

Inform

Issue 33

February/March 2004

HPA receives health partnership award

To mark its long-standing partnership work with the HPA, Action Mental Health has honoured us with an award in celebration of its recent 40th anniversary.

The HPA has worked in partnership with Action Mental Health and the Youth Council for Northern Ireland over several years in raising awareness of and addressing the mental health needs of young people.

The partnership, known as Design for Living, has produced resources, based on research, for use by young people and those who work with them. Over the past two years the partnership has concentrated on organising workshops for professionals on the issue of raising self-esteem in young people.

Dr Gaffney was delighted to receive the award, and the HPA looks forward to continuing what has been an excellent partnership initiative.



Dr Brian Gaffney, Chief Executive, HPA, receives the partnership award from Bernadette Best, General Manager, Action Mental Health, at a special ceremony in Hillsborough Castle.

Campaign highlights cannabis reclassification

In response to the reclassification of cannabis from a class B to class C drug, which came into effect from 29 January, the HPA has developed a radio advertisement and poster to remind people that it is still illegal to possess cannabis and to highlight the damaging effects cannabis has on the health of users.

The radio advertisement is being broadcast from 29 January for four weeks and the poster advertising campaign will be displayed on the back of toilet doors in pubs and nightclubs across Northern Ireland during February and March. The poster will also be available from the Central Health Promotion Resource Service in your local HSSB area.

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

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**Health
Promotion
Agency**

New appointments

Angela Jordan



Angela has joined the HPA on a six-month placement as part of her specialist training. She is a Specialist Registrar in Public Health Medicine.

She previously worked in general medicine within various acute hospital Trusts both in England and in Northern Ireland before entering Public Health in August 2000 and taking

up a post within the Department of Public Health Medicine and Nursing at the Eastern Health and Social Services Board.

She holds a BMedSci, BM, BS from the University of Nottingham and a Masters in Public Health from University College Dublin.

Promoting best practice at breastfeeding seminar

The Millennium Community Outreach Centre, Springfield Road, Belfast, was the location for a recent breastfeeding training seminar, 'Promoting best practice in breastfeeding'. The event drew 45 participants from varied backgrounds including breastfeeding coordinators, health visitors, paediatricians and local dietitians.

The aim of the seminar was to promote best practice in breastfeeding and to support those involved in this area. It covered issues such as breastfeeding and weaning, the distribution of formula milk through the NHS, peer support programmes, teaching hand expression as well as practical skills training on positioning, and attachment of baby to breast.

The session was led by Janet Calvert, Regional Breastfeeding Coordinator for Northern Ireland, and Jane Britten, Research Assistant, Paediatric Epidemiology and Community Health (PEACH) Unit, University of Glasgow.



Jane Britten, left, with Janet Calvert.

Cash grant awards

The HPA will be launching its annual 'Get active in the community' cash grant awards scheme in February in partnership with the four Health and Social Services Boards. The scheme 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 up to the value of £500 to support their projects.

Since it was launched in 1999, the scheme has helped over 600 groups to improve the health of their local communities and a recent evaluation of the scheme showed that it has met its overall aims and objectives.



Over 6,000 application forms will be distributed in February, and the closing date for application forms is 19 March. For further information go to our corporate website.

Update on training

An extra seminar has been organised to facilitate the high demand for the seminar on 'Young men and self-esteem'. This will be held on 9 March in the Fitzwilliam Hotel, Aldergrove, County Antrim.

In order to identify themes for HPA breakfast seminars during 2004, we are making a repeat call for information about research studies and best practice initiatives taking place at a local or regional level. Please contact Claire Hind at the HPA.

Evaluation reports of the following training events are now available on our website: Positive partnerships; Evaluating your work; and Self-esteem and relationships.

Upcoming training and development events:

- Good advice-giving for positive behaviour change workshop - 2-3 February and 8-9 March;
- Young men and sex: facts and fiction - 12 February;
- Health Promoting Schools training event - 26 February to 3 March;
- Young men and self-esteem seminar - 9-10 March;
- Smoking and pregnancy training event - 23 March;
- Breakfast seminar on mental health promotion - 31 March;
- Stress management: training the trainers OCR diploma course - 26-28 April and 2-4 June.

Please note, online booking of training events can be made at www.healthpromotionagency.org.uk For further details about the above events or other upcoming events, contact Máire Campbell or Claire Hind at the HPA.

Solvent abuse campaign launch

The HPA recently launched a campaign to help prevent the sale of solvents to young people as part of a drive to stop misuse. The initiative involves supporting retailers in refusing to sell solvents to young people, and making them aware of the legislation on solvents.

