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**Minutes of the eight meeting of the All-island Obesity Action Forum, held on  
Tuesday 19 June 2012 at Riddel Hall, Queen University Belfast**

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**Present**

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| Dr Cliodhna Foley-Nolan | <b>safefood</b> (chair)                                 |
| Ms Claire Holmes        | British Dietetic Association NI                         |
| Ms Maureen Mulvihill    | Irish Heart Foundation                                  |
| Ms Ursula O'Dwyer       | Department of Health                                    |
| Mr Tony Gaynor          | Department of Education and Skills                      |
| Mr Michael Bell         | NI Food and Beverage Association                        |
| Ms Joanne Vance         | Irish Cancer Society                                    |
| Ms Sinead Hanley        | Diabetes Federation of Ireland                          |
| Dr Tracy Owen           | Public Health Agency                                    |
| Ms Maria Jennings       | Food Standards Agency                                   |
| Ms Anne Devlin          | Cancer Focus Northern Ireland                           |
| Ms Janas Harrington     | University College Cork                                 |
| Mr Tom Sullivan         | Chartered Society of Physiotherapy Northern Ireland     |
| Dr Sheelagh McNeill     | Irish Society of Chartered Physiotherapists             |
| Mr Paul Donnelly        | Sport Northern Ireland                                  |
| Mr Ian McClure          | Department of Health, Social Services and Public Safety |
| Ms Maureen McCartney    | Department of Health, Social Services and Public Safety |

**In Attendance**

|                    |                                    |
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| Dr Marian Faughnan | <b>safefood</b>                    |
| Ms Emily Kelleher  | <b>safefood</b> , Minute Secretary |

**Apologies**

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| Dr Nazih Eldin     | Health Service Executive          |
| Dr Muireann Cullen | Nutrition and Health Foundation   |
| Mr Brendan Heaney  | Diabetes UK NI                    |
| Dr Marie Murphy    | University of Ulster              |
| Dr Niamh Murphy    | Waterford Institute of Technology |

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**1. Welcome**

Dr Cliodhna Foley-Nolan welcomed members to the eight Forum meeting. Apologies were noted.

**2. Roundtable introductions**

Members introduced themselves.

**3. Minutes of meeting 08 June and any matters arising**

Draft minutes from the previous meeting were approved within one month of the last meeting. There were no matters arising. However, as a point of information Mr Ian McClure highlighted a correction to be made with regards to the Obesity Prevention Steering Group (OPSG).

#### 4. Policy Update

Northern Ireland (NI) - Mr Ian McClure

A number of initiatives were highlighted;

- The new 10 year Public Health Strategy has been developed (to replace the Investing for Health Strategy) and is with the Executive for approval. This will be followed by a 4 month public consultation.
- The Framework for Preventing and Addressing Overweight and Obesity in Northern Ireland 2012-2022: 'A Fitter Future for All' was launched by Minister Poots (DHSSPS) in March 2012. The next meeting of the Obesity Prevention Steering Group to oversee progress is planned for October 2012. This group reports to the Ministerial Group on Public Health on an annual basis
- Implementation of non-departmental outcomes will be taken forward by Public Health Agency. The first meeting of the PHA Implementation Group was on 1<sup>st</sup> June 2012
- The work is supported by the Executives commitment to invest £7.2m in obesity prevention over the next 3 years
- Since the last meeting the Minister has launched a number of initiatives designed to tackle obesity. These include new allotments to benefit both physical and mental health, 'Give it a go' providing knowledge on food and access to physical activity, Healthy Farmers Guidebook covering a range of health issues etc
- The Department are working jointly with the Department of Education on a 'food in schools' policy designed to improve nutritional standards in schools and working on an All Island Food Poverty Network to determine food poverty issues.

Dr Tracy Owen reiterated the point that the Public Health Agency has established an implementation group to take forward the non-Government Department level actions with the NI Obesity Framework 'A Fitter Future for All'. A multi-agency group has been established, chaired by the regional Director of Public Health and an initial action plan is being developed

Republic of Ireland (ROI) - Ms Ursula O' Dwyer

A Special Action Group on Obesity (SAGO) has been established by the DOH. This is a small internal group with members of the DOH, HSE, **safe food** and others as needed. Minister O'Reilly has requested the minutes after each SAGO group meeting, which are collated into a report and has also requested that the group meet him every 3 months. This group is working on a number of issues;

