

Inform

Issue 46

April/May 2006

HPA Work Well business wins national health award

Knock Travel, one of the HPA's Work Well businesses, has been awarded the title of 'National Winner' in the BBC's Big Challenge Healthworks Awards for the national Healthy Small Employer category.

The awards, entered by thousands of private and public sector employers from across the UK, are part of a two year campaign to encourage people to take small steps towards achieving a healthier lifestyle. This award is presented to employers who have made health in the workplace one of their top priorities in 2005 and beyond.

The Work Well initiative supported Knock Travel to assess its organisational and employee health needs, write a health action plan, and implement its health action plan over a one year period.

Some examples of the actions that resulted included:

- a healthier eating week where staff tried a new type of fruit every day;
- stress awareness sessions for staff;
- staff training in First Aid;
- participation in a step-o-meter challenge;

Receiving the award for BBC Big Challenge healthy workplaces NI and UK are, from left: Julie Hill, Coordinator, Health Promoting Workplaces, HPA; Paddy O'Connell, presenter, BBC Working Lunch; and Doreen McKenzie, proprietor, Knock Travel, Belfast.

- the development of human resource policies that can support health and wellbeing, eg a stress policy.

To help motivate staff, a sign was put at the foot of the stairs stating that Slieve Donard is the highest peak in Northern Ireland and if staff used the stairs every day for a year it would be the equivalent of climbing the peak six times.

Many staff members did just that as part of their attempts to become healthier. Step-o-meters given to every staff member as part of the Work Well campaign further encouraged staff to walk more and measure their daily steps.



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

INSIDE:

- CEMACH conference on diabetes
- Passive smoking ad wins award
- Sexual health factsheets updated
- Upcoming training and events



**Health
Promotion
Agency**

New appointment



Stephanie Fitzsimons

Stephanie has joined the HPA as Clerical Officer on a six month contract covering maternity leave. Her main role will be administration support with reception duties. Stephanie recently graduated from Stranmillis University College with a BSc (Hons) in Health and Leisure Studies.

Physical activity gets campaign support

The physical activity public information campaign 'Every small step is a forward step', launched at the end of February, has received extensive support from the broadcast media and local press. The campaign focuses on the increasingly inactive lifestyles of younger women in Northern Ireland. Almost two thirds of 25–44 year old females do not take the recommended levels of physical activity and over 40% are either overweight or obese.

According to Dr Brian Gaffney: "Many women in this group have said that they don't engage in physical activity because they are either too busy, too tired or have too many family obligations. However, just 30 minutes of moderate physical activity on most days of the week can substantially reduce the risk of coronary heart disease, stroke, colon cancer, diabetes and high blood pressure. You don't have to spend hours at the gym; instead, physical activity can be incorporated into the daily routine and can be split into two 15 minute sessions or three 10 minute sessions."

The campaign consists of television advertising, a magazine, leaflet, poster and website – www.getalifegetactive.com

The Get Active in the Community Cash Grants Awards 2006 were also launched at the physical activity campaign launch. Jane Dawson, Coordinator of the IONA Project, Lisburn, gave the audience an insight into how her group benefited from the award scheme last year. The closing date for the return of applications was Monday 20 March.

Showing off their step counters during the launch of 'Every small step is a forward step' are, from left: Caroline McGrath, Health Development Worker, Down Lisburn Trust; Jane Dawson, Coordinator, IONA Community Project, Lisburn; and Sinead Byrne, Marketing Officer, HPA.



Breastfeeding scheme welcomed by councils for their facilities

The Breastfeeding welcome here scheme now has 45 members and a further 25 are set to join. The list of businesses and organisations involved now includes shopping centres, coffee shops, restaurants, hotels, playgroups, churches and council facilities, as well as an optician and a pharmacy.

Encouragingly, both Craigavon and Banbridge Borough Councils have recently signed up all their facilities which are open to the public to the scheme.

