This year’s annual report highlights another busy year for health promotion across the Western area. I would like to start by thanking all our many partners for their hard work and support in continuing to deliver a quality health promotion service through this period of change through the Reform of Public Administration (RPA) and following the announcement that the Health Promotion Department (HPD) is to be incorporated into the Western Health and Social Care Trust. We welcome the opportunities that this offers in tackling directly the factors, which influence and determine the health of the population in the Western Area.

Introduction

This year’s report from the Health Promotion Department contains a snapshot of work on major health promotion challenges. Together we have continued to promote health and tackle the broader determinants of health through interventions ranging from policy development to implementing innovative and effective programmes with the many partnerships in the community, voluntary and statutory sectors. Our focus is on building the skills and capacity of people to deliver quality, effective health promotion programmes.

There have been a few changes in structure and personnel in the HPD, (a new Head of Department, a new post in the Planning and Operations Assistant Manager and a newly structured management team). We have continued to build on our previous projects and successes as well as work on the introduction of new corporate processes. These include budget management, accountability frameworks, planning and performance management systems so we can measure our collective progress towards shared goals.

Over the next few months we are working towards developing a suitable evaluation methodology with a focus on impact evaluation to ensure that everything we do helps us achieve our long term goals, reduces rates of disease, improves quality of life and contributes to improvements in our health care systems and economy.

We have been involved in a range of policy and programme initiatives to address the full spectrum of health promotion priorities. New challenges include helping to tackle the important issue of obesity. The Fit Futures report, which we helped to develop, highlights the need for action with children and young people to help them make the right health choices around nutrition and physical activity. These are complemented by initiatives such as stepometer challenges, lunchbox challenge, and walk leaders programmes.
Our focus is on building the skills and capacity of people to deliver quality, effective health promotion programmes.

The lifeskills programme is a new approach in the HPD, a crosscutting training intervention for young people incorporating elements of sexual health, mental health, drugs and alcohol and suicide strategies. Courses on esteem building, resilience and talking to children about tough issues have been piloted and recommendations for the way forward produced.

Partnerships and collaborations are a fundamental part of the work of the HPD. The Health Promoting School Award is the result of a long-standing collaboration between the HPD, Western Education and Library Board (W ELB) and the Western Group Environmental Health Service (W GEHS) and the District Councils. The success of the Award continues to grow after 14 years with more schools than ever before participating in 2006/07. The Young Fathers project, also involves strong partnership between HPD, Western Health Action Zone (W HAZ), Western Investing for Health (W IFH) and First Housing Aid & Support Services (FHASS) in setting up the lottery-funded project to provide a life skills and mediation programme for vulnerable young fathers and their families over the next 3 years.

Training and Education has been further developed this year with the piloting of the ‘Introduction to Health Promotion’ course and the development of the ‘Understanding Groups’ course to be piloted in the autumn. Our recently published ‘Health Promotion Training/Awareness Raising 2007-08’ brochure includes 86 scheduled interventions available to community, voluntary and statutory workers in the Western area.

Our library and resources and our graphics services have also continued to have an important role in ensuring information is accessible for everyone to make informed decisions about all health issues, especially specific audiences.

Based on the ‘State of Our Health’ document for the Western Area, Department of Health and Social Services and Public Safety (DHSSPS) Strategies and Priorities for Action (PFAs) the HPD continues to perform to full capacity. We are working to ensure that our health-promoting role is not disrupted during the period of transition to new structures. There is some uncertainty about the future, however staff continue to perform to the highest quality standards and we are ready to meet future challenges.

Dr. Maura O’Neill, Head of Health Promotion
**Accident Prevention**

**Bee Safe.** 2700 children in the Western Area participated in ‘Bee Safe’ in 06/07. The Accident Prevention Initiative ‘Bee Safe’ (formerly ‘Streetsmart & Countrywise’) has taken place on an annual basis since 1994 in L’Derry, Fermanagh & Omagh. The initiative is delivered to Primary 6 and 7 pupils in partnership with PSNI, NI Fire and Rescue Service, N I E District Councils, D O E, Red Cross and others. It delivers a series of interactive scenarios on issues such as stranger danger, fire safety, electrical safety, home safety, road safety, and first aid, which are designed to equip children with the knowledge and skills to stay safe and to cope effectively should they find themselves in a potentially dangerous situation. The initiative complements accident prevention and community safety work within the school setting, and prepares children for the transition to secondary education. Of note is the fact that statistics for 2005 show that the WHSSB area had the lowest (of the four board areas) hospital admittance rates as a result of a home accidents in the 5 -15 age group.

