

Inform

Issue 43

October/November 2005

Passive smoking campaign gets the message across

Evaluation of the Health Promotion Agency's (HPA) first public information campaign on passive smoking has revealed positive results. Research showed that significantly more people considered passive smoking to be dangerous to health after the HPA's campaign, compared to before the campaign.

The campaign which ran from November 2004 to February 2005 incorporated three television advertisements and a leaflet. These aimed to increase knowledge of the health effects of passive smoking, encourage smokers not to expose others to the damaging health effects of their smoking, and encourage non-smokers to be less accepting of passive smoking.

A pre-campaign survey and a post-campaign evaluation used face-to-face interviews with over 1,000 people to establish awareness of the campaign and measure changes in the public's knowledge and attitudes in relation to passive smoking.

Overall, 74% of those surveyed were aware of at least one element of the campaign with the 'Workplaces' advertisement achieving the highest awareness (54%).

Campaign awareness

	All	Smokers	Non-smokers
Advert 1 'Safety'	36%	38%	35%
Advert 2 'In your face'	44%	47%	42%
Advert 3 'Workplaces'	54%	52%	54%

No significant differences in recall between smokers and non-smokers indicates that, although the campaign centered on smoking, it effectively reached its target audience of smokers and non-smokers. The 'Safety' advertisement was thought to be 'very or somewhat thought provoking' by 86% of respondents. This view was also held by 80% of respondents in regards to the 'In your face' ad and 79% for the 'Workplaces' ad.

Encouragingly, more than 4 in 10 smokers interviewed reported the advertisements would encourage them not to smoke in front of others, while around two thirds of non-smokers who had seen the campaign said it would make them less accepting of others smoking. The full campaign evaluation report will be available on the HPA website by the end of this year.

Investing for Health conference reminder

Places are filling up fast for the Investing for Health (IfH) conference 'Challenges and Opportunities' on 17 November at the Radisson Roe Hotel, Limavady. This will be a day to share experiences and knowledge gained in delivering the goals and objectives of IfH. The four key themes which will be addressed through keynote speakers and workshops are:

- engaging people, communities and organisations;
- building networks and partnerships;

- measuring outcome, impact and effect;
- mainstreaming agendas, priorities and action.

Booking forms can be downloaded from the conference website at www.ifhconference2005.net or the HPA website at www.healthpromotionagency.org.uk. Completed booking forms and payment details should be returned to the HPA by Thursday 27 October.

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

- INSIDE:**
- HPA annual report published
 - New audience for breastfeeding campaign
 - Smokefree proposals debated
 - Conference focuses on suicide prevention



**Health
Promotion
Agency**

New appointments



Deirdre McNamee

Deirdre has joined the HPA as Senior Manager: Public Health, with responsibility for mental health, teenage pregnancy and sexual health. Deirdre's background is in nursing, both general and mental health. Previously she was employed as a Senior Health Promotion Officer for mental health with the Southern Area Health

Promotion Department. Deirdre has also worked in the voluntary sector as a coordinator with the Northern Ireland Association for Mental Health and as a team leader with Cookstown and Dungannon Women's Aid.



Gavin Breslin

Gavin has joined the HPA as a Research Officer. His job involves assisting in the design of research projects, data analysis and report writing. He is also involved in the contracting and management of external research projects. Previously Gavin worked with the Open University as an Assistant Staff Tutor and Associate

Lecturer. He holds a BSc Honours degree in Psychology from Queen's University, Belfast, a certificate in Business Excellence from Huntingdon College, Alabama and has recently submitted his PhD thesis in Psychology to Queen's University, Belfast.

Training and events

Strong demand for the seminars on 'Young people and self-esteem' means that the December 2005 and March 2006 dates are now both fully booked. However the following seminars and training opportunities still have places available:

- Breakfast seminar on 'Adolescent drinking in Northern Ireland' on Wednesday 19 October 2005.
- Conference on 'Maternal and child nutrition' on Tuesday 25 October 2005.
- Seminar exploring 'The role of parents in sex education' on Wednesday 26 October 2005.
- Four day workshop on 'Changing health behaviour: principles and practice of motivational interviewing'. This course takes place on 31 October, 1 November, 5 and 6 December 2005. It has been designed to address the issues of health behaviour change and aims to equip participants with a basic knowledge of the principles and practical skills of motivational interviewing.
- One day course on 'Using focus groups – a comprehensive introduction' on Monday 21 November 2005. This course aims to equip participants with the skills and confidence to carry out research through focus groups and to communicate effectively when commissioning research.



