

Inform

Issue 53

June / July 2007

Northern Ireland celebrates an historic day for public health

From 6.00am on Monday 30 April, most enclosed and substantially enclosed workplaces and public places in Northern Ireland became smoke-free.

To mark this historic day in public health, the Smoke-free Northern Ireland Coalition and the DHSSPS celebrated at a breakfast event held in The King's Head, Belfast. Representatives from the public health and business sectors, as well as employee organisations from across Northern Ireland, attended the event.

Dr Brian Gaffney, Chair of the Smoke-free Northern Ireland Coalition and Chief Executive of the HPA, described the smoking ban as "one of the most important public health initiatives in Northern Ireland since the health service was established".

He noted that the smoke-free coalition, both collectively and individually, had worked to bring about this change in the legislation which would undoubtedly save lives.

"Everyone has the right to clean air and from today, as people across Northern Ireland make their way into work, they will know that they are guaranteed protection from the deadly effects of second-hand smoke."

Sam Knox, Chairman of the Northern Ireland Chief Environmental Health Officers Group (CEHOG), said: "Today marks a major step forward in the protection of public health, with smoke-free environments contributing to cleaner air as well as healthier environments."

The role of environmental health within smoke-free environments changed that day from advisory to public protection through the monitoring and enforcement of the law. "Evidence suggests overwhelming public support and business awareness for smoke-free legislation, and we therefore anticipate high levels of compliance," he added.

For further information about the legislation see our website www.spacetobreathe.org.uk



Members of the Smoke-free Northern Ireland Coalition celebrate the introduction of the new legislation.

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

INSIDE:

- Evaluation of Cook it! shows positive benefits
- IfH conference
- Nutrition translations
- Training and events



**Health
Promotion
Agency**

New appointments



Joan Murphy

Joan has joined the HPA as Healthy Settings Coordinator: Healthy Schools, on a fixed term contract. Her background is in nursing, both general and midwifery. Previously she was a Regional Health Promotion Officer for primary schools with the Health Service Executive. She holds an MSc in health promotion from the University of Ulster at Jordanstown, a

postgraduate higher diploma in healthcare management from the Royal College of Surgeons in Ireland, and a postgraduate higher diploma in health promotion from the National University of Ireland, Galway.



Sarah Reid

Sarah has taken up the post of Healthy Settings Coordinator: Healthy Workplaces, on a fixed term contract. She will take forward current work and will develop and manage new work with a range of partner organisations. Sarah previously held the post of Health Development Officer in the HPA where she worked across several areas including the Work Well pilot

scheme, tobacco control and physical activity. Previously she worked with the Health Promotion Unit in the Department of Health and Children, Dublin. She holds a BA (Hons) in science and an MSc in neuroscience from Trinity College Dublin.



Michelle McMaster

Michelle has joined as Mental Health Promotion Coordinator: Training and Development, on a fixed term contract. Her main remit is to work with training programmes related to both the mental health and suicide prevention strategies. Her background is in social work, working across all client groups in both the statutory and voluntary sectors. She most recently worked with Cruse

Bereavement Care in Northern Ireland as Regional Training Coordinator, and remains involved as a volunteer member.



Joanne Gluck

Joanne joins the HPA as Clinical Research Midwife on a fixed term contract, working as part of the CEMACH team. She will assist in the planning and delivery of current CEMACH projects, liaising directly with nurses, midwives and medical staff, and will play a key role in dissemination of CEMACH findings and recommendations. She previously

worked as a research nurse with the Medical Research Council at Southampton Hospital. Joanne has a diploma in adult nursing from the University of Ulster, a diploma in midwifery, and a BSc in professional studies in midwifery from Queen's University, Belfast.

Healthy Living Centres celebrate achievements

Over 100 delegates attended a HLC celebration held in the Maureen Sheehan Centre, Belfast, on 19 April. The event provided an opportunity to share and reflect on experiences and learning gained over the past five years of the HLC programme and to consider how the momentum and model of HLC working could be taken forward.

A DVD produced in advance gave an overview of services the HLCs provide to the community and showcased how a particular service can have a dramatic impact on an individual's life.

