

# Inform

Issue 28

April/May 2003

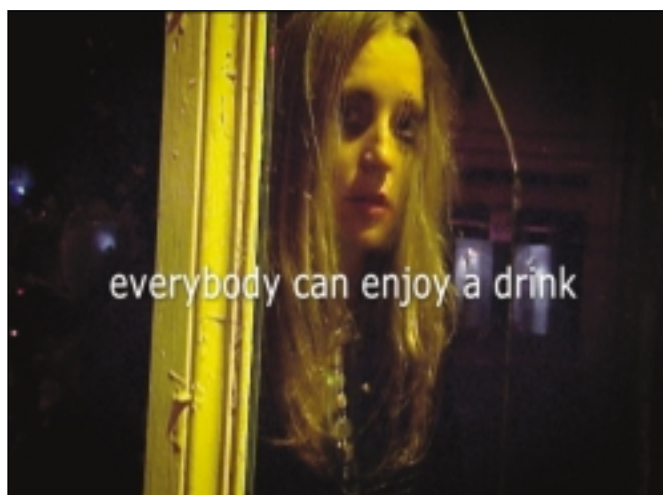
## Binge drinking campaign

The HPA launched its binge drinking campaign from Bar 7, in The Odyssey complex, Belfast, on 6 February. The campaign was developed following research commissioned by the Agency, which provided information on the attitudes and behaviour of young adult drinkers.

The target group for this campaign is 18 to 30 year old drinkers and the aim is to encourage the view that

drinking to excess/intoxication is socially unacceptable. A television advertisement developed following pretesting with this audience focuses on the message 'Everybody can enjoy a drink - nobody enjoys a drunk'. It illustrates how an enjoyable night out with friends can change into an unpleasant experience because of excessive drinking.

The television advertising campaign was broadcast on UTV and Channel 4 until 31 March.



## Sick of smoking - No Smoking Day 2003

To promote No Smoking Day 2003, the HPA developed a television advertising campaign which was broadcast on UTV on 7-12 March. The aim of the campaign was to raise awareness of the No Smoking Day date as well as to give smokers the opportunity to prepare to stop on the day.

The campaign centred on a countdown of the days to No Smoking Day and featured a different message each day

to encourage smokers to stop. The Smokers' Helpline number 0800 85 85 85 was also promoted during the advertising campaign.

The Agency has also commissioned research to evaluate the No Smoking Day 2003 campaign in Northern Ireland. The results of this evaluation will be featured in a future edition of **Inform**.

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

- INSIDE:**
- CINDI highlights
  - Hib vaccine update
  - HPA database
  - Training events



**Health  
Promotion  
Agency**

## New appointments

As part of the Agency's continued expansion, three new members of staff have now taken up their positions with us.



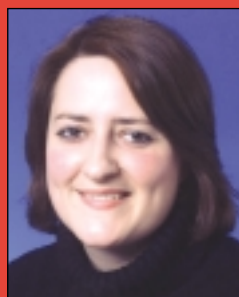
### Kelly Warnock

Kelly has joined the Agency as a Health Development Officer with specific responsibility in the area of tobacco. Previously she worked as Funding Coordinator for the Prince's Trust and as Project Support Officer for Nicare. Kelly has a BSc (Hons) in Modern Studies in the Humanities and a MSc in Communication, Public Relations and Advertising both from the University of Ulster.



### Sinead Curran

Sinead has joined the Agency on a six-month contract as Public Relations Officer. Previously she worked in a public relations agency and the Department for Social Development Press Office. Sinead holds a MSc in Communication, Public Relations and Advertising.



### Clare Campbell

Clare has joined the Agency as receptionist. Previously she worked in television production with advertising agency McCann-Erickson. She has a BA (Hons) in Media and Cultural Studies from Southampton Institute.

## HPA supports Actively Ageing Well project

Age Concern Northern Ireland in partnership with the HPA has established a new project to work with community and older people's groups to promote and implement safe sustainable physical activity programmes for people aged 50 plus.

To date, the *Actively Ageing Well* project has worked with a range of 60 community and older people's groups throughout Northern Ireland. Most of the groups have embarked on a range of six-week activity programmes as diverse as line dancing, Tai Chi, archery, chair-based exercise and belly dancing.

