

Inform

Issue 27

February/March 2003

'Mind your head' advice

***Mind your head*, the campaign to promote student mental health and wellbeing, was launched on 6 December in Belfast. The project was developed by the HPA and NUS USI (the student movement in Northern Ireland) with a grant of £10,000 through the Community Foundation for Northern Ireland. This is linked to the Investing for Healthier Communities grant programme which is sponsored by the DHSSPS.**

The *Mind your head* project involved the production of two resources - an information booklet for students and a guidance booklet for student practitioners. The student resource includes practical tips on improving emotional health, relaxation techniques, exercise, nutrition and useful contact numbers. The guidance booklet offers tips and advice on how student practitioners can promote mental and emotional wellbeing on campus.

The pilot project specifically targeted first year university students attending Queen's University Belfast and the University of Ulster and gives students the information they need to make informed choices on

their mental wellbeing while making the transition from school to higher education. The project will also encourage practitioners and staff at these institutions to consider the mental and emotional wellbeing of students as an essential part of a student's personal development and curriculum.



Forgetful famous student Emma Louise, also known as Nuala McKeever, helps launch *Mind your head*.

Solvents information campaign targets parents

An information campaign to raise parents' awareness about the dangers of solvents will run from 4-28 February. The campaign includes television advertising which will focus on the need for parents to talk to their children about solvents, as well as an information leaflet for parents.

The leaflet entitled *Solvent abuse, A parents' guide* will be sent to schools for onward distribution to parents of pupils in years 6, 7, 8 and 9. The leaflet contains useful information and practical advice for parents such as what solvents are, the risks involved, the signs of misuse and what parents can do to deter children from misusing solvents.

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

- INSIDE:**
- Prams, pee and poo!
 - Run for your life
 - Sexual lifestyles survey
 - Smoking campaign



**Health
Promotion
Agency**

New appointment

As part of the Agency's recent recruitment drive, another member of staff has now taken up her position.

Fiona Campbell - Human Resources Manager



Fiona will have key responsibility for the implementation of policy and the management of all operational human resources (HR) functions within the HPA. She will also provide information and advice to senior management on current HR issues and will take a lead role in the review, ongoing monitoring and continued development of HR policies and systems.

Fiona holds a diploma in Human Resource Management and is a graduate member of the Chartered Institute of Personnel and Development. Fiona previously worked as HR adviser for Parity Solutions. E-mail: f.campbell@hpani.org.uk

Run for your life!

Ten HPA staff members are taking the health promotion message to heart by signing up for the Belfast City Marathon relay event on 5 May. The 10 participants, plus one super sub, have commenced training for the event, which comprises teams of five people running up to 5.5 miles each.

Among the contingent is HPA Chief Executive Dr Brian Gaffney, who also plans to run a leg for another relay team, and Kevin Doherty, Corporate Services Manager. As well as raising fitness levels, team members will also raise money for a nominated charity, yet to be confirmed.

Survey highlights sexual lifestyles of young people

Good sexual health is an essential element of our total wellbeing. Access to concise and unbiased information about sexual health issues is therefore vital, said HPA Chief Executive Dr Brian Gaffney at the launch of a major new survey of the sexual attitudes and lifestyles of young people in Northern Ireland.

Welcoming the research report *Towards better sexual health* he said: "Although sexual health has been recognised as an important public health issue in Northern Ireland and while it

Agency undertakes flexible working review

The HPA, in conjunction with other HPSS agencies, recently undertook an Equality Impact Assessment (EQIA) on flexible working policies.

The purpose of the work was to determine the impact of the policies (fair or unfair) on the nine groups covered by Section 75 of the Northern Ireland Act 1998 (age, gender, marital status, political affiliation, religious identity, those with or without a disability, carers, ethnic minority status and sexual orientation).

The EQIA found that:

- men are under-represented among part-time workers and those taking carers' leave;
- single people and people without dependants are less likely to access part-time working opportunities.

The key recommendations for all agencies were:

- the need for awareness initiatives to raise the profile of flexible working opportunities;
- the introduction of a formal monitoring system for measuring uptake to flexible working policies;
- a review of working hours for all grades of staff to identify differences;
- developing a flagship project for flexible working.

Complete details of the findings from the EQIA are now available for public consultation and can be obtained by contacting Kevin Doherty on 028 9031 1611 or by e-mail at k.doherty@hpani.org.uk. The consultation ends on 14 February.

may be a sensitive subject to tackle, it is one we cannot afford to ignore." He called for a fuller engagement in promoting health in general, and sexual health in particular, at GP and primary care level.

The report was launched in Belfast in December by fpaNI and the University of Ulster and provides essential data to support the development and implementation of sexual health policies, services and education.

It is the first survey into the sexual attitudes and lifestyles of 14-25 year olds in Northern Ireland, with over 1,000 young people completing the questionnaire. The three-year study details findings about sexual behaviour including the age and circumstances of first sex, attitudes to homosexuality and abortion, young people's experiences of sex education and use of contraception and sexual health services.

