

Inform

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New food initiative for playworkers

Work has been continuing on the innovative new programme, Food 4 Play, for playworkers. The aims of this initiative are:

- to bring the nutritional needs of children aged 4–14 years to the attention of those who are involved in play projects;
- to ensure that children attending play projects are provided with healthy snacks and drinks to enable them to play to their full potential;
- to equip playworkers with knowledge and ideas for how children's play opportunities can be extended to food.

A draft resource pack and training programme for playworkers has been developed by the Health Promotion Agency (HPA) in partnership with PlayBoard Northern Ireland and community dietitians from the Health and Social Services Boards. The pack includes essential information on basic nutrition and food hygiene, as well as a range of suggestions for children's activities with food.

It was piloted in the Eastern, Southern and Western Health and Social Services Board areas during November and December. Evaluation of the training programme indicated that it was enjoyable and informative and will result in improvements in everyday practice within the childcare facilities. Evaluation of the resource pack was also very positive. Activities that were especially well received included the recipes for healthy snacks, fun food visits and food challenges.

Following small adaptations to the pack as a result of the pilot programme, the resource is now being printed. These packs will be made available to playworkers through training over the next two years, which will be coordinated by PlayBoard in association with the HPA and community dietitians. For more information about the Food 4 Play initiative, please contact Laura Donnelly by email: l.donnelly@hpani.org.uk.



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

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HPA welcomes new Board members

The HPA recently welcomed five new members, appointed by the Minister for Health through the DHSSPS, to its Board. They join Chair Alice Quinn, Chief Executive Dr Brian Gaffney and continuing Board members Anthony Harbinson, Valerie Owens and Janet Leckey in managing the work of the HPA. The HPA is delighted to have such depth of business and health-related expertise to provide an independent perspective on issues of strategy and performance.

The next meeting of the Board will take place at 3.30pm on Thursday 12 May at the HPA.

Tina Gallagher



Director of the Inland Revenue in Northern Ireland since August 2003 with responsibilities for delivery of tax, tax credit and child benefit business. Prior to this she held the post of Deputy Director with the Inland Revenue.

Mary MacDonnell



Primary Care Manager, Services for Older People, with Down Lisburn Health and Social Services Trust in Lisburn Health Centre. She was previously employed as a Senior Social Worker in Downshire Hospital, Downpatrick and in Stewartstown Road Health Centre, Belfast.

Professor Stewart McNulty



Chief Veterinary Research Officer with the Department of Agriculture and Rural Development and Professor of Veterinary Science in Queen's University (joint appointment) from 1992 until his retirement in 2001. He had responsibility for the work of the Department's Veterinary Sciences Division and carried out teaching and management duties in Queen's University.

Tom Moore



Education and Training Officer, providing programmes of training and health and safety coordination with the Irish Congress of Trade Unions since 1992. He is currently a member of the Southern Investing for Health Partnership and Chairperson of the Newry and Mourne Local Strategy Partnership.

Dr Colin Sullivan



Director of NICARE within the Central Services Agency of the Health and Personal Social Services for the last five years. NICARE is the international development unit for the Northern Ireland Health and Social Services. Prior to joining NICARE he worked in the Belfast City Hospital and the Northern Health and Social Services Board. Before moving into health service management he practiced as an optometrist.

Supporting a smokefree Northern Ireland

The remarkable response from a wide range of organisations to the recent DHSSPS consultation on smoking in public places prompted the HPA to harness support for the option 'to ban smoking in enclosed public spaces and workplaces'.

Hence, the website www.smokefreenorthernireland.com was developed as an online resource to facilitate maximum access to information and resources to support the campaign for a ban on smoking in public places.

While the HPA facilitated the project and developed the technical side of the site, the initiative was a successful team effort, with 39 organisations signing up to the Smokefree Northern Ireland website. The partners worked together to develop the resource in a turnaround time of just three weeks.

The launch of the site on 21 February was hosted by one of the partners, Bombardier Aerospace, which has been smokefree for several years. Media interest was considerable, with articles highlighting the partnership website in all of Northern Ireland's daily newspapers, as well as features on GMTV and UTV Live.

