

Inform

Issue 32

December 2003/January 2004

Season's greetings

As 2003 draws to a close we take this opportunity to thank those of you who have worked with us, supported us and encouraged us during the past year in our work to help improve the health of everyone in Northern Ireland. Your expertise and professional input have been welcomed and appreciated, as have your personal support and encouragement.

We look forward to a new year and the chance to strengthen existing relationships as well as build new ones. In a period of great change in the area of public health, we are confident that through continued collaboration and partnership we can continue to achieve our joint aim of better health for all in our community.

The Chair, Chief Executive, Directors and staff wish you a very happy and peaceful Christmas and good health in the new year.



Minister visits HPA

Our headquarters on Ormeau Avenue was the venue for the recent accountability review carried out by the Department of Health, Social Services and Public Safety (DHSSPS) on the work of the Health Promotion Agency for Northern Ireland.

The review was led by Angela Smith MP, Minister for Health, and involved senior departmental officers as well as Alice Quinn, HPA Chair, and Chief Executive, Dr Brian Gaffney. The Minister took the opportunity to tour our premises and to meet HPA staff.



She learned about the wide range of work being undertaken by the organisation and saw many examples of research, training, programme development and public and professional information produced by the HPA.

Stephen Cousins, Web Developer at the HPA, highlights some of the latest developments to the www.drugsalcohol.info website to Angela Smith MP, Minister for Health.

Investing in our people programme

The HPA launched a two year corporate training programme on 13 November. In line with our commitment to continuous development of staff and our ongoing work as an Investor in People, we have designed the programme to increase staff knowledge, skills and abilities in key organisational areas.

A varied menu of modules subject to changing business needs will be offered including a corporate away day for all staff in February 2004. This programme is designed to complement individual training requirements, and serve as an effective communication tool within the organisation.

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

- INSIDE:**
- Breakfast seminars
 - Health in the workplace
 - Smoking drive for new year
 - Solvent abuse campaign



**Health
Promotion
Agency**

New appointments

Sarah Bothwell



a BA in Physiology and an MSc in Neuroscience.

Sarah has joined us as a Health Development Officer. She will be working on a wide range of public health issues including nutrition and child health. Previously she worked as part of the Cardiovascular Health Services Research Team at the Royal College of Surgeons in Ireland. Sarah is a graduate of Trinity College, Dublin, and holds

Julie Hill



Queen's University, Belfast, a Certificate in Management from the Institute of Management, and a Professional Diploma in Management from the School of Business Studies, The Open University.

Julie has been appointed as Coordinator of Health Promoting Workplaces. The project will involve developing, implementing and evaluating a pilot workplace health programme with small to medium sized enterprises, with a view to developing examples of good practice. Previously a Health Development Officer at the HPA, Julie holds a BSc (Hons) in Psychology from

Danielle Judge



(Hons) in Information Management from Queen's University, Belfast.

Danielle has joined us as Finance Assistant. She will assist in the development and provision of a range of financial services, including processing financial transactions and maintaining and providing financial and management information. Her background is in small business accounts and retail management as Office Manager and Branch Supervisor. Danielle has a BSc

David Thompson



poverty. David holds an MSc in Public Relations from Stirling University and the Chartered Institute of Marketing Diploma.

David joins the HPA as Public Relations Officer (job share) with responsibilities for organisational public relations support. He has worked in public relations roles at British Telecom, Allied Maples, Midlands Electricity and npower. He was seconded from npower to Sandwell Warm Zone, a Government pilot project designed to eradicate fuel

Freedom of Information Act 2000 is rolled out

In line with the requirements of the Freedom of Information (FOI) Act 2000, the HPA recently launched its *Publication Scheme*. This gives an outline of the information currently held by us which will be made available to the public on written request.

FOI gives the public a general right of access to all types of written information held by public authorities, including all HPSS trusts, boards, councils and agencies. It is designed to encourage more open and accountable government and lead to improved public confidence in the public services we provide.

Under the Data Protection Act, people already have the right to access information about themselves held on computer and on paper. FOI extends those rights to allow access to all the types of information held by a public body.

The first part of the Act came into effect on 1 November, by which date each HPSS body should have developed its *Publication Scheme* setting down information it is making available to the public on request. The second part comes into effect on 1 January 2005 when all records, whether created before or after that date, with very few exemptions, will become accessible to the public.

A fundamental principle of FOI is that all information should be made available and that the public authorities' records are an 'open book'. Exemptions relate to information held for a variety of functions including national security, law enforcement, commercial information and personal data.

