

Inform

The bimonthly newsletter of the Health Promotion Agency for Northern Ireland

Issue 59

June / July 2008

Males targeted in new phase of mental health campaign

The HPA has launched the second phase of the programme of public information campaigns to promote good mental health.

The latest campaign targets men, particularly those in the 16–24 age group, and encourages them to look after their mental health by opening up and talking about things that worry them or cause anxiety.

The main TV campaign, which began on 4 June, will be reinforced with radio, bus and poster advertising as well as the distribution of beer mats in pubs.

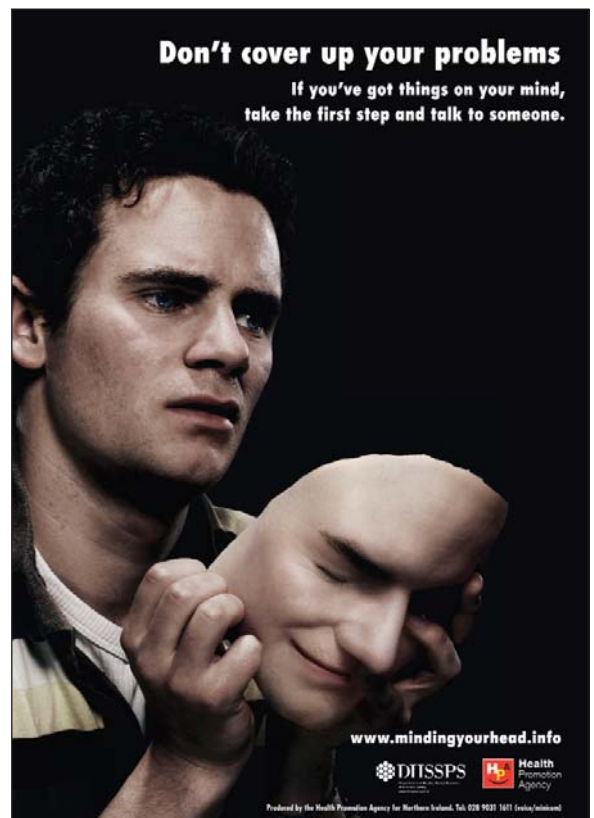
Sports organisations including the Gaelic Athletic Association, the Irish Football Association and Ulster Rugby will be lending support to the campaign and working with the HPA to raise awareness of and challenge attitudes around mental health among their membership.

The campaign website www.mindingyourhead.info will be promoted in all elements of the advertising.

This second phase of the campaign to promote good mental health was developed following qualitative research with males across Northern Ireland. In this phase there is a focus on social interaction and the need to talk with family and friends.

More broadly, the public information campaign encourages social responsibility and an ethos of mutual support in relation to the mental health and wellbeing of individuals, families and communities.

The campaign addresses actions outlined in *Protect life: a shared vision, the Northern Ireland suicide prevention strategy and action plan 2006–2011* and *Promoting mental health strategy and action plan 2003–2008*.



Washroom posters developed as part of phase two of the HPA's mental health public information campaign emphasise the need for men to talk about their problems.

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

INSIDE:

- Research concluded into cocaine use
- New leaflet supports breastfeeding mothers
- Cessation website launched on smoke-free anniversary
- Training and events June – October 2008



**Health
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Reprints for childhood immunisation

Four booklets on the routine immunisations for children have been reprinted in limited quantities as there will be a change to the programme later in the year.

The booklets will be distributed to the child health service, health visitors and the central health promotion resource services in health and social care trusts.

Showcase applauds HPA campaigns

A number of HPA public information campaigns have been recognised at the prestigious IPA Best of Health Awards.

The annual Institute of Practitioners in Advertising awards showcase and reward the best in creativity in healthcare advertising, a sector which embraces the promotion of brands to both healthcare professionals and consumers.

A total of 250 entries was received from the UK, Ireland, Germany, Spain, USA and Australia for the 2007 awards night. Three golds, 39 silvers and 95 bronzes were awarded.

