

# Inform

number seven

october/november 1999

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## Mailing list update

As part of our efforts to provide you with an efficient service and to make best use of our resources, we are preparing to update our mailing list(s).

We would ask you to please contact the Agency if your details are incorrect, out of date, or if you no longer wish to receive our literature.

Our contact details may be found on the back cover of this issue. (Please mark your message FAO Ann Marie McCann). Alternatively you may e-mail your details to us at:  
A.McCann@hpani.org.uk

# New Drugs Strategy for Northern Ireland launched

Minister for Security, Mr Adam Ingram MP launched a new five year Drugs Strategy for Northern Ireland at the Agency on 17 August 1999.

The Government is investing an additional £5.5 million over the next two and a half years to tackle illicit drug use in Northern Ireland.

Speaking at the launch the Minister said: "This is a pro-active initiative which highlights the Government's commitment to drug prevention in Northern Ireland".

He explained: "The emphasis of the Strategy is on treatment and prevention. To

achieve this we will be spending new money on new services. We accept that the treatment of those with drug problems in Northern Ireland needs further development. But above all we want to stop people reaching the stage where they need treatment.

"This means giving relevant, practical advice and information with easier access to facilities and factual information on the dangers of drug misuse."

The Strategy is the culmination of 15 months work following consultation with many organisations, groups, young people and parents. Four key areas for action have been identified in the Strategy - young people, communities, treatment and availability.

Copies of the Strategy can be obtained from the Northern Ireland Office, telephone: (01232) 527345.

It can also be accessed via the Internet at the following web address: <http://www.drugs-ni.org> (please note that this document is available as a PDF file (670K) and may be viewed using Adobe Acrobat Reader Version 3.0).



**Agency hosts launch:** Minister for Security, Mr Adam Ingram MP (in his former role as Minister for State) pictured with, Dr Brian Gaffney, left, Chief Executive of the Health Promotion Agency for Northern Ireland and Mr Douglas Smyth, right, Chairman of the Health Promotion Agency at the launch of the new Drugs Strategy for Northern Ireland.

## Meningitis campaign

A new vaccine is being introduced from autumn 1999, which protects against group C meningococcal disease, a common cause of meningitis and septicaemia. The Agency has been working closely with the Regional Meningococcal Vaccination Group to develop and implement a communications strategy for the programme.

This is a major immunisation programme, which aims to ensure that all under 18s receive the new vaccine over the next year or so. A special rolling programme has been designed to immunise those at greatest risk first.

The public information campaign will be launched in late October 1999. Plans are underway to ensure that all professionals within Board and Trust areas, who are involved with the immunisation programme, receive full details about the planned timetable for vaccination as soon as possible.

## No Smoking Day 2000

Plans are underway for next year's No Smoking Day which is on Wednesday 8 March 2000.

A number of designs and slogans for the campaign have already been pre-tested with smokers and the results of this research will be used to develop the image and slogan for the 2000 campaign.

Anyone interested in organising activities for No Smoking Day next year will be able to preview the image and slogan at a briefing seminar which will be held at 10.00am on Thursday 18 November 1999, in Clotworthy House, Antrim.

Further information on the briefing seminar can be obtained from Gerry McIlwee at the Ulster Cancer Foundation. Telephone: (01232) 663281.

# Policy development and advice

A draft Implementation Plan for the Food and Nutrition Strategy for Northern Ireland was distributed for comment in August. More than 600 organisations, representing the health, education, food, voluntary and community sectors received a copy. The draft plan represents the discussions held at a one-day workshop earlier this year.

A number of issues were identified that require development or resourcing at a regional level. It is proposed that these will be most effectively implemented through regional coordination and have been grouped in three main areas to form a regional agenda:

- research;
- training and professional development;
- public information.

The need for collaborative working between a wide range of organisations, professions and groups to implement the strategy (and thus make a real impact on the health of the public in Northern Ireland) is well recognised. The participation of those organisations that will be involved in

implementing the Strategy, have been grouped under the headings:

- government departments;
- health;
- education;
- the food sector;
- the community and voluntary sectors.