Further information on these events and an online booking form is available from the events and training section of the HPA's corporate website www.healthpromotionagency.org.uk or contact Claire Hind on 028 9031 1611.

Sexual health seminar targets parental role

A sexual health information seminar being organised by the Health Promotion Agency (HPA) will take the role of parents in sex education as its theme.

Examples of specific projects in Northern Ireland and elsewhere, as well as general lessons learned from research and practice, aim to highlight the important protective role of parents in the prevention of sexual risk-taking behaviour and teenage pregnancy.

Speakers include Dr Audrey Simpson from the fpa, Ed Sipler from Down Lisburn Trust, Janice Armstrong from Homefirst Community Trust, Penny Hughes from the Parents Advice Centre, and Dr Vincent Molony, a GP in Dublin.

The seminar has been organised by the HPA in association with the Sexual Health Information Exchange Group, which incorporates sexual health promotion staff from the health and social services boards and trusts, the Genito-urinary medicine (GUM) clinic at the Royal Group of Hospitals, and Barnardos.

This event, which should be of interest to all those working in sex education, takes place in the Lagan Valley Island Centre, Lisburn, on Wednesday 26 October 2005. There is a registration fee of £10.

For further information, please contact Claire Hind at the HPA, telephone 028 9031 1611.

Childhood immunisation programme changed

School children in Northern Ireland aged 10–14 will no longer be routinely tested for tuberculosis and (where necessary) given the BCG vaccine.

This follows a change to the childhood immunisation programme which was announced by the Chief Medical Officer in July 2005. Now, a new, improved 'neonatal and others at risk' based programme will vaccinate babies and older people who are most likely to catch the disease.

This will focus on those living in areas with a high rate of tuberculosis or whose parents or grandparents were born in a country with a high prevalence of the disease.

Revised immunisation leaflets will be printed and distributed to take account of these changes and the Health Promotion Agency (HPA) will use **Inform** and the HPA corporate website for further updates on when and where to get these leaflets.

Breastfeeding campaign spreads to England

Television viewers throughout the Newcastle and Tyne and Wear Strategic Health Authority area will soon see the HPA's television campaign to promote breastfeeding. The television advertisement, with a new 'Geordie' accent, will be the first breastfeeding advertisement to be shown on television in England.

This is a result of public health colleagues from Newcastle and Gateshead visiting the HPA in October last year to find out more about our public information campaign on breastfeeding. They



were so impressed with the television and radio advertisements and the *Off to a good start* booklet for mothers that they requested permission to adapt the Northern Ireland breastfeeding campaign for use in England.

In other news, the autumn issue of *Keeping abreast* has just been published. The HPA publishes this newsletter on behalf of the Breastfeeding Strategy Implementation Group for all those involved in promoting breastfeeding.

Pregnancy book revised

The HPA, with advice from the DHSSPS, has recently revised *The pregnancy book* - a publication given to all first-time mums in Northern Ireland.

The pregnancy book was originally compiled by the Department of Health in England and is adapted by the HPA for use in Northern Ireland. This 2005 edition will be distributed by the central health promotion resource services to antenatal clinics in their health and social services board areas.

An interim reprint of the *Birth to five* book - a follow on from *The pregnancy book* - is also planned for this month.

Maternal and child nutrition conference



Professionals who give nutritional information to expectant parents and those with young families are to benefit from a forthcoming conference on maternal and child nutrition.

Organised by the Health Promotion Agency (HPA), the conference aims to update and inform allied health professionals, including dietitians, paediatric nurses,

health visitors and midwives, on new guidance relating to maternal and child nutrition.

Dr Judith Hilton from the Food Standards Agency will talk about food safety during pregnancy and lactation, and Dr Tony Williams from St George's Hospital Medical School, London, will present new evidence on weaning. Dr Andrew Hill from Leeds University School of Medicine will discuss influences on eating behaviour, including how parents' attitudes to food can affect their children.