Within one week of the launch, the website had registered over 40,000 hits. This is hugely encouraging and an indication of the level of interest in going smokefree in Northern Ireland. The site had a feature that enabled visitors to register their online vote directly with the DHSSPS. During March the site continued to be updated regularly, with topical news items and new links added weekly. Although the consultation period has ended, it is hoped that www.smokefreenorthernireland.com will continue to carry any news items and feedback relating to the consultation results.



Pictured during the recent website launch are, from left, Stuart Brown and Suzanne Rooney, Bombardier Aerospace Apprentices, Victoria Creasy, Senior Manager Public Health, HPA and Dr Peter Maguire, Deputy Chairman of the British Medical Association's Board of Science.

Sexual health factsheets

The range of sexual health factsheets available in Northern Ireland has recently been updated. These have been developed by Sexual Health Information, a partnership between the fpa in Northern Ireland and the HPA.

The range comprises: *Abortion, Sexual education in schools, Teenage pregnancy, Family planning services in Northern Ireland, Sexually transmitted infections, Sexual orientation, Sexual behaviour of young people, and The legal position regarding contraception advice and provision to young people.* The factsheets can be downloaded as PDFs from the Sexual Health section of our corporate website at www.healthpromotionagency.org.uk

Promoting social inclusion of homeless people

The HPA recently responded to the Promoting Social Inclusion (PSI) working group's consultation on homeless people. We welcomed the multi-agency approach to preventing homelessness and the acknowledgement of the links between homelessness and health, education and employment. We made specific recommendations about various issues in the document, including coordinated action and multisectoral working.

Areas of health which have particularly strong links with homelessness include substance misuse, mental health and nutrition. The HPA stressed that these areas should be addressed as a matter of priority and suggested that a strategy which

integrates homelessness and health should be developed by key stakeholders in the relevant fields, including homeless people.

We also noted that, while the reduction of public expenditure on health and homelessness is an appropriate long-term outcome, it cannot be implemented immediately. The strategy should recognise that costs are likely to increase initially due to the cost of implementing change, and should specify the source of the funding to support the implementation of the strategy. For copies of the full HPA response to this strategy, please contact Victoria Creasy at the HPA on 028 9031 1611 or email: v.creasy@hpani.org.uk

R U right in the head? resource for young men

R U right in the head? is the title of the new resource to support young men's mental and emotional health which the HPA has developed with an advisory group comprising members from Opportunity Youth, Health Promotion Department Westcare, Southern Area Health Promotion Department, the Curriculum Development Unit, the Men's Project, and the Rainbow Project.

The resource was launched on 16 March at the Interboard Youth Conference. Resource development has been funded by the DHSSPS. Ken Harland, University of Ulster, was commissioned by the HPA to write the resource for young men, a guide for those who work with them and a training course to deliver the resources. The focus of this work is on masculinity and some of the issues facing young men which

affect their mental wellbeing. The resource was tested with young men, and the workers' guide was evaluated in its development by the advisory group.

A residential training course for those who work with young men took place on 22–23 March at the Glenavon House Hotel, Cookstown. The course allowed an in-depth exploration of issues of masculinity, reflections on practice, and introduced participants to the resource.

The HPA is creating a waiting list for those interested in attending similar training. For further information or to register, contact Linda Barclay at the HPA by Friday 6 May.



New scan folders offer protective benefits

As part of the campaign to raise awareness of the health benefits of breastfeeding, the HPA has developed a small folder to hold an ultrasound baby scan photograph and to provide sources of help and information about breastfeeding.

Importantly, it will deliver this vital information to women at a time

when they may be making up their minds about how to feed their baby. The folder is likely to be something that expectant mothers keep so they should see the information on a recurring basis.

These scan folders will be available in maternity outpatient departments from April onwards.

Conference success provides HOPE for youth

The HPA, through its Design for Living partnership with Youth Council for Northern Ireland and Action Mental Health, recently assisted the Northern Ireland Commissioner for Children and Young People to develop a conference on preventing self-harm and suicide and promoting positive mental health.

The HOPE conference took place on 22 February and attracted around 200 participants.