The campaign features an information pack produced by the HPA that is being distributed to retailers by the environmental health departments of local councils. The pack includes a leaflet entitled *Solvent abuse - a guide for retailers*, which provides facts, figures and information about the legislation surrounding the issue, and suggestions on how to cope with difficult situations in shops. It also contains display materials that highlight the law on the sale of solvents and warn that solvent abuse can kill.

The campaign has been funded as part of the Northern Ireland Drugs and Alcohol Campaign.



Attending the launch are, from left, Rob Phipps, Regional Drugs and Alcohol Strategy Coordinator, DHSSPS; Maureen Gardner, Director of Communications, HPA; and Paul McSwiggan, Senior Environmental Health Officer, Derry City Council.

Promoting self-esteem of young people



Pictured at the recent Design for Living Partnership seminar are, from left, Dr Tony Humphreys, clinical psychologist, Máire Campbell, Regional Health Promotion Manager, Training and Professional Development, HPA, Linda Barclay, Director of Programme Development, HPA.

At a recent HPA seminar in the Armagh City Hotel, Dr Tony Humphreys, one of Ireland's foremost psychologists, focused on helping professionals promote young people's self-esteem.

The aim of the seminar was to provide participants with strategies and interventions on mental health issues for young people, and it attracted professionals from the voluntary, community and statutory sectors who work with young people.

This was the second seminar in a series of three on young people and mental health provided by the Design for Living Partnership, which is made up of the HPA, Action Mental Health and the Youth Council for Northern Ireland.

The third seminar will take place on 10 March in Londonderry and will be led by Trefor Lloyd. Such was the demand for places that an extra seminar has been organised for 9 March.

Campaign to help combat Antimicrobial Resistance

The HPA is working with a range of health professionals to develop a public information campaign to educate and inform the public in Northern Ireland about the need to change expectations about receiving antibiotics.

Patients often expect an antibiotic to cure all ills without realising there are side-effects and dangers from inappropriate use. Also, antibiotics don't work on viral illnesses such as colds and most sore throats or sore ears.

The aim of the campaign is to raise awareness of the need to limit the use of antibiotics and encourage people who may

think they need an antibiotic to discuss their illness with their doctor or pharmacist and be prepared to take the advice given.

As part of this work, information produced will also focus on the importance of hand washing in helping to reduce infections.

The overall campaign, which includes television advertising along with leaflets and poster materials, will be launched towards the end of March and will be further developed later in the year.

Anti-smoking drive reinforces message

The drive to encourage smokers to kick the habit will continue during February and March with the next phase of the 'Every cigarette is doing you damage' anti-smoking campaign.

Television advertising will run from 1 February to 28 March while the radio advertising will run throughout March.

The television campaign will include the 'Tumour', 'Lung' and 'Helpline' advertisements. Seven different radio adverts highlighting the help and support available to smokers trying to quit will also be broadcast on Downtown Radio, Cool FM, Q102.9 FM and Belfast Citybeat.

'Get a life, get active' information campaign

The HPA's 'Get a life, get active' public information campaign will run in February and March. It will include television advertising as well as the distribution of leaflets and posters to local councils and health service facilities, such as GP surgeries and pharmacies.

Three television advertisements will be broadcast as part of this campaign including the 'excuses' advert last broadcast in 2001 as part of an all-island campaign to get the public active. As the name suggests, this commercial focuses on the excuses people give for not exercising such as 'I'm too tired', 'I haven't the time', 'I'm not the sporty type', and seeks to address these excuses.

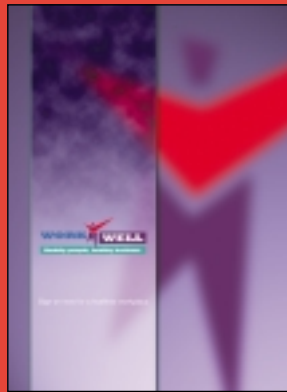
The 'go walking' advertisement will also be broadcast along with the 10 second 'go cycling' advertisement. The TV advertisements will be shown from 16 February to 31 March. Details about the community cash grant awards scheme will feature on the TV advertising until 19 March, which is the closing date for applications to the scheme.

Public information campaigns assessed

As part of the HPA's ongoing commitment to Section 75 and Schedule 9 of the Northern Ireland Act 1998, an Equality Impact Assessment (EQIA) on the delivery of public information campaigns has recently been completed. Consultation on the EQIA will end on 12 March.

For a copy of the full report, visit the HPA website or contact Fiona Campbell on f.campbell@hpani.org.uk or telephone 9031 1611 for a copy of the document in alternative formats.

Employers urged to Work Well



Work Well, the health promoting workplaces initiative recently unveiled by the HPA, is recruiting small businesses (ie those with 10-50 employees) in the north and east of Northern Ireland.