Pictured at the launch of the research report are, from left, Professor Bill Rolston, University of Ulster; Dr Audrey Simpson, Director fpaNI; Dirk Schubotz, Chief Researcher; and Dr Brian Gaffney, Chief Executive HPA.



Every cigarette is doing you

The second phase of the smoking public information campaign *Every cigarette is doing you damage* was launched at the HPA on 7 January by Dr Henrietta Campbell, the Chief Medical Officer for Northern Ireland.

The campaign includes four television advertisements being aired on UTV and Channel 4 from 7 January to 31 March.



The central advertisement in the campaign, *Brain*, highlights how smoking can increase the risk of stroke.

The other three advertisements focus on the support available to help smokers who are trying to quit. These include one to promote the smokers' helpline service and the helpline number 0800 85 85 85 and two promoting the range of nicotine replacement therapies (NRTs) available for smokers trying to quit. The NRT television advertisements, which are entitled *Stressed mother* and *Football supporters*, were first shown as part of the phase one campaign in 2002.

Other advertising includes a series of radio slots on Downtown Radio, Cool FM, Belfast Citybeat and Q102.9 FM, billboard poster advertising and advertising on the side and inside of buses.



Printed materials for the campaign include a booklet entitled *Stopping smoking made easier* and a leaflet entitled *Every cigarette is doing you damage*, both developed for phase one. A poster which can be customised and used to promote local smoking cessation services has also been produced, along with posters and wallet cards to promote the helpline service. Copies of all materials are available from the Central Health Promotion Resource Service in each Health and Social Services Board.

Training and development events

Training events being planned as part of the Training and Professional Development programme include a repeat of the *Good advice giving for positive behaviour change* event, which was over-subscribed last season, and a *Research skills* training event for those working to promote health.

A training seminar, scheduled for 26 March, highlighting the current rise in diabetes is also being developed to help primary care workers and others plan and deliver effective interventions.

Details of these will be available soon and anyone requiring further information can contact Máire Campbell at m.campbell@hpani.org.uk

Prams, pee and poo!

The HPA and Shankill Sure Start have jointly published a leaflet - aimed at young men aged 15-25 from the Shankill.

This pilot project will offer information and facts about being a father as well as tips on relationships and communication skills, respect, sex, contraception and rights and benefits. There is advice from various local fathers who are respected in the community, and there is a list of contact numbers of local organisations that may be of help in coping with the joys - and challenges - of being a father. We will report on the success of the project in a future edition of **Inform**.

For further details, contact Lynn Bruce at the Agency. Tel: 028 9031 1611 or email l.bruce@hpani.org.uk

u damage



Pictured during the launch are, from left, Dr Henrietta Campbell, Chief Medical Officer DHSSPS; Dr Brian Gaffney, Chief Executive HPA; and Mrs Louise Warde-Hunter, Chief Executive Action Cancer.

Drugs information posters for pubs

A new series of drugs information posters has been developed for display in pubs and nightclubs popular with 18 to 30 year olds. The posters will replace the previous series of information posters that was launched in March 2000.

A total of seven posters have been developed following qualitative research with the target group. These deal with specific drugs such as speed, cocaine and ecstasy as well as issues such as the dangers associated with drugs and driving, mixing drugs and alcohol and the spiking of drinks.

Boy to man: survival skills!

A one-day seminar promoting young men's mental and emotional wellbeing was held on 21 November at NICVA, Belfast. It was an opportunity to share examples and practical ideas and a range of speakers from Ireland and the UK also shared their expertise of working with young men, through a series of keynote addresses and practical interactive workshops.

The seminar offered a forum for discussion and debate around current practice with the aim of challenging delegates to implement relevant examples in their own setting. Issues on the day covered, among others, suicide prevention, masculinity, promoting self-esteem and getting young men's participation.

The event was facilitated by the HPA and organised in partnership with a range of organisations. Practitioners attended from the community, voluntary and statutory sectors. The day proved a resounding success, as several delegates testified: "An excellent experience;" "A very interesting mix of speakers and presenters on mental health and development of young men."

Binge drinking concern prompts campaign

The HPA has been commissioned by the Drugs and Alcohol Strategy Team to develop a public information campaign about alcohol, in response to concerns about binge drinking and drunkenness.

The aim of this campaign will be to highlight the societal costs attributable to drinking to excess/intoxication and encourage the view among drinkers that such a pattern of drinking is socially unacceptable. The primary target group is 18 to 30 year-old drinkers, with all adults who drink representing a secondary target group.

Four creative concepts and scripts for a television advertising campaign are being pretested with the primary target group using focus group discussions. Following pretesting, the campaign will be developed and launched in March. Further information about this campaign will be included in the next issue of **Inform**.

Regional Health Promotion Planning Group meets

The first meeting of the new Regional Health Promotion Planning Group established by the DHSSPS and chaired by the HPA will be held on 13 February at the Agency offices.

The draft terms of reference for the group include responsibility for sharing information on health promotion priorities, initiatives and performance across Northern Ireland. Consultation carried out as part of the Agency's quinquennial review found that many of those working in public health and health promotion were in favour of a more coordinated approach to planning and implementing public health initiatives.

