

# Inform

Issue 37

October/November 2004

## Work Well businesses networking success

In August the Work Well businesses attended their first network meeting. These meetings will facilitate the development of networks between the businesses and encourage the sharing of good practice. They are also part of the partnership approach between the HPA and the businesses to develop information for other small businesses becoming health promoting workplaces.

Many of the Work Well employers or representatives attended, including the Harvey Group, Knock Travel, Housing Rights Service, MacElhatton and Co, Tim Lewis Recruitment, Irish Garden Plants, Hampton Conservatories, Irwin Metalcraft, Arts Council for Northern Ireland, Tumelty and Dawson, and Ards Citizens Advice Bureau.

Ian Morrow from the Northern Ireland Chamber of Commerce chaired the meeting and Alistair Smith from Michelin Tyre PLC told how his company was developing its own health promoting workplace programme.



Work Well employers or representatives who attended the first Work Well network meeting.

### AAW exercise programme helps addicts on road to recovery

The Actively Ageing Well (AAW) programme, an initiative which promotes physical activity with people aged 50+, has been helping a local group break new ground in the battle to conquer addiction. Participation in the AAW project enables the group to engage in physical activity programmes and develop an emphasis on exercise as a way to promote recovery.

The group Friends of Carlisle House addresses the need of the addict to socialise in a drug and alcohol free environment by providing alternative activities and by targeting the times

at which the addict feels most vulnerable – Saturday nights and holiday times.

The AAW project enables the group to combine recovery with a healthier lifestyle through activities such as table tennis, badminton, horse riding, boating and guided walks. "Friends of Carlisle House has given me the opportunity to experience a new kind of social life without using a harmful substance," said one new group member. "Without the support and leisure activities of the group, life would be much harder for me."

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

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**Health  
Promotion  
Agency**

# New appointments



## Angela McComb

Angela has been promoted to HPA Senior Manager, Public Health. Her main role will be to manage, coordinate, deliver and monitor a range of health promotion and public health programmes and initiatives within the areas of nutrition, physical activity and oral health. Previously, Angela was Regional Health Promotion Manager

for Nutrition. She holds a BSc (Hons) in Dietetics and a postgraduate diploma in Management Practice.



## Tony Sheridan

Tony has been appointed Communications Manager after previously undertaking the role on a two year fixed term basis. He will have responsibility for the implementation of the communications strategy and production of key corporate documents. He holds a BA (Hons) in European Business Studies and a postgraduate

qualification in Management Studies. He also holds a postgraduate diploma from the Chartered Institute of Marketing, of which he is a member.



## Sinead Curran

Sinead has joined the HPA as Marketing Officer. Previously she worked in marketing and communication roles at the Department for Social Development, the Environment and Heritage Service and the Northern Health and Social Services Board. At the HPA Sinead will work on the design,

production, and implementation of public information campaigns on a range of health issues. She holds an MSc in Communication, Public Relations and Advertising.



## Kirsten Sharvin

Kirsten has joined the HPA as Clerical Officer, providing administration support, and carrying out switchboard operator and receptionist duties as well as overseeing the HPA library. Most recently she worked in administration for the ICT unit at the South Eastern Education and Library Board. Prior to

that she was employed as a PA at the Department of Agriculture. Kirsten originally studied bookbinding and conservation at the London College of Printing.



## Roger Irwin

Roger has joined the HPA as a Clerical Officer. His role will involve reception work, switchboard and dealing with requests for information. Roger was previously export sales administrator at Forbo Nairn, Scotland, and customer service representative at Global Email Company, Belfast. He holds an MA

(Hons) in Modern Languages from the University of St Andrews and a postgraduate qualification in business management.



## Aodhan O'Donnell

Aodhan has joined the HPA as Senior Manager, Public Health, with responsibility for the management, coordination, delivery and monitoring of a range of work related to Investing for Health. Aodhan previously worked with the Armagh and Dungannon Health Action Zone and as an Environmental

Officer in the public and private sectors. He holds a BSc (Hons) in Environmental Health and a Certificate in Managing Health and Social Care.

# Annual report launch



The HPA's 13th *Annual report* was launched on Monday 27 September and provides an overview of work undertaken during the year 2003-04. The report highlights achievements in our priority areas of work, our commitment to cross-sectoral partnerships, and the positive steps being taken to pursue *Investing for Health* objectives.

