

# Inform

Issue 36

August/September 2004

## Smoking website winners announced

The HPA recently hosted an awards ceremony for the young winners of the [www.up-2-you.net](http://www.up-2-you.net) competition. [Up-2-you.net](http://www.up-2-you.net) is a website for young people which primarily focuses on the topic of smoking but also includes information about drugs and alcohol.

The competition encouraged young people to work their way around the site to find the answers to questions about the damage smoking can cause to health.

Almost 1,300 correct entries were received with 16 lucky winners being selected at random to attend the awards day.

They received their prizes - which included PlayStation consoles, camera mobiles and music vouchers - from local BBC sports presenter Jerome Quinn. They then had their photos taken for their local papers, with a buffet lunch completing their visit.

The winners came from all over Northern Ireland and were as follows: Andrew Black, Millisle; Shea Brady, Armagh; Kirsty Burrows, Ballynahinch; Paul Collins, Bangor; Christine Doherty, Ballynahinch; Nuala Gilchrist, Ardglass; Sabrina Hatzler, Crossmaglen; Saoirse McDermott, Ballymena; Paul McLaughlin, Magherafelt; Evan Martin, Belfast; Orla Meikleham, Belfast; Philip Moan, Ballyclare; Andrew Proctor, Armagh; Judith Smyth, Lisburn; Catherine Tierney, Belfast; and Calvin Wilson, Ballyclare. Well done to everyone who entered.



Andrew Black, right, who received prize vouchers for his winning entry, celebrates at the [up-2-you.net](http://www.up-2-you.net) awards ceremony with Alice Quinn, HPA Chair, and Jerome Quinn, BBC sports presenter.

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

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## Heartfelt thanks for CINDI document



Our professional contribution to the International Heart Health Conference in Milan in June has been praised by the World Health Organization (WHO). The HPA's communications team provided production support to the publication of a WHO strategic document on chronic disease prevention, *A strategy to prevent chronic disease in Europe*.

The document presents the CINDI (Countrywide Integrated Noncommunicable Diseases Intervention) Programme vision for a chronic disease strategy for the WHO European Region. It was successfully edited and designed in time to be distributed to the 300 participants at the Milan conference.

The HPA played a role 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.

## Taskforce seeks obesity baseline data

In response to concerns about growing levels of obesity in children and young people in Northern Ireland, the Ministerial Group on Public Health has established a taskforce to urgently examine options for tackling this major public health issue.

To inform this process, the taskforce will be developing a research and information baseline which will be collected and collated by the HPA. The taskforce is seeking assistance in developing this baseline for overweight and obesity and its causal factors in children and young people in Northern Ireland.

## Research report highlights smoking in public places

Exposure to environmental tobacco smoke (ETS) is a major concern. Research highlights the link with smoking-related illnesses, including lung cancer, as well as being a real threat to the health of children and babies. The Tobacco Action Plan acknowledges that individuals, especially non-smokers and children who are particularly vulnerable, are entitled to protection from ETS.

The HPA commissioned research in March to assess the public awareness of the health risks of environmental tobacco smoke and the attitudes of the general public in Northern Ireland towards smoking prohibitions or restrictions across a range of public places including hospitals, restaurants, pubs and bars, and shopping centres.

There was a general awareness of the risk of passive smoking to health but awareness of specific risks other than lung problems was low. There is a high awareness that passive smoking can cause significant health problems for children although 15% of the sample was still unaware of this.

This research also demonstrates that while the attitudes of the general public to a completely smoke-free environment are overall very positive, with only 16% reporting they would oppose a law banning smoking in the workplace, it is clear that individuals' attitudes differ in relation to the particular setting they are asked about. Pubs and bars remain the setting people are less supportive of being completely smoke-free. Even so, only a fifth of smokers thought pubs and bars should be a completely smoking environment. This report will be available as a PDF on our corporate site from the middle of August.