Children's Commissioner, Nigel Williams, outlined his commitment to the issue on behalf of young people. He called for a Northern Ireland where young people are not stressed out by academic pressures and the need to perform, where intimidation or bullying of young people will not be tolerated, where there is an integrated child and adolescent mental health service, and where every child has someone to turn to.

Papers outlined information from the ARK social and political archive on psychological distress, research on what worries young people (carried out by the Design for Living Partnership

in 2001 and published by HPA) and the clinical experience of young people.

Workshops enabled participants to sample a wide range of initiatives, eg the Under Pressure project (Foyle HSST/ Verbal Arts Centre), Youth Counselling Services (Contact Youth), Training for Life (Upper Springfield Trust), LGBT project (YouthNet /LGBT Consortium), Gender Equality (YouthAction), Healing the hurt of self-harm (ZEST Northern Ireland), Turn It Around (North and West Belfast HSST and Opportunity Youth), MINDOUT (NHSSB and NEELB), ASIST (WHSSB), and Helping Hands (Northern Ireland Women's Aid Federation).

An evidence paper presented by the Institute of Public Health in Ireland examined the protective and risk factors for suicide, and effective approaches from evaluation reviews. Closing workshops identified areas where awareness could be raised and where changes to policy and working practices could improve the situation for children and young people. The Children's Commissioner will follow up these points on behalf of children and young people.

Young men and self-esteem seminar success

Following the success of previous training events on young people and self-esteem, the HPA organised a re-run of this series of seminars between autumn 2004 and spring 2005.

The last seminar in the current series took place in the Glenavna House Hotel, Newtownabbey, on 23 February. This was delivered with input from the Design for Living Partnership, comprising Action Mental Health, Youth Council for Northern Ireland and the HPA, and was facilitated by Trefor Lloyd, from the London-based Working with Men project.

The seminar evaluated very well with delegates identifying key learning outcomes. When asked what impact this event would have on their work practice, participants' comments included:

- "very significant regarding policy and practice when working with young men"
- "definitely prompted more awareness of the experience of growing up male which will make interactions more sensitive"
- "awareness of our power and influence re self-esteem"
- "it will both reassure practice and provide me with several useful strategies to use in my work".

There are plans to run this series again from autumn 2005. We will keep you posted of definite dates via Inform as soon as they are finalised.



Pictured at the recent seminar on 'Young men and self-esteem' are, from left, Kathy Ayers, Big Lottery Fund; Janet Leckey, HPA; Maureen McCarthy, Queen's University Belfast; Trefor Lloyd, Working with Men project; Alice Quinn, Chair, HPA; Carmel Robinson, Parents Advice Centre; Eileen Lisk, Principal, Cambridge House Grammar School; and Gerard Fusco, Divis Youth.

Positive outcome for Fresh Fruit in Schools scheme

In October 2002 the Northern Ireland Executive launched the Fresh Fruit in Schools scheme. This was developed as a pilot project that would initially provide free fruit to selected schools. Funding for the Fresh Fruit scheme was secured by the Investing for Health team of the DHSSPS to run between October 2002 and June 2004 when it was then extended until June 2005. The scheme was coordinated at local level by the four Health Action Zones and evaluation of the project was managed by the HPA.

The scheme aims to provide access to fruit, promote the benefits of fruit, and encourage the development and sustainability of healthy eating habits for primary one and primary two children in each of the four Health Action Zones in Northern Ireland. The evaluation is focusing on assessing the impact the scheme has on the children's diet, other effects on the child, the classroom, school, parents, and assessing the sustainability and wider application of the project.

Evaluation work with school fruit coordinators, teachers and parents highlights widespread support for the Fresh Fruit scheme. Analyses to examine impact on fruit and high sugar

and high fat snack consumption are complete for the first two years of the scheme. Overall, the scheme has increased fruit consumption for those children taking part and the greatest benefit is seen for those children from the most socially disadvantaged schools. However, fruit in schools has not displaced high sugar and high fat snack foods, as snacking has remained at the same level.

In-depth work with parents has highlighted the benefits of the scheme in getting a health promotion message home to the family. There is some evidence of parents changing the shopping and eating habits of the family, but this work has also highlighted information needs for parents about healthy eating. Evaluation work to date has also highlighted the need for active participation from the school and the need for parental involvement.

