

Inform

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'Every cigarette is doing you damage' phase three

The third phase of the 'Every cigarette is doing you damage' campaign was launched on 10 June at the HPA. This latest phase of the campaign explains how smoking enables the development of lung cancer. Dr Ruth Eakin, Consultant Oncologist at Belfast City Hospital whose work brings her into contact with lung cancer patients, helped launch the campaign.

The campaign included a television advertisement which shows graphically how smoking attacks a vital gene which protects lung cells from cancer and explains that one damaged cell is all it takes to trigger lung cancer. A second television advertisement promoting the

Smokers' Helpline 0800 858585 was also broadcast. Both advertisements ran until 2 July.

In September a new television advertisement focusing on the effect smoking has on the lungs will be broadcast. This advertisement explains that lungs are like sponges with millions of tiny air sacs for transferring oxygen. Tobacco smoke attacks these air sacs in the lungs, causing smokers to feel short of breath. Two advertisements promoting nicotine replacement therapies which were broadcast earlier this year will also be rerun in September. All advertisements feature the Smokers' Helpline number.



At the launch of the regional 'Every cigarette is doing you damage' anti-tobacco campaign are, from left, Dr Ruth Eakin, Consultant Oncologist, Belfast City Hospital; Dr Brian Gaffney, Chief Executive, HPA; and Gemma Harkin, HPA Board member.

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

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**Health
Promotion
Agency**



Getting going at the launch of Actively Ageing Well are, from left, Radio Ulster's Walter Love, Marie Bradley, bowling champion Margaret Johnston, Pauline Nolan, Dr Brian Gaffney, HPA Chief Executive, Mary Freeburn and Claire Keatinge, Director, Age Concern.

Living it up!

Over 150 people aged 50 plus, health and social care professionals, sport related professionals and former MLAs met at Stormont to celebrate the involvement of community and older people's groups in the Actively Ageing Well initiative.

Alison Beattie from Age Concern Northern Ireland highlighted that "Actively Ageing Well is a balanced programme which is demonstrably meeting the needs of community and older people's groups and increasing the range and quality of physical activity programmes with older people."

Actively Ageing Well is an initiative developed by Age Concern Northern Ireland and the HPA. It is funded primarily through the New Opportunities Fund Healthy Living Centre initiative and other statutory partners.

Childhood immunisation

Information leaflets supporting the childhood immunisation programme have been reprinted and will be available from GP practices. Health visitors and school doctors/nurses will also distribute them to parents of children prior to immunisation appointments.

Translations of the leaflets are available in Arabic, Cantonese, Hindi, Irish and Urdu from the Central Health Promotion Resource Services in local Health and Social Services Board areas. They are also available as PDFs on the following websites: www.dhsspsni.gov.uk/publichealth and www.healthpromotionagency.org.uk

New appointment

Laura Kavanagh

Laura has joined the HPA as Marketing Assistant on a one year fixed term contract. On student placement, she comes from the BSc (Hons) degree in Communications, Advertising and Marketing at the University of Ulster, Jordanstown. Completing her degree next year she hopes to use the knowledge and experience gained with the HPA to pursue a career in marketing.



Breastfeeding support groups for mums

During National Breastfeeding Awareness Week, 11-18 May 2003, the Department of Health issued a new recommendation stating that: "Breastfeeding is the best form of nutrition for infants. Exclusive breastfeeding is recommended for the first six months (26 weeks) of an infant's life as it provides all the nutrients a baby needs."

A full copy of the statement is available from the HPA website along with PDFs of relevant supporting World Health Organization documents.

A comprehensive list of the 45 breastfeeding support groups in place throughout Northern Ireland is now also available on the Breastfeeding pages of our website.

Promoting physical activity in the young

The HPA has hosted a meeting for organisations which work with young people to encourage them to raise physical activity levels. Topics presented included the Girls in Sport campaign, the Class Moves! pilot project, and the British Heart Foundation Active School Pack resource.

Local HSSB physical activity coordinators presented a number of initiatives that are being funded through the Northern Ireland Physical Activity Strategy. Helen Johnston from the Council for the Curriculum, Examinations and Assessment (CCEA) also presented an overview of the Northern Ireland Curriculum Review. Delegates included the physical activity and Health Promoting Schools coordinators, and representatives of the Sports Council for Northern Ireland, CCEA and the Interboard Physical Activity Panel.