- Dr James Reilly Minister for Health ROI launched two publications on June 13<sup>th</sup> which provide general information and advice which complement many of the actions this Government is taking on obesity. The booklets, "Your Guide to Healthy Eating Using the Food Pyramid" from the Department of Health and the complementary FSAI resource for Health Professionals, "Healthy Eating and Active Living for Adults, Teenagers and Children over 5 years – A Food Guide for Health Professionals and Catering Services" are relevant to persons from age 5 years upwards.
- Calorie posting in restaurants is voluntary at the moment, the minister wrote to fast food outlets across ROI to show what support would be offered to participating chains. A number of large chains are keen to participate.
- With regards to the proposed tax/levy on sugar-sweetened beverages; a health impact assessment is currently underway and is being assisted by the World Health

Organisation as it is the first of its kind in Europe. When completed in early September, it will be submitted to the Minister.

- Broadcasting Authority of Ireland (BAI) submissions were initially on SAGOs agenda. The BAI are now inviting 2 outside consultants to preview submissions from an evidence point of view.

More communication and collaboration was requested from the DOH in ROI by agencies in ROI so that effective and timely partnership could be achieved.

***Action Point 1: Chair of Forum to contact DOH in ROI outlining the wish to be involved or notified of upcoming publications, launches etc that may be relevant to Forum members***

## **5. Member Updates**

As result of the Forum evaluation the meeting has been restructured so as to facilitate a more detailed discussion on relevant and topical issues. Therefore prior to the meeting members were asked to provide a brief update with regards to any campaigns or initiatives ongoing in their organisation. [Please find member updates below.](#)

Dr Foley-Nolan thanked members for their contributions and highlighted the value of the preceding updates.

***Action Point 2: Secretariat to collate updates as before, providing each member with a copy, however during the Tour de Table each member will outline one initiative that is new or on-going in their department/organisation which they would like to highlight***

## **6. Topic for Discussion**

Two discussion topics were previously put forward by Forum members. These included;

- Advertising of food to Children
- Calorie Labelling

Key points and concerns emerging from the discussion around food advertising to children;

- It was agreed that there was a need to engage and involve industry especially the larger retailers. Concerns were expressed as to 'how to engage' with smaller retailers.
- Members agreed that there is a need to work in tandem on a strategy to do this.
- Members favoured the notion of forming a subgroup to address and focus on engaging industry across the island.

As the majority of time was spent discussing food advertising and industry Dr Foley-Nolan suggested moving on to item 7 on the Agenda – the next Forum workshop.

## **7. Next Forum Workshop**

Dr Foley-Nolan suggested that the next workshop focus on health professionals and overweight and obesity – their awareness and comfort in raising the issue with patients, their role in normalizing discussion and management, stigma of obesity, what actually works in practice and the launch of two research projects. This idea was favoured by Forum members and so planning for the next workshop in Dublin in November will begin.

Engaging industry has been put forward as a topic for the following workshop in June 2013, in Belfast.

## **8. AOB**

Dr Foley-Nolan outlined plans for the future of the e-bulletin. It is proposed that **safefood** will collaborate with the HRB Centre for Health and Diet Research, the Centre of Excellence Public Health in Northern Ireland and the Institute of Public Health in ROI for future e-bulletins. Terms of reference are being developed and the first meeting of the editorial group will be held in early August 2012.

As there was no further business the meeting concluded at 3.30pm.

## Member Updates:

| Organisation Name | Ongoing Campaigns |  |   |
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| <b>safefood</b>   | Stop the Spread   | The "Stop the Spread" campaign is a two-year all island integrated multi-media campaign by <b>safefood</b> launched May 2011. It comprises television, radio, social and digital media, and tape measures distributed through pharmacies. The campaign encourages people to measure their waist and reflect on their own weight. In 2012, This year saw the role out of a second TV/radio advertisement which aimed to tackle those excuses many people have for having excess weight – n=middle ages spread, body shape and parity.               | <a href="http://www.safefood.eu/About-Us/Campaigns-(1)/Stop-the-Spread.aspx">http://www.safefood.eu/About-Us/Campaigns-(1)/Stop-the-Spread.aspx</a> |
|                   | Weigh2Live        | The Weigh2Live promotion focuses on free, independent advice for losing weight (and keeping it off) in a healthy, sustained way and forgetting about fad dieting. It also directs adults to the Weigh2Live weight loss website for practical advice and interactive tools. It was developed by <b>safefood</b> and INDI. Promotion of this resource is currently via web/social media and booklet distribution. Developed by <b>safefood</b> and the Health Service Executive in collaboration with the Health Promotion Agency, Northern Ireland. | <a href="http://www.safefood.eu/About-Us/Campaigns-(1)/Weigh2Live.aspx">http://www.safefood.eu/About-Us/Campaigns-(1)/Weigh2Live.aspx</a>           |
|                   | Little Steps      | "Little Steps Go a Long Way" is an awareness campaign aimed at tackling the serious problem of childhood overweight on the island of Ireland. Designed to help support and empower parents and guardians as healthy role models for children, the campaign aims to show that by adopting small changes. Little steps, to food habits and physical activity it can have a big impact over time and lead to a healthier future. Promotion of this resource is currently via web/social media and booklet distribution.                               | <a href="http://www.safefood.eu/About-Us/Campaigns-(1)/Little-Steps.aspx">http://www.safefood.eu/About-Us/Campaigns-(1)/Little-Steps.aspx</a>       |