**RoSPA Home Safety Training.** The HPD co-ordinated the delivery of seven days of home safety training throughout the Western Area. Training was delivered by the Royal Society for the Prevention of Accidents (RoSPA) and courses included Child Safety in the Home; Older People Safety in the Home; Choosing & Using Home Safety Equipment; and Implementing Home Safety Checks. Over eighty people attended training and several undertook a City & Guilds Level Two examination upon completion of their training.

**HAP Groups.** Local Home Accident Prevention (HAP) Groups in the West were supported to co-ordinate and deliver activities aimed at reducing accidental injury in the home throughout the year. Events included ‘Homesafe’ events for older people; Child Safety days for parents and carers of children under 5 years; Firework Safety Seminars for boys in years 8-10; Electric Blanket Testing; Home Safety Quizzes for older people; Public Speaking Competitions for Primary & Secondary School pupils; and Child Safety Seminars for professionals.

**Injury Prevention Project.** An Injury Prevention Information Officer has been appointed to Altnagelvin A&E Department, funded jointly by IFH, N I Home Accident Prevention Strategy and Western HAZ. The HPO for Accident Prevention has been working with the Information Officer to develop a calendar of initiatives to increase the flow of information about accident experience in the Western Area and to develop targeted interventions to reduce accidental injury in the home, particularly among those aged in the 0-5 and over 65 age groups.

**Cancer Prevention**

Cancer is responsible for the highest percentage of years of life lost in the Western Area at 30% (females 42% and males 24%). In the Western Area breast cancer is the leading type of cancer for women, each year there are approximately 148 new cases and 44 deaths. Derry and Strabane districts have a higher mortality rate than the N I average (ref. ‘State of Our Health’).
During 2006/07 a pilot breast and cervical screening awareness training session was delivered to a group of 12 women in the Derry area. Feedback has been very positive and more sessions are planned for 2007/08.

A pilot breast cancer awareness session was delivered to Trust staff. This was an informal ‘drop in’ event for staff to receive information on being breast aware. 30 people attended the session and feedback indicated that the session had encouraged them to become more breast aware. As this pilot session proved so successful more sessions for staff in the southern sector and other areas will be provided during 2007/08.

**Drugs And Alcohol**

The programme aims to encourage earlier identification of individuals at risk from the effects of drug misuse by providing an effective and efficient training structure for staff dealing with problem drug use on a day by day basis.

It is built on the belief that the reduction of drug and alcohol related harm in the communities of the Western Area requires all aspects of the community to work together. This project builds assessment and early/ brief intervention skills in those people who are working with the public and come into contact with alcohol/drug related harm. It trawls its participants from the Criminal Justice, Social Care, Health, Voluntary/Community, and Youth sectors. One hundred percent of participants trained in 06/07 reported a significant increase in their competence to respond to an individual experiencing alcohol/drug related harm.

The DATP’s ethos reflects the vision of Investing for Health and Northern Ireland’s Drugs and Alcohol Strategy. It promotes partnership, social inclusion, and works towards the provision of appropriate, easily accessed, effective and equitable treatment services.

**Drugs and Alcohol Intervention training.** 59 individuals representing 40 organisations throughout the Western Area completed the Drug and Alcohol Intervention training. Disciplines/sectors represented on the programme include: Medical (GPs, Psychiatrist), Mental Health, Community/Voluntary, Police, Prison, Pharmacy, Probation, Nursing, Social Care, Youth, Education and Clergy.

**Foetal Alcohol Spectrum Disorder.** (Learning objectives: to recognise the impact of FASD on the individual and family and develop competence in making an appropriate response.) 2 FASD programmes were delivered - to 34 individuals representing social care, community/voluntary and health visiting staff.

**Alcohol and Older People.** Recognising the impact of problematic drinking in the older generation, and developing competence in making an appropriate response. 2 Alcohol and the Older Person Programmes delivered to 42 individuals from domiciliary care, community/voluntary and social care.
Hidden Harm. Developing skills in screening for the impact on the child of living with alcohol/substance dependent parents and developing competence in making an appropriate response to the needs of the child. Two programmes in Hidden Harm were delivered to 15 individuals representing education, social care and community/voluntary.