Six inter-community activity days have been held at leisure centres throughout Northern Ireland and each has been well supported by up to 150 people.

According to Project Manager Alison Beattie: "A person is never too old to derive benefits from regular physical activity. Participation in physical activity elicits a number of responses that contribute to healthy ageing. Adopting a more physically active lifestyle can add years to life, even for someone who was previously inactive."

*Actively Ageing Well* is funded through the New Opportunities Fund Healthy Living Centre initiative for a five-year period from April 2002. Several statutory partners also contribute to the delivery and funding of the project.

For further information, please contact Alison Beattie, Project Manager, Actively Ageing Well, Age Concern Northern Ireland, 3 Lower Crescent, Belfast, BT7 1NR. Tel: 028 9024 5729; Fax: 028 9023 5497; Email [abeattie@ageconcernni.org](mailto:abeattie@ageconcernni.org)

## Seminar explores issue of binge drinking

A very successful binge drinking expert seminar took place at the Rosspark Hotel, Kells, on 7 February. Organised by the HPA and funded through the Northern Ireland Drugs and Alcohol Campaign, it provided the 220 participants with an opportunity to consider the whole issue of binge drinking.

As well as local speakers such as Alan McKinney, Accident and Emergency consultant at Altnagelvin Hospital, George

McCague, the Southern Drugs and Alcohol Coordinator, and the Agency's Research Manager Naomi McCay, there were also speakers from the USA, the Republic of Ireland and England.

Topics covered included the definition of a 'binge', the social and individual costs associated with binge drinking, a research-based insight into binge drinking in Northern Ireland, the cultural context of binge drinking and young adults and its development over the past 10 years, the role of the industry in terms of marketing and advertising, and the Government's response to the issue in Northern Ireland.

The seminar evaluated very positively and it is hoped that the information provided and insights gained will be of benefit to all participants, as well as helping in the future development of policies, initiatives and activities addressing this issue.

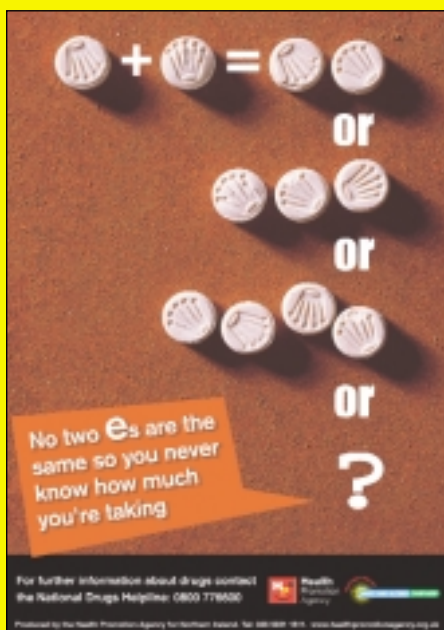
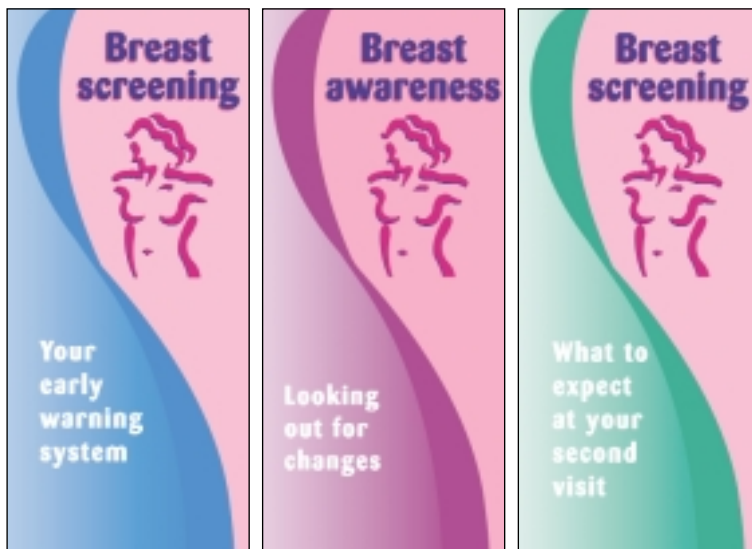
**Pictured at the Health Promotion Agency seminar *Binge drinking - Northern Ireland's real drinking problem?* are, from left, Naomi McCay, HPA, Dr Brian Gaffney, Chief Executive HPA, with seminar speakers Dr Fiona Meesham, University of Lancaster, Dr Chris Luke and Marjana Martinic.**



# Breast screening leaflets launched

A new range of breast screening/awareness leaflets was launched by Dr Henrietta Campbell, Chief Medical Officer for Northern Ireland, on 21 March. The three leaflets were produced by the HPA on behalf of the DHSSPS. They are aimed primarily at women aged 50-64 and are issued by local screening centres inviting women in this age group to come for screening every three years.