For each of these groups, a lead organisation, as well as partner organisations and priority activity areas, have been identified.

Written comments on the draft plan have been invited, to arrive not later than 8 October 1999. Following this written consultation, a second phase of consultation will be organised through a series of sectoral meetings in early November. Following their completion, the implementation plan will be published and widely circulated.

If you have not received a copy of the draft plan and would like to do so, please contact Angela McComb, Nutrition Programme Manager at the Health Promotion Agency.

# Training opportunities

The new series of courses in the Agency's Short Course Training Prospectus for 1999/2000 begins this month. The broad selection of courses on offer is based on the needs assessment of professionals involved in the field of health and health promotion. This year courses are being offered on topics such as: sex education; drugs and the family; alcohol education and young people; and physical activity, nutrition and bone health.

Where possible the courses carry professional accreditation. As in the past the Agency is continuing to subsidise fees to promote accessibility. Forthcoming courses include:

- **Smoking Cessation and Young People**  
Two day course running on 21-22nd October 1999  
Cost £50.00  
*Closing Date for Applications: 4th October 1999*

- **Focus Groups - the Power of Listening**  
One day course running on 1st November 1999  
Cost £70.00  
*Closing Date for Applications: 15th October 1999*
- **Training for Trainers**  
Three day course running on 1-2nd December 1999 and 19th January 2000  
Cost £110.00  
*Closing Date for Applications: 15th November 1999*

To avoid disappointment, we would advise delegates to book early, as places are limited.

For further details of these training courses or to request a copy of the latest prospectus please contact Claire Hind at the Health Promotion Agency. The prospectus will soon be available on the Agency's Website at the following address: [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)

# Research, information and analysis

## Research and evaluation for nutrition

Over the next few months, two research projects will be undertaken within the Agency's nutrition programme.

- **Cook It!** - The community-based programme, which was developed to provide practical help combined with healthy eating for those families on a low budget, will be evaluated with a view to extending the scope of the scheme.
- In advance of the publication of the Implementation Plan for Northern Ireland's Food and Nutrition Strategy, research will be commissioned to establish a baseline against which progress on the Strategy can be assessed.

## Forthcoming conference - feast or famine

A conference to examine food and inequality is planned for Wednesday 3 November, at Knockbracken Health Care Park.

The conference will raise awareness of the issue of food poverty, provide opportunities to discuss examples of good practice highlighting community development approaches to food poverty, and consider opportunities for further development in Northern Ireland. The cost of the conference is £15 for public sector employees and £5 for applicants from the community and voluntary sectors.

For additional details of the conference and an application form, contact Mary O'Hagan at the Community Development and Health Network. Tel: (01693) 64606.

## Ethics conference

A conference titled 'Politics, Ethics and Health Promotion: Meeting the Challenges in Practice' will take place on 17-19 April 2000 at the Slieve Russell Hotel, Co. Cavan. The conference is designed for health promotion professionals, academics, teachers and organisations or professional bodies whose activities may include health promotion.

The aim of the conference is to explore the major ethical issues, perspectives and dilemmas which impact on the theory, policy and practice of health promotion.

Provisional themes for discussion include:

- the ethics of short-term funding;
- principles of practice and code of conduct for health promotion;
- whistleblowing;
- sponsorship;
- honesty and health promotion - unlikely bedfellows?
- is the best choice always the easy one?
- the ethics of persuasion or marketing - selling health?
- the ethics of health promotion research;
- health promotion - control or empower?

For further details regarding attendance, papers or workshop presentations, please contact:

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## Physical Activity Conference



The second Northern Ireland Physical Activity Conference, organised by the Health Promotion Agency, will be held on Wednesday 10 and Thursday 11 November

at the Slieve Donard Hotel, Newcastle.