The 3 Rs Project. (Recognition of the impact on a child of a parents’ dependent substance use, Rights of the child to a safe and healthy upbringing, Response of the practitioner to ensure the safety and well-being of the child) was developed to support the implementation of the ‘Hidden Harm’ report recommendations at a regional level. The Drugs and Alcohol Training Programme (DATP), in partnership with the ARC Healthy Living Centre delivered the project. It is the only Northern Ireland training & workforce development project named in the Hidden Harm: Three Years On: Reality, Challenges and Opportunities Report.

The project delivered: A Northern Ireland pool of 12 individuals trained to deliver 3Rs programmes; 7 programmes throughout Northern Ireland to 70 practitioners representing social care, community/voluntary, youth, education, residential care, Surestart and Lifestart staff, YMCA and Health Visitors.

Motivational Interviewing. The DATP ran 2 Motivational Interviewing courses - 32 participants representing medical, mental health nursing, social care, community/voluntary, PSNI, Prison, Probation and youth staff received training.

NCFE Certificate in Drug Awareness Course. The HPD is an approved centre by NCFE National Awarding Body and has delivered the Level 2 accredited courses on Drugs and Alcohol over nine days to 12 participants from the community and voluntary sectors.

Omagh District Council Workplace Policy Training. Two days of training were delivered to Omagh District Council on implementing their Alcohol and Drugs Policy. The training will have enabled participants to have a greater appreciation of the issues surrounding their policy.

Obesity

Rising levels of obesity have a range of serious consequences, both for those affected and for wider society. On an individual level, obesity increases the risk of a range of life-threatening morbidities, including cardiovascular disease, some cancers, diabetes and arthritis (ref:American Obesity Association 2006 - “Health Effects of Obesity”).

In 05/06 the DHSSPS set a ‘Priorities for Action’ (PFA) target, which required Boards, Trusts and Investing for Health partnerships to produce an integrated plan detailing their contribution to halting the rise in the levels of obesity in children by 2010. As part of the response from the Western Area the HPD, together with a
range of partners from the community, voluntary and statutory sectors initiated an Obesity project to focus on developing and delivering health-promoting initiatives which would contribute to halting the rise in levels of obesity in children by 2010. The Project included three key workstreams: Health Promoting Schools, Physical Activity and Nutrition. Some of the initiatives in the project are:

**Breastfeeding.** Breastfeeding has been widely acknowledged as the best means of giving infants a healthy start to life. Research by the Health Promotion Agency Northern Ireland (HPANI) has shown that schools are in an ideal position to educate teenagers on the benefits of breastfeeding and promote it as the most natural way to feed infants. A pilot project to raise awareness of breastfeeding and develop positive attitudes towards it was completed in ten post primary schools during 07/08 targeting approximately three hundred pupils (aged 15-16). The project aims to equip teachers with adequate knowledge and resources to deliver two sixty-minute sessions on breastfeeding to pupils throughout the school year. It has proved successful with the post evaluation showing a nineteen percent increase in participants who expressed a preference to breastfeed in future. The Breastfeeding Education Packs will be made available to all post primary schools in the Western Area in 07/08.

**Smart Snack Award.** It is important that children not only eat quite frequently throughout the day to ensure that they get enough calories, but also that their snacks are as nutritious as possible. The Smart Snack Award, which promotes healthy snacking habits in children, has been running successfully in primary schools and nurseries throughout the Western Area for 8 years. In 06/07 eighty-five percent of all schools and nurseries benefited from participating in the Smart Snack Award.

**Munch (Lunch) Box Challenge.** The Munch Box Challenge aims to promote healthy eating habits and improve oral health in children through the implementation of a lunch box initiative. During 06/07 the challenge was piloted in 21 primary schools targeting approximately 2500 pupils. The pilot has proved successful with the post evaluation showing 100 percent increase in the numbers of schools expressing improvement in nutritional content of lunch boxes. All post primary schools will be targeted in 07/08.

A pilot school in Fermanagh surveyed parents and of the 100 parents who completed the survey an overwhelming 92% agreed with the initiative and wished for it to continue.

**Infant Feeding Policy.** The 06/07 revised Infant Feeding Policy has been co-ordinated and developed in consultation with various partners throughout the Western Area and aims to improve the health of infants, children and adults, by providing clear, consistent, evidence-based information on feeding for the first five years. The document will be available for circulation throughout the Western Area in the coming months and it is planned to evaluate its effectiveness during the next year.
Playground Training. During 06/07 W IFH provided funding for 5 schools (one from each W HSSB council area) to avail of a specialist playground-training programme, which is designed to give children, teachers and lunchtime supervisors the opportunity to explore play in the playground environment and therefore promote increased physical activity. Post evaluation of the initiative shows that schools are making more effective use of the playground and there is an increase in activity levels amongst the children.

