

# Inform

Issue 35

June/July 2004

## Regional breastfeeding conference success

The third regional breastfeeding conference organised by the HPA in association with the Breastfeeding Strategy Implementation Group took place during National Breastfeeding Awareness Week on 11 May in the Dunadry Hotel, Templepatrick. Approximately 230 delegates attended what proved to be a fascinating day for all involved in promoting and supporting breastfeeding.

The keynote speaker was nutritionist and author Gabrielle Palmer, who spoke about the cultural aspects of breastfeeding. Other speakers included Jenny Warren on 10 years of promoting breastfeeding in Scotland, Genevieve Becker on research-based recommendations for introducing solids, and Marie Timms on breastfeeding support through Sure Start. Local presenters included Dr Carol Campbell on breastfeeding education for GPs and Mary McCormack on a local peer support project based in North and West Belfast HSST.

The HPA's Naomi McCay and Margaret McCrory explained the background to the new regional public information campaign promoting breastfeeding, which was launched on 5 May. For the first time in Northern Ireland, the issue of social acceptability and embarrassment about breastfeeding is addressed via posters and television advertising. Aimed at the general public as well as women of child-bearing age, the campaign highlights the health benefits of breastfeeding for mother and baby, and aims to promote breastfeeding as the most natural way to feed a baby.

Two new resources were also launched at the conference: a breastfeeding website, [www.breastfedbabies.org](http://www.breastfedbabies.org) which has been written and designed especially for parents in Northern Ireland, and a 60 page booklet entitled *Off to a good start: all you need to know about breastfeeding your baby*, which will be distributed to all first-time mums on their antenatal appointments. The book has been adapted for Northern Ireland from a resource originally produced by Health Scotland (formerly the Health Education Board for Scotland).



At the public information campaign launch on breastfeeding are, from left, Breastfeeding Coordinators Diane Lockhart and Patricia Weir, Ulster Community and Hospitals Trust; Tereseata Kelly and baby Aidan along with Dr Claire Willis, Chair, Breastfeeding Strategy Implementation Group, DHSSPS.

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

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**Health  
Promotion  
Agency**

## New appointments



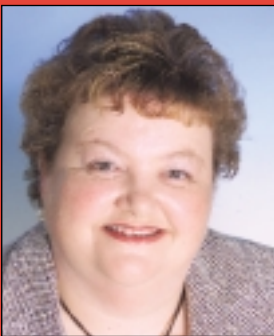
### Jo Brizzell

Jo Brizzell has been appointed as a permanent Research Officer after previously working in research on a secondment basis. Prior to joining the HPA, Jo worked for Research and Evaluation Services where her principal tasks included the design of data entry systems and the validation and analysis of large scale data sets.



### Les McLean

Les McLean has joined the HPA as Director of Corporate Services and Organisational Development. Prior to joining the HPA, Les was Director of Corporate Services for SHAC Housing Association and his previous career has spanned a number of organisations within different settings, including the Lyric Theatre, Fire Authority and Northern Ireland Tourist Board.



### Barbara Porter

Barbara Porter has recently joined the HPA as Health Promoting Hospitals Coordinator. A key aspect of her post will be to assist in the strategic development of the Health Promoting Hospitals initiative across Northern Ireland. Barbara was previously Business Manager in the Research and Development Office, and prior to that was Senior Manager for Health

Promotion in the Royal Hospitals Trust, where she was instrumental in the hospital becoming a participating member of the Northern Ireland Health Promoting Hospitals Network.

## Men encouraged to size up their waistlines

During June 2004, the focus of the British Dietetic Association's Food Awareness Campaign will be on weight and the health consequences of being overweight.

This is the third year that the campaign has focused on weight issues, highlighting the importance of this subject. This year men are being encouraged to take the message seriously and to recognise that 'size matters'.

For men, the size of their waist can put their health at risk. For European men, a waist measurement greater than 94cms (37") and for Asian men, greater than 90 cms (36") is associated with health risks.

The main campaign messages are as follows:

- small changes can lead to big benefits: choosing lower fat varieties of favourite foods, or eating smaller portions of some foods, can save on calories and help control weight;
- base meals and snacks around starchy foods: choose wholegrain breads, cereals, rice and pasta;
- super size vegetables and fruit: aim to have five or more portions a day of a variety of vegetables, salads and fruits.