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| Nutrition and Health Foundation   | Kids Size Me                | <p>The initiative is undertaken in conjunction with the restaurants Association of Ireland. At present 72 restaurants have signed up to it. It aims to ensure children have access to healthier food options when dining out by making child size portions of adult meals available as an alternative to ordering from the standard children's menu.</p> <p>The All Ireland RAI awards took place on Monday the 14<sup>th</sup> of May and the Kids Size Me initiative was included as one of their primary awards.</p>       | <a href="http://www.nhfireland.ie/Sectors/nhf/nhf.nsf/vPages/NHF_Initiatives~kids-size-me-initiative?OpenDocument">http://www.nhfireland.ie/Sectors/nhf/nhf.nsf/vPages/NHF_Initiatives~kids-size-me-initiative?OpenDocument</a>                                 |
|                                   | NHF Eat Smart week 2012     | <p>Worked with mykidstime.ie on a recipe competition. Parents submitted their favourite recipes. The seven most popular were selected and nutritionally analysed. Recipes made available on facebook and voted on by the public each day for Eat Smart Week. The recipes were also published in an e booklet with nutritional suggestions alongside them. The most popular recipe was deemed the overall winner and a prize was awarded.</p>  | <a href="http://www.nhfireland.ie/Sectors/NHF/NHF.nsf/vPages/NHF_Initiatives~eat-smart-week?OpenDocument">http://www.nhfireland.ie/Sectors/NHF/NHF.nsf/vPages/NHF_Initiatives~eat-smart-week?OpenDocument</a>   |
| BDA NI Board                      | Obesity Management          | <p>Following publication of the Fitter Futures Strategy, the BDA NI Board have been allocated a seat on the Implementation Group and this will be filled by Jennifer McBratney.</p> <p>The NI Health Promoting Dietitians Network meets on 21<sup>st</sup> June. The theme of the meeting is "Where are we now?" and aims to review the situation of dietitians, nutritionists, EHOs and health improvement officers etc who have a remit in promoting good nutrition including the prevention and management of obesity.</p> | <p>Nicola Morris, BDA Policy Officer<br/> <a href="mailto:n.morris@bda.uk.com">n.morris@bda.uk.com</a><br/>         Claire Holmes, BDA NI Board member<br/> <a href="mailto:Claire.holmes@westerntrust.hscni.net">Claire.holmes@westerntrust.hscni.net</a> </p> |
| Waterford Institute of Technology | Fit4Life4Youth              | <p>Targeted at non-active teenagers in Kilkenny. 80 participants. Based on adult Fit4Life concept.</p>  |   |
| Public Health Agency              | Public information campaign | <p>Work is ongoing to develop a phased public information campaign to raise awareness of obesity, personalise the issue and promote and encourage small practical lifestyle changes. Baseline research has been completed and campaign now at testing stage with aim to launch in August 2012. Designed to complement and follow on from recent <i>Stop the Spread</i> campaign undertaken by Safefood.</p>   |   |