HPA campaigns received a total of 10 awards: 2 silvers and 8 bronzes. Two silvers and one bronze were awarded to the Valentine's week sexual health radio advertising campaign. A further three bronzes were awarded to the sexual health washroom poster campaign, and one each to the smoking ban television advertisement entitled 'Heart'; the binge drinking television advertisement entitled 'Sponge'; the young men's mental health television advertisement entitled 'Share it'; and, the drugs washroom poster campaign.

The HPA worked with Genesis Advertising, Belfast on all of the campaigns and with fpaNI on the sexual health radio campaign.

Pictured with the accolades from the Institute of Practitioners in Advertising Best of Health Awards are Margaret McCrory, Marketing Manager, HPA and Tara West, Copywriter, Genesis Advertising.



Research into cocaine use completed

Qualitative research completed for the HPA has investigated the attitudes, knowledge, motivations and patterns of behaviour related to cocaine use in Northern Ireland.

The research included previous or current users and those who were not averse to trying cocaine, ie 'contemplators'. Participants were additionally selected to represent gender, age group (18-25, and 26-40), and urban and rural locations across Northern Ireland.

The findings show that cocaine was recognised as a common street drug and male participants in Belfast specifically noted the drug is commonly available within the city, although outside of Belfast there was less evidence of availability. Knowledge of the negative consequences of cocaine use and the effects of the drug on the body was low across all participant groups.

The research also included the testing of previous cocaine-specific resources from campaigns such as the UK-wide anti-drug 'Talk to Frank' campaign and the Scottish Executive's 'Know the score' campaign.

Recommendations from this testing indicated that a future campaign should emphasise the negative aspects of cocaine use and needs to focus on short-term and immediate negative consequences of cocaine use for younger audiences as they have little interest in long-term effects.

Actively Older initiative

Age Concern Northern Ireland and the HPA are pleased with the progress of the Actively Older initiative in helping to increase physical activity opportunities for older people's groups.



In March a series of training and information days on the evaluation of community-based physical activity programmes for older people's groups was held in four locations across Northern Ireland.

As a follow up to this training a good practice guide on risk management and promoting physical activity has been developed by Age Concern and will be made available to members of the Ageing Well Network at a celebratory event to be held on 19 June in Grosvenor House, Belfast.

This initiative is continuing to provide a range of physical activity training opportunities for older people's groups, including a two day residential leadership training course on 4 and 5 June for participants who wish to be accredited as tutors in either chair-based activity or dance leadership.

This training will help ensure a substantial increase in the number of older volunteers who have been trained in the delivery of physical activity programmes.

If you would like more information about getting involved with Actively Older or how to join the Ageing Well Network please contact Ann Grant, Actively Older Coordinator on 075 2577 1568 or Email: agrants@ageconcernni.org

Seminar explores walking for health developments

The HPA has jointly organised a 'Walking for health' seminar with local physical activity coordinators based within the health trusts and boards.

The seminar, held on 24 April at Lough Neagh Discovery Centre, Craigavon, was attended by 65 delegates from a wide range of organisations. The aim was to examine the development of walking for health in Northern Ireland and look at recommendations for how this could be further developed.

Nicola Browne, Senior Manager for Public Health provided delegates with an overview of the HPA's involvement in the promotion of walking and physical activity coordinators, David Porter, Northern Health and Social Care Trust, and Kim Kensett, Eastern Health and Social Services Board, provided details on how the walking for health initiative has been developed across Northern Ireland. A series of case studies featuring several walking for health groups was also launched at the event.

Dr Marie Murphy, Senior Lecturer in Sports Studies from the University of Ulster, provided a keynote presentation outlining evidence on the health benefits of walking and current recommendations for physical activity.

Attendees received presentations by representatives from Natural England, Nordic Walking UK, Sustrans and the Countryside Access and Activities Network.

All delegates had the opportunity to put forward their views on how walking for health could be further developed in Northern Ireland. The HPA plans to work with a range of organisations to take forward a number of key recommendations.



Pictured at the 'Walking for health' seminar are Dorothy McAlinden, Castlewellan Walking Group and Nicola Browne, HPA.

Mental health promotion and suicide awareness training

A formal mapping exercise was completed in April to establish the extent of the training in Northern Ireland currently addressing issues related to mental health and suicide awareness.