Up-2-You competition winners

The winners of the Up-2-You competition, which attracted almost 1,500 entries, have been announced. The lucky winners are Vikki Wallace from Ballinamallard in Fermanagh and Paul Gilmour from Carrickfergus.

Each of the winners received £200 in vouchers for a leading high street fashion store and benefitted from personal shopping advice from the store stylist when they came to collect their prizes, followed by lunch.

Ten runners-up each received £25 worth of vouchers for CDs, videos or computer games.

The competition which aimed to promote the Up-2-You.net website, involved answering three questions about smoking, the answers to which could all be found on the website. Posters and postcards about the competition were sent to all post-primary schools in Northern Ireland at the end of March.

The Up-2-You website provides information about smoking and other health issues relevant to young people. Details about all the prize winners can also be viewed on this site.

Stylish winners! Paul Gilmour, Carrickfergus, and Vikki Wallace, Ballinamallard, modelling some of the clothes they bought with the vouchers they won.



Flu vaccine campaign in pipeline for Autumn

The HPA will be developing and implementing a public information campaign to support the flu and pneumococcal immunisation programmes. The campaign will run from the beginning of October to the end of November.

Television, radio and bus advertising is planned to promote the flu immunisation programme as well as information leaflets and posters. The advertisements and print materials developed for last year's campaign, which focused on the protection provided by the flu vaccine, will be used for this year's campaign.

A new information leaflet is being developed for those eligible for the pneumococcal vaccination. The target group includes those over 65 years and people with underlying medical conditions such as diabetes; chronic kidney, liver, heart or lung disease; and those with impaired immune systems.

A factsheet for health professionals involved in delivering the immunisation programme is also being developed.

Downing Street visit

Siobhan Weir, Regional Health Promotion Manager for Physical Activity at the HPA, attended a seminar at 11 Downing Street on 13 May. The event marked the publication of a monograph 'Sport, Active Recreation and Social Inclusion' which had been commissioned by the Smith Institute (an independent think tank set up to undertake research and education on the policy implications arising from the interactions of equality, enterprise and equity).

Some interesting points included:

- The Department for Culture, Media and Sport (DCMS)/Strategy Unit report 'Game Plan' articulates a strategy for physical activity and sport and sets out for the first time a new Government target for 70% of the population to be active by 2020;
- The Department for Education and Skills has agreed a joint Public Spending Agreement (PSA) target with DCMS to increase the percentage of 5-16 year olds spending at least two hours a week on PE and sport to 75% by 2006. £459 million is being invested over the next three years to fund programmes to help deliver this target.

Evaluation of Get Active Cash Grant scheme



For the past four years the Northern Ireland Physical Activity Strategy has, through its Get Active in the Community Awards Cash Grant scheme, awarded cash grants to community groups as part of its work to increase the level of physical activity in the community.

In 2002, 151 groups received grants of £100 to £500. The projects that returned the evaluation reported

involving 9,079 people in physical activity, spanning all age groups. The evaluation is based on 126 completed questionnaires, a response rate of 83%. It shows that the scheme met its aim and objectives, eg one of the main objectives was to raise awareness of local leisure facilities, the local environment and physical activity opportunities, and 87% of projects reported increased awareness of local opportunities.

The majority of the projects were new to communities. The evaluation showed that the projects increased awareness of the benefits of physical activity and allowed participants to learn new skills and increased social interaction among members. The majority (94%) said they would continue with the activity on a regular basis.

Recommendations provided by the respondents for future schemes include continuing the grant scheme, making more money available, having a pool of instructors for the future and provision of a follow-up scheme for successful projects offering partial funding.

A copy of the full evaluation is available upon request to the HPA.

Moves to encourage physical activity are class!

In Issue 22 of **Inform** we reported on the launch of the pilot Class Moves! scheme in the Western Education and Library Board. This initiative, which was originally developed in Holland, aims to introduce daily physical activity into the primary school classroom and has been piloted in around 50 primary schools in the Western Education and Library Board.

