

Inform

Issue 39

February/March 2005

Consultation time for smoking ban

The time is here to make your views clear about smoking in public places in Northern Ireland. The new twenty year regional strategy for health and wellbeing for Northern Ireland, *A healthier future*, launched in December 2004 by Health Minister, Angela Smith, identifies the need to reduce smoking as a key element in improving the health of people in Northern Ireland. It sets out three main options on which public opinion is now being sought.

The options are:

- Should restrictions on smoking in public places and in workplaces be a matter for self-regulation and should the Government simply act to encourage and support smoking cessation?
- Should smoking generally be prohibited in most enclosed public places and workplaces, but allowed in certain settings such as pubs that do not prepare and serve food and in private clubs where members decide to permit smoking?
- Should legislation be introduced to ban smoking in all enclosed public places and workplaces?

The HPA will be making its views clear and recommending the introduction of a complete ban on smoking in all enclosed public places and workplaces. We are also developing a website called www.smokefreenorthernireland.com to help enhance coordination of responses to the smokefree options in the strategy. The site can act as a central point for accessing links, information and resources relating to all organisations supporting the campaign for smokefree workplaces and it

should be 'live' towards the end of February. This issue of **Inform** also includes a factsheet explaining the health risks of passive smoking to help support the argument for a workplace smoking ban.

The consultation on a smoking ban should not overshadow the rest of the health strategy which sets out plans for investing in health and wellbeing, building caring communities, developing responsive, integrated services, creating teams that deliver, and improving quality of care. But smoking remains our number one cause of preventable disease.

The consultation questions appear on page 116 of the strategy which is accessible on the DHSSPS website at www.dhsspsni.gov.uk and from the Regional Strategy Team on 028 9052 8143. Consultation responses should be sent to the Regional Strategy Team, Room C4, Castle Buildings, Stormont, Belfast BT4 3SQ, by 25 March 2005.



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

- INSIDE:**
- No Smoking Day 2005
 - Research and evaluation review 2003-04
 - Fresh approach to Snack Pack scheme
 - Binge drinking campaign



**Health
Promotion
Agency**

New appointments



Laura Donnelly

Laura has joined the HPA as Health Development Officer (Nutrition). Her main role will be regional coordinator for the Cook it! programme. Previously she worked in Causeway Trust as Health Promotion Officer for Causeway Cook it! and in Manchester as a Community Nutritionist. Laura holds a degree in Applied Human Nutrition from Queen Margaret University College, Edinburgh, and attained Public Health Nutritionist status in 2003.



Diana Gossrau-Breen

Diana has joined the HPA as a Health Development Officer with responsibility for information and research. Previously she worked as a research assistant for NHS Health Scotland, Edinburgh, St Mary's University College, Belfast, and Include Youth. She holds a Diploma in Psychology from Friedrich Schiller University, Jena, Germany, and is completing a PhD at the University of Edinburgh.



Sara Thompson

Sara has joined the HPA as a Health Development Officer. Her main role will be to coordinate and research various health issues. Previously she worked within the financial services industry, at Capital One (Europe), and has particular experience in project management and data analysis. She holds an MBA from the University of Derby.



Julie Neill

Julie has joined the HPA as Health Development Officer (Information) with responsibility for gathering information and coordinating work relating to various health issues. Previously she worked as a research and development scientist, holding posts in both the public and private sectors. Julie graduated from Queen's University, Belfast, with BSc (Hons) Biological Sciences.



Rosemary McGaughey

Rosie has joined the HPA on a one year contract as Public Relations Officer. Her main role will be to provide public relations support and liaise with the press and broadcasting media in the promotion of the HPA and its work. Previously she worked in communications and information for Simon Community Northern Ireland. Rosie holds a degree in Politics from Queen's University, Belfast, and a Postgraduate Diploma in Journalism.



Ciara Hegarty

Ciara has joined the HPA as Finance Assistant with responsibility for the development and provision of financial services. Previously she worked for an engineering practice and the Heritage Lottery Fund in Belfast. She holds a BA (Hons) from the University of Ulster at Jordanstown in Hospitality Management, an MSc in Computing and Information Systems and is currently studying towards an Institute of Accounting Technicians in Ireland Diploma.

Protecting the workplace from passive smoking

The second phase of a new public information campaign to raise awareness of the health effects of passive smoking was launched at the HPA on 5 January 2005 by Dr Henrietta Campbell, the Chief Medical Officer for Northern Ireland. This phase of the campaign aimed to encourage workplaces without a smoking policy to implement one.