## New campaign to focus on passive smoking

The HPA is planning to build on the success of its recent work on smoking by switching the focus to passive smoking and the effects on health of environmental tobacco smoke. Evidence has shown that second-hand smoke can pose major health risks such as lung cancer, coronary heart disease, stroke and asthma. In children it also increases the risk of lower respiratory tract illness such as pneumonia and bronchitis. It is hoped that the new campaign will include joint work with other organisations, including the Health and Safety Executive for Northern Ireland and the Environmental Health Service of local councils, to promote smoke-free working environments.

This information is required to inform not only stakeholders when they come to consider potential interventions, but to inform recommendations also on future information and research needs. If you hold administrative data or have carried out research related to the areas of overweight and obesity, we would like to hear about it.

The HPA has set up a proforma that can be completed online at <http://www.healthpromotionagency.org.uk/obesity>. All information should be forwarded by 16 August.

# HPA campaigns win advertising awards



During one of the most prestigious events in the advertising calendar, HPA campaigns, developed in conjunction with Genesis Advertising Limited, gained recognition by receiving a number of awards from the Publicity Association for Northern Ireland (PANI) at its 2004 ceremony. The awards won at the recent event were:

- Gold Award (outdoor advertising) for 'Every cigarette is doing you damage' (tobacco);
- Gold Award (cinema advertising) for 'Nobody likes a drunk' (alcohol);
- Silver Award (television craft advertising) for 'The chain' (infection control through handwashing);
- Bronze Award (television all Ireland) for 'Nobody likes a drunk' (alcohol).

Celebrating success are, from left, Margaret McCrory, HPA Marketing Manager; Stanley Davidson, Genesis Creative Director; and Maureen Gardner, HPA Director of Communications.

## Snack Pack scheme pre-pears for extension

The Snack Pack pilot scheme was initially funded for two years from October 2002 and was due to draw to a close in June 2004. However, the Investing for Health team has secured additional funding for the initiative and it will now run for a further year, ending in June 2005.

Printed materials and promotional items to support the initiative are currently being printed and these will be delivered to the Health Action Zones in August for distribution to participating schools at the beginning of the new school term.

During this final year the HPA will continue to manage the research and evaluation of the scheme and will also undertake some work with parents to highlight the importance of encouraging children to eat more fruit and vegetables.



## Resource plan for young men's mental health project

In response to statistics on young men's mental health in Northern Ireland, the HPA is working with a regional steering group to develop resources aimed at promoting the positive mental and emotional health of young men.

The project plans to produce a resource for young men aged 11 to 15 to highlight life skills and positive coping strategies to help them deal with life's stressors.

There will also be an accompanying support guide for people who work with young men to improve their knowledge and skills and offer them guidance and support in this field of work.

These materials are in the early stages of development and the

resource for young men will be tested with the target age group throughout Northern Ireland. The group plans to launch the materials via a structured training programme that will take place later in the year. Further details will be available in **Inform** when the materials are published.

The Regional Steering Group includes representatives from the Council for the Curriculum, Examinations and Assessment (CCEA), Curriculum Development Unit, Opportunity Youth, Parents' Advice Centre, the Rainbow Project, Southern Area Health Promotion Department, Upper Springfield Development Trust, University of Ulster School of Nursing, Westcare Business Services and YouthAction NI.

# Service improvement event for Belfast



improve  
innovate  
inspire

**service improvement conference**  
November 11, 2004, Waterfront Hall, Belfast

Thursday  
**11**  
November

- ▶ Inaugural FREE one-day Service Improvement Conference
- ▶ Open to everyone from across the HPSS
- ▶ Find out how other people in the HPSS are improving their services
- ▶ Learn how you can improve your own service
- ▶ Full programme and registration details to follow

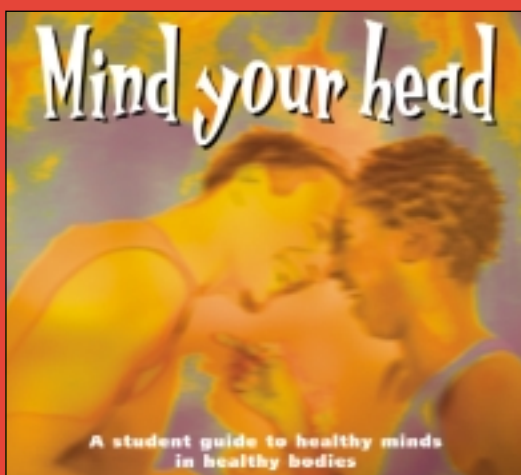
Department of  
**Health, Social Services  
and Public Safety**  
An tSeirbhís  
**Sláinte, Seirbhísí Sóisialta  
agus Sábháilteachta Públí**  
[www.dhsspsni.gov.uk](http://www.dhsspsni.gov.uk)