## Get Active in the Community Cash Grant Awards scheme

Judging of the sixth annual cash grant applications to support the development of opportunities for physical activity in the community has been completed. The scheme, which supports the physical activity campaign of the Northern Ireland Physical Activity Strategy, this year attracted 622 applications - a 47% increase on applications in 2003.

The judging panel had a challenging job in identifying those groups to be allocated awards and, with a finite budget, the panel had to make some difficult decisions. Funding is allocated to each area on a population basis.

One application was received from a regional group and funding was allocated to each area within the group.

The following is the final breakdown of results:

Health board	Applications received	Applications awarded
EHSSB	199	64
NHSSB	150	46
SHSSB	154	25
WHSSB	118	28

Each group awarded funding will be evaluating their activity, and the information received will assist in highlighting the potential of community organisations to support and develop physical activities which improve people's health and wellbeing.

## Health Promoting Schools celebrate achievements

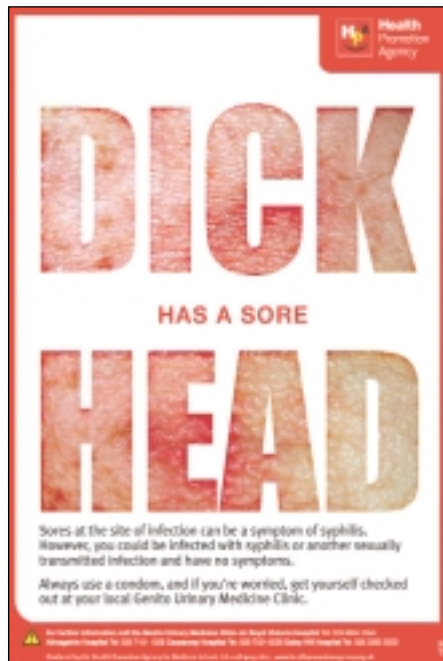
Two years ago, the Health Promoting Schools partnership set out to work with over 150 schools across Northern Ireland, supporting them through a process to become more health promoting.

The achievements of many of the first phase schools in the initiative are now being recognised through a series of celebration events during April, May and June 2004 in each of the five Education and Library Boards. Schools that have achieved the criteria agreed through a Local Recognition Scheme are being presented with a Health Promoting Schools certificate, and have the opportunity to hear from teachers and pupils about their experiences of being involved in the initiative.

These celebration events have also been a milestone for the regional and local planning partnerships as the schools have been the first to reach this stage in the initiative. The long-term vision for the partnership would be that all schools will have the opportunity of becoming health promoting schools. Learning experiences and examples of good practice will inform the further development of the initiative and help to achieve this goal.

For more information, please contact David Porter, Regional Health Promoting Schools Coordinator at the HPA.

# Ten new posters promote safer sex



The HPA held a media facility on 21 May to launch a new series of sexual health information posters. The posters go on display in the toilet areas of pubs and nightclubs popular with the target group – 18 to 30 year olds – from the end of May.

The series consists of 10 posters developed following focus groups with the target group. The posters provide information about sexually transmitted infections (STIs) in general, as well as information on specific STIs such as syphilis, chlamydia, gonorrhoea and HIV. Unplanned pregnancy, the need for regular check-ups at the Genito Urinary Medicine (GUM) clinic, and safer sex are all issues which are dealt with in these posters.

The posters are supported by an information leaflet which will be placed in holders attached to the poster frames.

## Binge drinking campaign produces positive results

Results from the evaluation of the 2003 alcohol campaign which focused on drinking to excess/intoxication (binge drinking) and targeted primarily at 18-30 years olds have been positive.

This campaign was developed in response to findings from drinking patterns research carried out by the HPA in 1999 which highlighted the high proportions of people, particularly those in the 18-34 age group, who binge drink. The campaign was launched on 6 March 2003 and centred around a 60 second television advertisement which showed some of the short-term negative effects of binge drinking, and in particular the unattractive nature of drunkenness.

That campaign sought to highlight the societal costs attributable to drinking to excess/intoxication, to encourage the view among drinkers that such a pattern of drinking is socially unacceptable and to make the target audience think about the amount of alcohol they drink.

