

# Inform

Issue 22

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## Nutrition and the under 5s

A new nutrition information booklet for parents entitled, *Getting a good start - healthy eating from one to five*, has been developed by the Health Promotion Agency in consultation with Community Dietitians, Paediatric Dietitians, Health Visitors and Oral Health Professionals.

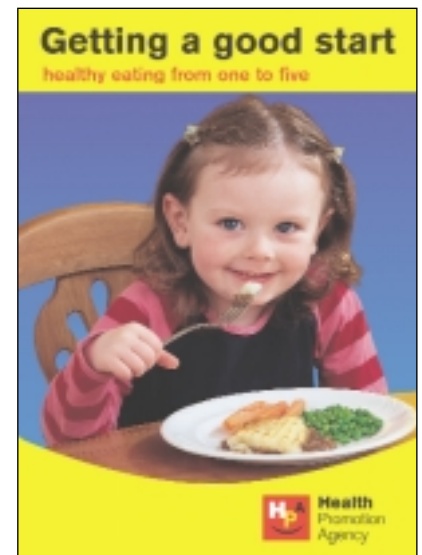
The booklet, which was pre-tested with groups of parents during February, provides general advice on many key nutritional issues for this age group, including:

- how to provide a healthy balanced diet;
- suitable snacks and drinks;
- feeding a vegetarian child;
- vitamin supplements and iron;
- making the most of mealtimes;
- fussy eaters.

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

*Getting a good start* is part of the ongoing work by the

Agency to support parents and carers of the under fives. Also in this programme of work is the document *Nutrition matters for the early years*, which can now be downloaded from the Agency's website. This resource was produced to assist members of Early Years Teams in their assessments of day nurseries and playgroups, and for child carers working in these settings. It is based on current Government recommendations outlined by the Committee on Medical Aspects of Food Policy (COMA) and it is hoped will provide a consistent message on nutrition for everyone involved in childcare.



## Investing for Health

*Investing for Health*, the Executive's new blueprint for public health was launched on Wednesday 27 March 2002. The launch which took place at Springvale Training Centre in Belfast was the next step in a process that began in 2000. *Investing for Health* sets out a new way of working to improve the health of everyone in Northern Ireland. Crucially, it addresses the wider determinants of health such as social and economic inequality,

environmental conditions, and social and community networks as well as individual health behaviour. It outlines a substantial agenda for action which will engage all Government departments, a wide range of statutory and non-statutory organisations as well as the community itself in working to address these determinants of health. More details about *Investing for Health* and its implementation will be available in a future issue of **Inform**.

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

**INSIDE:** All-island physical activity conference 2002  
Childhood immunisation materials  
'Get Active in the Community' Awards  
Research and evaluation review 2000-2001



**Health  
Promotion  
Agency**

## Cook it! workshop

Twenty seven participants from a variety of backgrounds, including the Physically Handicapped and Able Bodied, Northern Ireland (Phab NI), Surestart, the Probation Board for Northern Ireland and Early Years projects completed the second training workshop on the new *Cook it!* materials, which was held in Craigavon on 6 and 7 February 2002.

The training workshop is highly participatory and includes an introduction to using the Balance of Good Health as an educational tool, basic food hygiene skills and an introduction to working effectively with groups. It also provides a hands-on experience of using *Cook it!* through a practical cookery session to ensure that the facilitators are skilled and confident to use the programme with groups in their setting.

Details of further training workshops will be included in future issues of **Inform**.



Photographed during the *Cook it!* training workshop at the Upper East Bann Institute of Further & Higher Education, Portadown, are (left to right): Madge Tate, Craigavon and Banbridge Community HSS Trust; Suzanne Leech, Senior Community Dietitian, Navan, Co Meath and Angela Lang, Senior Occupational Therapist, Ulster Community Hospitals Trust, Newtownards.

## Reprints of Agency materials

Several of the Agency's core leaflets, booklets and posters, covering nutrition, physical activity and sexual health have been updated and are currently being reprinted at the request of the Central Health Promotion Resource Services in the four Health and Social Services Board (HSSB) areas.

The resources should be available from local Health Promotion Departments by the end of March.

## Investing for Healthier Communities grant awarded for Northern Ireland student health project

Student Mental Well Being Information, a project developed by the Northern Ireland office of the National Union of Students UK, the Union of Students in Ireland (NUS-USI) and the Health Promotion Agency for Northern Ireland (HPA), has secured £10,000 from the Investing for Healthier Communities grant programme.

