

# Inform

Issue 45

February/March 2006

## Young people urged to get the facts about smoking

A new section on the Health Promotion Agency (HPA) hosted [www.up-2-you.net](http://www.up-2-you.net) website provides up-to-date information for young people on smoking bans and includes an opinion poll on whether or not a smoking ban is the right decision for Northern Ireland. So far, 94% of respondents have agreed that a complete ban on smoking in workplaces is the right decision.

The HPA also launched a competition to encourage young people to log on to [www.up-2-you.net](http://www.up-2-you.net) to get the facts on smoking and be in with a chance of winning one of several

iPod nanos, camera mobile phones and shopping vouchers. The launch was hosted by Hazelwood Integrated College and Cool FM DJ, Sonya Mac, was on hand to meet pupils. "I visited the Up-2-You website and think it's great!" said Sonya. "The answers are easy to find and there's a lot of really useful information. If you're eligible, you should definitely get clicking to enter the competition – the prizes sound fab."

Anyone under the age of 18 and living in Northern Ireland can enter the competition by visiting [www.up-2-you.net](http://www.up-2-you.net) to find the answers to three questions about smoking restrictions and passive smoking. Competition entry cards and posters have been distributed to schools throughout Northern Ireland. The competition can also be entered online and the closing date is 28 February.

Ryan Jenkins, a student at Hazelwood Integrated College, said: "I think the website looks brilliant. I'm going to enter the competition and hope I win a prize. I'm glad the smoking ban is coming in here and I am going to make sure I put my view on the opinion poll."

At the launch of the competition at Hazelwood Integrated College are, from left, students Grace Radford, Neethu Sureshbasu and Fearghal McLarnon; Dr Brian Gaffney, Chief Executive, HPA; and Sonya Mac, Cool FM.



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

**INSIDE:**

- CEMACH moves to HPA
- Passive smoking campaign
- Promoting breastfeeding
- HPA training and events



**Health  
Promotion  
Agency**

## New appointments



### **Donna Beer**

Donna joins the HPA as Support Services Administrator. Her duties include the provision of administration support for programme areas such as Investing for Health, Healthy Living Centres, sexual health and mental health. Previously Donna worked for the Northern Ireland Legal Services Commission as a clerical officer. She has an

NVQ in Business Administration level III.



### **Dr Angela Bell**

Angela has joined the HPA as Director of Maternal and Child Health with responsibility for coordinating the Confidential Enquiry in Maternal and Child Health (CEMACH) in Northern Ireland. She worked as a consultant paediatrician with an interest in the newborn at the Ulster Hospital for 15 years and

previously worked as Clinical Director for Maternal and Child Health. Research interests include perinatal epidemiology and neonatal neurology for which she was awarded an MD.



### **Malcolm Buchanan**

Malcolm has joined the HPA as Clerical Officer with reception duties. He has a BA degree and a diploma in Library and Information Studies from Queen's University, Belfast. He was previously employed as a reference librarian with the South Eastern Education and Library Board.



### **Terry Falconer**

Terry has joined the HPA as Project Manager of CEMACH. On secondment from Queen's University, Belfast, she will be responsible primarily for data analysis of CEMACH projects and liaising with key health personnel in Northern Ireland connected with this work. Specialising in research methods, Terry formerly worked

for the MONICA Project to monitor trends in cardiovascular diseases. She has a BA (Hons) degree in General Studies from Queen's University, Belfast.

## Passive smoking campaign in your face

Two of the television advertisements – 'In your face' and 'Workplace' – developed for the campaign 'Passive smoking, there's nothing passive about it' will be broadcast on UTV in February and March. It is anticipated that the DHSSPS will be consulting on the smokefree workplace legislation at this time. Both of the advertisements can be viewed at:

[www.healthpromotionagency.org.uk/Work/Tobacco/campaigns4.htm](http://www.healthpromotionagency.org.uk/Work/Tobacco/campaigns4.htm)

The HPA is also developing a new TV advertising campaign to raise awareness of the help and support available to smokers and to encourage smokers to use this to quit. The new campaign will be broadcast at the end of March.