Our commitment to tobacco control was highlighted at the launch with the HPA's drive for smoke-free environments, particularly workplaces. Speaking at the launch, Chief Executive Dr Brian Gaffney said: "This year's work has been completed with the prospect of significant change in public health and health promotion. Major reviews are likely to reinforce the public health agenda but will also provide new challenges and opportunities for all of us."

HPA Chair Alice Quinn said: "The *Annual report* highlights the many opportunities we have had to work collaboratively at a regional level. The importance of this work cannot be underestimated if we are to reduce major risk factors such as inactivity and obesity."

Copies of the report can be obtained from public libraries and it is also available to download from the HPA's website: [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)

# Pregnancy Book at clinics

The latest edition of *The Pregnancy book* has been produced by the HPA and copies are now ready for distribution to first-time mothers through antenatal clinics.

A Northern Ireland version of *The Pregnancy book* is adapted from Department of Health material in association with the Department of Health, Social Services and Public Safety (DHSSPS). Sections such as Rights and Benefits offer timely and relevant information and advice about all aspects of pregnancy and childbirth.

This is the second year we have undertaken production of the regional version of *The Pregnancy book* in-house, and up to 20,000 copies were distributed by the Central Health Promotion Resource Services to the four Boards for their Trusts.

Meanwhile, revision of material for its complementary publication, *Birth to Five*, is under way.

# New campaign to focus on passive smoking

The HPA has been commissioned by the DHSSPS to develop and implement a public information initiative which will contribute to achieving the objectives set out in the Tobacco Action Plan.

The HPA has been focusing on the health effects of smoking with the 'Every cigarette is doing you damage' campaign. The new campaign which will be launched in November will focus on the damage passive smoking is doing to non-smokers who breathe in second-hand smoke.

The HPA is currently testing various concepts to aid the development of a television advertising campaign. The television concepts highlight the health effects of passive smoking and include a range of settings such as restaurants, bars, workplaces and the home environment.

An information leaflet about passive smoking has been developed and is also being pretested. Further information about the campaign will be included in the next issue of **Inform**.

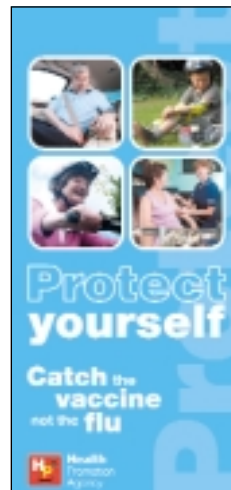
## HPA continues to highlight safe sex message

Two new posters will go on display from September to November as part of the HPA's sexual health poster campaign in pubs and nightclubs that are popular with 18-30 year olds.

One of the new posters aims to raise awareness of chlamydia and encourage the use of condoms. The poster is a mirror with the message, 'You could be looking at someone with chlamydia'. The second poster promotes condoms and states, 'If you're exploring new territory don't forget Johnny'. Details of where to get help, advice and treatment also feature on the posters.

University campuses are included in the poster campaign and students are also being targeted directly. One of the campaign posters has been reproduced as a postcard for inclusion in NUS-USI student packs for distribution to over 20,000 students at university and college campuses throughout Northern Ireland during October.

## Promoting protection from flu



The flu immunisation programme was launched by DHSSPS on 4 October. The HPA is supporting this programme by implementing a public information initiative to raise awareness about the benefits of the flu vaccination and to encourage those who are eligible to get their flu jab.

Television, radio and bus advertising, along with information leaflets and posters, will promote the programme. The media campaign will run from October until the end of November.

The target group includes those over 65 years; children who have previously been admitted to hospital with a chest infection; children and adults with underlying medical conditions such as diabetes, chronic kidney, liver heart or lung disease; and those with impaired immune systems.

## Physical activity television campaign swings into action

The HPA broadcast a television advertising campaign promoting the benefits of physical activity on UTV to coincide with the last few weeks of the DHSSPS three month consultation exercise on the new *Physical Activity Strategy and Action Plan for Northern Ireland*.

The television advertisement 'Be active' was broadcast on UTV

from 1-21 September while the 'Go walking' advertisement will be screened from 4-17 October.

Callers to the HPA who are waiting to be put through to a member of staff will be able to hear the 'Go walking' jingle which has recently been added to our switchboard system.

## Health Promoting Schools celebrate achievement

By July a total of 128 schools had received Health Promoting Schools recognition certificates at celebration events in each of the Education and Library Boards.