Work Well will help employers look at all aspects of their business concerning health promotion, health and safety and the environment in which their employees work. Employers will also receive a grant of £800 to help develop a healthy workplace.

Businesses that are interested in taking part will receive a brochure containing information on the benefits of improving their workplace health, what developing a healthy workplace will mean for them and how they can get involved. For further information, contact Julie Hill at the HPA, j.hill@hpani.org.uk.

The HPA will be one of the first organisations to take part in Work Well.

The initiative has been funded by the DHSSPS and the Health and Safety Executive Northern Ireland and is being supported by Belfast City Council's Environmental Health Department, the Northern Ireland Committee of the Irish Congress of Trade Unions, Chamber of Commerce, Society of Occupational Health Nurses, University of Ulster and Belfast First Stop Business Shop.

Movement through the ages

Amid much publicity about increasing levels of obesity among young people and reduced rates of physical activity, many people aged 50 and over have been stepping up their involvement in physical activity. Participants in the Actively Ageing Well initiative have trained as walk leaders and chair-based exercise leaders in order to enhance the availability of these activities to their groups.

Actively Ageing Well has also organised a series of fun Senior Sportsfest events that will provide a taster of a wide range of physical activities, including swimming, dancing, walking, Tai Chi and bowls. These events will take place throughout Northern Ireland and are aimed at people aged 50 plus who are taking part in Actively Ageing Well. Actively Ageing Well is an initiative developed through Age Concern Northern Ireland and the HPA, and is funded primarily through the New Opportunities Fund. The *Make the first move* leaflet, mentioned in issue 32, will be launched in February. Copies will be available from local Central Health Promotion Resource Services and Actively Ageing Well.

For further information on Actively Ageing Well, contact Age Concern Northern Ireland on 028 9024 5729.

Heart health conference

The 5th international heart health conference, 'Positioning technology to serve global heart health', is being held in Milan, Italy, from 13-16 June, at the Università 'Vita - Salute' San Raffaele.

Billed as the major 2004 event on global cardio-vascular disease prevention and promotion, the conference will focus on several aspects of global heart health from strategy and policy planning, to the impact of different technologies in implementing programmes and the efforts of bridging the digital divide. The conference will last 3½ days with plenary sessions, parallel sessions and satellite symposia.

For more information see www.g8cardio.org/5ihh or email: 5ihh@g8cardio.org

No Smoking Day for smokers who want out

No Smoking Day takes place on Wednesday 10 March and the theme of this year's campaign is 'For smokers who want out'.

The HPA will be running a television advertising campaign to raise awareness of the day and promote the Smokers' Helpline. Each day, from 29 February, the television advertisement will remind smokers how many days are left



until No Smoking Day. By counting down the number of days it gives smokers the opportunity to mentally prepare themselves to give up on 10 March.

Research shows that many smokers give up every year on this day and that many do manage to stay quit for good. The advertising will commence on 29 February and run to 10 March.

CINDI membership to be formally renewed

Preparations are underway to reaffirm Northern Ireland's membership of the World Health Organization's CINDI (Countrywide Integrated Noncommunicable Diseases Intervention) programme. This will take place at a special event at Stormont on 27 February during the annual CINDI Directors' meeting, being held in Northern Ireland for the first time.

The Department of Health and Social Services (now the Department of Health, Social Services and Public Safety) initially approved the development of links with the CINDI programme here. The first CINDI plan of cooperation between DHSS and WHO was signed in May 1989, and the HPA (then the Northern Ireland Health Promotion Unit) became coordinator of the programme work here.

Dr Jane Wilde, HPA Executive Director, and Dr Alun Evans of the Department of Epidemiology at Queen's University were joint directors of the programme in the early years and their efforts ensured continued involvement. Dr Brian Gaffney, HPA Chief Executive, has been involved with CINDI since 1996 and with our designation as a WHO Collaborating Centre in 2000, the relationship has been further strengthened.

The CINDI programme, which currently has 28 members, aims to collect and share information, evidence and expertise between members with the objective of reducing the incidence of non-communicable diseases. The continued support from the DHSSPS in Northern Ireland for the CINDI programme is appreciated and acknowledged.

The who's who of Health Promoting Schools

The Health Promoting Schools (HPS) initiative aims to help schools provide an environment that supports the physical and mental wellbeing, health and safety of staff and pupils, in partnership with family, community and external agencies. Overall initiative coordinator, David Porter, based at the HPA, is working closely with the five local HPS coordinators.

Daphne Wilson, HPS Coordinator at Belfast Education and Library Board, was a Health Promotion Officer for the Northern Health and Social Services Board and then for Homefirst Community Trust before returning to teaching at Carnaghts Primary School. Daphne is currently studying for a Professional Qualification in Headship and can be contacted on 028 9056 4065.

