

Inform

Issue 21

February/March 2002

Every cigarette is doing you damage

On 8 January the Agency's public information campaign on smoking was launched by Dr Henrietta Campbell, Chief Medical Officer for Northern Ireland. Also speaking at the launch was Dr Carol Wilson, Clinical Director of Cardiology, Royal Group of Hospitals Trust, who talked about the link between smoking and heart disease.

In the previous issue of **Inform** it was reported that this campaign would run until 14 February. This has now been extended until 31 March 2002 as a result of additional funding from the Department of Health, Social Services and Public Safety. The additional funding has also provided an opportunity to broadcast a new television advertisement which focuses on the link between smoking and strokes.

During its first week the campaign's helpline, which operates from 12 noon until midnight every day, received almost 1,000 calls. The helpline number **0800 85 85 85** has been extensively promoted throughout the campaign, appearing at the end of the three television advertisements as well as on one million beer mats, which Bass Ireland are distributing to 3,500 pubs and clubs across Northern Ireland.

As part of the campaign a booklet entitled *stopping smoking made easier*, was produced to support smokers who are trying to give up and is being distributed via the helpline. Copies

of the campaign leaflet *Every cigarette is doing you damage*, have already been distributed to GP surgeries, pharmacies, dental surgeries and libraries. Additional copies of this leaflet are available from the Central Health Promotion Resource Service in each Health and Social Services Board area.

The booklet and leaflet can also be downloaded from the Agency's website: www.healthpromotionagency.org.uk



Photographed during the launch of the Agency's latest anti-smoking campaign, *Every cigarette is doing you damage*, are (left to right): Dr Henrietta Campbell, Chief Medical Officer for Northern Ireland; Dr Brian Gaffney, Chief Executive, HPA and Dr Carol Wilson, Clinical Director, Cardiology, Royal Group of Hospitals Trust.

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

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**Health
Promotion
Agency**

Drugs - Your Body, Your Life, Your Choice



Teenagers are the focus of the Agency's latest public information campaign on drugs, which begins on 12 February. The campaign involves a series of television advertisements which were previously broadcast in 1999. These provide factual information about Ecstasy, speed and LSD and will be broadcast on UTV until 17 March 2002.

An information booklet developed for 14 to 17 year olds entitled *Your Body, Your Life, Your Choice*, will also form part of the campaign. This will be sent to post-primary schools for distribution to fourth, fifth and sixth-form pupils.

Childhood immunisation materials updated

The Agency has been commissioned by the Department of Health, Social Services and Public Safety to revise and update all childhood immunisation materials. The new version of *Protect your child be wise - immunise*, will now include information on the additional whooping cough/pertussis booster which is being offered to pre-school children and the meningitis C vaccine, which is now given at 2, 3 and 4 months.

The series will also include a leaflet entitled *BCG and tuberculosis*. This will provide information on the BCG vaccine, which is usually given to children between the ages of 10 and 14. A further leaflet - *Young people and immunisation*, provides information about the vaccines young people generally receive around the age of 14 or before they leave school. Information notes for health professionals have also been revised and will be produced in a handy 'flick over' format.

The leaflets and a poster were extensively tested with the public to assess their appeal, the readability of the text and to determine if any additional information was needed.

The materials will be distributed to the public through GP surgeries and pharmacies. Consultants in Communicable Disease Control will forward the materials to health professionals such as Health Visitors, School Nurses and Paediatricians and a further supply will also be sent to the Central Health Promotion Resource Service in each Board area.

The information is being prepared on audio tape for people who are blind or visually impaired. Separate tapes will be available for people from the Travelling community. Printed translations will also be produced in Arabic, Cantonese, Hindi, Irish and Urdu. Information on where to obtain these alternative formats and translations will be posted on the Agency's website when they become available.

Feeding the one to fives

The Health Promotion Agency is currently developing an information booklet on feeding the one to fives. The booklet will provide general advice for parents on many key nutritional issues such as a healthy balanced diet; snacks and drinks; feeding a vegetarian child; vitamin supplements and iron; making the most of meal times and fussy eaters.