The Investing for Healthier Communities grant programme is financed from the Executive Programme Fund for Social Inclusion and Regeneration and is administered by the Community Foundation for Northern Ireland.

The new project is aimed at first year students attending Queen's University and the University of Ulster and will provide them with the information they need to make informed choices regarding their mental wellbeing. It will also engage practitioners and staff at these institutions by encouraging them to consider the mental and emotional wellbeing of students as a necessity of the student's curriculum and personal development.

## Online research reports

Individual summary reports on recent HPA research will be made available in print and on our website over the next few months.

The Agency commissioned qualitative research into the knowledge and attitudes of parents, retailers, environmental health officers and professionals working with young people in relation to volatile substance abuse (VSA). Focus groups and interviews were conducted with these groups to explore their experiences with young people and VSA, their awareness of and opinions on current legislation relating to the sale of volatile substances, and their information needs. A summary of this study will be available in print and online from the end of March 2002.

Prior to the development of a public information campaign aimed at adult smokers, research was commissioned to explore why people smoke and why so many find it so difficult to give up. This study examines smokers' self-perception, knowledge of the health effects, attitudes to the concept of nicotine addiction and experiences of trying to quit and the perceived benefits and disadvantages of smoking. A summary of this study will be available online towards the end of May 2002.

Following our 1999 survey into drinking patterns in Northern Ireland, which highlighted a tendency among young people towards binge drinking (heavy occasional drinking sessions), the HPA commissioned qualitative research to gain a better understanding of this issue. This study examines how, when and where young people (aged 18-35) drink, their experiences of drinking and being drunk, the social and psychological side of drinking, and their knowledge of and attitudes to the health effects. Reports on both of these alcohol studies will be available later this year.

As part of the project an information booklet for students and a guidance booklet for student practitioners will be produced. The student booklet will include practical tips on improving emotional health, relaxation techniques, exercise, nutrition, studying and useful contact numbers. The guidance booklet will provide tips and advice on how student practitioners can promote mental and emotional wellbeing on campus.

NUS-USI and the HPA are delighted to have been successful in receiving this grant and feel it is a first major step towards addressing the mental health needs of students at this most crucial stage of their lives. This innovative project is one that will be directed by students for students and will have a positive effect on the student population. The project will commence in March 2002 and will be completed by March 2003.

For further information contact Alisa Keane, NUS-USI. Tel: 028 9024 4641 or contact Lynn Bruce at the Agency. E-mail: l.bruce@hpani.org.uk

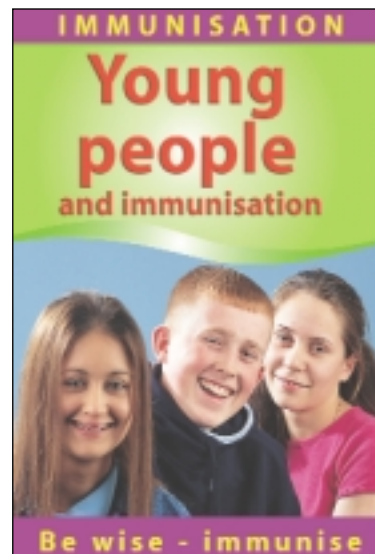
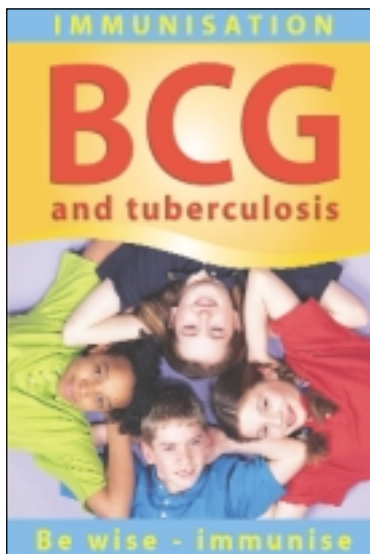
# Childhood immunisation materials

Updated materials on childhood immunisation have been produced and are currently being distributed to relevant health professionals. A small supply will also be sent to the Central Health Promotion Resource Services in each HSSB area.

The new materials have been designed by the Agency to complement last year's MMR leaflet and include three leaflets for the public entitled *Protect your child*, *BCG and tuberculosis* and *Young people and immunisation* and a 'flick over' leaflet and poster for health professionals.