Physical Activity Grants. During 06/07 grants of up to £500 were offered to primary schools to develop physical activity initiatives for their pupils. The grants were awarded to schools meeting specific criteria including evidence of sustainability; innovation, with an emphasis on the issues of obesity and overweight; and promoting positive self-esteem. The evaluation showed that children could become healthier and more active as a result of the programme.

Active Steps to Learning. During 06/07 W IFH funded the purchase of ‘Active Steps to Learning’ packs for use in 5 schools. The packs contain pedometers, distance conversion charts and lesson plans. Evaluation showed this to be an effective initiative in getting children to be more physically active at school. All teachers involved reported that the resource encouraged children to be active and promoted increased physical activity. Building on the success demonstrated in 06/07, W IFH have provided funding to purchase an additional 25 packs for use in 07/08.

Walking for Health. The Volunteer Walk Leaders course trains adults to set up local walking for health programmes; lead safe and enjoyable walks for people of all ages and abilities; promote the health benefits of walking; and motivate people to take up walking. Four walk leader courses were facilitated during 06/07 across the Western Area and 58 people trained as walk leaders. As a result of this training and the support provided, a large number of walking programmes in the community have been developed. Plans for 07/08 include completing an audit of volunteer walk leaders, which will link with Primary Care practices to develop a board wide walking referral system.

Fermanagh Active Living Project. The Physical Activity Co-ordinator continued to support the implementation of the Fermanagh Active Living Project throughout the year. A large number of patients were referred to the leisure centres in Fermanagh for supervised exercise programmes. There are a total of 536 participants registered on the scheme.

Games For All Leadership Award. The aim of this course is to promote physical activity and inclusive activities among disabled and non-disabled children. It equips those who work with these groups with the knowledge and resources to run a series of warm up activities, core skills sessions and fun games. 18 teachers/youth workers/leaders received training in 06/07.
Health Promoting School Award. 89 schools entered the award in 06/07 and 14,116 children have benefited from a healthier school environment as a result. The HPSA is one of the HPD’s longest standing initiatives. It encourages pupils and staff to lead a healthier lifestyle, incorporating the social, physical and mental aspects of health. The Award is run through a successful partnership between the HPD, the Western Group Environmental Health Service and W ELB and is the only initiative of its kind in Northern Ireland.

Community Health Education Training. This training has been developed in response to an identified need within community groups primarily in the Waterside area. It will enable those working in a community development setting to actively promote oral health and nutrition messages within their organisations and will be of particular interest to those working with children and young people. The course is run over two days and will cover not only oral health and nutrition, but also a background to promoting health in communities, smoking cessation and common diseases linked with poor oral health and negative lifestyle choices.

Introduction To Health Promotion Course. The pilot of this course was delivered in Omagh, over two days to 12 people who have critiqued and evaluated the course. This information is being used to finalise the contents and layout of the course in preparation for delivery in 07. The aim of the course is to build the health promotion capacity, knowledge and skills of people who have the opportunity to promote health as part of their role.

Health Visitors. In partnership with EHSSB an oral health resource pack and training has been redeveloped and approved by the Food Standards Agency. This contains advice and information that can be shared with parents of 0-4 year olds in the first instance, but also contains further detail for those with primary and post-primary school children. The pack follows the Hall 4 recommendations for Health Visitors and includes information about diet, fluoride supplements and how to manage a dental injury. A parents’ leaflet has also been developed, which will be made widely available to all health centres. The new pack will be distributed for use by Health Visitors from September 07.

Childcare Providers. The implementation of the regional ‘Nutrition Matters for the Early Years’ initiative was facilitated through provision of supplementary training to 60 childcare providers in the Western Area.

Dental Nurses. Brief intervention smoking cessation training was provided to 35 dental nurses from community and general practice.

Teacher & Sports Coaches. ‘Dental Trauma and First Aid Training’ was delivered to 65 sports coaches and teachers in partnership with Omagh and Fermanagh District Councils.
National Smile Month (May 06) ‘Feed Your Smile’. Events to promote the relationship between a healthy diet and a healthy smile were run throughout the Western Area, with Community Dental Service staff giving advice in the major health centres and the Erneside Shopping Centre in Enniskillen. Approximately 160 people in the community attended a series of events throughout the Western Area.

