*' was held on 1 November, at the Wellington Park Hotel, Belfast.

During the afternoon session local presenters outlined current smoking cessation projects taking place in Northern Ireland. This was followed by an evening session featuring Dr. Chris Steele, the resident General Practitioner from the popular 'This Morning' television show.

As well as providing medical advice to viewers through his television appearances, Dr Steele is a practising GP and regularly lectures in the field of smoking cessation. He also runs smoking clinics at the University Hospital in South Manchester.

Over 60 participants including 22 GPs and 40 professionals from other health fields attended the evening event.

Pictured recently at the Agency's smoking cessation seminar are left to right: Claire Moore, Homefirst Health and Social Services Trust; Eleanor Allen, Homefirst Health and Social Services Trust; Dr Chris Steele, This Morning's resident doctor and Shirley McClean, United Hospitals Trust.



The seminar focused on a range of innovative techniques that can be used to support clients in giving up smoking. An evaluation of the seminar revealed that participants found the afternoon session very beneficial in updating them about smoking cessation projects. The evening session was particularly well received, with Dr Steele having been described as an excellent presenter who gave a very stimulating presentation.

## Tenth Annual Public Health Forum

The UKPHA's tenth Annual Public Health Forum is taking place in Glasgow next March. *Tackling inequalities: building sustainable communities* will run from 5 - 7 March, 2002 at the Scottish Exhibition and Conference Centre, Glasgow. This Forum will be the UK's largest multi-disciplinary public health event of 2002.

Over 300 proposals have been submitted for presentation from all parts of the UK, the Republic of Ireland and overseas. Topics covered include:

- disability and health;
- ethnic minority health;
- health of asylum seekers and refugees;
- health of carers and older people;
- health of travellers;
- maternal and child health;
- nutrition and health;
- preventing heart disease;
- promoting mental health;
- promoting physical activity;
- public health in primary care;
- rural regeneration;
- sexual health;
- social inclusion and health.

For a full programme and registration form, or information about exhibiting at the forum, please contact Monica Frost, tel: 0870 010 1932. E-mail: [monica@ukpha.org.uk](mailto:monica@ukpha.org.uk)  
Website: [www.ukpha.org.uk/](http://www.ukpha.org.uk/)

## Over to you now

**Inform** was created in response to a communications audit conducted in 1997, which highlighted a need for regular and relevant information about the Agency's work. Its aim is to communicate this information in a timely and appropriate manner to all those with an interest in health promotion within Northern Ireland.

A review of **Inform** is now taking place to ensure that it continues to meet readers' needs. Enclosed with this issue

of **Inform** you should find a copy of our readership survey\*. We would be very grateful if you would complete the brief evaluation form and return it with your views and comments.

\*If you did not receive a copy of the survey and would like to give us your views about **Inform**, the survey can be completed online via the Agency's website.

Visit: [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk) for further details.

## 'Class Moves!' for Northern Ireland

The Health Promotion Agency and the Western Education and Library Board (WELB) are currently developing plans for piloting a new initiative in Northern Ireland primary schools. The initiative entitled *Class Moves!* will aim to encourage children to engage in different types of physical activity on a daily basis, within the classroom setting.

The programme is based on materials developed in Holland and has been piloted in both Scotland and Wales during 1999-2000. Through the use of imaginative trigger resources including colourful activity calendars and music tapes, the programme will enable children and teachers to discover the pleasures of movement and the benefits of relaxation and physical activity.

## Alcohol journal for professionals

The December issue of *Promoting Health* will focus on alcohol as a public health issue. This issue of the journal has been produced to tie in with the Agency's expert seminar '*Alcohol and public health - the best way forward?*', which takes place on 7 December at the Rosspark Hotel, Kells.

Three international speakers from the seminar, Professor Tim Stockwell, Dr Peter Anderson and Professor Eric Single have contributed to the December issue. Meanwhile the views of local experts are represented by Dr Ann Marie Telford and Lyn Donnelly from the Southern Health and Social Services Board and Jo Daykin, Northern Ireland's Drugs and Alcohol Strategy Coordinator. The journal also investigates whether a little of what you fancy really does do you good, as Professor Ian Young from Queen's University looks at the effects of alcohol on the heart.

Up-to-date information on drinking patterns in Northern Ireland is provided by Rob Phipps and Naomi McCay from the Health Promotion Agency while Alan Coleman and Jack Houlahan from NICAS and Northlands respectively, offer an insight into the alcohol-related problems experienced by older people and the effects of alcohol on the family.

Marcus Grant, a former member of WHO Europe provides the platform article which looks at finding a 'middle way' in the alcohol and public health debate. For further information on this issue of *Promoting Health* visit the Agency's website.

## Alcohol leaflet

Following demand from health promoters at local level, the Agency has produced a leaflet on sensible drinking for the general public. *Focus on alcohol: a guide to drinking and health*, highlights the long and short-term effects on our health from drinking too much or too often.