Commenting on their achievements, David Porter, Regional Health Promoting Schools coordinator, said, "The celebration events recognise the schools' commitment to the process. It has also been a milestone for the regional and local planning partnerships in that these schools are the first to reach this stage. The excellent examples of good practice and partnerships developed by these schools are further proof of the effectiveness of the school as a setting to promote health and wellbeing."

This new school term sees the further consolidation of the initiative, with the local Health Promoting Schools coordinators assisting schools to implement their action plans, and

introducing new schools to the process. Over the next few years it is expected that 20% of schools across Northern Ireland will be part of the network.

The HPA is currently developing a series of information and guidance documents, including:

- examples of good practice in developing a health promoting school;
- a process for self-evaluation;
- guidance for school governors;
- a Health Promoting Schools newsletter.

The final report of the regional evaluation of the initiative is also expected by the end of November, with the findings and recommendations helping to inform the further development of health promoting schools in Northern Ireland.

## HPA input to obesity and cancer seminar

The HPA was represented at the recent 'Obesity and cancer - research the link' seminar in Dublin, organised by the Prevention Working Group of the Cancer Consortium. Naomi McCay, HPA Research Manager, gave an overview of research in Northern Ireland that addresses obesity in children - including prevalence, causation and evaluation studies - and highlighted some areas for future research.

The purpose of the seminar was to:

- highlight recent research on the influence of obesity on cancer;
- assist the taskforces on obesity on the island of Ireland in highlighting the link between obesity and cancer and in identifying measures to reduce the incidence of obesity;
- identify issues for further research on obesity and cancer that could be highlighted by the Cancer Consortium.

At a session on 'Public health/prevention perspectives on obesity and cancer', Damien Martin, Obesity Taskforce Manager, spoke about overweight and obesity in children and young people in Northern Ireland, and specifically outlined the Fit Futures programme.

The Cancer Consortium has as its primary mission the development of a cancer research agenda for the island of Ireland. The event had the endorsement of the National Taskforce on Obesity and the Northern Ireland Taskforce on Obesity.

## Addition to range of breast screening leaflets

Another breast screening leaflet is under development for the Northern Ireland Breast Screening Programme.

One in 20 women is called back after her initial breast x-ray for further tests at a breast assessment clinic. The new leaflet is designed to reassure those women whose results now show no sign of breast cancer and to explain what they should do if there is any change in their breasts before their next appointment.

The leaflet was commissioned by the DHSSPS with funding from the Quality Assurance Reference Centre (QARC).

It complements the existing range of breast screening/awareness leaflets, produced by the HPA on behalf of the DHSSPS - *Breast screening: Your early warning system*; *Breast awareness: Looking out for changes*; and *Breast screening: What to expect at your second visit*.

The new leaflet, like the existing leaflets, will be issued by the screening centres primarily to women aged 50-64 when they come for screening every three years.

## New leaflets for childhood immunisation programme

The HPA, working on behalf of the DHSSPS, has designed a new series of leaflets to support changes to the routine childhood immunisation programme in Northern Ireland. The materials reflect the introduction of a new polio vaccine given by injection rather than by mouth. This affects the routine immunisations given at two, three and four months; three to five years; and 14 to 18 years.

The materials include five information leaflets for parents and young people covering all the immunisations given from birth to school leaving. Detailed professional information has also been developed, including a new 'flick-over' leaflet, a detailed factsheet about the new vaccines, and updated chapters of the 'Green Book', published by the Department of Health in England.

The leaflets for the public are:

- *Immunisation for babies in the first year of life (A5)*;
- *The facts about the MMR vaccine for babies aged 15 months (A6)*;
- *Immunisation for pre-school children three to five years old (A6)*;
- *BCG immunisation for ages 10 to 14 (A5)*;
- *Teenage immunisations for ages 14 to 18 (A5)*.



The leaflets will be distributed via Health Visitors/Child Health, GP surgeries and School Health. They will also be on display in pharmacies and the Central Health Promotion Resource Services in local Health and Social Services Board areas. The leaflets for the public will be translated into six languages: Arabic, Cantonese, Hindi, Irish, Portuguese and Urdu. Further details on these translations will be published in a later edition of **Inform**.

## Removing the smokescreen

'Removing the smokescreen' is the title of an Investing for Health (IfH) regional seminar to be held on 12 November 2004 at the Rosspark Hotel, Kells. In light of new legislation in the Republic of Ireland to ban smoking from workplaces and a growing demand for change in Northern Ireland, the seminar aims to contribute to the implementation of the *Northern Ireland Five Year Tobacco Action Plan 2003-08* by promoting the introduction of smoke-free policies within the workplace.