Local speakers will also make presentations. Wendy Nesbitt, a dietitian with the Eastern Health and Social Services Board, will address general nutrition during pregnancy and lactation; Gillian Anderson, Breastfeeding Coordinator at Antrim Hospital, will outline best practice in support of breastfeeding; and Sheila Bodkin, a dietitian working in Altnagelvin Hospital, will discuss the practicalities of the new weaning guidelines.

The conference takes place at the King's Hall Conference Centre, Belfast, on Tuesday 25 October 2005. For more information and a registration form, visit: www.healthpromotionagency.org.uk or telephone Claire Hind or Laura Donnelly at the HPA on 028 9031 1611.

Positive images of ageing go on show

For positive, inclusive and challenging images of older people engaged in physical activity, visit the photographic exhibition at the Waterfront Hall in Belfast running until 20 October 2005. The images come from programmes developed and delivered through the Actively Ageing Well initiative.

Actively Ageing Well is a five year community development initiative created by Age Concern Northern Ireland and the HPA with funding from the Big Lottery Fund. To support the exhibition, the HPA has produced a vibrant poster using a number of the exhibition images and reprinted its leaflet on

physical activity for older people, called *Make the first move*.

The poster is being distributed to older people's groups across Northern Ireland and both the poster and the leaflet are available from the central health promotion resource services in the four health and social services board areas. For more information on the exhibition contact Age Concern on tel: 028 9024 5729.



Clearing the air on the smokefree debate

With final proposals expected shortly on restricting or banning smoking in workplaces and enclosed public places, the Health Promotion Agency (HPA) held a half-day seminar on 20 September entitled, 'The Smokefree Debate', to raise awareness and increase understanding of some of the issues.

Health Minister, Shaun Woodward MP, announced in June that there will definitely be some kind of a ban, but his next step is to decide how far it will go. While there is evidence of considerable public support for a complete ban on smoking in workplaces and enclosed public places, there is a range of issues relating to the legislation, which are of interest to different groups.

The HPA seminar was extremely well attended, with a broad range of interests represented, including public health, environmental health, policymakers, unions and employers, especially those in the hospitality industry.

Seven expert speakers gave presentations on topics including:

- the health risks of second-hand smoke;
- the extent to which second-hand smoke can be controlled by ventilation;
- how legislation might impact on health inequalities;
- social and legislative issues around protecting the workforce.

Two guest speakers from Norway also described the Norwegian experience of going smokefree, and a lively debate took place. Evaluation forms completed by delegates were very positive with the majority describing the seminar as very useful with high quality, articulate speakers.

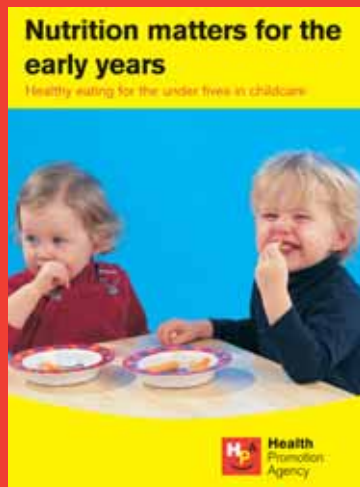
Two factsheets - on ventilation and the health risks of second-hand smoke - were also distributed to help inform the debate. The second of these was originally produced as part of the corporate workplace health pack called *Protecting your workforce from tobacco smoke*.

Further developments in the smokefree debate will feature on the HPA's own website and on the dedicated website www.smokefreenorthernireland.com

In addition, two of the HPA's television advertisements focusing on the main health risks of passive smoking are being broadcast on UTV from 20 September to 31 October 2005.

The advertisements entitled 'Safety' and 'In your face' can be viewed on the corporate website on <http://www.healthpromotionagency.org.uk/work/Tobacco/campaigns4.htm>

New guidelines for childminders ready for launch



The Health Promotion Agency (HPA) has updated its *Nutrition matters for the early years* publication to include guidance for childminders. This followed the announcement of a change in the recommended age for introducing weaning foods for breastfed children by the Department of Health in England in August 2003. The updated document, *Nutrition matters for the early years – Healthy eating for the under fives in childcare*, will be launched at a forthcoming Northern Ireland Child Minding Association (NICMA) conference on 15 October 2005.