The DHSSPS is organising a free one day service improvement conference on 11 November 2004 in the Waterfront Hall, Belfast.

This inaugural event is open to everyone from across the HPSS interested in seeing how other people in the HPSS are improving their services, and in learning how to improve their own service. Full programme and registration details will be issued soon.

The opportunity to present work or exhibit a poster is available by contacting the Service Improvement Unit on 028 9052 2755 or email [serviceimprovement@dhsspsni.gov.uk](mailto:serviceimprovement@dhsspsni.gov.uk).

# Student guide stresses emotional wellbeing



*Mind your head*, a guide for students that was produced by the HPA and the National Union of Students and the Union of Students in Ireland (NUS-USI) in 2002, is to be reprinted.

The booklet offers 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.

# Training update

Following the success of last year's training events around the theme of young people and self-esteem, the HPA has organised a re-run of this series of seminars.

The seminars will be delivered between autumn 2004 and spring 2005 with input from the Design for Living programme comprising Action Mental Health, Youth Council for Northern Ireland and the HPA. They will be facilitated by key speakers with expertise in the field of mental health, self-esteem and young people.

The individual seminars are:

- Child and adolescent mental health, Simon Ward, 22 September 2004
- Self-esteem and relationships, Dr Tony Humphreys, 16 December 2004
- Young men and self-esteem, Trefor Lloyd, 23 February 2005



Due to the demand for skills based training, the HPA also has plans to hold the following courses:

- Changing health behaviour: principles and practice of motivational interviewing, Kathy Goumas, four day course - 27, 28 September and 25, 26 October 2004
- Focus groups, Yvonne Bostock, 2 December 2004

Booking forms are available to download or submit online at: [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)

Evaluation of the recent 'Smoking and pregnancy' seminar is now available online along with previous summary evaluation reports.

Details of upcoming training events can also be accessed online or by contacting Claire Hind on 028 9031 1611.

## HIV leaflet launched by fpa

Sexual health charity fpa has completed its full range of sexually transmitted infections (STI) leaflets with the publication of its latest addition on HIV. The full set of 10 leaflets is now available to the general public and health professionals through fpa's new direct sales helpline.



"As the numbers of HIV infections are rising, it is important that people in Northern Ireland are aware of the risks and how to protect themselves," said Audrey Simpson, Director of fpa Northern Ireland. "This leaflet is a welcome addition to our already popular range and contains helpful information written in a straightforward way that is easy to understand."

The HIV leaflets cost £5 for 50 copies plus p&p and are available through the fpa sales helpline on 0845 1228600.

## Promoting Workplace Health conference

Health Promoting Workplaces coordinator, Julie Hill, attended the 4th European Conference on Promoting Workplace Health in Dublin Castle in June. Presenting the results of three single projects, the conference contributed towards the implementation of the initiative's main objectives. All the documents can be viewed at <http://www.whpdublin2004.org/>

- *ENWHP toolbox – a European collection of methods and practices for promoting health at the workplace;*
- *Report - making the case for workplace health promotion. Analysis of the effects of WHP;*
- *National forums for workplace health promotion.*

More about the European Network of Workplace Health Promotion can be found at <http://www.enwhp.org/home/index.php>

## Meeting of the board



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

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.

## Connections for health explored at seminar

'Connections for health: The social capital impact on community and older people's groups' was the title of the recent seminar highlighting the social capital impact of work undertaken by Age Concern and the HPA in implementing the Big Lottery-funded five year Actively Ageing Well (AAW) programme. The aim was to determine to what extent various initiatives and support have affected social capital within the community and older people's groups within the programme.