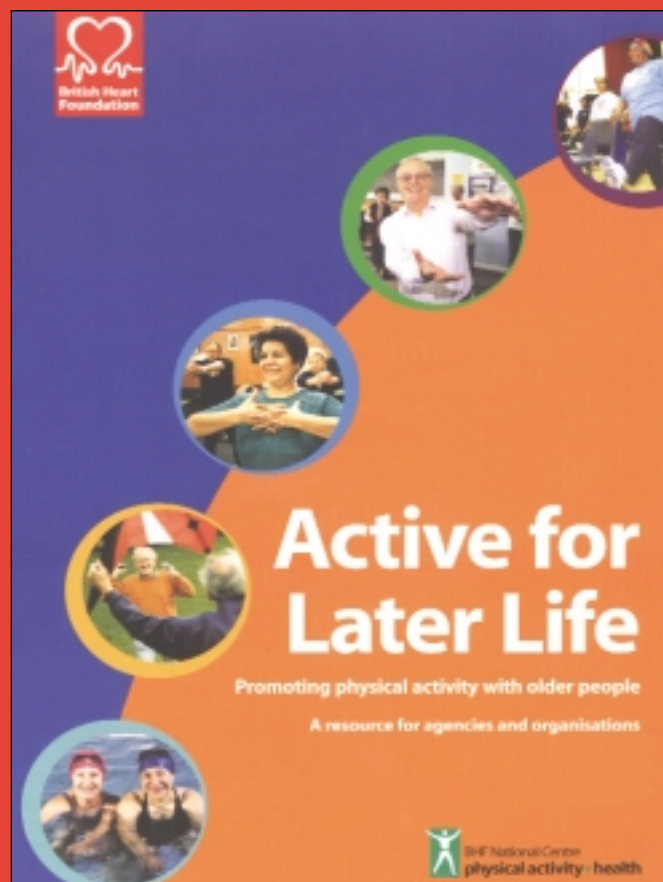
The pilot has now been completed and the findings were recently launched at an event in the Ulster American Folk Park, Omagh. This attracted a wide attendance from both the health and education sector. Speakers included the author of the programme, Elise Slsjthoff, and Mike Fitzgerald, a School Improvement Adviser with Newport City Council, South Wales. Mike has been involved with the Class Moves! programme in Wales and he shared with

Active for Later Life

The British Heart Foundation has approached the HPA for help in disseminating a resource aimed at supporting policymakers and practitioners who have a responsibility for improving the physical activity levels of older people. The resource is also being launched in England, Scotland and Wales.

A supplementary information paper will be included with the resource which will contain the Northern Ireland policy context and examples of good practice within Northern Ireland. A regional launch has been planned in partnership with Age Concern Northern Ireland and will take place at Oxford Island Discovery Centre, Lurgan, Co Armagh, on 18 September.

Flyers promoting the event were circulated at the end of July. To reserve a place at this event, please contact Lesley Mailey at the HPA. Tel: 028 9031 1611.



delegates the Welsh experiences of implementing the programme and discussed the links with the school curriculum.

Preliminary findings from the pilot found that pupils and teachers perceive the programme as fun and enjoyable and there was a broad consensus among teachers that the programme assists pupils' concentration and behaviour in class.

On the strength of these findings, the Department of Education has made an initial bid to fund the regional implementation of Class Moves! and the HPA will be working closely with both education and other sectors to ensure the scheme is appropriately embedded in schools throughout Northern Ireland.

Report outlines work of Physical Activity Group

The HPA has recently distributed the 5th Annual Report of the Northern Ireland Physical Activity Strategy Implementation Group. This report outlines the main work carried out by the group from April 2002 to March 2003. Copies are available upon request to the HPA.



Training update

The following events will be taking place in September:

- Cocaine seminar for professionals working to address issues around the use of this drug in Northern Ireland;
- Young Minds seminar for professionals dealing with mental health and emotional wellbeing issues in young people. This will be a partnership initiative between the HPA, Youth Council and Action Mental Health;
- Evaluating your Work workshop.

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

Design for Living seminars

The HPA has organised a series of seminars focusing on young people and self esteem which will be delivered between Autumn 2003 and Spring 2004. These seminars have been organised in response to the evaluations from previous events delivered as part of the Design for Living Partnership programme.

They will be delivered by key speakers who have vast expertise in the field of mental health, self esteem and young people.

The dates of the seminars are: 17 September 2003, 4 December 2003 and 10 March 2004. Delegates are restricted to a maximum of 25 per seminar so early booking is recommended. Venues are yet to be confirmed. For more details and booking form contact Máire Campbell at the HPA, 028 9031 1611.