The findings from the mapping exercise will be made available in June and a series of five consultation seminars will take place to provide an update of progress and to inform the development of a training strategy.

A comprehensive training needs analysis has begun to identify gaps in provision and priority areas for development.

The HPA is keen to ensure all views are represented and would encourage all those with an interest in mental health and suicide awareness training to attend. Details of the seminars are in the training and events section on page six.

For further information please contact Michelle McMaster at: m.mcmaster@hpani.org.uk

Readership survey winners

Congratulations to Irene McGonigle, Dunamanagh Health Centre and Kieron Allsop, Clear Pharmacy, Portavogie, who each win a £50 Marks & Spencer voucher after taking part in the **Inform** readership survey.

We enclosed the survey in the last issue, as part of our commitment to continually review how we can improve our communications. Thank you to everyone who completed it.

There were over 200 responses, which are now being analysed. The findings will be available soon and we will use these to ensure that we continue to meet readers' needs.

If you would still like to give us your views about **Inform** or any of our communications please forward them to t.sheridan@hpani.org.uk

The settings approach – developments

Database for a Healthy Service

The HPA has been developing the foundations for a support programme that aims to build on current Health Promoting Hospital (HPH) knowledge and practice and extend it to the wider health and social services. A fundamental element of the programme is the creation of a database that will allow the sharing of learning, stimulate creative thinking and motivate others.

In 2005 the HPA put out a call for information to identify the range of health improvement initiatives, activities and projects being undertaken for patients, staff, visitors and the wider community in the hospital setting. This established an overview of practice, and this information was shared via the HPA website.

The HPA now wants to develop an active, health service-wide database that will be linked to the All-Ireland Electronic Health Library at the Institute of Public Health in Ireland (IPH). The purpose of the database will be to gather information on a range of health improvement initiatives, activities and projects across health and social care trusts relating to: organisational management; quality of life improvement; patient information and empowerment; promoting a healthy workplace; and, working in partnership or collaboration with others.

The database will be for the benefit of all. The information gathered will provide an overview of current practice, will be shared through the HPA's website and be linked to the All-Ireland Electronic Health Library.

For further information contact Barbara Porter at b.porter@hpani.org.uk

Effective workplace health programmes

Recent research commissioned by the UK Health Work Wellbeing initiative has provided further support for the effectiveness of a healthy settings approach in addressing workplace health and wellbeing.

Its research report, entitled *Building the case for wellness* (available at www.workingforhealth.gov.uk/documents/dwp-wellness-report-public.pdf) highlights the key elements to making any workplace health initiative work well. These are:

- employees must be engaged with the process and any programme must take account of their needs and what they value;
- senior management buy-in is fundamental to success. Leadership goes beyond endorsement of programmes and involves active and visible participation of senior management in health and wellbeing programmes;
- the programme or initiative will be more effective if it is related to the vision, principles and overall business plan;
- communication is key, both in terms of employees being informed and updated on any health and wellbeing initiative, and their being continually consulted;
- if organisations are to form their own business case and share the value of health and wellbeing programmes with their directors, shareholders and other organisations, it is imperative that they measure the outcomes of programmes.

This evidence supports the key elements of the HPA's Work Well initiative. If you are interested in learning more about this initiative please contact Sarah Reid at s.reid@hpani.org.uk

Lifeline campaign underway

A HPA public information campaign to promote the new regional 24 hour crisis helpline began on 1 May. The campaign includes TV, radio, poster, bus, press and online advertising as well as a range of supporting literature.

The new crisis helpline service, known as 'Lifeline,' can be contacted on **0808 808 8000**. Lines are open 24 hours a day, seven days a week and calls are free from all landlines and mobile phones.

All calls to Lifeline are answered by trained counsellors experienced in dealing with suicide, self-harm, abuse, trauma, depression and anxiety. They are also trained to assess and make referrals. They can offer immediate help over the phone and if appropriate make an appointment for face-to-face counselling or other therapies in the caller's local area, as well as put callers in contact with follow-up services.

The HPA was commissioned by the Department of Health, Social Services and Public Safety to develop and implement the campaign. The contract to provide the new regional service was awarded to Contact Youth.