The seminar steering group, which is led by the Northern Investing for Health Partnership and includes representatives from the HPA, Ulster Cancer Foundation and the IfH partnerships, has identified the following as key objectives:

- to explore current issues and barriers around the implementation of smoke-free workplace policies;
- to propose standards for IfH smoke-free workplace policies;
- to identify how IfH partners can influence the wider community in relation to smoke-free workplace policies.

The seminar is targeted at IfH partnership members and regional bodies involved in implementing the Tobacco Action Plan. For more information contact Claire Hind at the HPA on Tel: 028 9031 1611 or Email: c.hind@hpani.org.uk

## HPA in fuel poverty project



The HPA is working in partnership with National Energy Action, the four Health Action Zones, the General Consumer Council, Department for Social Development, DHSSPS and general practice on a pilot project to develop resources to enable healthcare professionals to identify those at risk of 'fuel poverty' and direct them to appropriate services.

Fuel poverty is a situation in which a household would have to spend more than 10% of its income on fuel to maintain an acceptable level of temperature throughout the home. The project

will run for six months between November 2004 and April 2005, and the outcome will be evaluated.

## Mental health promotion

The HPA and partners from England, Scotland, Wales and the Republic of Ireland have been working with the Clifford Beers Foundation to develop a series of annual regional conferences highlighting mental health promotion. The conference will be held in Dublin in April 2005. Conference themes and a call for papers will shortly be available on the HPA website.

The Clifford Beers Foundation is an international charity, registered in the UK, to promote the protection and preservation of good mental health. The Foundation publishes the *International Journal of Mental Health Promotion*, and organises conferences, seminars and a range of initiatives throughout the world.

## Hospitals database drive

The HPA has been collating information on current health promotion activity within hospitals in Northern Ireland. This will enable the creation of a database and act as a baseline marker for the Health Promoting Hospitals (HPH) initiative. Links have been made with existing networks and interested parties with a view to driving the initiative forward.

Work is ongoing in supporting the 2nd All Ireland HPH conference co-organised by the Irish and Northern Ireland Health Promoting Hospitals networks. The conference, entitled *Creating Healthy Environments*, will be held in the Manor House Hotel, Enniskillen, on 19-20 October 2004. Further details on the conference can be found on the HPA website [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)

## Training programme goes from strength to strength

There continues to be a very positive response for the HPA short courses.

- All the Design for Living seminars in support of young people's mental health and wellbeing are now fully booked.
- Changing Health Behaviour: Principles and Practice of Motivational Interviewing is also fully booked. We are organising this course for the fourth time.
- We are now taking bookings for the Focus Groups course which will be held on 2 December 2004 at the Dunadry Hotel. This aims to develop skills for those who conduct focus groups in the community as well as those who commission focus group research. Booking forms for this course are available to download or submit online at [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)
- We piloted two Breakfast Seminars earlier in the year. These were well supported and evaluated positively. We are now working to develop further breakfast seminars aimed at providing the opportunity to learn about local and regional research and evaluation studies related to health promotion.

The seminars are organised on the basis that professionals who have undertaken such studies may like to share the learning with others. If you would be willing to share your work with colleagues at these seminars, please contact Claire Hind on 028 9031 1611; Email: [c.hind@hpani.org.uk](mailto:c.hind@hpani.org.uk)

In the next **Inform** you will find a questionnaire requesting information on your training needs. This is your opportunity to help develop future training events.

## Investing for Health update

The *Investing for Health* strategy, launched in March 2002, contains a framework for action to improve health and wellbeing and reduce health inequalities. This is based on partnership working among departments, public bodies, local communities, voluntary bodies, district councils and social partners.

*Investing for Health* focuses on tackling the wider determinants of health and includes educational attainment, living and working conditions, the wider environment, mental and emotional health and wellbeing, accidental death and injuries, and healthy lifestyle choices.

Later this year the DHSSPS, in collaboration with the HPA, will produce a report highlighting the progress made so far in implementing the *Investing for Health* strategy. *Investing for Health Update 2004* will include information on targets that have been achieved to date, a report from the Investing for Health conference held in December 2003, and articles highlighting just some of the excellent work underway to meet the strategic aims and objectives of the strategy.

## Reprints fuel demand

Some of the HPA's most popular leaflets and posters on alcohol, nutrition, breastfeeding, physical activity, sexual health and substance misuse will be updated and reprinted as requested by the Central Health Promotion Resource Services in the four Health and Social Services Board areas.