Speakers representing the HLC Regional Alliance, Big Lottery Fund, Health and Social Care Authority, and Institute of Public Health (IPH) in Ireland reflected on the work of HLCs and considered how they can continue to play a key role in local health improvement. A summary of the evaluation of HLCs conducted by the IPH is available from www.publichealth.ie.

The event provided a platform for the work of the HLC Regional Alliance in raising the profile of HLCs, demonstrating their impact and lobbying for continuing support for the HLC model.

Linked to the HLC approach and focus of the HLC event, *The fully engaged scenario*, a community development performance management framework, co-authored by the Community Development and Health Network and Community Development Managers Regional Group, has been launched. The framework aims to enable management boards measure their progress in terms of initiating, developing and sustaining community development approaches across all areas of responsibility.



At the HLC celebration event in April are Danny Power, Chair of the HLC Regional Alliance, and Liz McShane, HEART HLC.

Breastfeeding update

Dr Elizabeth Reaney, Senior Medical Officer for Maternal and Child Health, DHSSPS, is the new chairperson of the Regional Breastfeeding Strategy Implementation Group (BSIG), which is administered and facilitated by the HPA. Dr Reaney has completed her specialist training in public health medicine to consultant level and previously worked in community paediatrics for 12 years. Our Regional Breastfeeding Coordinator, Janet Calvert, will be working closely with Dr Reaney to promote and assist the ongoing implementation of the breastfeeding strategy for Northern Ireland.

On 14 May as part of Breastfeeding Awareness Week 2007, the HPA and the BSIG held a very successful event at the Long Gallery in Stormont to highlight the importance of breastfeeding. The parliamentary sponsor was Anna Lo MLA and speakers included the Chief Medical Officer, Dr Michael McBride, Dr Brian Gaffney, HPA, and Craig Masters, the father of a breastfed baby daughter. Mr Masters featured with his family in a new leaflet and posters produced by the HPA for Breastfeeding Awareness Week.

Over 100 people attended including mothers and babies, leaders from breastfeeding groups throughout Northern Ireland, health professionals, voluntary breastfeeding support representatives, and specialists in maternal and child health.



The UNICEF UK Baby Friendly Initiative conference will be held for the first time in Belfast on 11–12 October in the Waterfront Hall. The conference is entitled 'The world of breastfeeding: learning from each other' and will feature internationally renowned speakers. This event usually attracts around 600 delegates. Places can be booked by visiting www.babyfriendly.org.uk/conference or by calling Tel: 0870 6063377.

SHI sexual health factsheets updated

The sexual health factsheets developed by Sexual Health Information (SHI), a partnership between the fpa in Northern Ireland and the HPA, have been updated with the latest statistics and information.

The latest range of factsheets comprises: *Abortion, Relationships and sexuality education in schools, Teenage pregnancy, Family planning services in Northern Ireland, Sexual orientation, Sexual behaviour and young people, Sexually transmitted infections* 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

Examining the impact of going smoke-free

The HPA on behalf of the DHSSPS has designed and commissioned research to evaluate the impact of smoke-free legislation on exposure to second-hand smoke in the home, on children, and on the air quality in pubs/bars.

Baseline fieldwork was successfully completed with 2,176 year 7 children across 128 schools in Northern Ireland on a study to assess if smoke-free legislation would result in changes in children's exposure to second hand smoke, via a displacement of smoking into the home. This survey will be repeated in February 2008 and results pre and post ban will be compared.

A survey of 606 non-smokers who share a home with at least one smoker is also complete. In addition, air nicotine measurements were carried out in 84 homes across Northern Ireland. This survey will also be repeated in 12 months time.

Work to measure changes in air quality of pubs and bars has also taken place in partnership with the Chartered Institute of Environmental Health (CIEH) and Derry Healthy Cities in 20 bars in Belfast and Londonderry, 34 bars in Ballymena and 12 bars in Dungannon.

Getting active at the Balmoral Show

The HPA stand at the Balmoral Show drew hundreds of visitors throughout the three day event. Our exhibition proved a popular showcase for our range of work in the areas of physical activity and nutrition.

Visitors could check out their weight and height using our interactive Body Mass Index. Our 'get a life get active' website which aims to inform and motivate people to increase their level of physical activity could also be viewed, along with HPA television ads on physical activity and healthy eating.