## CEMACH moves to HPA

The Northern Ireland office of the Confidential Enquiry into Maternal and Child Health (CEMACH) has transferred from Castle Buildings to the HPA. Dr Angela Bell and Terry Falconer joined the HPA at the start of the year to conduct their confidential enquiry programmes in maternal, perinatal and child health.

CEMACH aims to improve the health of mothers, babies and children by carrying out confidential enquiries on a nationwide basis and widely disseminating the findings and recommendations. CEMACH has a central office in London, eight regional offices in England, and affiliated offices in Wales and Northern Ireland.

The work involves:

### • **Maternal enquiry**

This covers all maternal deaths in the UK occurring during pregnancy and up to 12 months after delivery. A *Why mothers die* report is produced identifying clinical lessons and wider policy issues. The next report will cover deaths occurring between 2003 and 2005 and is expected in December 2007.

### • **Perinatal enquiry**

Information is collected from every hospital on perinatal and infant deaths from 22 weeks of gestation up to 28 days of life. Reports on stillbirth and neonatal mortality rates will be made available to hospitals, comparing their mortality rates over time and with other hospitals on a local and regional basis. The next report will be sent to hospitals in Northern Ireland at the start of 2006.

CEMACH is currently running a major national project on diabetes in pregnancy. A cohort report on 3,864 diabetic pregnancies was reported in October 2005, with further reports planned.

### • **Child health**

The overall aim of this new area for CEMACH is to improve the health for children older than 28 days by identifying patterns of practice or service provision related to adverse outcomes, which could include death or morbidity.

Northern Ireland is one of four regions selected to contribute to the first CEMACH pilot study on 'Child death review'. This aims to gain an overview of all child deaths from 28 days to 18 years over a one year period from January 2006.

Confidentiality of patients, clinicians and providers is a fundamental principle of the work of CEMACH. The aim is to learn lessons for general application by enquiring into current cases based on a non-blame approach. All enquiries are conducted on notes and data that have already been anonymised to ensure that confidentiality is maintained.

For more information, please contact CEMACH Regional Coordinator, Dr Angela Bell, or Project Manager, Terry Falconer, on Tel: 028 9031 1611; Email: [a.bell@hpani.org.uk](mailto:a.bell@hpani.org.uk) or [t.falconer@hpani.org.uk](mailto:t.falconer@hpani.org.uk) or visit the website at [www.cemach.org.uk](http://www.cemach.org.uk)

## HPA training and events snapshot

- **Working with groups: facilitation and group work skills**, 27 February, The Mount Business and Conference Centre, Belfast;
- **Young men and self-esteem** (the third seminar in the Design for Living series), 7 March, Lagan Valley Island, Lisburn;
- **Smoking cessation and young people seminar**, 15 March, Rosspark Hotel, Kells;
- **Social capital and its relationship to health**, 23 March, Park Plaza Hotel, Belfast International Airport;
- **Sustaining breastfeeding: peer support**, 10 May, Rosspark Hotel, Kells;

### Additional dates to be confirmed:

- A seminar on the evidence of effectiveness of mental health promotion will be held in the spring.
- A conference on the evidence for the healthy settings approach will be held in May.
- The Design for Living seminars series will be repeated in 2006–2007.

## HPA features in Review of Public Administration

One of the outcomes of the Review of Public Administration is the proposed incorporation of the HPA within a new Strategic Health and Social Services Authority. The details were announced by Health Minister Shaun Woodward in his speech on the overhaul of the health service on 22 November 2005.

The Health and Social Services Authority will replace the four regional health Boards as part of a streamlining package designed to improve the efficiency and effectiveness of the health service. The new Authority will implement the Government's policies for health and social services, manage the performance of the system, and help in the commissioning of services.

Signalling his concerns that the current organisation of health and social services was "too cumbersome, too bureaucratic, and inefficient", Mr Woodward said the total management cost of running Northern Ireland's four health Boards, 19 Trusts and 10 organisations including the HPA was £155 million a year.