A new television advertisement entitled 'Workplaces' was broadcast from 5 January to 2 February. The ad demonstrated how if even just one person smokes in a workplace, everyone around them breathes in the dangerous emissions that cause cancer, heart disease and stroke. Viewers were directed to the Smokers' Helpline to order an information pack about implementing a smoking policy in workplaces. The ad featured the strapline 'Passive smoking – there's nothing passive about it', which was used in phase one of the campaign launched in November 2004.

The information pack entitled '*Protecting your workforce from tobacco smoke. A guide for workplaces*' is still available from the Smokers' Helpline. It is also available to businesses in Northern Ireland from the Health and Safety Executive for Northern Ireland and the Environmental Health Departments of local Councils as well as the Central Health Promotion Resource Service in each local Health and Social Services Board.

During the lead up to, and the beginning of, the New Year the Smokers' Helpline television advertisement was also broadcast



to support smokers who decided to give up smoking as their New Year's resolution. It highlighted the helpline service and the telephone number 0800 858585.

Attending the campaign launch were Dr Henrietta Campbell, left, CMO for Northern Ireland, and Alice Quinn, HPA Chair.

Health survey results

The Report of the *Health and lifestyle survey for Northern Ireland (HALS)* will be available in March 2005 as a PDF on the HPA's website. This contains findings from the most recent investigation of health and health behaviours in Northern Ireland. This survey complements the Republic of Ireland's major health and lifestyle survey, *Survey of attitudes, lifestyle and nutrition (SLÁN)*, and will allow us to compare the health behaviours of the populations North and South. This collaborative approach means that, where appropriate, we can plan many public health programmes on an all Ireland basis. A limited number of printed copies may also be available from the HPA in March. Contact Naomi McCay on 028 9031 1611.

Wake up to a fresh start on No Smoking Day

Smokers are being urged to 'Wake up to No Smoking Day' on Wednesday 9 March 2005. The theme for this year is about waking up to what smoking does to you – the health effects, the cost, the mess and all the other reasons why smokers want to stop. It's also about waking up on No Smoking Day to a fresh start, free from tobacco.

The HPA will be running a new television advertising campaign to raise awareness of the day and promote the Smokers' Helpline

number 0800 858585. The campaign gives smokers an opportunity to prepare to quit by counting down the days until No Smoking Day. Studies have shown that smokers who have time to prepare themselves mentally to stop smoking are more likely to stop for good. Research from previous, similar campaigns has shown that this countdown approach has been very popular with smokers.

The television advertisement will be broadcast from 28 February until 9 March 2005.



Reaching out to parents

The five new leaflets produced by the HPA in 2004 to support the childhood immunisation programme (covering all the immunisations given between birth and leaving school) have been translated into six languages: Arabic, Chinese (complex character), Hindi, Irish, Portuguese and Urdu.

These will be available from the Central Health Promotion Resource Services in local Boards for use by health visitors, practice nurses, treatment nurses, school nurses/doctors and GPs working with people from these communities.

Copies are also being sent direct to relevant community groups throughout Northern Ireland for bringing to the attention of their members.

Breastfeeding campaign promotes health benefits

The breastfeeding public information campaign which was launched in Breastfeeding Awareness Week 2004 will rerun during February 2005.

The campaign includes television, radio and poster advertising and aims to raise public awareness about the health benefits of breastfeeding and in turn encourage more women to breastfeed. A secondary aim of the campaign is to encourage the general public to be more supportive of breastfeeding in public.

The TV advertisement was developed following the testing of a number of concepts using focus groups. The ad highlights the health benefits of breastfeeding for both baby, and mum, and features the slogan 'Breastfeeding - good for baby, good for mum'. Two radio advertisements were also developed; the first focuses on

the health benefits of breastfeeding for babies and the second highlights the need for breastfeeding mums to feel supported if breastfeeding their babies in public places. Again the radio ads were pretested with the public. Posters featuring a mum and baby with the text 'Others can eat on the bus so why can't he? Breastfeeding mums need your support because every baby deserves the best' will also be displayed on buses.

The television and radio advertisements can be found on the HPA breastfeeding website at www.breastfedbabies.org



Research and evaluation review 2003-2004

A summary report of the HPA's main research activities during 2003-2004 will be available in March. The *Research and evaluation review 2003-2004* offers an overview of the main findings from research undertaken or commissioned by the HPA, together with recommendations for future health promotion work.