The conference will provide an opportunity to consider the contribution that physical activity can make to a number of public health issues. Keynote and workshop speakers represent both global and local perspectives. Topics covered within the physical activity field will include:

- policy and planning;
- workplace health;
- sustainable transport and communities;

- young people;
- mental health;
- nutrition;
- older people.

With such a wide range of subjects, it is envisaged that this year's conference will be of interest to:

- Policy makers and planners;
- Local authority personnel;
- Primary care professionals;
- Voluntary and community sector personnel;
- Health promotion officers;
- Human resource managers;
- Recreational professionals;
- Educationalists.

GPs should note that 2 days of level A postgraduate accreditation has been granted.

For further details of the conference please contact Siobhan Weir at the Agency (ext. 265) or visit the Agency Website at:

<http://www.healthpromotionagency.org.uk>

Early booking is advisable, as places are limited.

## Investment in people

The Agency will be closing its doors from 26-27 October 1999 as staff members take part in a 2-day residential team building exercise at the Gortatole Centre, Co. Fermanagh.

Last year's award of £5000 for securing first prize in the Opportunity 2000 Awards will be used to fund the exercise which will benefit both staff and

the Agency as a whole.

The Agency's participation in this team building exercise will significantly contribute to its overall commitment to the Investors in People (IIP) principles. The achievement of the IIP Award is one of the Agency's corporate objectives for 1999.

Look out for the next edition of Inform to see if we all make it back!



sectors. Máire's role will be to extend this work and to build alliances, especially with the community and voluntary sectors.

## New face at Agency

Máire Gallagher joined the Agency in September as Regional Programme Manager for Alliances for Health. The Agency works to promote health with a wide range of organisations across many

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

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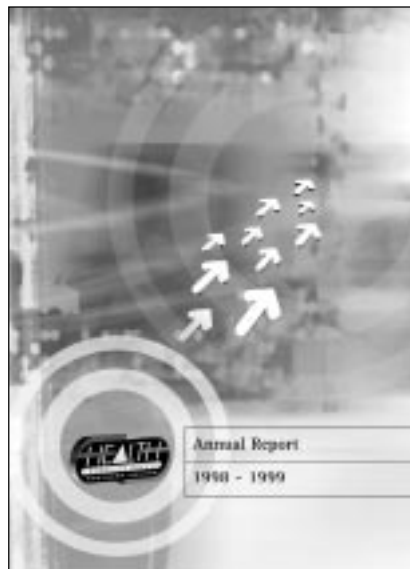
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# Publications and resources

## Annual Report



The Agency launched its Annual Report for 1998-1999 on 28 September. The report contains details of the Agency's work for the year 1998-1999 as well as summary financial statements for the same period. If you did not receive a copy and would like to, please contact Ann Marie McCann at the Agency.

## Activate News

Over the next few months the Agency will be developing a number of new promotional materials for the Activate Health Programme, targeted



towards specific client groups. In particular, they will be aimed at supporting two new Activate modules - Heart Health and Learning Disability.

In the next edition of Activate News, tutors and leaders will be asked for their suggestions on the types of promotional materials they would find particularly helpful, and why.

Plans to evaluate the impact which the Activate courses have had on participants from the general public are also underway. Details of this research will be available in next month's Activate newsletter.

## New Look Website for the Health Promotion Agency

Following the success and phenomenal growth of our initial Web presence, the Agency has just launched its new



improved Website. As well as giving the site a sharp new look, many additional resources have been made available, making it an invaluable resource for health professionals and the public alike.

The site remains at our usual address:  
<http://www.healthpromotionagency.org.uk>

**Website: [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)**

The Agency's Website features a range of information about the Agency and its work. The site will be regularly updated to provide a current source of information for anyone with an interest in health promotion. Any comments you may have or suggestions for additional information you would like to see there, will be very welcome. E-mail Nina Campbell at [NinaC@hpani.org.uk](mailto:NinaC@hpani.org.uk)