The Information Commissioner's website has more detailed information on FOI - www.informationcommissioner.gov.uk

'Czech' out European Congress on Obesity

The 13th annual European Congress on Obesity is due to take place in Prague, capital of the Czech Republic, on 26-29 May 2004. Obesity has achieved an epidemic proportion throughout Europe and is one of the major contributors to the development of diabetes, cardiovascular diseases and other conditions.

The congress programme covers the epidemiology, pathophysiology and genetics of obesity, as well as the health and social consequences, obesity prevention and management.

For more information including registration details refer to www.eco2004.cz/PlenaryLectures.aspx.

Upcoming training events

- 'Young people and self-esteem' seminar on self-esteem and relationships, 4 December 2003
- Breakfast seminar, 'Poverty and inequality - implications for health development', 21 January 2004
- 'Smoking and pregnancy' seminar, 23 March 2004

Details about these and other upcoming events can be obtained from Máire Campbell or Claire Hind at the HPA.

Retailers in front line of solvent abuse campaign

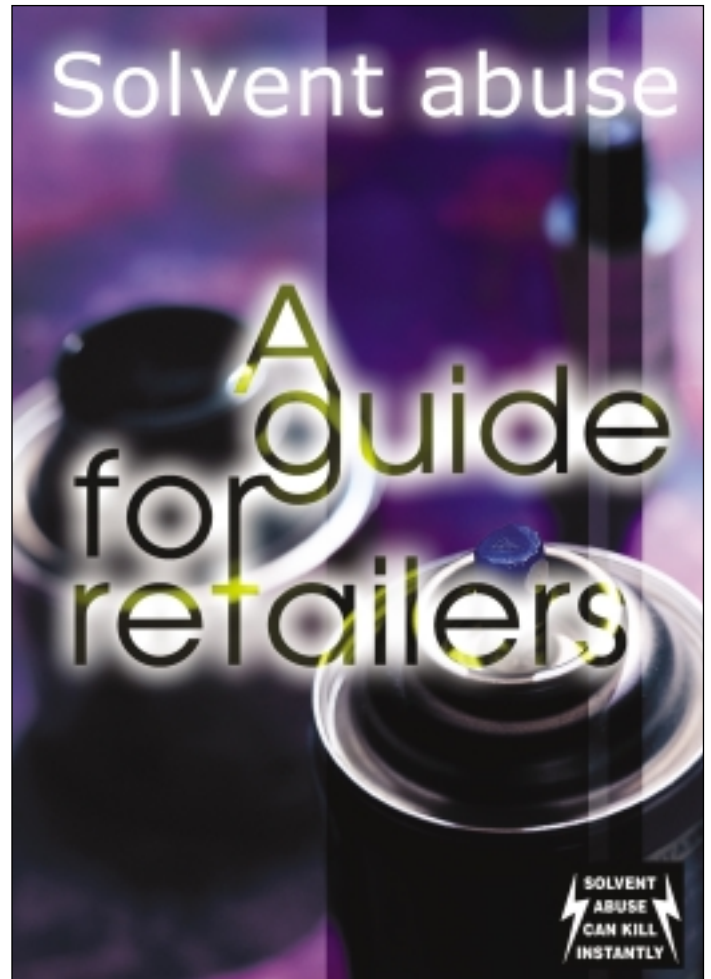
The HPA will be launching a campaign in December targeting retailers in the latest drive to tackle solvent abuse. A pack for retail outlets which sell volatile substances such as butane gases, aerosol sprays and certain glues will be distributed to retailers. This pack includes an information booklet entitled **Solvent abuse: A guide for retailers** as well as point-of-sale materials such as window stickers, shelf stickers and posters warning that 'solvent abuse can kill instantly'.

The booklet provides retailers with details about the types of products that can be abused, information about current legislation regarding the sale of these products, steps retailers can take to discourage young people from trying to purchase these products and guidance on handling difficult situations. Contact information for further help and support on this issue is also included.

The retailer campaign will build on the campaign which the HPA launched earlier this year to make parents aware of the dangers of solvent abuse and encourage them to talk to their children about this issue.

The campaign has been funded as part of the Northern Ireland Drugs and Alcohol Campaign. It is being supported by the environmental health departments in local councils which will be distributing the pack to retailers, as well as Re-Solv (the Society for the Prevention of Solvent and Volatile Substance Abuse) which will be offering advice and support to retailers.

There have been 76 sniffing-related deaths in Northern Ireland since 1971, and the latest available figures show four deaths in Northern Ireland in the year 2001.



HPA places great store in John Henderson Pure Five range



Pictured during the launch of 100% Pure Five are (left to right): Iain Dickson, Fresh Food Buyer, John Henderson Ltd; Alice Quinn, Chair HPA and Colm McGuigan, Business Development Manager, North Down Group.