Eight research and evaluation projects were completed in the past financial year. New research was undertaken with the general public to find out where people get information about health and lifestyle issues, and to assess the public's health and lifestyle information needs and how these might be addressed. We also asked about awareness of the HPA and its work, the findings of which will inform our corporate communications function.

A report on the *Health and lifestyle survey for Northern Ireland 2002* (HALS) is included. This survey was conducted at the same time as

the *Survey of attitudes, lifestyle and nutrition* (SLÁN) in the Republic of Ireland and uses the same research instrument and methodology. Evaluations were carried out to measure the impact of the Fresh Fruit in Schools scheme and inform the development of the Get Active in the Community Awards scheme. Post campaign evaluative research is also reported for several of the HPA's major public information campaigns including: the third and final phase of the 'Every cigarette is doing you damage' anti-smoking campaign, No Smoking Day 2004 and the first campaign against binge drinking. The review also reports on a survey of the public about passive smoking.

These evaluations are used to establish the effectiveness of the HPA's programme and campaign work as well as to provide an evidence base for future work. The *Research and evaluation review 2003-2004* will be available in print from the HPA or as a PDF from our corporate website.

Weaning guide for parents updated

The HPA is updating the *Weaning made easy* guide for parents in line with new guidance about the age of introduction of solids for infants, which was issued by the Department of Health, Social Services and Public Safety (DHSSPS) last year.

The new recommendations issued by the DHSSPS state that:

- breastmilk is the best form of nutrition for infants – it provides all the nutrients a baby needs;
- exclusive breastfeeding is recommended for the first six months of an infant's life;
- six months is the recommended age for the introduction of solid foods for all infants, both breast and formula fed;
- breastfeeding (and/or breastmilk substitutes, if used) should continue beyond the first six months along with appropriate types and amounts of solid foods;
- mothers who are unable to, or choose not to, follow these recommendations should be supported to optimise their infants' nutrition.

This advice was issued following WHO guidance to recommend exclusive breastfeeding for the first six months of an infant's life (issued in 2001) and more recent discussions about weaning by the Scientific Advisory Committee on Nutrition (SACN) sub group on maternal and infant nutrition. SACN concluded that six months should be the recommended age to introduce solid foods for all normal healthy infants, whether breastfed or given infant formula.

The new resource will provide a straightforward guide to weaning at six months. Following the DHSSPS recommendation that mothers who choose to wean earlier than this should also be supported, it will include some information on weaning between four and six months.

The resource will be pre-tested with groups of parents prior to printing to ensure that the information is presented in a form which is appropriate, clear and helpful. It is anticipated that the new guide will be available in late March.

Fresh approach to Snack Pack scheme



The new magazine-style resource for parents to support the Snack Pack scheme is well underway. *Fresh* aims to emphasise the importance of eating more fruit and vegetables and of encouraging children to eat five or more portions a day.

It includes highlights of the Snack Pack scheme, a stress-free guide to picky eaters, tasty family recipes and answers to nutritional queries, as well as information on why eating more fruit and vegetables is important for our health.

Fresh has been pre-tested with focus groups of parents from each Health Action Zone area. Pre-testing helps us ensure that the type and amount of information, the language and presentational style are appropriate for the target audience.

The draft magazine was received very well by the parents and some suggestions were made to further improve it. During March, *Fresh* will be printed and distributed to all parents of children participating in the Snack Pack scheme.

Health promotion Winter School comes north

More than 90 health promotion professionals from all over Ireland gathered at the Holiday Inn, Belfast, to take part in the recent Health Promotion Winter School. Now in its 10th year, the Winter School has become established as a major annual health promotion training event in the Republic of Ireland. The 2005 Winter School, held from 12-14 January, was the first to be organised as a cross-border collaboration and was jointly organised by the Health Promotion Unit of the Department of Health and Children and the HPA.

Speaking at the opening session, Ms Deirdre Kenny, Director of Health Development with the DHSSPS, welcomed the delegates to Belfast and commented on the excellent opportunity that the event provided for delegates to share work experiences and practices.

A team of Dutch social psychologists lead by Professor Gerjo Kok from Maastricht University introduced delegates to the topic of Intervention Mapping, a tool for the planning and development of health promotion programmes using theories of behavioural and social change. This holistic planning approach prompted many lively debates over the course of the three days as delegates explored how to apply it in practice within local settings.