For the evaluation, 1,025 interviews were conducted with adult drinkers (aged 18 up to 70+) throughout Northern Ireland. Unprompted recall of the HPA's television advertisement was high (72%). Recall in the target age group (18-30 year olds) was 77%. Four in 10 respondents had full recall of the slogan, 'Everybody can enjoy a drink - nobody enjoys a drunk,' and a further 28% had partial recall.

There were no significant differences between 18-29 year old respondents and respondents aged 30+ when asked how believable, thought provoking and relevant the advertisement was to them. However, respondents aged between 25 and 29 were more likely to find this advertisement very relevant than those aged 18-24 (41% compared to 30%). Respondents aged 18-29 were more likely to think about their drinking behaviour as a result of seeing the advertisement compared to those aged 30+ (29% compared to 18%). The majority of respondents were more likely to think about the drinking behaviour of others (68%). Of these, 54% said they talked to this person about their drinking behaviour.

## Belfast presence at drug harm reduction conference

A joint DHSSPS/HPA delegation attended the 15th International Conference on the Reduction of Drug Related Harm in Melbourne in April as part of Belfast's preparations to host the prestigious event in 2005. Key personnel attending included Chief Medical Officer Dr Etta Campbell, Northern Ireland, Rob Phipps, Northern Ireland Drugs and Alcohol Strategy Coordinator who is the Belfast executive programme director of the organising committee, and HPA Senior Manager Stephen Wilson who represents the HPA on the local organising committee.

Approximately 1,200 delegates attended the conference from around the world bringing together cutting edge science with activism, policy and practice with the aim of sharing information and building partnerships. The programme covered a wide

range of topics including law enforcement and harm reduction, services and treatment, drugs and injecting, harm reduction practices, HIV/AIDS, hepatitis, and social context.

Commenting on the conference, Stephen explained: "As well as networking and gaining a more detailed insight into the wide range of issues involved in the harm reduction field, the conference proved invaluable in exploring the key processes and organisational requirements which we will have to replicate in Belfast next year."

The 16th Harm Reduction Conference, hosted by the DHSSPS, will be staged at the Waterfront Hall in Belfast on 20-24 March 2005.

## Workplaces sign up to Work Well



Twenty small businesses have been selected by a panel to become the first workplaces to take part in Work Well. This health promoting workplace initiative developed by the HPA will help them to assess their workplace

health needs and then support them to address these needs.

Each workplace and their employees will play an important role in how the initiative develops. All stages of the initiative will be evaluated and, on completion, each business will help demonstrate to other businesses in Northern Ireland how employees, their workplace and the business itself can be healthier.

The businesses that are helping to achieve this are as follows: Aiken Timber (Coleraine), Allegro Marketing and Distribution (Belfast), Arts Council of Northern Ireland (Belfast), Belfast Castle (Belfast), Hamilton Architects (Belfast), Hampton Conservatories (Portrush), Harvey Group plc (Newtownabbey), Housing Rights Scheme (Belfast), Irish Garden Plants (Seaforde), Irwin Metalcraft (Ballymena), John H Lunn Ltd (Belfast), JTM Training Agency (Ballymena and Coleraine), Knock Travel (Belfast), MacElhatton and Co Solicitors (Belfast), Malone House (Belfast), Restaurant Sorrento, Caffè Tosca and Soloman Grundy's Restaurant (Ballymena), Rhyme Thyme Day Nursery (Ballyclare), Simon Community (Larne), Tim Lewis Recruitment (Belfast), Tumelty Dawson and Co (Belfast).



**Health  
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Agency**

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

## Meeting of the board

The next meeting of the HPA Board will be held in the conference room, 18 Ormeau Avenue, Belfast, on Thursday 12 August 2004 at 3.30pm.

Members of the public are welcome to attend.

## HPA expertise for WHO strategy on chronic disease prevention

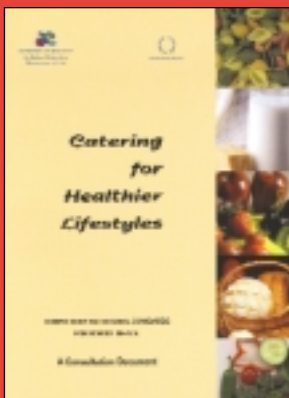
The HPA is providing production support and expertise in the publication of a WHO strategic document on chronic disease prevention. The document *A strategy to prevent chronic diseases in Europe – The CINDI vision for public health* is an innovative and flexible, evidence-based chronic disease prevention and control strategy produced by the WHO Regional Office for Europe for the Member States.