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|   | Health improvement 'identity'   | Development work is ongoing to create a publicly recognisable 'identity' or 'brand' for all health improvement work relating to obesity in the first instance. At testing stage.   |  |
| Irish Society of Chartered Physiotherapists                           | Move4Health Campaign 2012   | The annual ISCP Move4Health Campaign for 2012 <i>Move More to Fight Cancer</i> focuses on the significant impact regular exercise can have on cancer prevention and recovery.  | <a href="http://www.iscp.ie/news/move4health.html">http://www.iscp.ie/news/move4health.html</a>  |
| Chartered Society of Physiotherapy NI                                 | Move for Health   | Improve your health and sense of well-being by increasing your levels of physical activity and taking regular exercise   | <a href="http://www.csp.org.uk/your-health/healthy-living/move-health-campaign">http://www.csp.org.uk/your-health/healthy-living/move-health-campaign</a>  |
| Diabetes Ireland  | World Diabetes day<br><br>Pre Diabetes campaign and Diabetes awareness in conjunction with safe food and Operation Transformation | Annual health awareness exhibition, screening, AGM various stands and presentations Dublin, November<br><br>Media awareness campaign on signs and symptoms of Diabetes and highlighting the need to reduce weight and change lifestyle.  | <a href="http://www.diabetes.ie">www.diabetes.ie</a>   |
| Irish Cancer Society<br>Cancer information service / health promotion | Bowel Cancer Awareness month April 2012 (complete)<br><br>Men's Health Week<br>Breast Cancer Awareness Month October 2012         | The Focus was on prevention through healthy diet and physical activity and being a healthy weight. New Physical Activity Pyramid for our Reduce your Risk publication was developed in partnership with Irish Society of Chartered Physiotherapists for their "move more" campaign.<br><br>We are members of the Men's Health Forum Ireland in support of their week we developed a new men's health Section on our website to coincide with Men's health week 2012. New concept for 2012 being developed. It will retain focus on how risk reduction by up to 42%, through limiting or avoiding alcohol, being physically active and being a healthy weight. Information to follow. | <a href="http://www.cancer.ie/sites/default/files/content-attachments/reduce_your_risk_of_cancer.pdf">http://www.cancer.ie/sites/default/files/content-attachments/reduce_your_risk_of_cancer.pdf</a><br><br><a href="http://www.cancer.ie/reduce-your-risk/mens-health">http://www.cancer.ie/reduce-your-risk/mens-health</a> |

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| Sport NI | Active8            | <p>Activ8 began in 2009 as a social marketing campaign aimed at raising awareness among primary school children of the importance of taking part in at least 60 minutes of physical activity every day and of eating a healthy and balanced diet by promoting the eight Activ8 steps:</p> <ol style="list-style-type: none"> <li>1. Move your body</li> <li>2. Be part of a team</li> <li>3. Create your own game</li> <li>4. Involve your family</li> <li>5. Eat well</li> <li>6. Go outdoors</li> <li>7. Be a leader</li> <li>8. Measure your success</li> </ol> <p>Sport NI now have a range Activ8 programmes to help promote the Chief Medical Officers' Recommendations for being active through sport and physical activity.</p> | <a href="http://www.activ8ni.net/about-activ8.html">http://www.activ8ni.net/about-activ8.html</a>                           |
|          | Active Communities | <p>Active Communities is a Sport NI lottery funded initiative that aims to increase participation in sport and physical recreation in Northern Ireland. Through Active Communities, Sport NI is working in partnership with the 26 district councils within Northern Ireland to help over 100,000 people in NI to get active and stay active. Over 100 Active Communities Coaches will be deployed in communities throughout Northern Ireland, and will be responsible for delivering a wide range of sports and activities</p>   | <a href="http://www.sportni.net/participation/ActiveCommunities">http://www.sportni.net/participation/ActiveCommunities</a> |
|          | Awards For Sport   | <p>Awards for Sport is a small grants programme aimed at increasing participation in sport and physical activity especially among under-represented groups. Grants range from £1,000 - £10,000. Previously the programme funded sports equipment and coaching costs. SNI plans to launch the programme later this year subject to budgets.</p>  | <a href="http://www.sportni.net/participation">http://www.sportni.net/participation</a>                                     |