His proposed reform of the health system will cut the core structure of 47 organisations to 18. The changes in the structure and delivery of public services will be driven by a number of working groups, one of which will focus on the health structure and function.

Responding to the announcement, HPA Chief Executive Dr Brian Gaffney said, "This will affect the Agency in the future but just how, we will not be sure until the Department (DHSSPS) discusses the process of implementation. The Permanent Secretary at the DHSSPS, Dr Andrew McCormick, is to chair a project group that will oversee any developments arising from the review announcement. Public Health and the HPA will be a part of this."

## Alcohol campaign set to highlight health risks

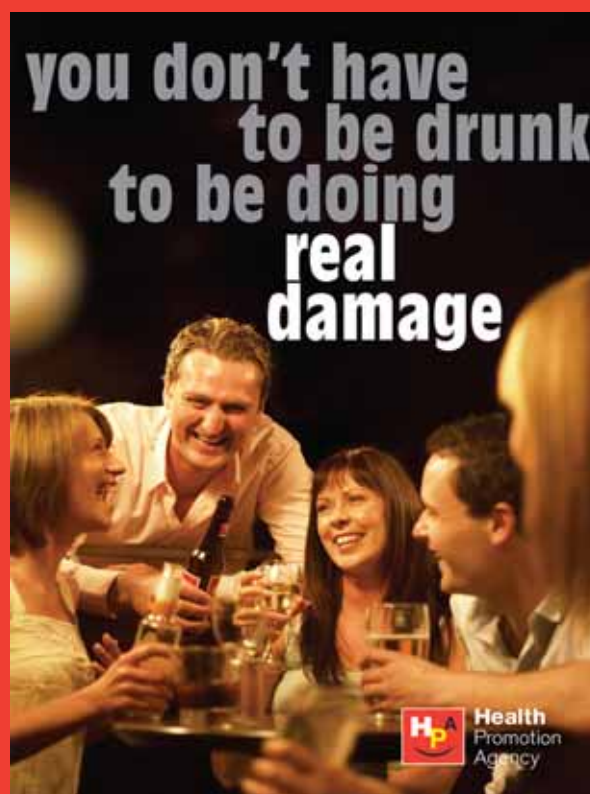
A new campaign will be launched in March to encourage the drinking public to think about their alcohol consumption and to encourage those drinking above the recommended limits to try to reduce their intake.

A range of materials with information about alcohol and health will be produced for distribution through outlets which sell alcohol.

Beer mats (coasters) will be distributed to pubs with the help of the Northern Ireland Drinks Industry Group.

Off sales are being asked to distribute a new leaflet entitled *You don't have to be drunk to be doing real damage* as well as paper wine bottle bags featuring information about units and a 'wheel' to help people calculate the number of units of alcohol they consume. The unit calculator wheel will also be inserted into the *Belfast Telegraph*.

The information leaflet *You don't have to be drunk to be doing real damage*, which was tested using focus groups, will also be available from the central health promotion resource service at the four Health and Social Services Boards from March.



## Help the Aged's Energy Efficiency Project

Help the Aged's Energy Efficiency Project is a partnership between the HPA, Energy Savings Trust, Northern Ireland Electricity, the Department of Social Development (DSD), Northern Ireland Housing Executive and Eaga. Eaga manages the Warm Homes Scheme in Northern Ireland which is funded by the DSD.

The Energy Efficiency Project has successfully completed its objectives of providing central heating systems and insulation measures in older people's homes for the winter of 2005/06.

The demand for the service for the first year of the project (2005/06) was so great that the first year target was reached four months early in December 2005. Through SeniorLine, Help the Aged's free telephone advice advocacy and information service, and the distribution of the *Keep the warmth in* booklet, advisers have provided energy and life saving advice to over 4,600 older people since the project was officially launched in September 2005.

Advisers are now taking referrals for the second year of the scheme.