The original document, produced by the HPA in 2001, was distributed to all childcare settings, including day nurseries and crèches, in Northern Ireland. Since then, the HPA has been working in partnership with NICMA to produce similar guidelines for childminders who work in the home. It is hoped that training seminars will be provided for childcare providers in 2005–2006.

For more information on the nutrition matters document, please contact Laura Donnelly at l.donnelly@hpani.org.uk or telephone: 028 9031 1611.

New report on adolescent drinking trends

A report identifying changes in drinking trends of young people aged 11 to 16 years old in Northern Ireland is being published by the HPA. The report analyses data already collected via the 1997 health behaviour of school children survey and the 2000 and 2003 young persons behaviour and attitude surveys.

This analysis was conducted with financial support from the Irish Temperance League which seeks to encourage organisations working with young people to address the issue of alcohol. This report provides some insight into the drinking behaviour of young people in Northern Ireland and how this has changed between 1997 and 2003. This information should help to ensure that future health promotion initiatives on alcohol are appropriately targeted.

The report examines levels of alcohol experimentation, age of first trying alcohol, who are the regular drinkers, levels of drunkenness, young people's access to alcohol, reasons why

young people drink, the association between drinking and other risk taking behaviours and the link between drinking and mental wellbeing.

Analysis shows that the number of young people experimenting with alcohol rose significantly between 2000 and 2003. Traditionally boys were more likely to experiment with alcohol and drink regularly, however by 2003 there was almost no difference between boys and girls in experimentation, regular drinking or experience of drunkenness; in fact in 2000 and 2003 girls were slightly more likely than boys to have been drunk.

The report will be launched at a breakfast seminar on 19 October organised by the HPA. It will also be available on our website as a PDF file from the same date. For more information on the seminar please see our corporate website or contact Claire Hind at the HPA on 028 9031 1611.

Course celebrations

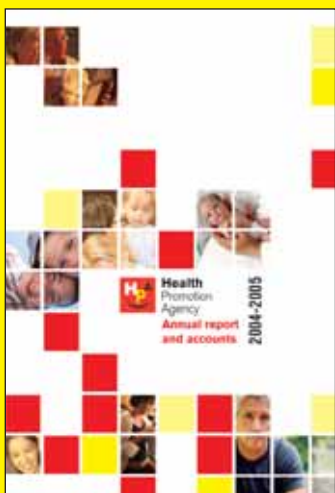
The University of Ulster (UU) recently held an event to celebrate the 25th anniversary of the Postgraduate Dip/MSc in Health Promotion course. This course, which began in 1980 as the Postgraduate Dip/MSc in Health Education, is now called the Postgraduate Dip/MSc in Health Promotion and Population Health.

The Association of Health Service Managers (AHSM) award, of which the HPA holds stewardship, was also presented at the event. This award is given to the student achieving the highest mark in the 'health promotion and program planning' module of this course. The winner of the AHSM award for 2003/2004 was Sarah Liddle and for 2004/2005 was Gail Kerr.



Pictured at the event are, from left: Paul Fleming, Associate Dean, Faculty of Life and Health Sciences, UU; Les McLean, Director of Corporate Services and Organisational Development, HPA; Gail Kerr, AHSM award winner; Stephen Hodgkinson, Chief Executive, Central Services Agency; Ann Moore, Course Director, PG Dip Health Promotion and Population Health.

Annual report available



The Health Promotion Agency (HPA) recently published its annual report for 2004 – 2005. The document highlights many of the partnerships, programmes, training and professional development initiatives, research, campaigns and resources which helped the HPA meet its objectives for the year. It details the HPA Board and its staff members, as well as the summary financial statements for the year.

Distribution of the *Annual report and accounts 2004-2005* is already well underway and comments on the document are welcomed by Rachel Kelly, Corporate Communications Manager at the HPA, via email at r.kelly@hpani.org.uk or telephone 028 9031 1611. The document is also available as a PDF file from our corporate website at www.healthpromotionagency.org.uk.

Huge response to suicide prevention conference

Preventing suicide and reducing the rate of suicide has become an urgent public health issue within Northern Ireland and there was a huge response to the recent international conference on suicide prevention.