MSc in physical activity

The HPA has been represented on a committee at the University of Ulster to assist with the development of a new MSc in Physical Activity and Population Health due to start at the Jordanstown campus in September 2008.

This course will provide an excellent opportunity for anyone wishing to gain a relevant qualification in the promotion of health enhancing physical activity. For further information please contact Dr Marie Murphy at M.H.Murphy@ulster.ac.uk or see the postgraduate prospectus at <http://prospectus.ulster.ac.uk>

New breastfeeding leaflet

The HPA has produced a new leaflet to help improve support for breastfeeding mothers.

The publication, *Breastfeeding and returning to work*, is designed to help pregnant women and new mothers thinking about combining breastfeeding and working.



It was produced to coincide with National Breastfeeding Awareness Week (11–18 May) which this year in Northern Ireland adopted the theme of 'Staying with breastfeeding'.

Research comparing infant feeding practices throughout the UK shows that Northern Ireland mothers are the most likely to return to full time employment early and that only 1 in 10 are supported to continue to breastfeed after going back to work.

Copies of the new leaflet have been distributed to maternity units, the five health and social care trusts and breastfeeding support groups throughout Northern Ireland. It can also be downloaded at the breastfeeding section of the HPA website: www.healthpromotionagency.org.uk/breastfeeding

Mental health promoted at Balmoral Show

Health Minister Michael McGimpsey was one of the visitors to the HPA stand at this year's Balmoral Show.

The Minister stopped by to help emphasise the importance of positive mental health, which was the theme adopted by the exhibition stand this year.

The exhibition drew a substantial number of visitors from among the estimated overall attendance of 70,000 and again proved to be a popular and effective method of promoting the HPA's range of work.

HPA staff members and DHSSPS personnel were on hand during the three day event to answer questions on all aspects of mental health and to distribute a range of HPA literature.

In recent years the DHSSPS and the HPA have worked jointly to promote health messages at Balmoral, the biggest agricultural show in Ireland.



The Health Promotion Agency continued to support the DHSSPS at this year's Balmoral Show by designing an exhibition stand which was visited by Health Minister, Michael McGimpsey (centre). He is pictured with Dr Andrew Gamble, HPA, and Naomhin Love, Mental Health Branch, DHSSPS.

'Get active' community cash awards selected

The selection of the tenth annual cash grant applications to support the development of opportunities for physical activity in the community has been completed. The scheme provides grants to enable local community and voluntary groups to develop a locally-based physical activity programme targeted at those people who are least physically active.

Health and Social Services Board area	Applications received	Grants awarded
Eastern HSSB	87	58
Northern HSSB	57	36
Southern HSSB	109	30
Western HSSB	71	26

The final breakdown of the 'Get active' awards selection for 2008/2009.

Funding for the cash grants is provided by the DHSSPS and is allocated to each area on a population basis.

The HPA is grateful for the service provided by the Community Foundation for Northern Ireland in administering the application and selection process, and to the physical activity coordinators in each area for their expertise and advice in assisting with selection.

Each group that is awarded funding will be asked to evaluate its activity. The information received will then help to highlight the extensive input of voluntary and community groups in supporting and developing physical activities that improve people's health and wellbeing.

Training and events: June–October 2008

The events/training section on the HPA website www.healthpromotionagency.org.uk will be kept updated with further information. There will be an online booking facility for most events unless otherwise stated. Look out for the **B** symbol.

Professional online development (pod) Brief interventions in smoking cessation

Online training

This course offers flexibility of learning and enables users to work through seven modules at their own pace. Free registration is available at www.hpa-pod.org



Regional consultation seminars: Mental health promotion and suicide awareness training

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Date	Time	Venue
Wednesday 4 June 2008	12.30pm to 4.00pm	Lagan Valley Island, Lisburn
Thursday 5 June 2008	9.30am to 1.00pm	Ramada Hotel, Shaw's Bridge, Belfast
Friday 6 June 2008	9.30am to 1.00pm	Armagh City Hotel, Armagh
Tuesday 10 June 2008	12.30pm to 4.00pm	Tower Hotel, Londonderry
Thursday 12 June 2008	12.30pm to 4.00pm	Tullyglass Hotel, Ballymena

For further information see the article on page three or visit the HPA website.