For more information about the project or referrals, contact Energy Efficiency Adviser, Fionnuala McGee, on freephone 0808 808 7575 or on Tel: 028 9023 0666 or by Email: [fionnuala.mcgee@helptheaged.org.uk](mailto:fionnuala.mcgee@helptheaged.org.uk)

## New campaign to promote physical activity

A new physical activity campaign 'Every small step is a forward step', which includes television and radio advertising, a magazine and website, will be running in March. The primary target group for the campaign is women, particularly those with small children.

The TV advertising campaign promotes the message that 30 minutes of moderate physical activity on 5 or more days of the week helps protect your health and it also shows ways to fit this in throughout a busy day.

As part of this campaign, physical activity information will also be provided in a magazine. Features on a range of health issues of interest to women are also included such as nutrition, weight control and recipes as well as celebrity tips and competitions. The magazine will be inserted into the *Irish News* and *News Letter* as well as being distributed to hairdressers, GP surgeries, health centres, pharmacies and dental surgeries.

A new website [www.getalifegetactive.com](http://www.getalifegetactive.com) will provide information about physical activity, including details of local events which people can join to help them increase their activity levels. The new TV advertisement can also be viewed on the website which will be live in March.

Free pedometers will be available and details on how these can be obtained will be provided in the magazine and website.

## Get ready for national No Smoking Day 2006



No Smoking Day takes place on Wednesday, 8 March. This year the campaign poses a direct question to smokers, asking them if they are really serious about stopping smoking, while also offering encouragement to realise that it is possible to break the habit.

The HPA will be running a television advertising campaign from 27 February which

will remind smokers how many days are left until No Smoking Day. This will give smokers the opportunity to mentally prepare themselves to give up on 8 March. The television advertisement will also promote the Smokers' Helpline 0800 85 85 85.

## Mental health promotion conference announced

A conference on mental health promotion, organised by the Clifford Beers Foundation, takes place in London in May. 'Promoting mental health and wellbeing - progress through partnerships' is part of the annual series of mental health promotion conferences run by the charity.

The conference is run in collaboration with the DHSSPS, Department of Health and Children (Republic of Ireland), the HPA, the Scottish Executive, the Welsh Assembly Government, and the National Institute for Mental Health in England (NIMHE).

It will be held at the Royal Horticultural Halls Conference Centre, London, on 17–18 May. Booking forms are available via email from [registration@charity.demon.co.uk](mailto:registration@charity.demon.co.uk) or from the conference website at [www.charity.demon.co.uk/london06](http://www.charity.demon.co.uk/london06) or from Mariazell, 5 Castle Way, Stafford ST16 1BS. Tel/fax: 01785 246668.

Potential contributors to the conference are invited to submit abstracts of papers or posters for consideration by the scientific committee. The closing date for submission of abstracts is 17 February. Further details and up-to-date information can be found at [www.charity.demon.co.uk/london06](http://www.charity.demon.co.uk/london06)

# Smokefree Northern Ireland coalition expands

Smokefree Northern Ireland, the regional coalition which has been lobbying for smokefree workplaces over the past year, met at the HPA in December. The agenda focused on the evolving remit of the coalition and what issues may be expected to arise from the forthcoming consultation on the smokefree workplace legislation.

Thirty coalition members were present and speakers from governments in Northern Ireland, Scotland and Wales gave updates on their legislative processes, and discussed exemptions.

The coalition was initially formed in January 2005 to lobby for a complete ban on smoking in the workplace. Now that the Minister has indicated this legislation will be brought in, there is a role for the group in supporting implementation. This changing role is reflected in the addition to the coalition of the four group environmental health committees and Belfast City Council.

During the consultation process the coalition will work together to ensure a coordinated and consistent response.

The Smokefree Northern Ireland website, located at [www.smokefreenorthernireland.com](http://www.smokefreenorthernireland.com) will also be updated with additional support information to help organisations wishing to respond to the consultation.