Mouth Cancer Awareness Week (November 06). A newsletter to promote awareness of oral cancers was produced to highlight Mouth Cancer Awareness Week. This was circulated widely to around 200 community, statutory and voluntary organisations.

Oral Health for Children and Young People

Smile 4 Life (Oral Health for 0-4 years). Working in partnership with Health Visitors the ‘Smile 4 Life’ project aims to promote early dental registration and improved oral health in the pre-school age group, through ongoing education of parents and carers. In 06/07, 3500 feeding cups and 16000 dental packs were distributed to parents together with oral health promotion messages and advice on how to register with a dentist.

Toothwise. In partnership with the Community Dental Service, Community Dieticians, Surestart and Community Representatives the Toothwise oral health resource pack was redeveloped for use in post primary schools. Piloting of a tooth brushing programme was initiated with a view to extending to all schools with breakfast clubs as part of their extended schools curriculum. Oral Health Training was also provided to 30 PSHE students in the southern sector.

Bank Your Smile (0-11). Statistics show that the West Bank of the Foyle is an oral health ‘black spot’ with children and young people having significantly more dental disease and extractions than in other areas in the Western Area. In order to address this, the Bank Your Smile Project brought together community and statutory representatives from the area in a united effort to raise awareness of the causes of dental disease and how to prevent it. The project aims not only to improve knowledge among children and their carers but to increase local involvement and participation in each of the main community areas.

Targeting the needs of older people

Nursing/Residential Care Homes. For those caring for older people a gap in Oral Health awareness education was highlighted in the Journal of Gerodontology 2005. To address the need in the Western Area during 06/07 approximately 200 carers working in nursing and residential homes participated in training on care of the oral cavity. The training included healthy eating, oral health education and issues associated with dysphagia (swallowing difficulties).
The training was co-facilitated by the Community Dental Service, Speech and Language Therapists and Community Dieticians. Oral Health Training was also provided to 25 Domiciliary Care Workers at their Induction Course in Altnagelvin Hospital.

Moving To Music. Chair Based Exercise For Older People- The Moving To Music Course centres around chair based activity, which makes exercise fun for older inactive people. Two “Moving to Music” courses were delivered to care workers from residential homes and day centres.

Dance Leadership Course. The Dance Leadership Course promotes simple social dance as a fun way to be active in later years. Two Dance Leadership Courses were held during 06/07. Twenty dance tutors/leaders from a variety of settings developed skills to facilitate safe and effective dance sessions for older people. One participant commented, “This course will benefit the older people I work with by increasing mobility, increasing energy and meeting new people”.

### Special Needs and Minority Groups

**Equality Conference.** In December 06, the HPD held a conference at the Everglades Hotel in Derry ‘Equality and Diversity In Health’ supported by Western Equality and Human Rights. The aim of the conference was to raise awareness of the barriers to health improvement faced by section 75 groups living in the Western Area. 200 people attended and took part in a series of workshops aimed at raising equality issues.

**Carers Of Young People With Special Needs.** In partnership with the Community Dental Service, Learning Disability Nurses and community representatives a funding proposal was completed and successful in securing funding to develop a training resource specifically for use by carers of young people with special needs in 07.

**Nutrition.** Delivered awareness raising sessions on healthy eating to 55 individuals from ethnic minority groups and 12 students with learning difficulties.

**Travellers Accident Prevention Project.** Following focus groups with traveller women. The project will now aim to work with children and young people in traveller community to develop resources to promote accident prevention and will culminate in Family Safety Days in Derry and possibly Omagh.

**Gay Lesbian Mental Health.** Supported the development of a training resource to address the mental health needs of the gay and lesbian community.

**Mental Health Awareness Training.** Delivered to 15 participants from the deaf community.
**Mental Health First Aid.** Most of us know how to administer the basics in medical first aid - if someone cuts their finger we know to apply a dressing to the wound. What do we do when we find ourselves face to face with someone who is clearly demonstrating signs of mental health problems? Mental Health First Aid is a new training programme to equip people with the skills to recognise mental health issues and provide a signposting service. A total of 80 people from across the Western Area attended the training during 06/07. The programme is now being tested in partnership with the University of Ulster where students will avail of the programme through E-learning.