Booklet advises students on emotional wellbeing

Mind your Head, a guide for students that was produced by the HPA and NUS-USI last year, is to be revised to include contacts for students in Further and Higher Education, including university. The booklet will offer tips on how to maintain mental and emotional wellbeing and avoid stress at a time of instability. It also contains a comprehensive contact list of helpful local organisations and websites.

The student guide will be distributed in information packs to all first year university and Further and Higher Education students by September. There is also an accompanying support guide for parents, tutors and student advisors. To obtain copies of these resources, please contact NUS-USI, 29 Bedford Street, Belfast BT2 7EJ.

Regional Planning Forum for Health

One of the recommendations arising from the HPA's Quinquennial Review was the formation of a Regional Planning Forum chaired by the Chief Executive.

This has been established to share information across Northern Ireland on health promotion priorities, initiatives and performance, to advise DHSSPS on emerging priorities for inclusion in planning, and to advise on the development and implementation of health promotion objectives and targets in *Investing for Health*, and on the monitoring and evaluation of health promotion activities.

Members of the group include representatives from the HPA, the Health Promotion Team, the Health Development Directorate, the Investing for Health Team and the Medical and Allied Branch at DHSSPS, HAZ coordinators, Directors of Public Health and Health Promotion Commissioners from each of the HSS board areas.

The second meeting of the group took place on 24 June when members of the group presented an overview of their respective health improvement activities. The next meeting in September will focus on Priorities for Action.

Global overview by HPA

The HPA facilitated a half-day meeting which provided an opportunity for interested parties to receive feedback from a number of international conferences that NIPAIG members have attended recently.

Speakers included Dr Marie Murphy and Professor Colin Boreham from the University of Ulster who had attended the American College of Sports Medicine conference, and Siobhan Weir from the HPA who presented an overview of a conference she had attended in Finland entitled 'Physical activity and health: gender differences across the lifespan'. Copies of the PowerPoint slides are available upon request to the HPA.

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

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No Smoking Day 2003 evaluation

As in previous years, the HPA provided funding to include Northern Ireland in the quantitative research conducted in Great Britain (GB) to assess awareness of and participation in No Smoking Day (NSD). The questions were entered on an omnibus survey, and a total of 1,018 interviews were carried out in Northern Ireland with a representative sample of the adult population (aged 16 years and over).

The campaign evaluated very positively with 82% of respondents here aware that Wednesday 12 March 2003 was No Smoking Day. The level of awareness has increased from last year, at 65%. Awareness was also higher here than in GB (64%). As in previous years, awareness was higher among smokers (88%) than non-smokers

(79%). Awareness was also generally higher among those who smoked between 11 and 20 cigarettes a day (91%) and lowest for those who smoked more than 20 per day (81%).

Twenty nine percent of smokers who were aware of NSD in Northern Ireland participated in the day by quitting for a time, cutting down, accessing information or taking part in an event or competition. The proportion of smokers in Northern Ireland who were aware of NSD, and made a quit attempt on the day, was 15%. This is slightly higher than in GB (12%).

A summary evaluation report is available on our website as a PDF which can be downloaded.

Sexual health factsheets are updated

Five updated sexual health factsheets are now available from the sexual health resources section of our corporate website. The factsheets are produced for the Sexual Health Information service (formerly the Contraceptive Education Service), a collaboration between the HPA and fpaNI.

The updated factsheets provide the latest available statistics on teenage pregnancy, abortion, sexually transmitted infections and the provision of family planning services in Northern Ireland, as well as the most recent recommendations for sex education in schools.



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Websites:

www.DrugsAlcohol.info

www.getalifegetactive.com

www.healthpromotionagency.org.uk

www.thesnackpack.net

www.Up-2-You.net

Web are we now?

The winners of the Up-2-You website competition, which attracted almost 1,500 entries, have been announced. The lucky winners each netted £200 worth of vouchers to spend in a local fashion outlet, with the help of the in-store stylists, and enjoyed lunch at the Hard Rock Café in the Odyssey complex.

The HPA's Drugs and Alcohol information site, www.DrugsAlcohol.info, has been upgraded with additional features allowing for dynamic access to news items. Further updates are in development so watch this space. New content has been added to the Alcohol section of the site.

June saw the launch of a new online job application system for the HPA's corporate website at www.healthpromotionagency.org.uk. Potential applicants are able to view available positions within the HPA and download all the necessary information packs and application forms immediately from the website. This flexible approach to recruitment has proven a big success with the majority of applications for the three recently advertised positions originating online.