# Mental health article accepted for journal

An article providing a comprehensive overview of the process of development of two *RU right in the head?* resources and the accompanying training to support practitioners helping young men to address their mental and emotional wellbeing has been accepted for publication in an academic journal.

Acknowledgement is given to the members of the regional advisory group, facilitated by the HPA, who were involved in development of the resources and also to the training participants who provided invaluable feedback which helped inform the article.

The article, which will feature in a future issue of the *Journal of men's health and gender*, is entitled *RU right in the head?: The development and dissemination of educational resources addressing positive mental and emotional health issues for adolescent males in Northern Ireland*.

The authors were Dr Ken Harland, University of Ulster, and HPA staff members Linda Barclay, Director of Programme Development, and Deirdre McNamee, Senior Manager, Public Health.

# Community Cash Grant Awards 2006 launch

Get a life, get active – that's the message from the HPA as it prepares to launch the 2006 Get Active in the Community Cash Grant Awards.

The scheme encourages local groups to apply for a community grant award to provide physical activity opportunities in their communities and to raise awareness of the importance and benefits of physical activity.

Physical inactivity is a serious and increasing public health problem. Seven out of 10 adults in Northern Ireland do not engage in the recommended level of physical activity and one quarter is physically inactive or sedentary.

For general health benefits, adults should achieve at least 30 minutes of physical activity on five or more days in the week.

Linda Barclay, Director of Programme Development at the HPA, said: "The scheme has been very successful in the past and is now in its eighth year. Since it was launched it has helped many hundreds of groups to improve health in their local communities through physical activity.

"These small grants provide financial support to community and voluntary groups to enable them to develop initiatives targeted at those who may otherwise engage in little or no physical activity."

Groups may apply for cash grants up to the value of £500 to support their projects. Interested groups should look out for the launch which will be publicised on our website [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk) in late February.

# Promoting breastfeeding for working mothers

As part of the HPA's Health Promoting Workplaces initiative Work Well, a series of guides is being produced to help support employers to introduce health at work programmes.

The latest guide under development will provide information to employers on the business benefits of supporting mothers returning to work who want to continue breastfeeding and advice on how, as an employer, they can support their employee to do this.

Guides on promoting healthy eating and physical activity at work can be viewed on the HPA's website or are available from the central health promotion resource service in your local Health and Social Services Board area.

## New bottlefeeding leaflet for parents

The HPA has produced a new leaflet for parents on bottlefeeding. The aim of the resource is to help parents who have chosen to bottlefeed their babies to do so as safely as possible. The leaflet will be distributed from February through maternity units and the central health promotion resources services in the four Board areas.

The leaflet is in line with guidance issued by the European Food Safety Authority (EFSA) relating to the microbiological risks in infant formulae and follow-on formulae. The full paper can be viewed at [www.efsa.eu.int/science/biohaz/biohaz\\_opinions/691\\_en.html](http://www.efsa.eu.int/science/biohaz/biohaz_opinions/691_en.html)

Revised guidance on bottlefeeding has also been issued by the Department of Health in England and the Food Standards Agency, and is as follows:

- infant formula powder is not sterile;
- feeds should be made up with hot water at a temperature of above 70°C. In practice this means a kettle which has been boiled and left to cool for no longer than 30 minutes;
- formula milk should be made up fresh for each feed. Storing infant formula should be avoided as this may increase the risk of infection;
- after each feed, any leftover milk should be thrown away;
- mothers who require a feed for later are advised to keep water they have just boiled in a clean, sealed flask and then to make up fresh formula when needed.

## Actively Ageing Well community groups have a fling

Actively Ageing Well, a five-year community development initiative created by Age Concern Northern Ireland and the HPA with funding from Big Lottery, launched the year of dance in March 2005.

Since then there has been enthusiastic participation with over 34 groups taking part in activities including salsa, old time, line, circle, Irish and Scottish dancing. A 'dancefest' in the Northern Board area in October was attended by over 140 people aged 50+ at Tullymore House in Ballymena.