Around 350 delegates from all sectors, together with representatives of bereaved families, came together to explore the issues and evidence base around suicide prevention and to share best practice from Northern Ireland and elsewhere.

The conference was organised by the Health Promotion Agency (HPA) in response to a request from the Minister for Health, Shaun Woodward. Given the short timescale the HPA was pleased to secure a panel of highly respected international keynote speakers who described the approaches being followed in the USA, Scotland and the Republic of Ireland.

The overriding message from the morning session was that reducing the rate of suicide and preventing suicides requires a combined effort across all government agencies and departments, local agencies, organisations, professionals and other workers, local groups, families and individuals.

Significant recommendations to emerge from the afternoon workshops included establishing a 24 hour crisis response service providing immediate help for those bereaved by suicide, tackling the associated stigma around suicide, as well as the need for clear protocols on where to refer possible victims. The need for improved coordination of existing services and better engagement between all service providers was also highlighted.

In closing, Colm Donaghy, Chairman of the Taskforce on Suicide Prevention, explained: "The recommendations from this conference will help inform the work of the taskforce in providing a new focus for determining how we can best meet the needs and challenges relating to suicide prevention here in Northern Ireland."



Health Minister Shaun Woodward with speaker, Caroline Farquhar of the Scottish suicide prevention group, Choose Life.

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

Mental Health, Teenage Pregnancy and Sexual Health

Deirdre McNamee - d.mcnamee@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

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 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, Rachel Kelly and Brian McCalden.

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.smokefreenorthernireland.com
www.thesnackpack.net
www.up-2-you.net

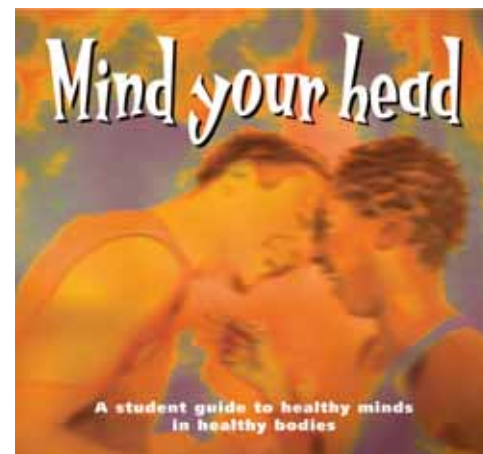
Student stress booklets reprinted

An important booklet for students, offering tips on how to manage stress and maintain mental and emotional wellbeing, has been reprinted and distributed.

The booklet, *Mind your head*, has been included in information packs given to all first year university and further and higher education students at the start of the new term.

The accompanying guide for parents, tutors and student advisers, *Mind your head - Adviser's guide to student mental wellbeing*, to help support students at what can be a time of instability, has also

been reprinted and is available from NUS-USI, 29 Bedford Street, Belfast BT2 7EJ.



Investing for Health Update 2005

To coincide with the conference 'Challenges and opportunities for Investing for Health', taking place on 17 November 2005, the Department of Health, Social Services and Public Safety (DHSSPS) is collaborating with the HPA, to produce the second annual IfH update report.

Investing for Health Update 2005 will highlight progress over the last year in implementing the Investing for Health

strategy. It includes articles from many government departments and agencies, underlining the importance of all sectors contributing to achieving IfH goals and objectives.

The update report will be distributed to those attending the conference on 17 November and will be made available as a PDF file on the HPA corporate website at the same time.

Web are we now?

The website developed by the HPA for the forthcoming conference, 'Challenges and opportunities for Investing for Health' is now up and running. The new website, www.iffconference2005.net includes details of this important conference which will highlight the broad spectrum of work contributing to improving health and reducing inequalities across Northern Ireland.

A number of the HPA's other websites are currently undergoing major redevelopment, including the Northern Ireland Regional Drugs and Alcohol website at www.drugsalcohol.info

We are continually adding new material to our corporate website at www.healthpromotionagency.org.uk and updating existing information, so don't forget to check it regularly for up-to-date details of training courses, programmes of work, job vacancies, campaigns and publications. We have also added an interactive map, providing detailed directions on how to find the HPA.