The materials have been produced on behalf of the Department of Health, Social Services and Public

Safety, who will formally launch them later this month. Following this, all titles will be available to download from the Agency's website. Translations of all three leaflets into Arabic, Cantonese, Hindi, Irish and Urdu, will also be available later this month.



## Launch of physical activity toolkit for primary care

On 15 February 2002, the *Physical activity toolkit for primary care*, was launched at the Health Promotion Agency for Northern Ireland by the Chair of the Northern Ireland Physical Activity Strategy Implementation Group (NIPAIG), Dr Paula Kilbane, Chief Executive, Eastern Health and Social Services Board.

In June 1999 a sub-group of NIPAIG was established to develop a training plan for the Physical Activity Strategy based on the findings of an earlier survey commissioned by NIPAIG. This research examined recreation, health and education specialists' knowledge of physical activity and revealed a number of gaps in their training in relation to health-enhancing physical activity. Among the groups involved, primary care professionals were identified as the initial

target group for this training as they had direct and regular access to members of the public, many of whom would be likely to benefit from increased physical activity.

As well as representatives from the health sector, the toolkit's writing group included members from the Sports Council for Northern Ireland and the North Down & Ards Institute of Further & Higher Education. Prior to its publication it was piloted with local health professionals in the Down Lisburn Trust area with funding from the Eastern Health and Social Services Board. Results from the pilot showed a significant increase among the trainees' knowledge of the risk factors, the intensity, frequency and duration of the physical activity recommendations. It also showed an increase in the trainees' confidence in providing physical activity advice and in raising the issue with their patients.

Training will take place in each HSSB area to ensure that as many people as possible can benefit from this resource. For further information about the resource please contact Siobhan Weir, Regional Health Promotion Manager: Physical Activity, at the HPA. E-mail: [s.weir@hpani.org.uk](mailto:s.weir@hpani.org.uk)

For training information, please contact the Physical Activity Coordinator at your local HSS Board.

Pictured left are members of the writing group during the launch of the *Physical activity toolkit for primary care*.



# Physical activity's latest class move

The Health Promotion Agency and the Western Education and Library Board (WELB) recently launched *Class Moves!* in the WELB area. This new initiative, which was originally developed in Holland, aims to introduce daily physical activity into the primary school classroom by enabling children and teachers to discover the pleasures of movement and the benefits of relaxation and physical activity.

*Class Moves!* can be undertaken at any time in the classroom and sessions usually last for 5-10 minutes. The activities are often used to break up a long learning session, a listless mood or an uneasy atmosphere and to regain control in the classroom. The programme is supported by colourful activity calendars and accompanying music tapes as well as a teacher's manual.

During February a total of 50 teachers from the Western Education and Library Board were trained in the use and implementation of the *Class Moves!* resource. A small pilot scheme has since been developed in partnership with the WELB to monitor the use and implementation of the programme with the view to its possible adoption in all primary schools in Northern Ireland.



Pictured during the *Class Moves!* training day are back row (left to right): Janet Phenix (Florencecourt Primary School); Rosemary Connelly (St Caireall's Primary School); Ann Orr (Gillygooley Primary School) and Geraldine Maguire (St Davog's Primary School) and front row (left to right): Silke Bowman (Publisher of *Class Moves!*, Amsterdam); Siobhan Weir (Regional Programme Manager: Physical Activity, HPA); Mervyn Hill (Sports Development and Physical Education Advisor, WELB) and Elise Sisjthoff (Physiotherapist and author of *Class Moves!*, Amsterdam).

## All-island physical activity conference 2002

'Getting active together! Promoting good practice in physical activity' is the title and theme of this year's Northern Ireland Physical Activity Strategy Implementation Group's conference, which will take place on 27-28 November 2002 in the Canal Court Hotel, Newry.

The conference is a joint initiative between the Health Promotion Agency for Northern Ireland and the Department of Health and Children, Republic of Ireland and will aim to identify principles of good practice and to explore the role of relevant bodies in promoting physical activity.

The objectives of the conference are:

- to identify good practice in relation to the promotion of physical activity;
- to demonstrate practical examples of good practice with particular relevance to practitioners in Ireland;

- to offer participants the opportunity to explore how all sectors can develop their work in collaboration to promote physical activity.

The conference is intended to appeal to a range of people tasked with developing initiatives that aim to increase physical activity participation at both a community and regional level, including those working in the health, education, environment and the voluntary and community sectors.