Prior to its production, the booklet will be tested with parents using qualitative research methods, to ensure that the content, language and presentation are appropriate.

The booklet will be available from the Central Health Promotion Resource Service in each Board area from April 2002 and from the Agency's website.

Training and professional development

Training dates for February/March 2002

- **Cook it!** (short course)
6-7 February 2002
- **Tackling overweight and obesity in Northern Ireland** (seminar)
13 March 2002
- **Young men's personal development workshop** (short course)
20-21 February 2002

The Agency's training brochure *Education and skills for promoting health*, is available to download from the Agency's website.

For information on any of these training events please contact Máire Campbell at the Agency, e-mail: m.campbell@hpani.org.uk
For assistance with registration, e-mail Mary Patterson: m.patterson@hpani.org.uk

Development plans for 2002/03

Following a review of the Agency's provision and uptake of training courses, it has been decided that the programme's emphasis for 2002-2003 will be on the establishment of an expert seminar programme. Events arising from this programme will be linked to the priority issues in public health and will also aim to keep practitioners up-to-date on effective practice.

The Agency will therefore not be producing an annual training brochure. Instead, a series of seminars and training events will be organised during 2002-2003 in order to further regional development in the priority health areas. Information about these events will be forthcoming during the year.

A report outlining a review of the Training and Professional Development short course and seminar programmes will be available from the Agency's website soon.

Launch of DrugsPrevention.net

On 15 January the Agency's drug prevention website for professionals www.drugsprevention.net was launched by Jo Daykin, Northern Ireland's Drug and Alcohol Strategy Coordinator.

More than 40 people attended the launch, which was held at the Agency to hear at first hand how the site was developed and to see the wealth of material already online.

DrugsPrevention.net is largely based on the Agency's publication *Illicit Drug Use in Northern Ireland: A Handbook for Professionals*, which is currently being reprinted.

The website also covers a wide range of drug prevention issues, including all available statistics on drug use in Northern Ireland, details of training events taking place in relation to drugs, as well as approaches to drug education with young people.

Although officially launched last month, people have been able to access the site since September 2001. In the week previous to its launch the site had already registered over 8,000 hits. Any queries or comments about the site should be addressed to Deborah Hunter, the website's Project Officer. E-mail: d.hunter@hpani.org.uk



Pictured checking out the facts on the new website www.drugsprevention.net are: Jo Daykin, Drug and Alcohol Strategy Coordinator for Northern Ireland, Department of Health, Social Services and Public Safety and Dr Brian Gaffney, Chief Executive of the Health Promotion Agency.

No Smoking Day 2002 - *Make it a day to remember*



Make it a day to remember, is the slogan for this year's No Smoking Day, which takes place on Wednesday 13 March.

A range of materials have been produced by the UK No Smoking Day campaign office, including leaflets and dispensers, posters, balloons, postcards, stickers, t-shirts, fridge magnets, stress toys and temporary tattoo transfers. Information on the full range of materials available and ordering procedures can be obtained by contacting the No Smoking Day campaign office on: 020 7916 8070.

As well as the above resources the campaign also involves a competition for those thinking of quitting. A top prize of £5,000 will be awarded to the winning entrant, provided they stay stopped for a whole month. Entry forms for this competition can be obtained from the No Smoking Day website at: www.nosmokingday.org.uk

Later this year the Agency will be commissioning research to evaluate the No Smoking Day campaign in Northern Ireland. Results from this research will be published on the Agency's website and in a future issue of **Inform**.

Positive feedback from alcohol seminar

A seminar organised by the Agency on alcohol and public health took place on 7 December last year at the Rosspark Hotel, Kells, Co Antrim. The event, which attracted over 120 people from across Northern Ireland, provided the opportunity to hear at first hand the experiences and views of world-renowned experts in the field of alcohol-related public health.

During the seminar Dr Peter Anderson from the Netherlands, Professor Eric Single from Canada and Professor Tim Stockwell from Australia shared their views and experiences in respect of tackling alcohol misuse.