Managing mental health issues in the workplace 11 June 2008

For updates and further information please keep checking the news and events section of the HSENI website at www.hseni.gov.uk For more information see the article on page seven.

Translating research into effective practice to improve adolescent health and development 19 June 2008

B

The Design for Living partnership is pleased to announce that Dr J David Hawkins from the University of Washington, Seattle is visiting Northern Ireland and will facilitate a seminar on risk and protective factors for health and behavioural problems in adolescence. Further Design for Living seminars are planned on the theme of young people and self-esteem for autumn 2008.

Creating healthy workplaces training 19, 20, and 26, 27 June St Luke's Hospital, Armagh

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The HPA is rerunning its popular creating healthy workplaces training course. This four day training course aims to equip participants with the skills and knowledge to advise and support organisations to become healthy workplaces, or to implement a programme of development within their own organisation. The course costs £75 per participant.

Computerised cognitive behaviour therapy (CCBT) Stakeholders information seminar

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24 June, 12pm to 4pm

Glenavon House Hotel, Cookstown

The aim of this seminar is to explore mechanisms for implementing CCBT in primary care on a regional basis as part of a stepped care approach to mental health.

Promoting physical activity for children and young people, 25 June 2008

Rosspark Hotel, Kells

A one day seminar is being organised by the HPA and Sport Northern Ireland to examine a range of initiatives to promote physical activity for children and young people. This seminar will be of interest to organisations involved in addressing the high levels of inactivity among children, including anyone involved in the implementation of the Fit Futures strategy.

Changing health behaviour – principles and practice of motivational interviewing 4, 5, 25 and 26 September 2008

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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. The focus of this event will be on effective skills in handling the interchange between practitioner and client. It will address the important issue of how to have more constructive conversations that increase the likelihood of positive behaviour change.

Using focus groups – a comprehensive introduction, 15 September 2008

B

This one day course is a comprehensive introduction to conducting focus groups in the community and commissioning focus group research. Participants will gain the knowledge and confidence to carry out research through focus groups and to communicate effectively when commissioning research. The course also provides the opportunity to be a participant in a focus group in a supportive training environment.

Healthy prisons conference 24 September 2008

For information contact Carrie Crossan at c.crossan@hpani.org.uk

All-island breastfeeding conference 21 October 2008

The third all-island breastfeeding conference, to be organised by the HPA and the Republic of Ireland's Health Service Executive, will be held on the above date. The venue and speakers are yet to be confirmed. Further details from www.healthpromotionagency.org.uk/breastfeeding or by contacting Lesley Blackstock at l.blackstock@hpani.org.uk

All-island obesity seminar, late 2008

For information contact Claire Hind at c.hind@hpani.org.uk

Up-2-You competition winners

Ten winners in the latest Up-2-You competition have collected their prizes.

The competition, run through www.up-2-you.net, the HPA website for young people, promoted the new cannabis section added to the site last autumn.

The young people who entered had to answer questions about the cannabis and alcohol sections of the website. The main prizes were a Nintendo Wii console, a Nintendo DS handheld plus game, an iPod nano, a camera mobile phone. There were also six runner-up prizes of vouchers for a leading sports or clothes shop. www.up-2-you.net is aimed at pupils in school years 8, 9 and 10 and deals with health issues including smoking, passive smoking, alcohol, drugs and mental health.

Some of the Up-2-You competition winners pictured with Julie Neill, Health Development Officer at the HPA.



Managing mental health issues in the workplace

The next Northern Ireland Workplace Health Network event, 'Managing mental health issues in the workplace', will take place in the Seagoe Hotel, Portadown, on 11 June.

It is aimed at employers, line managers, human resources personnel, health and safety advisors, trade union representatives, occupational health professionals and other interested individuals and organisations.

The event will look at a number of issues including current legislation, employers' responsibilities (legal and moral), and case studies from an employee and employer perspective.