John Henderson Ltd, owners of Spar, VG and Vivo stores, has joined forces with local fresh produce specialists, 5 Pac Ltd and the HPA to launch its new 100% Pure Five range of fruit and vegetables.

Research carried out by the HPA showed poor eating habits among children aged 5 - 11, with just 1 in 10 of the children surveyed eating the recommended amount of fruit and veg per day. The research also showed that, although the majority of adults knew the recommended number of portions to eat daily, more than 7 out of 10 were eating less than this.

By launching the fresh fruit and veg range the retailers hope to encourage everyone to eat at least five portions of fruit and vegetables every day and to support us in encouraging healthy eating in Northern Ireland.

The produce is complemented by a booklet designed by the HPA which is available at all stores and is full of information showing easy ways of eating five portions each day. The campaign is running in stores continually.

Smoking drive targets new year resolutions

The 'Every cigarette is doing you damage' public information campaign will run from 27 December 2003 until 23 January 2004. The 'tumour' and 'lungs' television advertisements broadcast during June and September respectively will be aired on UTV during this period.

It is anticipated that broadcasting the advertisements in the lead up to the new year will encourage many smokers to make smoking cessation their 2004 new year's resolution. The Smokers' Helpline will also be promoted during the same period using both television and poster advertising.

Meanwhile, the Smokers' Helpline television advertisement and poster which we developed and will be using in this latest phase of the campaign have been adapted by the Department of Health and Children in the Republic of Ireland and are being used as part of their anti-smoking campaign in the lead up to the smoking ban in the Republic in 2004.

The Australian 'aorta' and 'brain' television advertisements which were broadcast as part of our campaign in January 2002 and 2003 respectively will also be broadcast on RTE and Network 2.

Review underway for Promoting Health

The HPA is currently reviewing the processes involved in the production and distribution of *Promoting Health*, the quarterly journal for health professionals.

This publication has been the channel for communicating information on health promotion policy and practice from local, regional, national and international perspectives since July 1997. It has highlighted the latest research, promoted examples of good practice and raised awareness of many issues for discussion and debate.

The HPA is now considering the best way to move forward in delivering the information which is wanted and needed by colleagues who have an interest in, or responsibility for, health promotion, while using the most effective and cost efficient format for that information. As part of our review we will be contacting a sample of current readers and your cooperation and participation will be much appreciated. In the meantime, anyone who has any comments on *Promoting Health* and/or suggestions for its future development should contact Tony Sheridan at the HPA. Tel: 028 9031 1611 or email t.sheridan@hpani.org.uk

Hep C leaflet in pipeline

The HPA will be producing a leaflet for the public on hepatitis C on behalf of the Department of Health, Social Services and Public Safety (DHSSPS). We will also be producing a pack for professionals that will be distributed with the leaflet early in the new year. Further details on these will be published in a future issue of **Inform**.

Breastfeeding seminar

A seminar aimed at key individuals involved in breastfeeding promotion, support and education will take place at the Millennium Community Outreach Centre, Belfast, on 13 January 2004.

The guest speaker is Jane Britten, of the University of Glasgow, who will provide an update on reform of the food welfare scheme and its relevance to breastfeeding. Jane will also speak on the effectiveness of peer support programmes.

Janet Calvert, Regional Breastfeeding Coordinator, will discuss the WHO recommendation on six months' exclusive breastfeeding and update attendees on providing practical skills training.

For further information contact Janet Stange on 028 9031 1611.



'Make the first move' initiative for over 50s

A new public information leaflet on physical activity for the over 50s is being developed by the HPA as part of the Actively Ageing Well initiative, a partnership between the HPA and Age Concern Northern Ireland.

Make the first move is targeted at sedentary older people and aims to provide positive motivational messages about the health benefits of becoming more active physically, as well as to promote the Actively Ageing Well network. Participation in appropriate physical activity in middle age can help to slow the decline in strength, stamina and flexibility which occurs in sedentary people, and reduce the risk of serious falls.

The leaflet is currently being tested with the target audience to ensure that the messages are communicated effectively, and is expected to be distributed early in 2004.

HPA cooks up concept of breakfast seminars

The HPA is exploring the concept of breakfast seminars with a trial commencing in January 2004. Research conducted by us suggests there is a need for professionals to become more informed about new developments and best practice on a more flexible basis.

The aim of these seminars will be to meet continuing professional development needs by providing colleagues who are involved in promoting health with an opportunity to gain some professional updates in a short session as well as network with others.