Making work fun at the Winter School are, from left, Breda Teahan, Southern HSSB; Caroline Fegan, Southern Health Board; Deirdre Kenny, DHSSPS, and Nazih Eldin, North Eastern Health Board.

Health service aiming for smoke-free hospitals

A major conference in Belfast on 3 December 2004 brought together hospital trust chief executives, consultant doctors, directors of services and public health experts to debate how best to prepare for the forthcoming ban on smoking in hospitals in Northern Ireland. The conference was organised by a committee of representatives from the four Boards, the HPA and the Ulster Cancer Foundation

Hospitals and other health-care facilities in Northern Ireland have already introduced measures to limit or control smoking among visitors and staff. However, government targets require that smoking be completely eliminated from hospitals by the end of 2006, meaning that preparation must begin now.

According to Mrs Gerry Bleakney, head of health promotion commissioning at the Eastern Board: "This presents a major challenge to the entire hospital service in Northern Ireland, so it's important that everyone works together to make it a reality." The creation of entirely smoke-free hospitals reflects a wider trend now being reinforced by government policy to restrict smoking in public places.



Pictured at the December smoke-free hospitals conference are Barbara Porter (fourth from left), HPA Health Promoting Hospitals coordinator, with colleagues in public health from a range of local organisations and Wendy Austin of the BBC.

Healthy Living Centre support programme

The HPA is responsible for developing the Healthy Living Centre (HLC) support programme for Northern Ireland which is funded by the Big Lottery Fund (BLF). The aim is to work with all 19 HLCs across Northern Ireland to identify areas requiring support and to develop effective approaches to addressing them.

The first stage of the process was to conduct a comprehensive scoping study with HLCs and stakeholders to identify areas for support, both in terms of current and future delivery. A feedback workshop was held on 28 January 2005 to discuss the findings and to agree action on the key issues arising.

The programme will enable HLCs to access additional support and to benefit from networking, training and advice. Close working with HLCs, key partners and a multi-sectoral regional advisory group will ensure that the support developed is relevant to the issues and needs faced by HLCs on a regular basis.

Conference update

March

Registration and accommodation booking facilities for the 16th International Conference on the Reduction of Drug Related Harm are available online. Prospective delegates are reminded to book early to guarantee a place at the event, which is being held at the Waterfront Hall, Belfast, from 20-24 March 2005. Register now at www.ihrcbelfast.com

With the theme 'Widening the agenda', the programme incorporates plenary sessions, major and concurrent sessions, a daily debate, and additional features such as a film festival and 'Morning countdown' chat show. If you have difficulty accessing any of the registration information, please contact: Project Planning International. Tel: 028 9756 1993; Fax: 028 9756 5073; Email: enquiries@ihrcbelfast.com

April

This year's annual public health forum, 'Renewing public health: renaissance and responsibility', takes place from 5-7 April 2005 in Gateshead, England. The event is the UK's largest multi-disciplinary conference on public health. For more information visit the conference website at www.ukpha.org.uk or telephone Benchmark Conference and Event Management on 0191 241 4523, or fax: 0191 245 3802 or email: ukpha@benchmark.co.uk

The conference 'Mental health promotion – going from strength to strength' organised by the Clifford Beers Foundation (an international charity promoting the protection and preservation of good mental health) as well as partners across Ireland, including the HPA, takes place from 20-22 April 2005 at Dublin Castle. For further details please visit www.charity.demon.co.uk/dublin

May

The 13th International Health Promoting Hospitals conference entitled 'Empowering for health: practicing the principles' takes place from 18-20 May 2005 at the Burlington Hotel, Dublin. Further information and booking details are available on www.univie.ac.at/hph/dublin2005

Training update

Breakfast seminar

The aim of this seminar on 9 March 2005 is to provide colleagues with an opportunity to learn more about local and regional research focusing on young people, in an effort to inform their work. Research related to young men and to children's rights in Northern Ireland will be discussed.

Evaluating your work

The aim of this planning workshop on 15 March 2005 is to allow participants to prepare an evaluation plan of their own work, based on the principles, practice and methods of evaluation. It will be beneficial to professionals who are involved in commissioning and managing projects related to health and its promotion.

Changing health behaviour: principles and practice of motivational interviewing

Following the success of an earlier event, a further four day course is planned for April/May 2005 and early booking is advisable. The focus will be on effective skills in handling the interchange between practitioner and client, such as constructive conversations that increase the likelihood of positive behaviour change.