Written and prepared by a drafting group guided by the Countrywide Integrated Noncommunicable Diseases Intervention programme (CINDI) Directors, the strategy will be presented at the 5th international heart health conference in Milan on 13-16 June 2004. The HPA was asked to play a part as a member of CINDI and a designated WHO Collaborating Centre for Training and Research in Communications and Information Technology in Health Promotion and Disease Prevention.

## Catering for healthier lifestyles

The HPA has been working with the Department of Education, the Education and Library Boards, the Health and Social Services Boards and Trusts to develop and implement a pilot of the proposed compulsory nutritional standards for school meals.

The nutritional standards are outlined in the document, *Catering for Healthier Lifestyles*, published by the Department of Education. Following a consultation on the standards, the HPA conducted research with catering staff during 2002/2003 to assess their training needs.



Over 100 schools across Northern Ireland, representing primary, post-primary and special sectors, have agreed to participate in the pilot, which began on 22 March 2004 and will last for three school terms.

In preparation for the pilot, Kitchen Unit Supervisors from all participating schools received nutrition training to Foundation Certificate level (accredited by the Royal Society for the Promotion of Health) and practical training on issues such as menu planning and healthier catering practices.

## HPA supports initiative to promote health in a hospital setting

The settings approach provides unique physical and social environments that support livelihoods and health. The health promoting hospitals initiative (HPH) through the settings approach integrates health protection, health promotion and health improvement into the culture of the hospital using intersectoral and community based action as highlighted in the *Investing for Health* public health strategy. The initiative first commenced in Northern Ireland in 1996 and through the commitment of hospitals and the Northern Ireland Regional HPH Network, 13 hospitals are now working together to structurally integrate it into all their work.

The HPA's appointment of a coordinator will support network members through a programme of training and development activities. New partnerships and proposals for highlighting how hospitals can further develop their work will be identified. A database of case studies and models of good practice will be created and updated regularly. This should serve as a source for information on process and outcome, in support of investment in the settings approach and as a reference point for the generation of new ideas.

An infrastructure and systems will be developed to ensure the sustainability of projects and programmes within the HPH initiative which will extend it to new areas in a way which is consistent with long-term regional planning and intersectoral collaboration for the improvement of health and wellbeing of the Northern Ireland population.

## HPA and Age Concern focus on social capital

The HPA and Age Concern Northern Ireland are hosting a seminar on Connections for health - the social capital impact on community and older people's groups on Friday 18 June 2004 at Grosvenor House Conference Centre from 10.00am to 1.30pm.

The aim of the seminar is to raise awareness about social capital, explore the use of social capital indicators, highlight the relevance of social capital to community and older people's groups, and identify the clear links to health and wellbeing.

There will be the opportunity to hear local and national experts in the field and to participate in small group discussions in relation to social capital and health. The findings of the research on the impact of the Actively Ageing Well initiative on developing social capital with community and older people's groups will also be highlighted.

The event is free of charge but places are limited, so please apply as soon as possible. If you would like to attend the seminar, or would like further information, please contact: [abeattie@ageconcernni.org](mailto:abeattie@ageconcernni.org), tel: 028 9024 5729, or [c.crossan@hpani.org.uk](mailto:c.crossan@hpani.org.uk), tel: 028 9031 1611.

## Food for thought at the recent Balmoral Show

For the second year running, the HPA was represented at the Balmoral Show as part of the Working for You exhibition. The exhibition in the Balmoral Hall was organised by the Department of Agriculture and Rural Development and featured local government departments and agencies, with the aim of allowing the public to have more access to key staff, to raise awareness and to ask key questions.

For the duration of the show the HPA and DHSSPS managed the 'Healthier People' display, which was designed by the HPA and



featured materials based on tackling obesity in Northern Ireland. To support this theme the leaflet *Small changes - big benefits* was distributed and visitors to the show had the opportunity to measure their height and weight in order to work out their Body Mass Index (BMI). This proved very popular and many people went away with food for thought.