HPA staff members, along with DHSSPS personnel, answered questions and distributed information leaflets. A competition with pedometers as prizes was also run and attracted a huge volume of entries.



Stephanie Tallentire, DHSSPS, with Health Minister Michael McGimpsey who visited our stand.

TV effective in 'every small step' campaign

In 2006 the HPA developed a campaign 'Every small step is a forward step' to promote physical activity and to help address the objectives of *Fit Futures* and *Investing for Health*.

This campaign hoped to increase awareness in young women and mothers of the benefits of physical activity and to encourage them to become more active and in turn provide an example and encouragement to their children to become more active.

The campaign, which ran again in January, comprised radio and TV advertisements, a stepometer giveaway, posters for buses, adshels and schools, leaflets for GP surgeries, pharmacies, libraries, and a website (www.getalifegetactive.com).



Campaign awareness was assessed in a survey of over 1,000 adults. Exposure to any element of the campaign was high at 84%. Exposure was higher among women (91%) than men (76%). As expected, exposure to the TV advertisement was highest (73%), followed by bus posters (27%), radio advertisement (23%), leaflets (21%), school posters (16%) and website (8%).

Those in the target group who had seen the TV advertisement were significantly more likely than others to report that the advertisement had encouraged them to walk the kids to school, take the stairs instead of a lift and meet a friend for physical activity.

A summary of the campaign evaluation will be available on the HPA website later in the year.

IfH conference

Initial planning for the 3rd biennial Investing for Health conference is currently under way. This involves the DHSSPS, local IfH partnerships and the HPA.

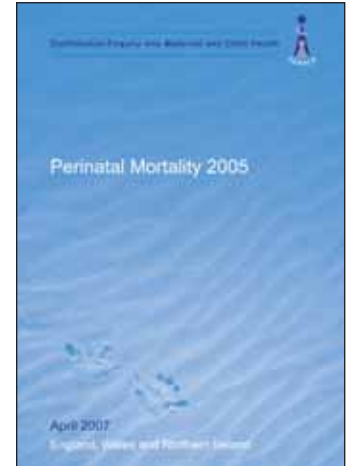
Further information on the conference, which will take place on Wednesday 5 December at the Armagh City Hotel, will be available through **Inform**.

CEMACH perinatal mortality report

CEMACH published its annual perinatal mortality report for 2005 in April.

The report examined stillbirths, early or late fetal deaths in pregnancy, and deaths of babies in the first four weeks of life in England, Wales and Northern Ireland.

The report has been distributed to Trusts in Northern Ireland along with specific reports for use by individual Trusts. The report shows good progress in survival rates in very preterm babies over the past 10 years, with overall neonatal mortality reported as 3.5 per 1,000 live births.



Concerns are raised, however, over the stillbirth rate of 5.5 per 1,000 total births, which has not improved since 1992. Regional variations are shown, with Northern Ireland comparing favourably with national results.

Women who are socially deprived or from ethnic minority groups are shown to be more likely to lose a baby during pregnancy.

Key areas for action include:

- development of services that target the major risk factors for losing a baby in pregnancy such as social deprivation and ethnicity;
- greater focus on reducing the stillbirth rate through public health initiatives and research.

The report is available on the CEMACH website at www.cemach.org.uk or for further information contact the regional CEMACH office which is based at the HPA on Tel: 028 9031 1611.

A first for healthy settings training

The HPA, as part of its commitment to *Investing for Health*, supported a new University of Central Lancashire (UCLan) accredited course 'Healthy settings: theory, policy and practice' in Northern Ireland.

Several staff from the agency and HSS Trusts enrolled as UCLan students to gain a level four university certificate (equivalent to 20 credits at level four).

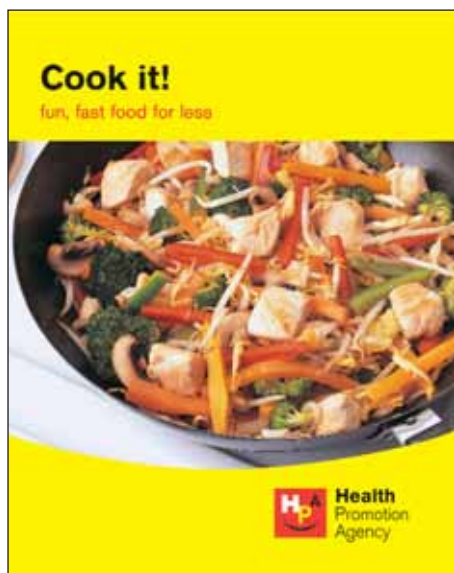
Staff from the Healthy Settings Development Unit at the University of Central Lancashire (UCLan) presented the module at the Farset International Centre, Belfast, during March and April.