Cathy Devlin, Investing for Health Officer with the Southern Area Investing for Health Partnership, has worked with local health visitors, health promotion professionals and the HPA to help the facilities gain membership to the scheme.

A full list of scheme members, which is updated regularly, can be found on www.breastfedbabies.org

Professionals and mothers involved with breastfeeding throughout Northern Ireland have been actively promoting the scheme. If you are interested in promoting the scheme in your area, please contact Janet Calvert, Regional Breastfeeding Coordinator, on Tel: 028 9031 1611.



Managers of Craigavon Borough Council facilities receive their 'Breastfeeding welcome here' scheme membership certificates along with Cathy Devlin, Investing for Health Officer, Craigavon Borough Council; Councillor Robert Smith, Deputy Mayor of Craigavon (front row, centre); and Lynne Smart and Monica Allsopp of Craigavon and Banbridge Health and Social Services Trust.

Northern Ireland awards honour youth work



Pictured at the inaugural Youth Awards in Lisburn are, from left, Linda Barclay, Health Promotion Agency; Deirdre Bradley of Glebeside Youth Motivation scheme which won the award for health promotion; and Alexandra Ford, host for the evening.

Northern Ireland had its own Oscar ceremony recently, recognising work in the areas of volunteering, peace building, innovation, international work, inclusion, outstanding achievement, and health promotion.

The first Northern Ireland Youth Awards, sponsored by the Department of Education, the Youth Council for Northern Ireland, and the HPA, were presented at Lagan Valley Island Centre in Lisburn. The awards enabled the Northern Ireland Youth Service to celebrate the achievements of young people and youth workers. Over 190,000 young people, aged between 4 and 25, are active in 2,500 youth organisations in Northern Ireland together with 19,000 adult volunteers and paid youth workers.

The response to this inaugural event was very positive and the projects submitted were of a high standard. Guests and families were entertained by young performers from the Belfast Community Circus, and an inspirational input from Adrian Bradley, who started his own internet solutions business, Biznet, commended the personal and social support offered to young people through youth work.

The Promoting Health Award went to Glebeside Youth Motivation scheme, and, in second place, recognition was given jointly to PlayBoard for its Fit for Play programme, and to Long Tower Youth Club.

HPH conference to be held in Lithuania

HPA Health Promoting Hospitals Coordinator, Barbara Porter, will attend the 14th International Conference on Health Promoting Hospitals (HPH) on 24–26 May. The conference, entitled 'Integrating health promotion, prevention, treatment and care for chronic diseases across the health system', is being held in Palanga, Lithuania.

For more information, see the official conference website at: www.univie.ac.at/hph/palanga2006/htm/home.htm

Focus on east Belfast community health project

The HPA manages a three year support and development programme for Northern Ireland's 19 Healthy Living Centres (HLCs). Among them is the East Belfast Community Health Information Project (EBCHIP). This provides 10 neighbourhoods in east Belfast with access to information on five health themes: men's health, drugs and alcohol awareness, family support, women's health, and mental health.

Local voluntary support groups of lay health information workers exchange information with family, friends and neighbours in local community settings such as in pubs, clubs, shops and hairdressers. To date, over 50 community awareness events have taken place.

Any health issues raised are brought to local groups of partners for further discussion. This alliance of expert and local knowledge helps shape more appropriate responses to community health issues.

The project has placed an emphasis on promoting health and wellbeing among vulnerable groups for whom preventative measures could provide the greatest impact. These groups include: men who are less likely to seek health and social care advice; young women amongst whom smoking, alcohol-related harm, and teenage pregnancy is increasing; families with young children with multiple health issues; and older people.

A full interim evaluation report can be accessed through the project website www.ebchip.org For further details, contact the coordinator, Alan Houston, on Tel: 028 9046 7914 or Email: alan@eastbelfast.com

Positive images of older people displayed

The Actively Aging Well (AAW) photographic exhibition of older people participating in physical activity, developed by the partnership between Age Concern Northern Ireland and the HPA, has been very well received.