Evaluation is ongoing in 2005 with further analyses of consumption data and an assessment of how fruit in schools may have impacted on other health promotion activities in schools. A full evaluation report on the first two years of the pilot will be available in summer 2005.

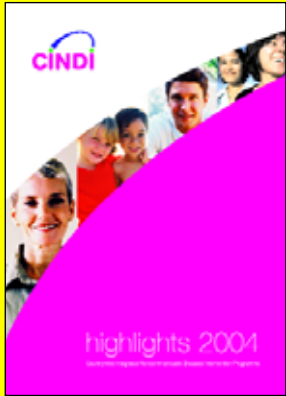
Second regional Investing for Health conference

'Challenges and opportunities for Investing for Health' is the title of the second regional Investing for Health (IfH) conference planned for October this year. The event is being organised by the four regional Investing for Health partnerships, the HPA and the DHSSPS. The conference will review the successes and experiences from the wide variety of work which is contributing towards the Investing for Health strategy.

It will also look ahead and explore the challenges and opportunities which exist for all stakeholders in future working to help meet the goals and objectives of IfH.

We will keep you up to date with conference developments and booking details through future issues of Inform and the HPA's corporate website on www.healthpromotionagency.org.uk

CINDI Highlights



This year's *CINDI Highlights*, a document detailing work carried out by the 29 countries participating in the Countrywide Integrated Noncommunicable Diseases Intervention (CINDI) programme, has been published by the HPA.

The CINDI programme is a World Health Organization (WHO) initiative whose mission is to establish cooperative projects to help prevent and control noncommunicable

diseases (NCD) and to promote healthier lifestyles.

CINDI participating countries present their experiences, in this the 10th edition, of intervention strategies such as professional and public education, community mobilisation and policy development. Key activities within the South American WHO network 'CARMEN' are also reported, along with developments within the Global Forum on NCD prevention and control.

The HPA has coordinated CINDI activities in Northern Ireland as a UK 'demonstration area' for over 15 years. The annual publication of *CINDI Highlights* is one of the ways we fulfil our remit as a WHO Collaborating Centre for Training and Research in Communications and Information Technology in Health Promotion and Disease Prevention.

CINDI Highlights is distributed only to members of the programme network but for more information on the CINDI programme or to read the highlights of this year's work, please visit www.healthpromotionagency.org.uk/AboutHPA/cindi.htm or visit the WHO/CINDI site at www.who.dk/CINDI

Workplace health survey findings collated

The first set of survey results from the Work Well workplace health initiative will soon be available as a PDF on the HPA's website or by request in hard copy. The report describes the process undertaken by the 20 Work Well small businesses to improve the health of their employees.

It includes details about the needs assessment process and the development of individual health action plans. It then presents the collective data from employees and employers which were gathered before the organisations embarked on Work Well.

The surveys identified that the most common priorities, both from a health perspective and from an employee's perspective, were to look at issues around physical activity and healthy eating patterns.

Employers generally recognised the importance of providing a safe working environment but also a healthy working environment. However, some quoted other priorities, lack of time and lack of knowledge on the issue as reasons why they had not previously implemented a healthy workplace initiative.

Further surveys will take place in September 2005 to measure the impact that participation in the Work Well programme has had on each organisation.

Conference reminder

Mental health promotion

The HPA has continued to work in collaboration with the Clifford Beers Foundation (the international mental health promotion charity) and colleagues from the Welsh Assembly Government, the Scottish Executive, the NIMHE (England) and the Department of Health and Children (Ireland) to develop an inaugural conference for the UK and Ireland on mental health promotion.

This will take place from 20-22 April in Dublin Castle and abstracts have been submitted under the three conference themes – strengthening individuals, strengthening communities, and strengthening partnerships for mental health.

The programme will offer a mixture of workshops, posters, paper sessions, and experiences of the issues, with speakers drawn from the UK, Ireland and further afield. Keep watching the website www.charity.demon.co.uk/dublin where the programme and registration details will be posted.