**‘Getting It Together’.** Is A New Peer Led Educational Resource developed by young people for young people with the support of National Children’s Bureau. This resource provides an opportunity to explore emotional well-being and introduce positive coping strategies in an interactive way. The process is peer led. In partnership with Opportunity Youth, over 30 youth workers have been trained to deliver the programme and plans are underway to roll the programme out to targeted vulnerable groups.

**Depression Awareness Training In Primary Care.** A new regional professional training resource has been developed which will be used as a training tool for primary care teams to increase knowledge and skills in detecting depression and to promote a ‘holistic’ approach to the treatment and management of depression. The programme has been piloted in both the Northern and Southern sectors and a total of 30 GP’s have attended training.

**Dental Practice Stress.** An audit of work related stress and quality of life among dental practitioners and their staff within WHSSB was carried out. The findings will be used to develop a needs based action plan to address the health and well being issues identified.

**World Mental Health Day.** Responding to the challenges of World Mental Health Day ‘06 saw a major conference entitled ‘Enhancing Resilience Across The Lifespan’. Over 80 delegates representing statutory, voluntary and community service users attended the conference.

**Mental Health West Website.** Initially the Mental Health West website was designed to support those professionals or students working in the area of mental health promotion. During 06/07 it was redesigned to make it accessible to members of the public, service users and carers. It now includes information on the main mental health problems and treatments, and promotes the local services available.

**Suicide Prevention**

**Hope and Healing Conference.** A conference entitled ‘Hope and Healing’ to support those bereaved by suicide and people who work with them was organised...
by the HPD on Saturday 10 February. The event aimed to offer those who have been affected by suicide, emotional, practical and spiritual support. Most of the speakers had been directly affected by suicide and provide hope and healing for those families and individuals who have been bereaved by suicide.

**Applied Suicide Intervention Skills Training (ASIST).** The highly popular ASIST course continues to be delivered throughout the Western Area with 16 sessions delivered to approximately 360 people during 06/07. This course provides participants with the necessary skills to directly intervene with a person who may be contemplating suicide and also how to liaise with support services.

**Revolving Doors.** As part of the Suicide Strategy Implementation in the Western Area a drama production was delivered to around 1100 post primary pupils to raise awareness and reduce stigma surrounding mental health and suicide. It was a two hour play followed by audience participation in a facilitated workshop.

**Book Support for bereaved by Suicide.** The library now houses a collection of books specifically for use by people who have been bereaved by suicide and who are referred by GPs, community mental health teams and other agencies. This is a significant step for the department as until now the library has not been available to members of the public.

**Life Skills Project**

This new and innovative project aims to work with people from a range of settings to develop a training programme for the Western Area which will help equip children and young people with the necessary skills to reach their full potential and make healthy choices. The vision is to have an annual schedule of life-skills training sessions co-ordinated and managed by the HPD and delivered by a mixed pool of trainers from a range of settings across the Western Area. Phase one of the project involved consulting with a wide range of stakeholders to define what was needed in a life skills programme and to test out some existing life skills training interventions.

Out of the 300 people who were invited to take part in the life skills consultation, 99 people from statutory, community and voluntary sectors provided contributions through attending workshops and completing questionnaires. Parents and young people were also consulted. All the information collected has been summarised in the consultation report and used to develop a requirements specification table for each age group. These requirements will now form the basis of the acceptance criteria against which the existing training interventions will be judged. The existing training interventions which were delivered in the Lifeskills Training Programme this year are:

**Esteem Building and Managing Children's Behaviour.** Delivered on 30, 31 January and 1 February 07. This training comprises a one day course on self esteem followed by a two day training programme on handling children’s
behaviour. It targets professionals who work with parents and those in the parenting role. The aim of this course is to equip professionals with the knowledge and skills to enable parents and carers to improve their children’s confidence and self-esteem as well as take control of their children’s behaviour.

**Talking to your Children about Tough Issues.** Training for Trainers was delivered on 8 and 9 February 2007. This course equips professionals with the knowledge and skills to deliver training sessions to parents and carers. It explores risk factors and protective factors that make a difference for children; increases skills and strategies that build these protective factors; and encourages parent/child communication in order to influence young peoples’ attitudes around a range of risky behaviours. Three sessions of the ‘Talking to Your Children about Tough Issues’ course were delivered to parents, foster parents and Sure Start parents in the Foyle area by staff from the HPD and the Alcohol and Drug Team.

**‘Bounce’ Resource Training** was delivered in March 07. This one-day course targets professionals, who work directly with children aged 11-18 years. It focuses on the issues of relationships, sexual health, drugs and self-esteem and also deals with managing risk and developing resilience to manage difficult situations during the adolescent years. Participants received a resource manual for use with their young people.