The exhibition has appeared across Northern Ireland at venues including the Waterfront Hall, Lisburn Island Resource Centre, Ballybot House, Coleraine Council offices and Fermanagh Council leisure facilities. If you have not yet had the opportunity to view this exhibition, you can still see these positive and challenging images in Craigavon and Derry Council offices after April 2006.

A directory of the 60 community groups participating in the AAW initiative has been developed through Age Concern Northern Ireland and the HPA. This directory will be a very valuable resource to health professionals and older people who would like to know about physical activity groups in their local area.

For further information on the exhibition and the directory, please contact Age Concern on Tel: 028 9024 5729.

Fuel poverty addressed

The HPA has recently undertaken a pilot programme in the training of primary care health professionals on fuel poverty issues. The aim of the pilot was to support health professionals in identifying and directing their clients to appropriate sources of help and advice.

As an extension to the pilot, the HPA is undertaking further work with senior managers within each of the target areas who will examine the best approaches which support health professionals assisting in fuel poverty work.

Smoking and young people seminar

A seminar, 'Smoking cessation and young people', organised by the HPA to assess ways to help young people give up smoking, took place recently at the Rosspark Hotel, Kells. Around 100 people attended, including experts from Scotland, England and Northern Ireland who had the opportunity to highlight initiatives in their area with young people and smoking cessation.

Research undertaken in Northern Ireland with pupils in forms 1–5 by the Northern Ireland Statistics and Research Agency revealed that over half smoke their first cigarette before they reach 13 years of age. The same research also shows that more girls than boys have tried smoking and continue to smoke.

Speaking at the seminar, Victoria Creasy, Senior Manager for Alcohol, Drugs and Tobacco at the HPA, said: "Helping young smokers to quit is a challenging task. Of the people in Northern Ireland who set a quit date through smoking cessation services last year, those aged between 11 and 16 were the least likely of all age groups to quit successfully. Today is about highlighting what works and how we can support young smokers to give up."

The seminar highlighted the need for more evaluation of initiatives targeting young smokers. It was chaired by Vishal Sridhar and Deepak Sharma who are members of the Northern Ireland Commissioner for Children and Young People's (NICCY's) Youth Panel.



At the 'Smoking cessation and young people' seminar, from left, Vishal Sridhar, member of NICCY's Youth Panel; Victoria Creasy, Senior Manager, HPA; Eugene Donnelly, Participation Officer, NICCY; and Deepak Sharma, member of NICCY's Youth Panel.

Keeping abreast of breastfeeding news

An all island breastfeeding conference is to be held on 6 October at Croke Park in Dublin. The event is being organised by the Health Service Executive, Republic of Ireland; Association of Lactation Consultants in Ireland; and the HPA. The keynote speaker will be Dr Jack Newman from Toronto, Canada. For further details, contact Maureen Fallon, National Breastfeeding Coordinator, Republic of Ireland, on Email: Maureen_Fallon@health.irlgov.ie



The spring edition of *Keeping abreast* is now available.

The contents include details of the new UNICEF UK Baby Friendly Initiative awards in Northern Ireland, news from the Northern Ireland Breastfeeding Coordinators Forum, a research update on dummy use and sudden infant death syndrome, and information on new resources for National

Breastfeeding Awareness Week, taking place on 14–21 May. If you would like a copy of this twice yearly publication, please contact Lesley Blackstock on Tel: 028 9031 1611 or Email: l.blackstock@hpani.org.uk

SHI factsheets updated

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

The latest range comprises: *Abortion; Family planning services in Northern Ireland; Relationships and sexuality education in schools; Sexual behaviour and young people; Sexual orientation; Teenage pregnancy; and The legal position regarding contraceptive advice and provision to young people.*

The factsheets can be downloaded as PDF documents from the sexual health section of our corporate website at www.healthpromotionagency.org.uk

HPA Board meeting

The next meeting of the Board of the HPA will be on Thursday, 11 May.