Breastfeeding really matters

The first all-island breastfeeding conference, organised by the HPA and the Health Promotion Unit of the Department of Health and Children (Ireland), will take place on 17 May at the Waterfront Hall, Belfast. The theme of the conference is 'Breastfeeding really matters' and Dr Nils Bergman, an international expert on Kangaroo Mother Care, is the keynote speaker.

The conference aims to inform health professionals, peer workers and voluntary breastfeeding counsellors of current best practice initiatives. In particular we will be highlighting the importance of keeping mothers and babies together. We also aim to focus on the potential impact that breastfeeding can have on reducing health inequalities.

Visit www.healthpromotionagency.org.uk/breastfeeding for more details. For application forms or queries, contact Janet Stange on 028 9031 1611 or email: j.stange@hpani.org.uk

Empowering for health

The 13th International Health Promoting Hospitals (HPH) conference entitled 'Empowering for health: practicing the principles' takes place from 18-20 May at the Burlington Hotel, Dublin. The World Health Organization, the two cross-border networks of HPH, and the HPA, are among the organisers of this important event.

The conference aims to examine how hospitals can implement interventions in their everyday structure and culture, and identify supportive (financial and quality) frameworks to enable them to better serve their patients, staff and the general public.

There will also be two pre-conference satellite events for newcomers to the HPH concept, on health promoting psychiatric hospitals and on evidence-based health promotion in hospitals.

For further information and booking details, contact Fulcrum Medical marketing on: +353 1 4520302 or email: info@fulcrummarketing.ie or visit the conference website: www.univie.ac.at/hph/dublin2005

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

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 - 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

Teenage pregnancy and parenthood seminar

In association with the Sexual Health Information Exchange Group which it facilitates, the HPA organised a seminar on 2 February to examine the research evidence on effectiveness of approaches to teenage pregnancy and parenthood.

Approximately 112 delegates came to the Dunadry Hotel in Antrim to hear Geraldine McCormick from the Health Development Agency (HDA) provide the overview. Geraldine has the lead role in teenage pregnancy at the HDA, supporting the implementation of the national strategy by working with others to identify, integrate and disseminate the research and practice evidence of effective interventions.

The characteristics of effective services and interventions highlighted, when focusing on high-risk local groups, included interpersonal skills development, theory-based approaches, participatory

teaching methods, and selection and training of staff who are committed to programme and service goals.

Following the presentation of evidence, participants had the opportunity to discuss the challenges facing them in this work, how they might use the learning from the seminar, and what other information or support would be useful in their work. The seminar received extremely positive feedback from participants who welcomed the opportunity to address these issues. The results of the discussion were collated and forwarded to participants after the seminar, and will be used by the Sexual Health Information Exchange Group and the HPA to plan further seminars.

The HDA reviews of evidence relating to teenage pregnancy and parenthood can be accessed via:
www.hda-online.org.uk/evidence

Health on show at HPA stand at Balmoral

The HPA is sending a team to the 2005 Balmoral Show in May as part of the Northern Ireland Government Departments' 'Working for you!' exhibition. Health issues in focus this year include passive smoking and binge drinking.

Visitors to the HPA stand will be able to take part in an interactive display and access information about these issues. Recent HPA television ads on passive smoking and binge drinking will also be shown. We look forward to welcoming you to the stand if you are visiting the show.

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
www.smokefreenorthernireland.com

Web are we now?

Number one for health promotion! That's the news the HPA was delighted to receive last month when we learned that our corporate website www.healthpromotionagency.org.uk was ranked number one 'health promotion' site by the Google search engine. This places our site ahead of almost 17 million alternatives worldwide. This top ranking is a credit to all of the dedicated HPA staff who contribute so much to making the site a useful, credible and user-friendly information resource. Please help us maintain this position by completing the online feedback survey when next visiting our site.

You can now watch video footage online of our 2005 television advertising campaigns to promote breastfeeding and to highlight the dangers of passive smoking. Go to Areas of Work/Public Information Campaigns on the corporate site and click on the links beside the small TV icon.

A new section on Health Promoting Hospitals has been added to the HPA website and can be found under Areas of Work. Hospitals provide a vital setting in which the health of staff, patients and the wider community can be promoted.