A small quantity of two of the leaflets, *Breast screening: Your early warning system* and *Breast awareness: Looking out for changes*, will also be available from GP surgeries and the Central Health Promotion Service in Board areas. Audio tapes of the leaflets can be obtained from local screening centres and pdfs of translations into five minority ethnic languages (Arabic, Cantonese, Irish, Portuguese and Urdu) will be available from the DHSSPS website on [www.dhsspsni.gov.uk/phealth](http://www.dhsspsni.gov.uk/phealth)



## Drugs information campaign

A new series of drugs information posters went on display during March in pubs and nightclubs across Northern Ireland. Two of the new posters are featured left and all the posters in the series can be viewed on the HPA website [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)

The posters were developed as part of a campaign which targets 18 to 30 year olds and was funded through the Drugs and Alcohol Campaign.

## CINDI Programme highlights for 2002

Highlights of the work carried out in 2002 by the 28 countries from the Countrywide, Integrated, Noncommunicable Diseases Intervention (CINDI) Programme, a World Health Organization (WHO) initiative, have just been published by the HPA.

The CINDI Programme aims to establish cooperative projects to help prevent and control noncommunicable diseases and to promote healthier lifestyles. Its priorities include reducing smoking, poor nutrition, alcohol abuse, physical inactivity and psycho-social stress. It also works to share best practice and promote the exchange of information through the development of international networks.

The Agency coordinates CINDI activities in Northern Ireland as a 'demonstration area' for the United Kingdom. The annual publication of the CINDI Programme highlights is one of the ways the Agency fulfils its remit as a WHO

Collaborating Centre for Training and Research in Communications and Information Technology in Health Promotion and Disease Prevention.



## Booster dose of Hib vaccine

The DHSSPS has decided to offer a booster dose of the Hib vaccine to all children aged between six months and four years on 1 April 2003. This follows a recent small rise in cases of Hib disease throughout the UK.

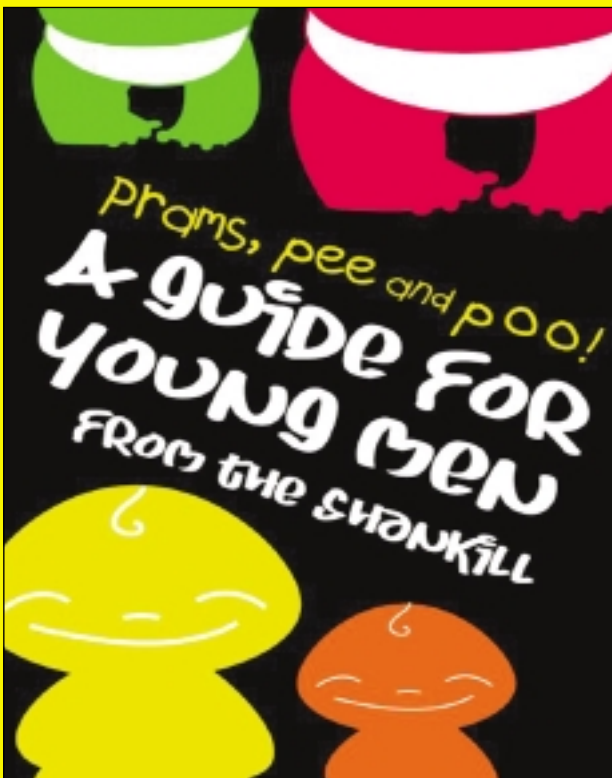
The campaign will begin in May of this year and should be finished by September. The HPA has produced a leaflet for parents and is working with the DHSSPS and the Department of Health in England to produce written information to support health professionals.