Evaluation of Cook it! shows positive benefits

Cook it! is a nutrition education programme that has been funded for three years by the Big Lottery Fund. The most recent results from the evaluation show Cook it! has had a positive impact on participant's health and wellbeing.

Just under 500 individuals took part in the short-term evaluation. This used a questionnaire to assess participants' eating, shopping and cooking habits before they began Cook it! and again at the end of the six week programme.

A small group (n=65) of individuals was followed up 6–9 months after the end of Cook it! and asked to complete a further questionnaire to assess long-term dietary changes.



Results showed significantly more individuals described their eating habits as quite healthy at the end of the programme (58%) than at the beginning of Cook it! (45%). This improved sense of healthy eating continued to be reported by participants 6–9 months after Cook it!

Over the six weeks of the programme, changes were also observed in individuals' eating habits. A significant reduction was noted in how frequently, during an average week, people consumed fried foods, sweets, biscuits and fizzy drinks. The reduction in these foodstuffs was maintained for 6–9 months. Significant reductions were also seen in how frequently chips, processed meats and crisps were eaten during the six week programme. The decreased consumption of these foodstuffs was not only maintained but further decreased 6–9 months after Cook it!

Nearly twice as many people reported consuming the recommended five portions of fruit and vegetables a day at the end of the six week programme (22%). A further significant rise (six percentage points) in the number of people reporting eating five a day was observed in the long-term evaluation.

A number of social benefits were also noted throughout the programme with 81% of the long-term evaluation group reporting Cook it! had helped them gain new friends, while 73% said it encouraged them to do other courses. Of this group, 63% also reported that Cook it! helped them be more confident generally.

A full report on the evaluation outcomes will be available later this year.

Binge drinking ad's campaign success

The HPA implemented the latest phase of its public information campaign about binge drinking in October 2006. The target group was the 30–45 age group who drink at levels identified as binge drinking. This group is known to be more likely to start to consider their health and to make changes to improve it.

The aim of the campaign was to raise awareness that drinking five or more drinks in a session for men and four or more drinks in one session for women, even once a week, entailed serious health risks. It also aimed to raise awareness of what these health risks entail and to encourage the target group to reduce the amount of alcohol they consume.

The campaign comprised a television advertisement 'sponge', and was supported by a range of materials including information leaflets, posters, an alcohol unit calculator, spirit measuring cups, bottle bags and a website.



Awareness of the campaign was investigated through a survey of a representative sample of over 1,000 adults. Just under half of those surveyed were aware of the television advertisement (48%). Recall of the slogan was 12 percentage points higher than in the previous stage of the campaign; 94% of those who had seen the advertisement found it either very or somewhat believable; 90% found it either very or somewhat thought provoking; 72% thought it relevant to them (31% very relevant, and 41% somewhat relevant); and 43% stated that the advertisement made them think about their own drinking.

Those in the sample who had seen the TV advertisement were more likely to have counted their drinks and their unit intake than those who had not seen the advertisement. There was also a greater awareness of the importance of knowing the alcohol content in drinks among those who had seen the advertisement than those who had not.

Smoke-free legislation guidance and signage

More than 85,000 smoke-free legislation guidance packs and no-smoking signage have been distributed directly to employers and those responsible for workplaces as part of the smoke-free legislation communications campaign.

Additional copies of the guidance document and signs can be obtained by contacting the environmental health departments of District Councils and can also be downloaded from the home page of our Space to breathe website www.spacetobreathe.org.uk

The Central Health Promotion Resource Service for each Health and Social Services Board area holds a supply of smoking cessation literature produced by the HPA. The range of materials on smoking can be viewed and downloaded on the Space to breathe website.