For further information on these training events, visit our website at www.healthpromotionagency.org.uk or contact Claire Hind on Tel: 028 9031 1611 or email: c.hind@hpani.org.uk

For information on specific areas of the HPA's work

Alcohol, Drugs and Smoking - Victoria Creasy - v.creasy@hpani.org.uk

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 Rosemary
McGaughey - r.mcgaughey@hpani.org.uk

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

Training and Professional Development -
Claire Hind - c.hind@hpani.org.uk

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



Health Promotion Agency

We hope that **Inform** is meeting your needs in terms of providing timely and relevant information about the HPA's work. We are always striving to improve our communications with you, our partners, so we would welcome any comments you would like to make about **Inform**. Please contact me, the editor, on r.kelly@hpani.org.uk or write to me at the editorial office below.

Production team

Sean Arbuckle, Linda Giles and Rachel Kelly.

Editorial office

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

Websites:

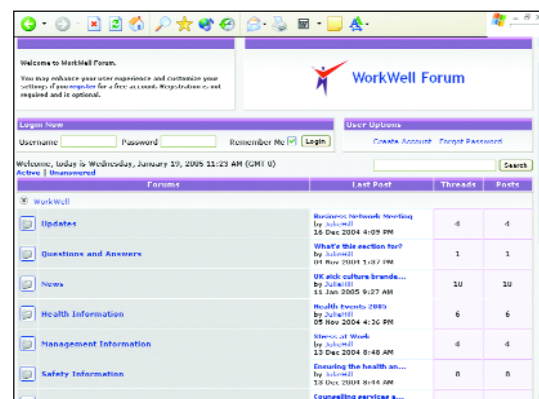
www.healthpromotionagency.org.uk
www.breastfedbabies.org
www.drugsalcohol.info
www.thesnackpack.net
www.up-2-you.net

Work Well electronic network online

The 20 Work Well businesses have now each got their user name and password for the Work Well members' website. This enables them to access the most recent information on the Work Well initiative and source relevant training for their companies. There is also a discussion forum for organisations to share ideas and experiences, or ask questions.

In Northern Ireland, 99% of all businesses employ less than 50 employees, with around 830 businesses employing more than 50. Unlike large organisations which normally have a member of staff to address the occupational and health needs of employees, small businesses tend not to.

This new website is therefore likely to be an effective networking tool for these small businesses. It provides an opportunity to work together and pool resources and information to develop healthier workplaces and improve the health and wellbeing of employees.



Binge drinking campaign

A campaign highlighting the dangers of binge drinking will run from 8 February until 6 March. The campaign includes a rerun of the phase one advertisement 'Everybody can enjoy a drink – nobody enjoys a drunk' on both television and cinema. The advertisement, targeting 18 to 30 year olds, shows how an enjoyable night out with friends can be ruined because of excessive drinking.

The phase two television advertisement 'You don't have to be drunk to be doing real damage' which was broadcast in March 2004 will also be shown on television. This advertisement not only provides information on what constitutes a binge, it also highlights the links between binge drinking and heart disease, strokes, mental health and cancer.

Web are we now?

Young people can now get the low-down on passive smoking at the website www.up-2-you.net and win some great prizes in the process. This new section reveals how passive smoking can affect health – even for pets. The information on passive smoking should offer young people another reason not to smoke and let them know how to protect themselves from those who do smoke.

The website deals with issues such as drugs, alcohol and mental health as well as smoking. It is aimed at young people in school years 8, 9 and 10 but is also suitable for older primary school children. Recent feedback from the www.up-2-you.net website showed 90% of users would recommend it to their friends. A competition to win camera mobile phones, iPod minis and vouchers for clothes or sports equipment is running online until 18 March 2005.

Christiane Stitt, a pupil at St Joseph's College in Belfast, said: "The website has brilliant graphics and it's not all about your health. Until I'd been to the website I didn't realise that passive smoking can harm pets. There's also a house you can zoom into to see how everyone is affected by just one person smoking. I can't wait to see if I've won a prize in the competition."

Smokefree Northern Ireland

Remember to visit www.smokefreenorthernireland.com before 25 March 2005 and support the drive for smokefree workplaces in Northern Ireland. This new site should be live towards the end of February but if in doubt check for more details on our corporate site on www.healthpromotionagency.org.uk