The meeting will take place at 3.30pm at the HPA offices, 18 Ormeau Avenue, Belfast, BT2 8HS. Members of the public are welcome to attend.

Work Well evaluation shows it's working well

A summary of the evaluation findings from the healthy workplace initiative Work Well is now available. The initiative has been supporting small businesses in the north and east of Northern Ireland to assess their organisational and employee health needs, write a health action plan and implement their plan over a one year period.

Work Well has helped organisations to:

- develop management practices and policies which support health and promote a positive working environment;
- provide opportunities and activities to promote health and wellbeing;
- implement improvements to the workplace which protect the safety and health of employees.

The evaluation summary document outlines the background to Work Well and includes information on what makes a healthy workplace. Key findings from the evaluation are detailed, and some of the challenges that the organisations faced as well as factors for success are described by participants.

The document is available on the HPA website or a reference copy is available from the library of the Central Health Promotion Resource Service in your local Health and Social Services Board area.

Passive smoking ad wins 'Global' award

The HPA's passive smoking television advertisement 'Safety', which focuses on passive smoking in the home, has been awarded a finalist certificate in the 2005 Global Awards.

Now in their twelfth year, the Global Awards are the most coveted healthcare communications awards and are recognised as the only awards dedicated to excellence in healthcare communications on an international basis. The 'Globals' receive entries from healthcare corporations, hospitals and education groups as well as from advertising agencies, design studios and production companies.

The ad can be viewed on our website in the public information campaigns section.



Healthy settings - focus of one day workshop

The HPA, with the support of the Health Development Directorate of the DHSSPS, organised a one day workshop on 1 March for policy makers, planners and commissioners to consider how best the settings approach can be commissioned, implemented and evaluated within an organisation.

Facilitators Mark Dooris, Director of the Settings Unit at the University of Central Lancashire, and Cathy Wynne, Senior Policy Adviser, North West Public Health Team, Manchester, outlined the history of the healthy settings approach and its place in public health policy; the theory of the approach; the evidence of effectiveness and challenges for evaluation; and the process of strategic planning and commissioning.

Examples of practice from north west England, and from the HPA's work in schools and workplaces on criteria for evidence and planning processes, were also discussed.

Exercises throughout the workshop ensured that the skills and experience of participants were included in discussions. They also had the opportunity for input to the development of a workshop for practitioners on the same issue which will be held on 4 May.

Further information about the workshop, and information about the forthcoming event in May, will be available at www.healthpromotionagency.org.uk



Pictured at the 'Health improvement through organisational development' workshop are, from left, Cathy Wynne, Senior Policy Adviser, North West Public Health Team, Manchester; Mark Dooris, Director of the Settings Unit at the University of Central Lancashire; Deirdre Kenny, Director of Health Development, DHSSPS; David Porter, Coordinator, Health Promoting Schools, HPA; and Julie Hill, Coordinator, Health Promoting Workplaces, HPA.

CEMACH conference on diabetes in pregnancy

The Northern Ireland regional office of CEMACH (the Confidential Enquiry into Maternal and Child Health) is organising a conference on diabetes in pregnancy at the Dunadry Hotel and Country Club, Co Antrim, on 17 May.

The aim of the event is to present the main findings of the report, *Confidential Enquiry into Maternal and Child Health: Pregnancy in women with type 1 and type 2 diabetes in 2002-03, England, Wales and Northern Ireland*, published in October 2005. Discussion on how to improve the clinical care and service provision to women with diabetes in Northern Ireland will also take place.

The event is aimed at health professionals who care for pregnant women with diabetes, and those involved in planning services. It will be of interest to diabetologists, diabetes specialist nurses, midwives, obstetricians, neonatal nurses, neonatologists, primary care health professionals, and public health doctors.

Further information is available from Claire Hind, on Tel: 9031 1611, and booking forms can be downloaded or submitted online at: www.healthpromotionagency.org.uk

Research and evaluation review for 2004–2005

A summary report of the HPA's main research activities during 2004–2005 will be available in April. The report offers researchers, health professionals and other professional groups an overview of the main findings from research undertaken or commissioned by the HPA.