| Organisation Name  | <i>Schools, Workplace, Community initiatives</i> |  |   |
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| <b>safefood</b> in collaboration with the Public Health Agency (PHA)     | 'Eat, Taste and Grow'                            | Two resources, 'Tastebuds' and 'From Field to Fork' were combined into one resource which is aimed at primary school children in NI. The central theme of the resource is food and it is designed to help children enjoy learning about the origins and production of food and the importance of eating a balanced diet and being physically active. This fun, interactive educational resource was launched in June 2011 and distributed to all primary schools in NI in September 2011.  | <a href="http://www.safefood.eu/Education/Eat,-Taste-and-Grow.aspx">http://www.safefood.eu/Education/Eat,-Taste-and-Grow.aspx</a>   |
| <b>safefood</b> in collaboration with the Food Standards Agency (FSA) NI | Food Labelling Resource                          | <b>safefood</b> and the FSA NI are in the process of collaboratively updating both the <b>safefood</b> food labelling resource, 'How we Measure Up – Deciphering Food Labelling' and the FSAs labelling training PowerPoint presentation for schools. Both of these will be used as the basis of a combined <b>safefood</b> /FSA NI labelling education resource aimed at GCSE and A-Level students in NI and is made up of three modules for each level. This resource is currently in the development phase and it is planned that it will be disseminated to all post-primary schools in NI in 2012 | <a href="http://www.safefood.eu/Education/How-they-measure-up.aspx">http://www.safefood.eu/Education/How-they-measure-up.aspx</a> (currently being updated)   |
| <b>safefood</b> and St. Angela's College, Sligo                          | Take Away My Way                                 | An All-island initiative run in post-primary schools and youth centres in both NI and ROI. Following the success of the initiative in 2011, it was run again in 2012. The competition aims to encourage students to display their cooking skills while also promoting the importance of healthy eating and their ability to save money on the cost of the dish. The challenge to students this year was to choose their favourite takeaway food and then modify the recipe to make it healthier and reduce the cost.   | <a href="http://www.safefood.eu/Education/Take-Away-My-Way-en/Competition-details.aspx">http://www.safefood.eu/Education/Take-Away-My-Way-en/Competition-details.aspx</a>                             |
| <b>safefood</b>  | Sammy and Sally Grow Together                    | Sammy and Sally previously distributed by DHSSPS in NI and by <b>safefood</b> in ROI. <b>safefood</b> in collaboration with Bartlett's printers in the UK have developed a second book in the series called 'Sammy and Sally Grow Together'. This second book is to encourage pre-school children to learn about growing food. Two copies of this book along with one copy of the first book were sent to all pre-schools across IOI early in 2012. Cress seeds were also  | <a href="http://www.safefood.eu/Publications/Consumer-information/Sammy-and-Sally-Grow-Together.aspx">http://www.safefood.eu/Publications/Consumer-information/Sammy-and-Sally-Grow-Together.aspx</a> |

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|  | <p>Tastebuds</p> <p>What's a Healthy Serving Size? A Guide for Pre-Schools</p> | <p>sent with the books to encourage children to grow their won seeds</p> <p>Tastebuds aims to help children enjoy learning about the origins and production of food and the importance of eating a balanced diet. The interactive resource consists of eight sessions which help teachers deliver the Food and Nutrition Component of the Social and Personal Health Education curriculum.</p> <p>This resource was developed as part of The Healthy Incentive for Pre-School (HIP) project in ROI. It is currently been piloted in ROI and is hoped to be disseminated in 2012.</p> | <p><a href="http://www.safefood.eu/Education/Tastebuds.aspx">http://www.safefood.eu/Education/Tastebuds.aspx</a></p> |
| <p>Nutrition and Health Foundation</p>   | <p>Physical Activity week</p> <p>European Food Framework</p>                   | <p>Working in conjunction with the Camogie Association of Ireland to establish a physical activity week and to promote PA and good nutrition to 14 – 18 year old girls</p> <p>A pan-European project aimed at improving the health of young people throughout Europe. The EFF will comprise a set of competences for young people aged 5-16 years, relating to diet (food and drink), active lifestyles and energy balance. These competences will support the young people's development knowledge and skills relating to their health.</p>   | <p><a href="http://www.europeanfoodframework.eu/">http://www.europeanfoodframework.eu/</a></p>                       |
| <p>Sports Outreach Unit<br/>Ulster Sports Academy<br/>University of Ulster</p> | <p>Sports Outreach<br/>Sport for LIFE</p>                                      | <p>physical activity /healthy lifestyle projects in in primary and post-primary schools in areas of social disadvantage</p>  | <p><a href="http://www.ulstersportsoutreach.com/">http://www.ulstersportsoutreach.com/</a></p>                       |