Speakers included Dave Wall, Department for Social Development; Alison Beattie, Manager, AAW; Pat McGinn, Research Consultant; Sadie Hamill and Walter Cooper, Young at Heart, Lurgan; and Lyla Hynds, Nifty 50s Club. Ruth Sutherland, Community Development and Health Network, provided an overview of the links between health inequalities, community development, public health and social capital, while Dr Kevin Balanda, Institute of Public Health, outlined work on an all-island survey of social capital and health.

Evaluation of the seminar was very positive and a conference report will be produced in the autumn. For further information contact either Claire Keatinge, Director of Community Development, Age Concern, or Linda Barclay, Director of Programme Development, HPA.



Actively Ageing Well speakers and participants.

## Health Promoting Hospitals goes south

The 12th WHO international conference on Health Promoting Hospitals (HPH) was held in Moscow in May and was attended by HPA based Health Promoting Hospitals coordinator, Barbara Porter.

The 13th conference will be taking place in Dublin at the Burlington Hotel on 18-20 May 2005. The planning stage is well underway with colleagues in the Republic of Ireland and it should prove to be an eventful and informative several days.

Anyone working on initiatives based on the Health Promoting Hospitals concepts is asked to keep the conference in mind and to watch for the call for paper and poster presentations in early 2005, which will also be featured in future issues of **Inform**.

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

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## No Smoking Day 2004 evaluation

This year's No Smoking Day (NSD) took place on Wednesday 10 March. As in previous years, the HPA provided funding to include Northern Ireland in the quantitative research conducted in Great Britain (GB) which assessed awareness of and participation in NSD 2004.

The questions were entered on a Northern Ireland omnibus survey and 1,014 interviews were carried out with a representative sample of the adult population (aged 16 and over).

The evaluation found that 81% of respondents were aware that 10 March was NSD, a figure similar to that reported in 2003 (82%). Awareness was higher in smokers (87%) compared to non-smokers (77%) and, as in previous years, was higher in

Northern Ireland than in GB (72%). Awareness was also highest for those who smoked less than five cigarettes a day (89%) and lowest for those who smoked 21+ a day (86%).

A total of 38% of smokers who were aware of NSD participated in the day by quitting for a time, cutting down, accessing information or by taking part in an event or competition. This figure represents a large increase on last year's participation rates (29%).

A figure of 20% of smokers who were aware of NSD made a quit attempt on the day. Again, this is a substantial increase on the 15% who made a quit attempt on NSD 2003.

A PDF of the summary evaluation report is available on our website.

## Pregnancy Book in the pipeline

Work has commenced on the latest Northern Ireland edition of the *Pregnancy Book*. The HPA adapts the information, particularly in relation to rights and benefits, which is compiled by the Department of Health in England.

The publication, which is designed for first-time mothers, is distributed by the Central Health Promotion Resource

Services to antenatal clinics in their Health and Social Services Board areas.

Revision of material for its complementary publication, *Birth to Five*, is also underway.

Last year was the first time we undertook the in-house production of the regional versions of the *Pregnancy Book* and *Birth to Five*.



**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](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?

We are currently involved in the development of a website for the International Harm Reduction Conference which will be held in Belfast's Waterfront Hall during March 2005. The website is being designed by the HPA on behalf of the DHSSPS, in association with the International Harm Reduction Association (IHRA). This is the 16th conference of its kind and the website will feature background information, registration and booking procedures, abstract submissions and a host of other features.

Also recently developed is an online proforma to gather and collate information on behalf of the obesity taskforce. Developing such a process online via the HPA's website will enable us to get maximum flexibility out of the submitted information in the most efficient way possible. Read more about the project on page 2.

Also in development is an update to the HPA's teen website up-2-you.net. The recent competition winners (reported on the front page) will be appearing online with their prizes, and the website will also be undergoing a graphical revamp to freshen up the look for the beginning of the school term in September.

In-house we are currently redeveloping databases to enable greater integration with our websites, allowing us to store and handle information much more efficiently as well as developing new sections for our intranet, Fuse.