Nine research and evaluation projects were completed in the past financial year. Follow-up research was conducted with the general public about smoking in public places which contributed to the consultation and debate on controlling tobacco use in enclosed public places and workplaces.

Evaluation research continued to assess the impact of the pilot project Fresh Fruit in Schools scheme and to inform future development of the Get Active in the Community Cash Grant Awards scheme.

Post-campaign evaluative research is also reported on several of our major public information campaigns including the Passive smoking – there's nothing passive about it campaign; the second phase of our alcohol campaign, You don't have to be drunk to be doing real damage; the breastfeeding campaign; and the antimicrobial resistance campaigns on usage of antibiotics and hand washing.

The results of these evaluations are used to establish the effectiveness of our campaign work as well as provide an evidence base for future campaign work. The *Research and evaluation review 2004–2005* will be available in print from the HPA in April or as a PDF document from www.healthpromotionagency.org.uk

Consultation period for smoking legislation

Smokefree provision in Northern Ireland moved a step closer on 6 March when Health Minister Shaun Woodward put the *Draft Smoking (Northern Ireland) Order 2006* out for consultation.

Mr Woodward said: "In October last year I announced that Northern Ireland would, by April 2007, be smokefree in enclosed public places and workplaces. The decision reflected the wishes of the vast majority of people on where people could smoke. I want the public to be fully involved in the process of developing the legislation."

The draft legislation also includes proposals for enforcement. It is proposed that failure to display prescribed no smoking signs, or knowingly smoking in smokefree premises, will attract a fine not exceeding £1,000. Failure to prevent a person smoking will attract a fine of up to £2,500. The draft Order also provides for an authorised officer of a district council to issue fixed penalty notices.

Mr Woodward said he is seeking feedback on a range of issues: "Given the addictive nature of smoking, it is vital that we continue to try to prevent young people from adopting the smoking habit. While the new legislation is essentially about where people smoke, I am also seeking the public's views on taking powers to raise the age at which tobacco may be sold to young people."

The eight-week consultation period ends on Friday 5 May. The *Draft Smoking (Northern Ireland) Order 2006* consultation can be found on the Department's website at www.dhsspsni.gov.uk/showconsultations?txtid=14079



At the launch of the smoking consultation at the Odyssey, Belfast, Health Minister Shaun Woodward, left, greets Dr Brian Gaffney, HPA; and Pat Osbourne, DHSSPS.

Training and events

Training needs assessment

The HPA is conducting a training needs assessment to identify the future training needs of professionals involved in health promotion.

To help us, please complete the form inserted in this issue of *Inform*. The form can also be downloaded or submitted online at: www.healthpromotionagency.org.uk

Completed forms returned by Tuesday 2 May will be entered into a **prize draw for a £50 Waterstone's/HMV voucher**.

Nutrition matters for the early years

Healthy eating for the under fives in childcare



Nutrition matters for the early years

– from 4 April 2006

Training seminars for the updated *Nutrition matters for the early years: healthy eating for the under fives in childcare* resource are scheduled for delivery from April 2006.

The training is open to all childcare providers and will start in the Western Health and Social Services Board area, followed by the three other

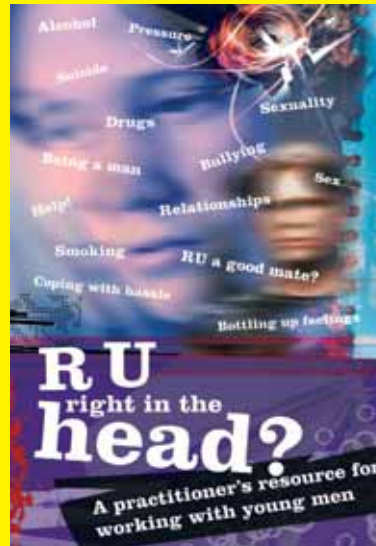
health board areas. Speakers will include dietitians and oral health promoters.