The conference programme and application form will be circulated in June and will also be available from:  
[www.getalifegetactive.com](http://www.getalifegetactive.com)

For further information, please contact Siobhan Weir at the Health Promotion Agency.  
E-mail: [s.weir@hpani.org.uk](mailto:s.weir@hpani.org.uk)

## 'Get Active in the Community' Awards

**This year's 'Get Active in the Community' Awards scheme is now underway. The scheme, which forms part of the implementation of the Northern Ireland Physical Activity Strategy, aims to support community and voluntary groups to develop initiatives to encourage people to take part in a range of health-enhancing physical activity projects.**

The scheme is funded by the Department of Health, Social Services and Public Safety and groups can now apply for cash grants up to the value of £500 to support their projects. Schools and groups from workplace settings are also welcome to apply, however all projects must be planned for the period June-December 2002 to allow for the

Agency's evaluation to take place in February 2003.

As in previous years, special consideration will be given to projects that particularly promote walking and cycling opportunities.

Application forms are being distributed to over 5,000 community groups and other key groups and must be returned to the Agency by 12 noon on 14 May 2002.

The form will also be posted on the Agency's website as a portable document file (PDF) or can be requested by contacting Carrie Crossan at the Agency.  
E-mail: [c.crossan@hpani.org.uk](mailto:c.crossan@hpani.org.uk)

## New appointment



Janet Galvert has been appointed as Regional Breastfeeding Coordinator at the Agency. In her role she will be responsible for promoting and assisting with the implementation of the *Breastfeeding Strategy for Northern Ireland* and will focus on coordinating activities, promoting best practice and improving upon the collection of breastfeeding statistics.

Janet has also been appointed to the National Committee for Breastfeeding by Mich el Martin TD, Minister for Health and Children, Republic of Ireland. This will involve close working with her counterpart in Dublin, Maureen Fallon.

Janet previously worked at the Ulster Hospital as Breastfeeding Coordinator and was instrumental in the Ulster Hospital becoming the first WHO/UNICEF Baby Friendly Hospital in Ireland.

E-mail: j.calvert@hpani.org.uk

## Readership survey

A big THANK YOU to everyone who replied to our recent **Inform** Readership Survey. Your responses and comments will help us make sure that **Inform** continues to meet your needs for information about the Agency's ongoing work.

At the moment your responses are being collated and we expect to have the findings of the survey available for the next issue of **Inform**. In the meantime the two winners of the  50 Marks and Spencer's vouchers have been drawn. So congratulations to Mrs Lynn Anderson, Belfast and Ms Frances Ann Magee, Newtownards. Thank you for completing the survey and well done!

## European education and health conference

A conference entitled 'Education and Health in Partnership' will take place between 25-27 September 2002 in the Netherlands. The European Commission, the Council of Europe and the World Health Organization's Regional Office for Europe, will jointly host the event.

Over the last eight years, these organisations have been working in collaboration to support the European Network of Health Promoting Schools, which now has the participation of over forty countries from within the region.

The conference will act as a forum to highlight the need for health and education sectors to work together to create sustainable health promotion programmes for the schools in

## Training review online

The Agency has produced an online research report outlining evaluations of all training courses conducted as part of the Agency's short course and seminar programme during the period April 2000-December 2001.

The report, which is only available as a portable document file (PDF), will be posted on the Agency's website shortly.

For further information about this report or any other training and professional development issue, please contact

M ire Campbell at the Agency.

E-mail: m.campbell@hpani.org.uk

## Research and evaluation review 2000-2001

The Agency's *Research and evaluation review 2000-2001*, is now available from the Agency. The report offers researchers, health professionals and other professionals an overview of the main findings from research undertaken or commissioned by the HPA, together with recommendations for future health promotion work.

A total of eleven research and evaluation projects were carried out in the last financial year. These covered a wide range of areas including: binge drinking among young adults; young people's mental wellbeing; adults' perceptions of smoking; knowledge of and attitudes to volatile substance abuse; and knowledge of and attitudes to the flu vaccine.

Evaluations were also carried out on the Agency's Current Issues training for trainers programme to inform its revision and on the Northern Ireland Physical Activity Strategy Implementation Group's 'Get Active in the Community' Awards scheme.