Awards target youth

The HPA is one of several groups which helps to sponsor the Northern Ireland Youth Awards 2007, held on 3 May. Organised by the Northern Ireland Youth Council the event acts as a means of recognising and celebrating the achievements, talents and energy of young people and those who work with them in the 2,500 youth organisations.

The Promoting Health award category prompted a very high calibre of entries and the judges found it very difficult to select a winner. After much deliberation the award went to Glebeside Youth Club, Ballymoney, for its Life chances project. This involved the design and production of a board game aimed at helping young people to make informed decisions about health and lifestyle choices.

Runners-up awards went to NEELB for its Safer horizons project, working with young women on a cross community basis, and to Carrickfergus Youth Council for the production of the Monster health calendar.



Pictured at the awards ceremony are, from left, Thomas Kane, BBC; Les McLean, HPA; Iain McAfee, Glebeside Youth Club; and Mary Gormley, former Miss Ireland.

Vienna hosts HPH annual conference

The HPA was represented at the 15th international conference on Health Promoting Hospitals (HPH), held in Vienna in April. The conference considered "the contributions of HPH to the improvement of quality of care, quality of life and quality of health systems". The venue was significant as the Ottawa Charter was signed there 10 years ago.

Barbara Porter, our Supporting Health in Hospitals coordinator, represented Northern Ireland's 13 member hospitals and the HPA, which is the regional coordinating centre. In addition to the conference she attended the annual business meeting, chaired a parallel session and presented a poster on our member hospitals. There were two poster contributions from the Ulster Community Hospital Trust also.

The conference enabled participants to network and share concepts, evidence and experiences on achievements. Future developments such as opening HPH to all healthcare facilities were also considered.

The following four topics ran through the agenda:

- making the hospital a more effective agent for individual and public health by implementing the comprehensive vision of HPH;
- transforming the hospital organisation – integrating wider health promoting strategic and quality criteria into hospital governance;
- empowering patients for healthy lives by enhancing the supportiveness of health care systems;
- contributions of the hospital to developing health promoting communities.

Papers and more information on the conference will be available through the conference website at www.univie.ac.at/hph/vienna2007/

Nutrition translations

Our nutrition leaflets *Getting a good start – healthy eating from one to five* and *Weaning made easy: moving from milk to family meals* are now available in four minority ethnic languages.

The resources for parents and health professionals were translated into Lithuanian, Polish, Portuguese and Russian to reflect inward migration from eastern European countries.

Getting a good start outlines advice on many key nutritional issues for children aged one to five. *Weaning made easy* provides advice about the stages involved in helping babies make the move from milk only to joining in family meals.



The translations can be downloaded from the November 2006 reprint of the publication on our corporate website. The English version of the booklets are available from the Central Health Promotion Resource Service.

Training and events: June 2007–February 2008

7 June

Evaluating your work: a planning workshop

The aim of this workshop is to allow participants to prepare an evaluation plan of their own work, based on the principles, practice and methods of evaluation. Please check the website for availability.



The events/training section on the HPA website will be updated as the information becomes available on the following events:

September

Young people and self-esteem seminars

Due to continued popularity, the Design for Living Partnership, comprising Action Mental Health, the Youth Council for Northern Ireland and the HPA, will repeat its annual series of seminars on self-esteem and young people later this year. The four seminars will be delivered between September and December and facilitated by key speakers with vast expertise in the field of mental health, self-esteem and young people.

11–12 October

UNICEF UK Baby Friendly Initiative, 10th annual conference, Waterfront Hall, Belfast

For more information see www.babyfriendly.org.uk



23–24 October

4th all-island Health Promoting Hospitals conference

Armagh City Hotel

For more information see www.hphconference2007.com

The hospital without walls
a community asset

4th All Ireland
Health Promoting Hospitals
conference 2007

November/December

Motivational interviewing

This four day workshop has been designed to address the issues of health behaviour change. It aims to equip participants with a basic knowledge of the principles and practical skills of motivational interviewing.

22 November

3rd biennial IfH conference Armagh City Hotel

The conference is at the planning stage and the HPA website will be updated as further information becomes available.



15–16 January and 26–27 February 2008

Settings approach to health promotion

Following the successful initial training in settings, the HPA will again be offering the UCLan (University of Central Lancashire) accredited course 'Healthy settings: theory, policy and practice' at a venue in Northern Ireland.