Leaflets will be posted to parents along with invitations to bring their child to their GP surgery for the booster immunisation. Health Visitors, GP surgeries and the Central Health Promotion Resource Service in each Board area will also have a small quantity of the leaflets. Further details about the campaign will be available from the DHSSPS website on [www.dhsspsni.gov.uk/phealth](http://www.dhsspsni.gov.uk/phealth)

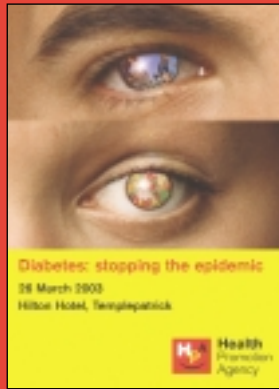
## A Sure Start for Shankill young men

The pilot project *A guide for young men from the Shankill* will be launched by the HPA and Shankill Sure Start on 3 April. The resource, which is targeted at young men aged 15-25 from the greater Shankill area, provides information and facts about being a father as well as tips on relationships and communication skills, respect, sex, contraception and rights and benefits.

For further details, contact Lynn Bruce at the Agency on 028 9031 1611 or e-mail [l.bruce@hpani.org.uk](mailto:l.bruce@hpani.org.uk)



## Training events - an update



A seminar highlighting Type 2 diabetes was held by the HPA on 26 March in the Hilton Hotel, Templepatrick, and addressed issues for health professionals in response to the Task Force report for Northern Ireland, developed in 2002.

Type 2 diabetes is a preventable condition which accounts for approximately 85% of diabetes and traditionally affects older people. There are two worrying trends in our population's health:

- increasing levels of obesity in the population is associated with an increase in Type 2 diabetes in younger people;
- if the prevalence of people who are overweight continues to rise, more than one in four adults will be obese by 2010.

There is increasing evidence that the onset of Type 2 diabetes can be prevented or delayed by promoting healthy eating and physical activity and preventing obesity.

Due to the over-subscription to *Good advice-giving for positive behaviour change*, the Agency has scheduled a re-run of this event for 7-8 April and 12-13 May. *Training the trainers in stress management* OCR diploma course will take place on 14-16 May, and 30 June and 1-2 July.

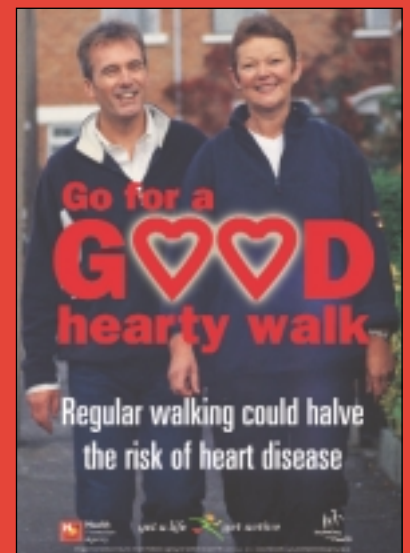
A workshop entitled *Evaluating your work* will be held on 8 May with the aim of allowing participants to prepare an evaluation plan of their own work, based on the principles, practice and methods of evaluation.

Details about these and any other training events can be obtained from Máire Campbell or Mary Patterson at the Agency.

## Posters promote walking

Two new posters promoting walking have been developed by the HPA in support of the *Get a life, get active* campaign. One promotes walking as an activity that will help burn unwanted calories while the other highlights that regular walking could halve the risk of heart disease.

The HPA has also adapted and printed a third poster developed by the Countryside Agency that encourages the public to use the stairs instead of lifts.



## Community groups 'Get Active' for cash grants

The HPA recently launched its fifth annual *Get active in the community cash grant awards* scheme for community groups. To date, the initiative has helped over 460 groups to improve the health of their local communities through physical activity.

The scheme, which forms part of the implementation of the Northern Ireland Physical Activity Strategy, is funded by the DHSSPS. It is designed to raise awareness of the health benefits of regular, moderate physical activity by enabling local groups to offer new opportunities for physical activity to their communities.

Groups can apply for cash grants of up to £500 to support their projects. Over 5,000 application forms were distributed in February and the closing date for return of these is 14 April.

For further information, contact Carrie Crossan at the Agency on 028 9031 1611 or email [c.crossan@hpani.org.uk](mailto:c.crossan@hpani.org.uk)



## Agency invests in its people

The HPA is celebrating after successfully achieving its first re-accreditation of Investors in People since the award was first presented in 1999. Up to 50% of staff were interviewed during the assessment conducted by consultant Tom Kenny on 30-31 January.