Please keep checking the news and events section of the Health and Safety Executive for Northern Ireland website at www.hseni.gov.uk for updates and further information.

Youth health projects shine at awards ceremony

The HPA has sponsored the 'Promoting health' category of the Northern Ireland Youth Awards for the third year.

More than 400 people attended this year's glittering awards ceremony, which are organised annually by the Youth Council for Northern Ireland as a means of recognising and celebrating the achievements, talents and energy of young people and those who work with them.

The 'Promoting health' category attracted a record number of entries this year.

The award ceremony took place on 2 May and the winner of the 'Promoting health' section was Carrickmore Youth Centre, which focused on underage and binge drinking as an issue that affects its members. Eight young women from the youth centre wrote a script and made a DVD on the subject, designing, developing and producing an excellent educational resource for use with other young people. It has already been used as an educational tool by a number of professionals.

There were two runner-up projects. Newtownabbey Youth Council developed a cross-border socialising safely project involving an educational resource that is being delivered to groups of young people. The peer-led Living Room project, based in Armagh, offers health, lifestyle and counselling services to 14–21 year olds at risk.

Highly commended applications were also received from 15 other youth organisations and initiatives, including Brookdale Busy Bees, Southern Area Health Promotion Department and Hollywood Drugs Initiative.

The HPA and the Youth Council for Northern Ireland would like to say a very big thank you to all for the interest in and creativity of the approaches being taken to involve young people in health issues that matter to them.

Pictured accepting the award from Linda Barclay of the HPA (right) are Breige Fox and Annette Kelly from Carrickmore Youth Centre. Also pictured is Pete Snodden (left), Cool FM, who compered the ceremony.



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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 or contact us in writing at the address below.

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www.breastfedbabies.org

www.drugsalcohol.info

www.getalifegetactive.com

www.hpa-pod.org

www.knowyourlimits.info

www.mindingyourhead.info

www.spacetobreathe.org.uk

www.thesnackpack.net

www.thinkitthrough.org.uk

www.up-2-you.net

www.want2stop.info



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Smoke-free one year on – increasing numbers set to quit

The HPA marked the first anniversary of the introduction of smoke-free legislation in Northern Ireland with the launch of a new smoking cessation website designed to help smokers quit.

www.want2stop.info, launched on 30 April, provides information to smokers about the health effects of smoking, the benefits of stopping and where to access support to help them quit, along with interactive features and testimonies from ex-smokers.

Speaking at the launch Dr Brian

Gaffney, HPA Chief Executive, said: "The introduction of smoke-free legislation last April was a hugely significant step forward for public health and has proved to be an overwhelming public success. It has not only been vital in protecting the public from the dangers of second-hand smoke but has provided a great incentive for many smokers who want to quit."

Provisional smoking cessation services figures from April 2007 to March 2008 indicate that the number of people setting a quit date is at an all time high (19,662), an increase of over 40% on the previous year. In the four months prior to the legislation introduction and in the month following, the number of people setting a quit date was greater than at any other period.

Dr Gaffney also said: "Smokers who access support to help them quit double their chances of success. Those who wish to quit can log on to www.want2stop.info to obtain information on specialist smoking cessation services. Free advice and support is also available by contacting the Smokers' Helpline on **0800 85 85 85**."

Chief Medical Officer Dr Michael McBride also spoke at the launch. He said: "I am extremely encouraged that provisional figures show an increase in the numbers seeking to quit. I very much welcome the launch of the Want2stop website, which I am sure will be a valuable resource to many who want to seek advice and help."



At the launch of the new smoking cessation website are Danny Gill, HPA, and Molly Kane, a former smoker who spoke at the event and provided testimonial material for the website.

MHFA training programme

HPA is currently adapting the Mental Health First Aid (MHFA) programme specifically for use within Northern Ireland.

This follows the successful pilot delivery of the programme in the Cooperation and Working Together (CAWT) border region.

The 12 hour programme provides the skills and knowledge to help people recognise and respond appropriately to mental health problems in themselves or others.

A number of groups and organisations have expressed an interest in learning how MHFA could support their work. For further information contact Michelle McMaster, at m.mcmaster@hpani.org.uk