The Government's response to the alcohol situation in Northern Ireland, as well as the results of a comprehensive study into the drinking patterns of adult drinkers in Northern Ireland, were also presented and discussed.

Local speakers at the seminar included Jo Daykin, the Northern Ireland Drug and Alcohol Strategy Coordinator, and Agency staff members Naomi McCay, Research and Information Officer and Rob Phipps, Senior Health Promotion Manager.

The presentations were well received and stimulated a lively discussion at the end of the day and the evaluations for the seminar

were very positive. To coincide with the event, the December issue of the Agency's journal *Promoting Health*, focused on alcohol and public health and featured several articles written by speakers at the event. This issue of the journal is now available to download from the Agency's website as a PDF.



Photographed during the expert seminar on alcohol held at the Rosspark Hotel, Kells, are (left to right): Professor Eric Single, Public Health Sciences, University of Toronto; Professor Tim Stockwell, Director of the National Drug Research Institute, Perth, Western Australia; Rob Phipps, Senior Health Promotion Manager, HPA and Dr Peter Anderson, formerly of WHO Europe.

New appointment



Liz Simpson has been appointed as Research Assistant at the Health Promotion Agency for Northern Ireland.

Liz previously worked part-time as a Community Lecturer with the Causeway Institute of Further and Higher Education and has just completed a PhD at Queen's University.

She also holds an

MSc in Health Psychology from the University of Surrey and a BSc Honours in Applied Psychology from the University of Ulster, Jordanstown.

E-mail: l.simpson@hpani.org.uk

Guide to the statutory sector in Northern Ireland

The Health Promotion Agency has developed a guide to the statutory sector in Northern Ireland. It has been created to help anyone wishing to develop alliances for health to identify and contact appropriate statutory partners.

The guide lists the addresses, contact numbers, website addresses and areas of responsibility for all departments within the devolved Government, the Health and Social Services Boards, Councils and Trusts and local authorities.

The guide will be available from the Agency's website from March.

Northern Ireland Public Health Alliance

From April 1999 until January 2002, the Health Promotion Agency worked as a member of an interim group to facilitate the development of the Northern Ireland Public Health Alliance. As an independent membership association, the Alliance was formally established in November 2001 and its mission is:

"Through our members, activities and cooperation with others, to be a unifying and powerful voice for the health and wellbeing of the citizens of Northern Ireland."

Membership of the Alliance is open to anyone who supports its aims and subscribes to its values and principles.

The values and principles which underpin its work are:

- cooperation and collaboration;
- empowerment;
- human rights, including equity and social justice;
- peace, respect and tolerance
- responsibility and accountability for health;
- sustainable development.

The Alliance's aims are to:

- act as a forum for debate;
- influence policy development;
- inform members of developments in public health;
- raise awareness of the determinants of the health of the public and promote the public health agenda.

In January 2002 the Health Promotion Agency stepped down from its role as facilitator as the interim group had completed its work and a Steering Group had been established for the Alliance. It is intended that the Steering Group will take forward the further development of the Alliance's membership and action.

The members of the Steering Group are:

- Claire Keatinge, Age Concern Northern Ireland;
- Eamon O'Kane, Derry Healthy Cities;
- Eleanor Gill, Armagh and Dungannon Health Action Zone;
- Gary McFarlane, Chartered Institute of Environmental Health;
- Mags Connolly, Educational Guidance Service for Adults;
- Michele McQuade, Southern Health and Social Services Board;
- Owen Metcalfe, Institute of Public Health in Ireland;
- Ruth Sutherland, Community Development and Health Network;
- Seamus Heaney, Healthy Living and Learning Centre, Derry;
- Sue McBean, University of Ulster.

At the time of going to print, the Alliance had 37 members stemming from a wide variety of backgrounds including health promotion, public health medicine, other health and social services professions, environmental health, voluntary organisations, community initiatives, local authorities, housing, education, other statutory sectors and the private sector.

Inform readership survey

Inform is one of the Agency's main tools for sharing information about its ongoing work with its partners in health promotion. In order to assess the effectiveness of our newsletter we included a readership survey form in the previous issue of **Inform**.