Being active can be an important factor in older people staying healthy and retaining their independence, and dance is proving a very popular activity to help older people keep active. Feedback on programmes has been very positive.

Age Concern NI and the HPA have summarised key messages on physical activity and older people through the production of the Actively Ageing Well calendar 2006.

This calendar includes positive and challenging images of older people developed for the photographic exhibition launched in

## UKPHA annual public health conference

The UK's largest multi-disciplinary conference on public health this year takes place on 14–15 March at the International Centre in Telford, England.

The theme of the 14th Annual Public Health Forum is 'Creating sustainable healthy communities: bridging the gap between democracy, design and delivery.'

Attracting up to 1,000 delegates, the forum of the UK Public Health Association offers an opportunity to learn from public health innovations throughout the UK, the Republic of Ireland and abroad. The 2006 forum will also highlight initiatives from the Shropshire region of England.

The issues will all relate to the key conference themes of health inequalities, sustainable development, anti-health forces, and other local issues.

For more information, see [www.ukphaconference.org.uk](http://www.ukphaconference.org.uk) or contact the conference secretariat at Benchmark Conference and Event Management, 14 Blandford Square, Newcastle upon Tyne, NE1 4HZ. Tel: 0191 241 4523; Fax: 0191 245 3802 or via [www.benchcom.co.uk](http://www.benchcom.co.uk)

## Popular resources reprint

The HPA is currently reprinting 32 of the most popular resources on alcohol, breastfeeding, nutrition, physical activity, sexual health, smoking and substance misuse, and posters on physical activity. These will be available from the end of March. To obtain copies of these materials, please contact the central health promotion resource service in your local Health and Social Services Board area.

the Waterfront Hall in September 2005. Calendars have been distributed by Age Concern NI to a range of groups for older people, councils and health and social services partners.



# Upcoming HPA training, seminars and events



## Working with groups: facilitation and group work skills

This one day workshop designed to enhance facilitation skills, and skills in managing and running groups, will take place on 27 February in the Mount Business and Conference Centre, Belfast.

The overall purpose of the workshop is to enable participants to develop confidence in their ability to run groups – by understanding how to give purpose and direction to the group and how to enable members to participate and interact effectively with one another. The workshop flyer and booking form are available to download at [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)



## Smoking cessation and young people

On 15 March the HPA will hold a half-day seminar to highlight UK-wide research on effective smoking cessation with young people. While smoking among adults in Northern Ireland has declined over the past decade, there has been no reduction in smoking among adolescents.

Among the speakers at the seminar will be Mr Alan Stanton, Consultant Community Paediatrician from Solihull Primary Care Trust, who will present the findings of a systematic review of evidence of smoking cessation and young people, and Mr Gerry McElwee, Head of Cancer Prevention at the Ulster Cancer Foundation who will look at a voluntary sector perspective.

This event is aimed at anyone with an interest in the health and wellbeing of young people, including those working in

healthcare, formal and informal education, and in a community setting. It is also an opportunity for networking for all those interested in young people's health.

The seminar is at the Rosspark Hotel, Kells, from 9.30am until 2.00pm, including lunch. There is no cost to participants.

For more information or to book a place, go to [www.healthpromotionagency.org](http://www.healthpromotionagency.org) or contact Claire Hind on Tel: 028 9031 1611.

## Social capital and its relationship to health

A seminar focusing on social capital will take place on 23 March in the Park Plaza Hotel, Belfast International Airport.

Social capital encompasses trust, social ties, shared norms and relationships among people and communities.

This seminar will seek to raise awareness of the concept of social capital, debate its relevance for policy and practice, and discuss how it links to health inequalities.

It will also provide an opportunity to connect the voluntary and community sector with key stakeholders, including government departments, statutory organisations, health boards and trusts.

The seminar flyer and booking form will be available to download at [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)

## Additional proposed events

A half-day seminar on 'Sustaining breastfeeding: peer support' will be held at the Rosspark Hotel, Kells, on 10 May.

For further information contact Lesley Blackstock on Tel: 028 9031 1611.