When these training interventions have been trialled and evaluated across a range of settings a report of the overall findings of phase one of the lifeskills project will be produced in June 07 with recommendations on the way forward for phase two.

**The Health Promoting Youth Unit Award** is a partnership between the HPD, and the Youth Service and is unique to the Western Area. Twenty-four Youth Units in the Western Area were awarded for their efforts in promoting the health of their young people at the Health Promoting Youth Unit Award Ceremony on 9 May. 140 people including young people, youth leaders and guests attended the event.

On behalf of WHSSB, the HPD has delivered the following as part of the commitment to implementing the Protect Life, Suicide Prevention Strategy.

**Sexual Health/Teenage Pregnancy**

**Fancy A Date For Valentines.** As part of Valentine’s Sexual Health Awareness Week, planned by The Regional Sexual Health Information Exchange Group the HPD held a conference entitled ‘Fancy a Date for Valentine’s’ in February 07. Approx 60 people attended the event, which was targeted at adults who work with young people. The event provided an excellent networking opportunity for delegates and demonstrated the number and diversity of projects/services
running across the Board Area. Information gathered will be made available on www.sexualhealthwest.org.

**World AIDS Day Campaign.** During December 06 the HPD facilitated local participation in the global World AIDS Day campaign. This year 60 community pharmacies participated in the campaign for the first time. Educational packs were also made available to pharmacists to train their staff. The work of the cross border Youth Participation Project was also supported by involving young people from Strathfoyle in the World AIDS Day campaign.

**Graphics**

The Health Promotion Graphics service delivers a wide range of design projects to statutory, community and voluntary organisations in the Western Area. During the period April 06 - March 07 270 design projects were completed for clients in the Western Area as follows:

208 jobs were “core” activity - work commissioned by Health Promotion Officers and Trust/Board Clients in support of health promotion activity as outlined in the Service & Budget Agreements and/or Priorities for Action.

62 jobs were “non-core” activity - additional projects commissioned by Trust/Board clients for their organisations.

In addition to the Trusts and WHSSB, the graphics service supports other teams including CAWT, W DACT, DATP, Tobacco Control Group, Equality & Human Rights, Western Health Action Zone, Western IFH, LHSCGs. The projects undertaken include designs for the Health Promoting School Award, Hope and Healing Conference for those bereaved by Suicide, Equality Conference, and ‘smoke free’ banners and posters to support new legislation on smoking and health for distribution throughout the Western Area.

The demand for the graphics service has continued apace as is evident from the sustained increase in client base and demand for graphics input and the service provided within the Graphics function offers real added value for all our clients.

**Library and Leaflet Service**

The HPD’s Library and Leaflet Service caters for approximately 2300 clients from various disciplines, who are working on behalf of recognised organisations, voluntary, community and statutory, to promote the Health and Social Wellbeing of their own client groups throughout the Western Area. The service is also available to students attending Further Education Colleges, the University of Ulster and Queen's University Belfast.

The Resources Library contains a range of almost 3300 items including books, reports, resource packs, DVDs, CD Roms, videos and training equipment and
the department carries approximately 300 leaflet lines. In 06/07 the Resources Library made 1438 loans, which represents a stock turnover of 44%. The Leaflet Service issued 241,548 leaflets in support of the department’s Strategic Objectives. The table shows the dissemination of leaflets by Strategic Topic Area.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obesity-Nutrition</td>
<td>25,915</td>
</tr>
<tr>
<td>Obesity-Infant Feeding (Breastfeeding, Bottle Feeding &amp; Weaning)</td>
<td>16,812</td>
</tr>
<tr>
<td>Physical Activity</td>
<td>21,585</td>
</tr>
<tr>
<td>Mental Health</td>
<td>11,446</td>
</tr>
<tr>
<td>Suicide</td>
<td>2,584</td>
</tr>
<tr>
<td>Oral Health</td>
<td>1,641</td>
</tr>
<tr>
<td>Sexual Health (Contraception, STIs, Puberty)</td>
<td>27,761</td>
</tr>
<tr>
<td>Immunisation (Including MMR)</td>
<td>3,496</td>
</tr>
<tr>
<td>Accident Prevention</td>
<td>3,514</td>
</tr>
<tr>
<td>Cancer</td>
<td>6,520</td>
</tr>
<tr>
<td>Alcohol</td>
<td>11,593</td>
</tr>
<tr>
<td>Smoking</td>
<td>11,926</td>
</tr>
<tr>
<td>Drugs</td>
<td>7,486</td>
</tr>
</tbody>
</table>