Una Cosgrove, HPS Coordinator at North Eastern Education and Library Board, has been employed in the post-primary education sector since 1980 as a teacher of Home Economics, Food, Child Development and Science and is Head of the Home Economics Department at St Malachy's High School, Antrim. Contact Una on 028 9448 2334.

Mary Loughran, HPS Coordinator at Southern Education and Library Board, began her teaching career in St Patrick's High School, Keady, and more recently taught in Drumcree College, Portadown. As HPS Coordinator, Mary has worked closely with colleagues in a wide variety of schools helping them to plan and implement a range of health promoting activities. She can be contacted on 028 3752 0720

Glenn Aiken, HPS Coordinator at South Eastern Education and Library Board, has built up expertise in Physical Education and Health Education. He has been Head of Physical Education at Bangor Grammar School for the past 10 years and previously taught in Gransha Boys High School and Rathgael School. Contact Glenn on 028 9056 6547.

Sheila Gamble, HPS Coordinator at Western Education and Library Board, is a post-primary teacher and taught in London before being appointed as an Education Officer with British Gas. Sheila has been a Health Promotion Officer with Westcare Business Services working initially with the school and youth sectors and successfully drove the HPS Award and the Health Promoting Youth Unit Award. Sheila can be contacted on 028 7186 1116.

12th annual public health forum

The 12th annual public health forum, 'Sustaining public health in a changing world: Vision to action', is taking place on 19-22 April in England at the Brighton Centre, Brighton.

Combining in 2004 with the 10th congress of the World Federation of Public Health Associations, it is the largest multidisciplinary conference on public health in the UK.

It will feature plenary sessions each day with key political, national and international speakers as well as offering numerous parallel sessions on a wide range of topics and issues. Workshops, a large poster exhibition, lunch-time sessions and fringe events will also feature.

For online booking or for further information, see www.ukpha.org.uk

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

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UNICEF Baby Friendly Award for Antrim

Antrim Area Hospital was recently presented with a UK Baby Friendly Award for its success in increasing breastfeeding rates and improving care for mothers and babies.

The hospital is the first in the Northern Health and Social Services Board area to achieve the prestigious international



Pictured at the award presentation are, from left, **Bernard Mitchell, Chief Executive, United Hospitals Trust; Janet Calvert, Regional Breastfeeding Coordinator, HPA; Linda Cornhill, Clinical Services Manager, Antrim Area Hospital; Andrew Radford, Programme Director, UNICEF UK Baby Friendly Initiative; Gillian Anderson, Breastfeeding Senior Midwife, Antrim Area Hospital; and Dr Harry McGuigan, United Hospitals Trust Chairman.**

recognition from the United Nations Children's Fund (UNICEF).

The hospital was assessed by a UNICEF team who interviewed mothers and staff, including hospital midwives, community midwives, neonatal nurses, paediatricians and nursing auxiliaries. The assessment also looked at policies on breastfeeding and literature used.

The award was presented by Andrew Radford, Baby Friendly Initiative Programme Director, UNICEF UK, who said: "We are delighted that Antrim Hospital has achieved full Baby Friendly status. Surveys show us that most mothers want to breastfeed but do not always get the support they need. Mothers at Antrim Area Hospital can be confident that their midwives will provide the highest standard of care."

Demand for most popular publications

The HPA has recently reprinted 25 of the most popular leaflets on alcohol, nutrition, physical activity, sexual health and substance misuse and posters on

physical activity. To obtain copies of these materials, please contact the Central Health Promotion Resource Service in your local HSSB area.



Inform is published bi-monthly by the Health Promotion Agency for Northern Ireland to provide information on current areas of work involving the HPA.

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www.drugsalcohol.info
www.thesnackpack.net
www.up-2-you.net

Web are we now?

December saw HPA Chief Executive Dr Brian Gaffney launch Fuse, the HPA intranet, which was enthusiastically welcomed by staff.

Fuse has been developed to facilitate internal communication and the intranet site will fulfil many of the information technology commitments of the recently published HPA Communications strategy.

Services provided in the first phase of development include a document library, staff index, news update application and a staff notice board. In-house training sessions aimed at increasing awareness and usability of the facility have now been completed.

Work has also been ongoing to increase the effectiveness and usability of the HPA's corporate website at www.healthpromotionagency.org.uk. The recent redesign and relaunch of this website has proved to be a success, with access hits steadily climbing.

The website for drugs and alcohol professionals, www.drugsalcohol.info, continues to experience a high level of usage and received over 74,000 hits in December 2003. Updates to this website are currently being made.