Group members represent a broad cross-section of professionals involved in public health and health promotion throughout Northern Ireland and it is hoped that their work will facilitate greater collaboration and partnership for the benefit of all.

Training needs assessment

The HPA is conducting a training needs assessment to identify the future training needs of professionals involved in health promotion.

To help us, please complete the form below and either fax or post back to Máire Campbell at the Agency, 18 Ormeau Avenue, Belfast BT2 8HS. Fax: (028) 9031 1711. All replies should be returned by Friday 7 March.

This form can also be downloaded as a Microsoft Word file at our website www.healthpromotionagency.org.uk

1. In which sector do you work?

Public Voluntary Community Other _____

2. In which field do you work?

Health Social services Education Community development

Other _____

3. Please state your job title, eg health promotion officer, dietitian. _____

4. What kind of training would you like provided to help you fulfil your current role more effectively?

a) SKILLS BASED COURSES

eg generic programmes such as group work skills, planning skills Yes No

If yes, please detail below and be as specific as possible. _____

b) APPROACHES TO HEALTH PROMOTION

eg best practice, the settings approach Yes No

If yes, please detail below and be as specific as possible. _____

c) HEALTH TOPICS

eg smoking, nutrition, sexual health Yes No

If yes, please detail below and be as specific as possible. _____

5. Would you like the training delivered in an electronic format?

eg internet/web based, CD ROM Yes No

If yes:

Do you have access to technology that would allow you to use such training? Yes No

Do you have sufficient information technology skills to use these types of programmes? Yes No

6. We are keen to develop and improve the means by which training is delivered. Are there any innovative or flexible approaches to training, other than short courses, that you would like to see offered?

7. Have you any other comments you would like to contribute on training for health promotion?

Thank you for your assistance

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

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

Campaigns and Public Relations - Margaret McCrory
m.mccrory@hpani.org.uk

Children and Young People - Lynn Bruce
l.bruce@hpani.org.uk

Human Resources - Fiona Campbell
f.campbell@hpani.org.uk

Nutrition - Angela McComb
a.mccomb@hpani.org.uk

Physical Activity - Siobhan Weir
s.weir@hpani.org.uk

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

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

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

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



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, Linda Giles and Tony Sheridan.

Editorial Office
Health Promotion Agency for Northern Ireland
18 Ormeau Avenue, Belfast BT2 8HS.
Tel: 028 9031 1611. Fax: 028 9031 1711.

Websites:
www.drugsprevention.net
www.getalifegetactive.com
www.healthpromotionagency.org.uk
www.thesnackpack.net
www.up-2-you.net

Physical activity conference success

The title and theme for the all-island physical activity conference which took place on 27-28 November in the Canal Court Hotel, Newry, was *Getting active together! Promoting good practice in physical activity*. The joint initiative between the HPA and the Health Promotion Unit, Department of Health and Children, Republic of Ireland, provided a unique forum for bringing together policy makers and practitioners from a wide variety of backgrounds who had one common interest - improving health by getting people to be more active.

There was a huge response to invitations, with 216 delegates attending from all over Ireland. A number of delegates from England and Scotland also attended. The programme was designed to ensure a balance between

both presentations and activities. Experts from related fields presented case studies of promising practice based on the key topics of the conference - good practice and partnership working. Through open forums and workshops, delegates were also offered opportunities to exchange views and share experiences on important issues in physical activity.

In the concluding session, Dr Brian Gaffney, Chief Executive of the Agency, and Mr Chris Fitzgerald, Principal Officer at the Department of Health and Children, said the conference had highlighted the need for a multi-level approach to tackling the developing physical activity 'epidemiological time-bomb'. Copies of speakers' presentations can be accessed at www.getalifegetactive.com



Getting active at the all-island physical activity conference are, from left, Dr Brian Gaffney, Chief Executive HPA; Green Goddess Patricia Dawson, Go For Life, Dublin; Frank Ahern, Assistant Secretary General, and Chris Fitzgerald, Principal Officer, both Department of Health and Children, Republic of Ireland.

Design for Living conference

The *Design for Living* conference took place at the Glenavna House Hotel, Newtownabbey, on 29 January and was aimed at practitioners working with or for young people. It focused on the importance of good relationships and communication skills and how these impact on the mental health of young people. Two resources were launched at the conference, *Sound mind*, a resource for young people, along with a practitioner's guide providing advice and useful information on issues and concerns that affect young people.

Web are we now?

Our busy HPA web development team has now added a new website to its growing portfolio. The site to support the *Fresh fruit in schools* pilot scheme went live in December at www.thesnackpack.net where online support materials for teachers and a background to the scheme can be accessed.

The official site for the recent *Getting active together!* all-island physical activity conference held in Newry in November has also been updated at www.getalifegetactive.com. Post-conference materials and speaker presentations are now available.

Since the launch of our new corporate website in December, work has been ongoing to maintain and develop it further. We encourage all readers to access this and, by visiting our homepage and following the link to the web survey, readers can have an input into future developments. We aim to provide information in the most effective and efficient way - your feedback will assist us in reaching this target.