**Audit.** Following a review of the library service in 05/06 and an audit of the library resources in July/August 06, 420 items of library stock were identified as out of date, faulty or obsolete and withdrawn from circulation. To redress this depletion of library stock and to ensure that the high standard of resources is maintained, investment of £6400 at the end of 05/06 resulted in the addition of 360 new resources to the library during 06/07. Further investment of £7600 in the current year will result in the addition of approximately 80 more new resources in April/May 07.

**The On-line Catalogue** became live in May 06 at www.hplibraryonline.co.uk Feedback from clients has been very positive as they can now identify and select resources according to topic area, type of resource and keyword. This has led to increased demand for both library and leaflet resources.

**FOYLE - Fostering Your Learning.** The library remains a member of FOYLE, a local group of libraries, museums and archive centres working collaboratively together to provide improved, easy access to the wealth of information resources held locally. It offers a managed referral service between participating centres with the option to borrow books. In 06/07 the FOYLE group expanded membership to include libraries from Co Donegal.
1. To develop and deliver health-promoting initiatives across the Western Board Region which contribute to halting the rise in levels of obesity in children by 2010. Initiatives will be developed in the areas of Physical Activity, Nutrition and Health Promoting Schools and encompass strategies as follows: Fit Futures document; Northern Ireland Physical Activity Strategy; Oral Health Strategy, WHSSB Breastfeeding Strategy.

2. To increase the number of people in the WHSSB participating in Physical Activity. Contribute to achieving the following targets:
   - To increase to 80% by 2010 the proportion of people who are physically active
   - To increase to 75% by 2010 the proportion of people in lower socio-economic groups who are physically active
   - To increase to 55% by 2010 the proportion of people aged 65 and over who are physically active.
   (Northern Ireland Draft Physical Activity Strategy 2004)

3. To promote, develop & coordinate the Health Promoting School Award and the Health Promoting Youth Unit Award. To increase the health and well being of pupils, staff and the wider school community incorporating healthy eating, physical activity and positive life skills.

4. To contribute to reducing by 40% the number of births to teenage parents under 17 years by 2010 - through enabling local delivery of teenage pregnancy and sexual health strategies:
   a. WHSSB Sexual Health Strategy 2003 - 2008
   b. Regional Teenage Pregnancy Strategy and Action Plan

5. To contribute to the reduction in the proportion of people with a potential psychiatric disorder (as measured by the GHQ -12th score) by 10% by 2010 through enabling local delivery of:

6. To contribute to the 10% reduction in the standard suicide rate (in the WHSSB area) by 2008 through enabling local delivery of the health promotion aspects of the suicide strategies:
   a. Draft -Regional Suicide Strategy - ‘Protect Life’
   b. WHSSB Strategy for the Prevention of Suicide.
7. To contribute to the reduction in serious injury and death rates (in the WHSSB area from accidents in people of all ages (at least 10% serious injury and 20% deaths reduction) between 2000 and 2010 by supporting local delivery Accident Prevention Strategies:
   b. Western Board Accident Prevention Strategy 2001

8. To increase awareness on all aspects of alcohol and drug related harm in target groups. Promote opportunities for parents and young people to develop appropriate skills, attitudes and behaviours to alcohol and drug abuse.
   a. New Strategic Direction for Alcohol and Drugs 2006 - 2011

9. To contribute to a reduction in the Decayed, Missing and Filled rates for children in the WHSSB area through implementation of Oral Health Strategies:
   a. NI Oral Health Strategy (Consultation Document) - DOH, 2004

10. To contribute to the reduction of cancer rates for the general population in the WHSSB area through the implementation of the health promotion aspects of all Cancer related strategies:
    a. Strategy for the prevention, diagnosis and treatment of malignant melanoma and other skin cancers in Northern Ireland (DHSS, 1997)
    b. Northern Ireland Melanoma Strategy
    c. Five Year Tobacco Action Plan
    d. Physical Activity Strategy
    e. Fit Futures
    f. Breastfeeding
Western Health & Social Care Trust
Health Promotion Department
Maple Villa
Gransha Park
Clooney Road
L/Derry, BT47 6WJ
T: 028 7186 5127  F: 028 7186 5128