Results from post-campaign evaluation research into several of the HPA's major public information campaigns are reported on. These include phase II of the physical activity campaign *Get a life, get active*, *No Smoking Day 2001* and *Catch the vaccine not the flu!* campaign. These results are used to establish the effectiveness of the HPA's campaign work as well as to provide an evidence base for future campaign work.

these countries. The theme of collaboration and other major issues concerning health promoting schools will also be discussed.

The conference is aimed at policy and decision makers, researchers and practitioners, as well as professionals working within the school setting or for the health and wellbeing of children and young people.

Further details and registration forms can be obtained by contacting, Vivian Barnekow Rasmussen, Technical Adviser for the Promotion of Young People's Health, World Health Organization, Scherfigsvej 8, 2100 Copenhagen, Denmark. E-mail: vbr@who.dk Tel: +45 3917 1410

## Training dates

**Short courses for April-May 2002 include:**

- **Promoting mental health - strategies and tips for improving mental health** - 16-17 April
- **Practical skills in joint planning for health** - 15-16 May
- **More ideas for movement** - 28 May

For further details on any of these courses, please see the Agency's training prospectus, *Education and skills for promoting health*.

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

**Alliances for Health** - Máire Gallagher  
m.gallagher@hpani.org.uk

**Breastfeeding** - Janet Calvert  
j.calvert@hpani.org.uk

**Campaigns** - Margaret Slane  
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**Children and Young People** - Lynn Bruce  
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**Human Resources** - Deon Newbronner  
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**Nutrition** - Angela McComb  
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**Physical Activity** - Siobhan Weir  
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**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

## DrugsPrevention.net reaches finals of regional web awards

**The Agency's drugs prevention website www.drugsprevention.net, launched earlier this year to provide information for professionals, was shortlisted recently for the Goldeneye Web Awards, an event organised by Business Eye magazine to reward excellence in website design.**

The Goldeneye Awards sponsored by ntl: business attracted more than 200 entries. The awards were divided into the categories: best public sector site, best e-commerce site, best e-business site, best use of Internet, best international site and best e-learning website.

DrugsPrevention.net was entered for the public sector category of the awards but was shortlisted with two other sites in the category of best e-learning website. This category covered websites which

the judges felt had an educational or public information theme.

Richard Buckley, Editor of Business Eye magazine, in congratulating the nineteen finalists, commented that the standard set by all these sites had presented the judges with a very difficult task. He said that the response to the Awards indicated the need for an awards scheme which would provide recognition for such high quality websites in Northern Ireland.

The awards ceremony, held at the Waterfront Hall, highlighted all the finalists' work and it was interesting that DrugsPrevention.net was the only website to be shortlisted that had been completely designed in-house. Unfortunately the site did not win its category but it did win great praise for the high standard of work that had gone into its development.

## Equality issues

Under Section 75 of the Northern Ireland Act 1998, public authorities are required in carrying out their functions, powers and duties, to promote equality of opportunity and good relations among a range of groups.

The Agency is continuing to work towards the implementation of its Equality Scheme, which was approved by the Equality Commission in April 2001.

To date all members of staff have received

training in Equality Awareness. Further staff training on the issues of Disability Awareness and Human Rights legislation has been planned for April 2002. In conjunction with other HPSS organisations the Agency is also carrying out Equality Impact Assessments on its Family Friendly Policies and public information campaigns.

For further information on the Agency's Equality Scheme contact Kevin Doherty. E-mail k.doherty@hpani.org.uk



**Health  
Promotion  
Agency**

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www.bornintheyear2k.com  
www.drugsprevention.net  
www.smoke-free.co.uk  
www.up-2-you.net

## Web are we now?

Several of the Agency's resources will be available from the website during April. These will include a new nutrition leaflet for the public entitled, *Getting a good start - healthy eating from one to five*, and a booklet for professionals, *Nutrition matters for the early years*, which was produced for Early Years Teams.

A summary of research into volatile substance abuse in Northern Ireland, will also be online together with a review of the Agency's short course programme and a summary of the Agency's main research projects for 2000-2001. Further summaries of research into smoking among adults and binge drinking will follow later this year.

Following the launch of the immunisation materials by the Department of Health, Social Services and Public Safety this month, copies of the Agency's three new public information leaflets will be online. The translations of these leaflets into minority ethnic languages will follow later.

Please note that application forms for 'Get Active in the Community' Awards scheme, which can be downloaded in PDF format, must be returned to the Agency by 14 May 2002.

For further information on the Agency's website contact Nina Campbell. E-mail: n.campbell@hpani.org.uk