The leaflet outlines the recommended limits for alcohol intake and provides clear information on what constitutes a unit of alcohol as well as the unit value of many common alcoholic drinks. It also includes tips on how to cut down, to help people stick to these

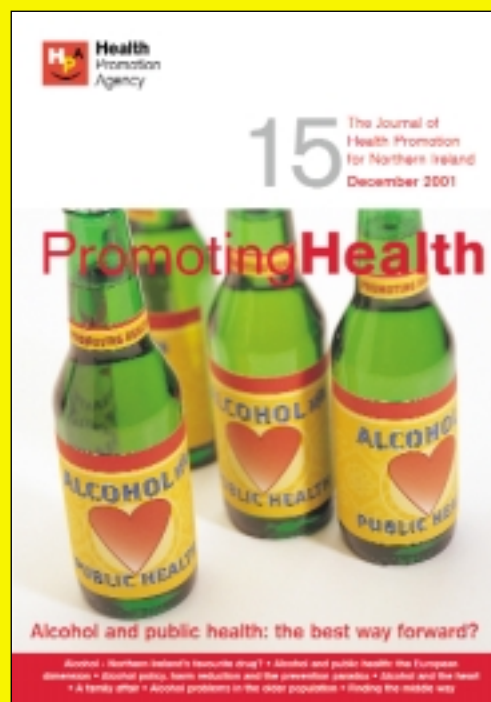
## NIPAIG News

The Northern Ireland Physical Activity Implementation Group's annual newsletter, *NIPAIG News*, will be distributed during December.

In overseeing the implementation of the Northern Ireland Physical Activity Strategy, NIPAIG has supported a wide range of innovative programmes aimed at increasing participation in health-related physical activity, particularly among those sections of the community who exercise least.

Evaluation of the pilot projects indicate that pupils and teachers find the programme innovative, interesting and enjoyable. Aside from the provision of the calendar and materials, the delivery of the programme requires minimal training. Following a one-day training course schools require little further support.

The first phase of pilots will take place in spring 2002 and will involve approximately 50 primary schools throughout the Western Education and Library Board area. The overall aim of these pilots, which have been funded by the WELB and the Northern Ireland Physical Activity Implementation Group (NIPAIG), will be to assess the suitability of adopting the 'Class Moves!' project in Northern Ireland.



limits. In addition, the leaflet contains useful and easy to read information about alcohol and the heart, alcohol and pregnancy, why alcohol affects women more than men, drinking and driving, and a list of organisations to contact for further information.

The finished leaflet will be one of the Agency's core resources and is the result of extensive testing with the public over the summer months. The leaflet will be widely distributed through the Health and Social Services Boards and Trusts from mid-December onwards.

This issue features some of the pilot *Walking the Way to Health* schemes set up by the Physical Activity Coordinators as well as new initiatives such as pop dance workshops and mother and baby activity programmes that have taken place over the past 12 months. It also offers one lucky reader the chance to win a bicycle and a cycle helmet.

For further information, please contact Janet Moore at the Agency. E-mail: [j.moore@hpani.org.uk](mailto:j.moore@hpani.org.uk)

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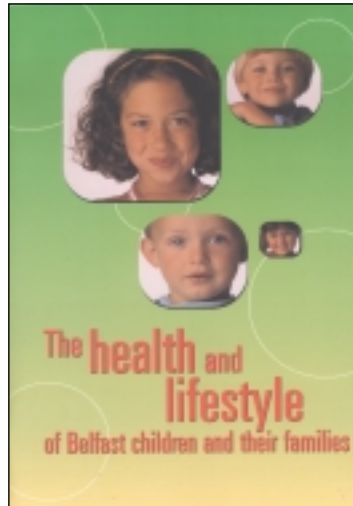
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## Health and lifestyle report

A report entitled *The health and lifestyle of Belfast children and their families* has been produced as part of a project funded by 'Making Belfast Work' initiative and the Eastern Health and Social Services Board (EHSSB).

The report presents information on the background, methodology and findings from a study of young children and their families carried out in the Belfast urban area and the 'Making Belfast Work' areas in late 1996. During this time Health Visitors interviewed almost 1,000 children and their immediate families in their home environment. Topics covered in the study included the children's health, use of health services, experience of accidents, diet, health behaviours, parental attitudes and family environment and lifestyle.



It is hoped that the report, which presents a descriptive profile of the health status and general lifestyle characteristics of children and their immediate families, will be of use to researchers, health and other professionals, as well as organisations and agencies interested in improving the health and wellbeing of children and the wider population.

If you would like a copy of this report please contact Ann Marie McCann at the Agency.  
E-mail: a.mccann@hpani.org.uk

## All-island physical activity conference

The Department of Health and Children, Dublin, has agreed in principle to jointly host an all-island conference with the Northern Ireland Physical Activity Implementation Group (NIPAIG) next autumn. Discussions are currently

underway to develop aims and objectives for the conference and to establish a project management group for the event.

Further details will be forthcoming in a future 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.

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[www.drugsprevention.net](http://www.drugsprevention.net)  
[www.smoke-free.co.uk](http://www.smoke-free.co.uk)  
[www.up-2-you.net](http://www.up-2-you.net)

## Web are we now?

In recognition of World AIDS Day on 1 December, six factsheets on sexual health have been made available from the Agency's website. The factsheets have been produced by the Agency on behalf of the Northern Ireland Contraceptive Education Service, which is managed by the fpa and co-funded by the HPA.

Together they cover a variety of issues surrounding sexual health including: family planning services in Northern Ireland, sex education in schools, sexually transmitted infections, teenage pregnancy, abortion and the legal position regarding contraceptive advice and provision to young people.

The December issue of *Promoting Health*, the Agency's quarterly journal for health professionals, focuses on alcohol. This latest issue features several articles from presenters at the Agency's forthcoming alcohol seminar 'Alcohol and public health - the best way forward?', which takes place on 7 December at the Rosspark Hotel, Kells. Full details of the journal are now available online, see inside article (alcohol journal for professionals).

The Agency is most keen to receive your views about *Inform* and would like to remind readers that an online version of the *Inform* readership survey, enclosed with this month's issue, is also available on the Agency's website. We would greatly appreciate your feedback.