The first of the seminars will be as follows:

TITLE: **Poverty and inequality - implications for health development**

A key focus of 'Investing for health' is to reduce inequalities. Linked to this is the need to address the issue of poverty in Northern Ireland.

AIM: The aim of this seminar is to provide colleagues with an opportunity to hear about local and regional research projects focusing on poverty and inequality, in an effort to inform their work.

TARGET AUDIENCE: Health promotion and public health professionals, primary care and other allied health professions as well as those from the wider health arena who are involved in promoting health, such as education, environmental health and community and voluntary sectors.

DATE OF EVENT: Wednesday 21 January 2004

VENUE: Ramada Hotel, Shaw's Bridge, Belfast

PROGRAMME:

8:00am	Registration and breakfast
8:30am	Welcome and introduction, Dr Brian Gaffney, HPA
8:40am	Poverty and social exclusion study, Professor Paddy Hillyard, University of Ulster
9:10am	Inequalities in health, Dr Dermot O'Reilly, Queen's University, Belfast
9:40am	Final questions
9:50am	Close

COST: £10

The Health and Fitness Club at the Ramada Hotel will be available to participants from 6:30am for a reduced fee of £5, should anyone wish to avail of the facilities. These include a fully equipped gym, swimming pool, sauna and steam room.

Call for future seminar topics

In order to identify themes for these breakfast seminars we are asking colleagues to provide us with information about best practice projects and research projects that are taking place at local and regional level.

We would be most grateful if you could complete, detach and return the section below to:
Claire Hind, Health Promotion Agency for Northern Ireland,
18 Ormeau Avenue, Belfast BT2 8HS.

Name:

Organisation:

Address:

..... Tel: Email:

Title of project:

Brief aims of project:

.....

.....

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

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

Campaigns - Margaret McCrory
m.mccrory@hpani.org.uk

Health Promoting Schools -
David Porter - d.porter@hpani.org.uk

Health Promoting Workplaces -
Julie Hill - j.hill@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

Public Relations - Jenny Dougan
j.dougan@hpani.org.uk or David
Thompson d.thompson@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 HPA.

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.healthpromotionagency.org.uk
www.drugsalcohol.info
www.thesnackpack.net
www.up-2-you.net

Promoting health in the workplace

The HPA has appointed Julie Hill as Coordinator for Health Promoting Workplaces to take forward a research and development project involving a small number of workplaces.

It is estimated that the total annual cost of work-related ill health in Northern Ireland could be as much as £330 million per year. This is estimated as being 365,000 working days lost each year. *Working for health: a long-term workplace health strategy for Northern*

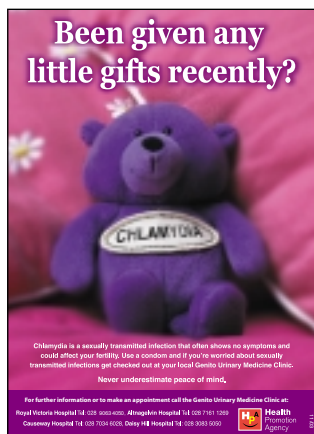
Ireland reflects the needs of the Northern Ireland economy by identifying small businesses as a key sector to target workplace health initiatives.

The project, called Work Well, will provide small businesses with an opportunity to take part in a pilot initiative to improve their workplace health. The pilot will be evaluated and the results will help inform how workplace health in small businesses develops in Northern Ireland.

HPA work shines at Globals

The HPA's campaign work has been awarded three finalist certificates in the Global Awards. The Globals are international healthcare communications awards which this year received almost 1,100 entries from 33 countries.

The certificates were awarded for the following campaigns:



- the binge drinking advertisement 'Everybody can enjoy a drink - nobody enjoys a drunk' broadcast on UTV in March this year won a certificate in the TV advertising section;
- the chlamydia poster developed as part of our sexual health campaign targeting 18 to 30 year olds via information posters in the toilet areas of pubs and nightclubs received a certificate in the print advertising category;
- the radio advertisements developed as part of our anti-smoking campaign and broadcast from January to March 2003 were awarded a certificate in the radio commercial category.

Web are we now?

The HPA's corporate website, available at www.healthpromotionagency.org.uk, continues to be well used and has received over one million hits in the past six months alone. Additionally, over a quarter of a million PDFs have been downloaded from the website since June 2001.

In an attempt to make our breastfeeding resources as widely and easily accessible as possible, a new web address has been set up, www.healthpromotionagency.org.uk/breastfeeding, allowing users to surf directly to this section.

The **Annual report** has been made available online, along with updated publications relating to the ongoing flu campaign.

December will see the launch of the first phase of the HPA Intranet, named Fuse, which will increase internal communication and information flow between HPA staff.