Abstracts deadline for HPH conference

The deadline for submission of abstracts of papers and/or posters for the 2007 all-island Health Promoting Hospitals conference in Armagh in October is 22 June. The title of the conference is 'The hospital without walls – a community asset'.

Submission is open to any organisation – community, voluntary or statutory – and abstracts of papers and posters should contribute to increasing knowledge and understanding of issues relating to implementing the hospital as a healthy setting.

Selection of papers will be based on those which:

- discuss the implementation of one of the WHO/HPH standards for health promotion in hospitals;

- are explicitly linked to principles of health promotion (described as being empowering, participatory, holistic, intersectoral, equitable, sustainable, and multi-strategic).

Abstracts of papers must relate to health promotion and not solely to service improvement. It is important that the range of health promotion activity across all hospital departments relating to patients, staff and visitors, is captured and highlighted. Evidence of evaluation will also be an important consideration during the selection process.

Poster presentations can be on any aspect of HPH activity and/or development.

Abstracts for papers and/or posters should be no longer than 250 words. Abstracts for papers should be submitted under one WHO/HPH standard only.

The following options for submission are available:

- visit and submit online at www.health-data.info
- submit online or download the Word document on the conference website at www.hphconference2007.com then complete and attach in an email to c.crossan@hpani.org.uk
- download, complete and print the Word document and post/fax to the Health Promotion Agency for Northern Ireland, 18 Ormeau Avenue, Belfast BT2 8HS or Fax: 028 9031 1711.

For more information on guidelines, see our website www.hphconference2007.com

The hospital without walls
a community asset

4th All Ireland
Health Promoting Hospitals
conference 2007

Armagh City Hotel • Armagh
23 and 24 October 2007

Call for abstracts of paper and poster contributions

Guidelines and information for the submission of abstracts of papers and posters for inclusion in the Health Promoting Hospitals conference 2007

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

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'Creating healthy workplaces' feedback

Following the successful completion of Work Well, a pilot project undertaken by the HPA to support the *Working for Health Action Plan 2004–2007*, the HPA piloted a training programme to support and deliver the Work Well approach to a larger audience.

Fifteen professionals attended the 'Creating healthy workplaces' training last November and included business advisers, environmental health officers, and health and voluntary sector professionals.

The objectives of the training included enabling participants to:

- describe the benefits of developing a healthy workplace programme to organisations;
- work through in detail the process of developing a Healthy Workplace programme;
- advise organisations on where they can access additional information and support;
- help organisations develop and implement a health action plan.

Post-training evaluation indicated that it had been successful in meeting its stated objectives. Participants rated their level of confidence and motivation in helping workplaces develop a healthy workplace programme as high, following the training.

Many of those who took part in the pilot training attended a six month review meeting in March to discuss their progress in using the model outlined in training. This network will continue to be supported by the HPA as they implement the approach.

The HPA will be organising further training courses for those interested in developing healthy workplaces using the tested and evaluated approach of Work Well.

If you would like to register your interest in this training, please contact Sarah Reid, Workplace Health Coordinator at Email: s.reid@hpani.org.uk

Inform is published bimonthly 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 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.drugsalcohol.info

www.getalifegetactive.com

www.knowyourlimits.info

www.mindingyourhead.info

www.spacetobreathe.org.uk

www.thesnackpack.net

www.up-2-you.net

Actively Ageing Well update

The Actively Ageing Well initiative, funded for five years by the Big Lottery and managed jointly by Age Concern Northern Ireland and the HPA, completes its work in June 2007.

The programme of physical activity for over 60 older people's and community groups across Northern Ireland used a community development/empowerment model to strengthen group processes to ensure a more sustainable approach to continuing their development.

An event for policy makers, planners and key decision makers in developments for health improvement, public health and community planning was held on 31 May at Lagan Valley Island, Lisburn, to highlight key learning from the final evaluation report which all attendees will receive.

The HPA and Age Concern used the occasion to launch a series of six factsheets developed for use by health and other professionals and leaders of older people's groups.

These were specially commissioned from Bob Lavature, well known for his work in relation to older people and physical activity, and will be available to download from the Age Concern website from June. They highlight pertinent issues in support of promoting physical activity with the older age groups, and good practice based on evidence of effectiveness.