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

**Breastfeeding** - Janet Calvert  
j.calvert@hpani.org.uk

**Campaigns** - Margaret McCrory  
m.mccrory@hpani.org.uk

**Health Promoting Hospitals** -  
Barbara Porter - b.porter@hpani.org.uk

**Health Promoting Schools** -  
David Porter - d.porter@hpani.org.uk

**Health Promoting Workplaces** -  
Julie Hill - j.hill@hpani.org.uk

**Human Resources** - Fiona Campbell  
f.campbell@hpani.org.uk

**Investing for Health** - Aodhan O'Donnell  
a.odonnell@hpani.org.uk

**Nutrition, Physical Activity and Oral Health** - Angela McComb  
a.mccomb@hpani.org.uk

**Publications** - Ruth Knowles  
r.knowles@hpani.org.uk

**Public Relations** - Jenny Dougan  
j.dougan@hpani.org.uk or David  
Thompson - d.thompson@hpani.org.uk

**Research** - Naomi McCay  
n.mccay@hpani.org.uk

## Drug related harm reduction conference

The DHSSPS, in association with the International Harm Reduction Association (IHRA), will host the 16th International Conference on the Reduction of Drug Related Harm in Belfast from 20-24 March 2005.

Under the theme 'Widening the agenda', the conference programme will address and debate issues which typically form the core of IHRA conferences, such as alcohol, drugs and tobacco misuse. The organisers aim to ensure that the conference continues to appeal to those with a long history of working in the harm reduction field, as well as to those for whom it is relatively new.

The conference will put special emphasis on the following topics:

- substitute prescribing and treatment;
- criminal justice;
- conflict and post-conflict situations;

- young people;
- harm reduction - values, principles and practice;
- alcohol and tobacco;
- risk environments.

Delegates are now invited to register online at the dedicated website [www.ihrcbelfast.com](http://www.ihrcbelfast.com) Full registration details and payment options are available on the site and delegates are invited to contribute to the conference programme by submitting abstracts online also. The electronic abstract registration system will remain open until 11 October 2004, and detailed abstract submission information is also available on the website.

For further registration information, please contact the conference organisers, Project Planning International, Tel: 028 9756 1993; Fax: 028 9756 5073; Email: [enquiries@ihrcbelfast.com](mailto:enquiries@ihrcbelfast.com)

## HPA partnership role in event on ageing

A public consultation exercise which runs until 19 November 2004 is under way in Northern Ireland on plans published by the Office of the First Minister and Deputy First Minister to tackle the way in which a wide range of issues impact on older people.

'Ageing in an inclusive society' identifies the ways in which older people experience exclusion and outlines a strategy to tackle the issues. In recent years there has been an increasing interest in developing projects and processes that connect the generations to their mutual benefit. In support of 'Ageing

in an inclusive society', the HPA, the Youth Council for Northern Ireland and Age Concern Northern Ireland are organising a seminar to be held on 4 November 2004. An application form and further information will be available shortly on our website.

The seminar will demonstrate the relevance of intergenerational programmes to a range of agendas and policy initiatives including youth strategy, promoting social inclusion, neighbourhood renewal, community safety, Investing for Health and existing and proposed equality legislation.



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**Production team**  
Sean Arbuckle, Linda Giles and Tony Sheridan.

**Editorial office**  
Health Promotion Agency for Northern Ireland  
18 Ormeau Avenue, Belfast BT2 8HS.  
Tel: 028 9031 1611. Fax: 028 9031 1711.

**Websites:**  
[www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)  
[www.breastfedbabies.org](http://www.breastfedbabies.org)  
[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 have launched the website for the 16th International Conference on the Reduction of Drug Related Harm, which we developed on behalf of the DHSSPS and the International Harm Reduction Association (IHRA).

The website will be expanded in conjunction with the development of the conference programme which will include areas which typically form the core of IHRA conferences, such as drugs, tobacco and alcohol misuse. The website, which provides an online booking facility for interested parties, can be viewed at [www.ihrcbelfast.com](http://www.ihrcbelfast.com)

In addition to this, our teen website [up-2-you.net](http://up-2-you.net) has been redesigned to coincide with the beginning of the school term in September, and information aimed at raising young people's awareness of the dangers of passive smoking will be added in November.

An interactive gallery providing details of the winners of our recent Up-2-You competition can be viewed on the website. From Belfast to Bangor, and Magherafelt to Millisle, they proudly display their prizes which were presented by BBC sports presenter Jerome Quinn.