For more information, please contact Laura Donnelly, Health Development Officer for Nutrition at the HPA on Tel: 028 9031 1611 or Email: l.donnelly@hpani.org.uk

The settings approach to health improvement: theory and practice

– 4 May 2006

This event will take place at the Templeton Hotel in Templepatrick. It aims to review the theory underpinning the settings approach and to explore practice through the use of examples and hands-on exercises. Booking forms are available online at www.healthpromotionagency.org.uk and attendance will cost £35 per delegate.



R U right in the head?

– 9 May 2006

This is a one day training course based on the *R U right in the head?* guide for practitioners and a booklet for young men.

R U right in the head? is based on concepts of masculinity and its impact on the emotional and mental health needs of young men. The training will focus on these issues, how to effectively engage

with young men and some of the challenges involved. For further information or to book a place, go to www.healthpromotionagency.org.uk

Sustaining breastfeeding: peer support

– 10 May 2006

This half-day seminar will be held at the Rosspark Hotel, Kells. It is primarily aimed at commissioners and stakeholders. Further information is available at www.healthpromotionagency.org.uk or contact Lesley Blackstock on Tel: 028 9031 1611.

Diabetes in pregnancy

– 17 May 2006

This CEMACH conference will take place at the Dunadry Hotel and Country Club, Dunadry, Co Antrim. For further information or to book a place, go to www.healthpromotionagency.org.uk or see the full article in this issue of *Inform*.

Changing health behaviour: principles and practice of motivational interviewing

– autumn 2006

This popular motivational interviewing course held over four days will run again in the autumn. For further information, please contact Claire Hind on Tel: 028 9031 1611.

HPA takes a stand for health at Balmoral Show

The HPA will again be present at the Balmoral Show, from 10–12 May, as part of the Northern Ireland Government Departments' exhibition.

Health topics to be highlighted this year include physical activity and healthy eating.

Visitors to the stand can view the HPA's new website www.getalifegetactive.com which aims to inform and motivate people to increase their level of physical activity.

Recent HPA television ads on physical activity and healthy eating will also be shown and information leaflets will be handed out.

An interactive Body Mass Index display will feature as part of the stand. People can check out their weight and height to see if they could benefit from losing a few pounds.

We look forward to welcoming you to the stand if you are visiting the show.

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

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Four breast screening leaflets reprinted



The leaflets used in the breast screening programme have been reprinted.

There are now four leaflets in the series:

- *Breast screening: your early warning system;*
- *Breast awareness: looking out for changes;*
- *Breast screening: what to expect at your second visit;*
- *Breast screening: satisfactory test results – what now?*



The first two leaflets are available from the Central Health Promotion Resource Services in the four Health and Social Services Board areas and translations in five regional/ethnic languages are available to download from the HPA website www.healthpromotionagency.org.uk or from the DHSSPS website on www.dhsspsni.gov.uk/phealth

All four leaflets are also available from breast screening centres/assessment clinics throughout Northern Ireland.

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 or contact us in writing at the address below.

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www.healthpromotionagency.org.uk
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www.drugsalcohol.info
www.getalifegetactive.com
www.smokefreenorthernireland.com
www.thesnackpack.net
www.up-2-you.net

Web are we now?

March saw the launch of the www.getalifegetactive.com website in support of the physical activity campaign. The site is aimed at those of us who feel that our lifestyles could be healthier. It aims to provide the information and the motivation needed to increase our level of physical activity and, by doing so, protect our health both now and in the future.

It doesn't tell how to train for a marathon or how to become an international standard athlete, but it advises on how to incorporate enough activity into your everyday life for better health. The website includes an interactive calorie expenditure calculator and Body Mass Index calculator. Visit the website at www.getalifegetactive.com for your chance to get a free step counter.



The deadline for the www.up-2-you.net competition was extended to 31 March as a result of the recent postal strike and winners will be announced soon.