Agency Chief Executive Dr Brian Gaffney thanked all staff involved for their contribution and, as a reward for the continued hard work, treated them to a night out to mark the occasion.

## Keeping abreast of breastfeeding strategy



The second issue of *Keeping abreast*, the newsletter of the Breastfeeding Strategy Implementation Group, will be distributed during the month of April. This issue features details of the new regional resources which will be available for National Breastfeeding

Awareness Week on 11-17 May. Also featured are updates on the activities of the Strategy Implementation Group, the Human Milk Bank in Irvinestown and research news.

Meanwhile, Armagh City Hotel will host the regional breastfeeding conference entitled *Overcoming the challenges* on 13 May. Among the speakers are Professor Mary Renfrew, Sue Ashmore of Unicef, UK Baby Friendly Initiative, Dr Helen Ball and Dr Mary Hepburn. To register, visit the breastfeeding pages of the HPA website or contact Ann Marie McCann on 028 9031 1611.



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 Black  
l.black@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

## Research and evaluation review 2001-2002

A summary of the HPA's research activities during 2001-2002 is now available. The report offers researchers, health professionals and other professional groups an overview of the main findings from research undertaken or commissioned by the Agency, together with recommendations for future health promotion work.

Seven research and evaluation projects were carried out in the last financial year. Research was conducted to assess how physical activity interventions were being evaluated in the field and to establish what further training or resources were required to support practitioners and policy makers.

Evaluations were carried out to inform future revisions to the *Get active in the community cash grant awards* scheme

and the Agency's poster campaigns aimed at 18-30 year olds on sexual health and drugs. Post campaign evaluative research is also reported on several of the Agency's major public information campaigns including: the *Every cigarette is doing you damage* anti-smoking campaign; No Smoking Day 2002; and phase III of the physical activity campaign; and secondary analysis was carried out on all three phases of the physical activity campaign.

The results of these evaluations are used to establish the effectiveness of the Agency's campaign work as well as to provide an evidence base for future campaign work. The *Research and evaluation review 2001-2002* is available in print from the Agency or as a pdf from our website [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)

## Health Promotion Agency database

Our database is being updated to ensure that the information we hold is accurate for mailing purposes. A form including details as they appear on the database and some further questions was recently sent to all individuals who appear on our database. If you have received this form, we would request you please check the details carefully to ensure they are correct

and amend, if required. We would be grateful if you would return your completed form to the Agency for the attention of Claire Hind by 11 April at the latest, using the pre paid envelope that was provided. If the form is not returned we will assume that the details are correct and that those individuals appearing on the database wish to remain on it.



**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.DrugsAlcohol.info](http://www.DrugsAlcohol.info)  
[www.getalifegetactive.com](http://www.getalifegetactive.com)  
[www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)  
[www.thesnackpack.net](http://www.thesnackpack.net)  
[www.up-2-you.net](http://www.up-2-you.net)

## Web are we now?

Following the securing of additional funding to expand the HPA's drugs prevention website to include information on alcohol, the end of March will see the 'launch' of the new and revised website.

Formerly known as [www.drugsprevention.net](http://www.drugsprevention.net), the new site will be called [www.DrugsAlcohol.info](http://www.DrugsAlcohol.info) and will consist of one overall 'splash' page which will enable the user to access the areas dedicated to either drugs or alcohol. The alcohol area will be in a similar format to the current drugs site and will initially provide statistics relating to alcohol use and misuse in Northern Ireland and elsewhere, as well as information about alcohol and the law.

Additional information will be provided about alcohol itself as well as other alcohol related issues. Details on forthcoming updates to the site will be announced on the news page of the website.

As part of the Agency's work on smoking, posters and postcards with information about a competition were sent to all post-primary schools during March. The competition involves answering three questions related to smoking and directs those wishing to enter to our anti-smoking website for young people [www.up-2-you.net](http://www.up-2-you.net)

There are two prizes of £200 worth of vouchers for one of the leading high street fashion stores plus personal shopping advice from an in-store stylist. Runner-up prizes of £25 in vouchers for CDs, videos or computer games can also be won.