**Angela Smith MP, left, Minister for Health, checks her BMI with the help of Claire Hind, HPA.**

## Seminar examines ads in promotion of health

In March, the HPA in conjunction with Genesis advertising agency presented a short seminar, 'Advertising and Health - current thinking', to examine the challenges faced by those involved in commissioning advertising to promote better health.

This was a chance to hear about the importance of branding, to examine the evidence on whether social marketing can be shown to influence and change health behaviour, to hear how advertising can be used to challenge culture and to discuss the ongoing issues faced in improving the public's health.

Speakers included key figures from the advertising sector, Professor Gerard Hastings from the University of Strathclyde and representatives of the HPA. Those attending included Departmental health and information officials and colleagues from the Republic of Ireland, as well as HPA Board members and staff.

There is evidence that advertising has a role to play in getting information to those members of the public who will not seek it out or who may have difficulty in reading other written forms of available information. In recent years, therefore, there has been considerable investment in commercial advertising as a major strand of the work in informing and educating the Northern Ireland public on a range of health issues.

The seminar proved very successful and in light of interest shown, it is hoped to organise a similar event in the future.

## Training events

- The 'Good advice-giving for positive behaviour change' training event finished on 9 March and attracted 16 participants. Feedback has been extremely positive and a copy of the evaluation report is available online.
- The evaluation report for the final Design for Living training event entitled, 'Young people and self esteem - young men and self-esteem' can also be accessed online.
- The 'Smoking and pregnancy - exploring the issues' conference held on 30 March was attended by 120 delegates. The conference featured a number of international and national experts in the field and was very well received.
- The second breakfast seminar entitled 'Mental Health - interventions to promote positive mental health' was held on 31 March and 35 people attended.
- The latter sessions of the Stress Management OCR Diploma course will be held on 2, 3, 4 June. A follow-up course has been planned for early 2005 due to great demand.

Details of upcoming training events and evaluation reports can be accessed online or by contacting Máire Campbell or Claire Hind on 028 9031 1611.

### GP e-learning development

A DVD was produced as a learning resource for primary care, detailing skill development around motivational interviewing. It will form part of the proposed smoking cessation website for primary care.

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

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## Section 75 re-launch marks specific initiatives

The HPA has been working collaboratively with a range of Health and Personal Social Services (HPSS) organisations on the implementation of their statutory equality duties.

This group is supported by an equality unit, based at the Central Services Agency, which provides direct services - including policy development, training and consultation advice. This unit is jointly funded by all the agencies and bodies involved.

Since 2000, the agencies and bodies involved have taken part in a series of collaborative initiatives to promote equality of opportunity and good relations:

- joint training initiatives, eg equality awareness;

- equality impact assessments, eg work-life balance policies;
- specific initiatives on good relations, eg surveying staff;
- work on compliance with disability discrimination obligations.

A re-launch was held on 29 April to underline the continuing importance of section 75 obligations. The event was held to:

- to provide an opportunity to review existing work on section 75 and look forward to future initiatives;
- to formally launch three published documents - promoting equality in our work, work-life balance, equality screening;
- to enable colleagues from across the agencies and bodies to meet and network.



From left, Fiona Campbell, HPA; Les McLean, HPA; Chief Commissioner at the Equality Commission Dame Joan Harbison; HPA Chief Executive Dr Brian Gaffney; HPA Board member Janet Leckey; and Tony Sheridan, HPA, at the re-launch.



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[www.drugsalcohol.info](http://www.drugsalcohol.info)  
[www.thesnackpack.net](http://www.thesnackpack.net)  
[www.up-2-you.net](http://www.up-2-you.net)

## Web are we now?

The HPA officially launched the much anticipated breastfeeding website on 11 May 2004 at the third regional breastfeeding conference in the Dunadry Hotel, Templepatrick. The website, which can be found at [www.breastfedbabies.org](http://www.breastfedbabies.org), supports the TV and poster campaigns and both the television advert and the radio adverts can be accessed online at the website.

The new site has attained 'Bobby AAA' accreditation, which is an approved accessibility standard for websites, and clocked up an impressive 20,000 hits over the first two days of going live.

The recent competition for young people on the Up-2-You website has generated considerable interest with in excess of 1,000 entries. The lucky winners will be announced in the next issue of Inform.

The HPA's corporate website has been updated to include advice on smoking and tobacco. Other new information includes additions to the health protection section of the site in support of the recent public information campaigns.