We would greatly appreciate it if those who have not completed and returned their form already could do so before 23 February 2002. Without your views and comments we cannot judge whether you are getting the information you need about our work, when you need it.



If you haven't got your original form any more, it can still be completed online from our website and only takes a minute or two. Thank you.

Promoting Health

The next issue of *Promoting Health* - the Agency's journal for professionals will be published in June 2002 instead of March as previously planned.

This edition will focus on *Investing for Health*, and some of the recent developments in public health in the UK and Ireland. The decision to change the publication date of *Promoting Health* was made to give contributors an opportunity to consider *Investing for Health* in its published form before commenting on the implications of this important strategy.

Board members honoured and remembered

The Chief Executive, Chair and staff of the Agency would like to congratulate Mrs Winifred O'Kane who was awarded an OBE in the New Year's Honours List for her services to Education. Mrs O'Kane, Principal of St Mary's Grammar School, Magherafelt has served as a Board member of the Agency since 1996.

At the same time we send our congratulations to Professor Peter Roebuck who was awarded a CBE for his services to Higher Education. Professor Roebuck also served as an Agency Board member from 1996 until 1998.

On a sadder note the Agency would like to offer its sympathy to the family, friends and former colleagues of Sister Genevieve O'Farrell who died on 29 December. Sister Genevieve was Principal of St Louise's Comprehensive College, Belfast for 25 years and served as an Agency Board member from 1990 until 1995.

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

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Developments in UK public health and health promotion

A meeting hosted by the Health Promotion Agency and the Society of Health Education and Health Promotion Specialists (SHEPS) was held at the Fitzwilliam International Hotel on 18 January.

The event was attended by approximately 60 health promotion professionals and provided an opportunity to discuss the current developments and changes taking place in public health and health promotion throughout the UK.

Carol Tannahill, Senior Advisor in Health Development at the Public Health Institute of Scotland; Bruce Whitear, Head of Health Promotion, Cardiff Local Health Group and Chair of SHEPS in Wales and Frances Cuning, Assistant Director of Policy and Public Health with Sheffield Health Authority and UK Chair of SHEPS, gave an insight into the changes that had taken place in their organisational structures and work situations.

Throughout the morning issues such as managing change and the importance of keeping people motivated and clear about their objectives, arose many times. The expanding role of the public health function, the multi-disciplinary nature of the public health workforce and the need for agreed standards, expectations and competencies also drew considerable focus. Speakers also mentioned the need for clarification of roles and functions and stressed that while health promotion work is being carried out as before, it is increasingly coming under the banner of social inclusion departments or public health departments.

The feedback from those who attended was positive and it is hoped that another meeting can be arranged to continue this discussion in the spring. Further information on this will be available from the Agency's website.

Research report on solvent abuse

Following research on volatile substances commissioned by the Agency last year, a summary report detailing the results is to be published in March. The report will be written by Richard Ives, EducaRi, who acted as a consultant on this project.

The research involved qualitative work with parents, professionals, retailers and environmental health officers across

Northern Ireland to assess their knowledge of solvent misuse and where appropriate, the relevant legislation on these substances.

The report includes recommendations for future health promotion work with these particular groups and following its publication, will be made available from the Agency's website.



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 launch of the Agency's public information campaign on smoking, copies of the booklet *stopping smoking made easier* and the leaflet *Every cigarette is doing you damage*, are now available from the Agency's website.

A summary report on the cost benefits of the Physical Activity Strategy for Northern Ireland has also been published on the Agency's website. The report uses a model developed by the Department of Health, Social Services and Public Safety's Economic Branch to establish the extent of avoidable deaths from physical inactivity and the cost savings that could be made by the Health Service if people were to engage in more health enhancing physical activity.

A health events diary for 2002 has been added to the site. This contains details of regional, national and international awareness campaigns as well as HPA events such as seminars, conferences and training events taking place during the year.

For further information on the Agency's website contact Nina Campbell.
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