# Seminar promoting young people's self-esteem

The second in the series of three Design for Living Partnership seminars for 2005–2006 took place in Belfast on 15 December. The partnership, comprising Action Mental Health, Youth Council for Northern Ireland and the HPA, was facilitated by Dr Tony Humphreys, a leading consultant clinical psychologist. The focus of the seminar was on improving knowledge and skills in the area of self-esteem and young people. A range of organisations was represented at the event including the youth service, probation services, teachers, health promotion and social services. The third seminar in this series focusing on Young men and self-esteem will take place on 7 March, in Lagan Valley Island, Lisburn. The seminar is already fully booked but given the continuing success of the Design for Living seminars, the series will be repeated in 2006–2007.

Further information will be available on the HPA website in early summer.



Dr Tony Humphreys, centre, with some participants at the recent Design for Living Partnership seminar.

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

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

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 the editorial office by email at [t.sheridan@hpani.org.uk](mailto:t.sheridan@hpani.org.uk) or contact us in writing at the address below.

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[www.drugsalcohol.info](http://www.drugsalcohol.info)  
[www.smokefreenorthernireland.com](http://www.smokefreenorthernireland.com)  
[www.thesnackpack.net](http://www.thesnackpack.net)  
[www.up-2-you.net](http://www.up-2-you.net)

## Focus on Healthy Living Centres

The HPA manages a three year support and development programme for Northern Ireland's 19 Healthy Living Centres (HLCs). Among them is the New Life Counselling Service based in Ardoyne, Belfast, which is embarking on two new projects.

The first aims to help promote a culture of tolerance among primary school children and follows a successful pilot programme run by the HPA last year. A further five primary schools in north Belfast have requested New Life Counselling Service to facilitate their programmes through grants from the Integrated Education Fund.

New Life Counselling Service will continue its innovative and fun approach when working with the children, supporting them to appreciate and respect their own sense of identity and fostering an understanding and respect for people of different traditions and cultures. Sandra Perry of Edenbrook Primary School said: "We are extremely

excited to be working with a well established organisation in facilitating this project which links with and consolidates existing programmes." Marie Forman of Malvern Primary School said: "This is an ideal opportunity to develop understanding in a fun way and to instil values to assist the children in later life."

In the second project, on a similar theme, New Life Counselling Service has been selected from the voluntary sector to participate in the Diversity Works Programme initiated by Disability Action. An agency from the public and one from the private sector will also be participating in the 18 month programme which aims to acknowledge and further support tolerance, understanding and inclusiveness in the workforce.

For further information on New Life Counselling Service, contact Claire Rogan on Tel: 028 9039 1630.

## HPA and UNICEF breastfeeding management course in April

The HPA and the United Nations Children's Fund (UNICEF) are jointly providing the UNICEF UK Baby Friendly Initiative three day breastfeeding management course. This will take place in Clotworthy House, Antrim,

on 26–28 April. Places are available at a reduced cost of £220 per participant and can be booked by contacting Emily Robinson on Tel: 020 7312 7648 or via the website [www.babyfriendly.org.uk](http://www.babyfriendly.org.uk)

## Web are we now?

December 2005 saw the launch of a searchable database of case studies under the Health Promoting Schools (HPS) programme. 'Health Promoting Schools: sharing practice' can be located on our corporate website [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)

The database includes a selection of case studies from schools which have participated in the HPS initiative. Schools were required to complete a process of self-evaluation against the eight criteria which were developed as the benchmark for HPS's strengths and areas for improvement were identified. Realistic actions, with a timescale and achievement criteria, were then prioritised in their school development plans.

Each school was assisted and supported by local coordinators through a recognised HPS process.

Work also continues on the redevelopment of [DrugsAlcohol.info](http://DrugsAlcohol.info) which is the first regional drugs and alcohol website for professionals in Northern Ireland. The corporate website at [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk) continues to go from strength to strength and is still number one in a Google UK search for 'health promotion' from a possible 80 million results!