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| Department of Education and Skills | <p>Publication of proposals for Junior Cycle reform: <i>Towards A Framework for Junior Cycle, Innovation and Identity</i></p> <p>Active Schools Flag</p> | <p>In November 2011 the NCCA published proposals for the reform of the Junior Cycle Programme. Among the main features of the proposal are 24 Statements of Learning with which all students will be expected to engage through a combination of curriculum components and learning experiences.</p> <p>The Statements of learning include that the student:</p> <ul style="list-style-type: none"> <li>20. takes action to safeguard and promote their well-being and that of others</li> <li>23. understands the importance of food and diet in making healthy lifestyle choices</li> <li>24. participates in physical activity confidently and competently.</li> </ul> <p>The reform will also allow for the introduction of optional school developed short courses of 100 hours duration which will be assessed by portfolio. There will be scope under these arrangements for schools to develop courses that relate to the prevention of obesity such as extending the provision of PE, the importance of active lifestyles, healthy eating, and so on should they wish to do so.</p> <p>The Active Schools Flag was established in 2009. It is a non-competitive initiative which seeks to recognise schools (both primary and post primary) that strive to achieve a physically active and physically educated school community.</p> <p>In order to be awarded the Active School Flag schools must:</p> <ul style="list-style-type: none"> <li>1. Commit to a process of self evaluation in terms of the PE programmes and physical opportunities that they offer</li> <li>2. Plan and implement a series of changes that will enhance PE and extracurricular provision and promote physical activity.</li> </ul> <p>Updated figures for participation in the Active Schools Flag (ASF) initiative, as of April 2012, have been received as follows:</p> <p><b>Primary Schools</b><br/> Registrations of Interest: 873<br/> ASF Flags Awarded: 97</p> | <p>ncca.ie/framework/doc/NCCA-Junior-Cycle.pdf</p> <p><a href="http://www.activeschoolflag.ie">www.activeschoolflag.ie</a></p> |
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|  | Points for Life         | <p><b>Post Primary Schools</b><br/> Registrations of Interest: 125<br/> ASF Flags Awarded: 10</p> <p><b>Youthreach</b><br/> Registrations of Interest: 5<br/> ASF Flags Awarded: 1<br/> The majority of applications are received in the third term so numbers of flags awarded will increase significantly over the coming months. In general it takes schools 12-18 months to complete the ASF process.</p> <p>The Department, along with other stakeholders, are considering a proposal by Senator Eamonn Coughlan for an initiative called <i>Points for Life</i>.<br/> The initiative aims to increase the physical fitness (rather than physical activity) levels.<br/> The physical fitness component of the initiative being proposed is intended to complement the PE curriculum in schools.<br/> It is envisaged that the initiative will work in collaboration with the Department of Education and Skill's own Active School Flag programme</p> |  |
| Waterford Institute of Technology;<br>Kilkenny Borough Council | Smarter Travel Kilkenny | <p>Promotion of active travel city-wide and in targeted schools.<br/> Monitoring of physical activity and travel behaviour in 2011, 2013 and 2015 and pedestrian and cycle counts yearly.</p>   |  |
| Public Health Agency   | Give it a Go            | <p>During March 2012, the PHA in partnership with Southern Group Environmental Health Committee, Southern Health and Social Care Trust, Armagh City &amp; District Council, Banbridge District Council, Craigavon Borough Council, and Newry &amp; Mourne District Council, undertook a groundbreaking healthy living initiative which involved specially organised free activities taking place across the four council areas.</p> <p>The 'Give it a Go!' programme ran throughout March, and activities included supermarket tours to help residents understand food</p>  |  |

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|                                       |   | labels, kids' hip-hop classes, walks, sessions on how to grow your own salad bowl and £1 swims during public swim times. The programme was aimed at helping people be active, eat well and feel good. The initiative was very well received with many sessions booked out and additional activities having to be organised to meet the high demand.  |  |
| Chartered Society of Physiotherapy NI | Workout at Work Day                     | To promote physical and mental health and wellbeing in the work environment.   | <a href="http://www.csp.org.uk/news-events/events/workout-work-day-2012/csp-members">http://www.csp.org.uk/news-events/events/workout-work-day-2012/csp-members</a>            |
| Cancer Focus Northern Ireland         | Quick Fit programme                     | The <u>Quick Fit</u> programme has been developed to encourage individuals in local workplaces to develop a healthier lifestyle. This programme includes a comprehensive overview (through a presentation) of the ways that a healthy lifestyle can reduce the risk of cancer. This is followed by one-to-one health checks using the body composition scales. Individuals discuss their results with the Cancer Focus NI staff and if necessary set goals. A follow-up visit is arranged for approximately 3 months later as an incentive for the individuals to work to achieve these goals.   | Contact: <b>Anne Devlin</b> at Cancer Focus Northern Ireland<br>Tel: 028 9066 3281<br>Email: <a href="mailto:annedevlin@cancerfocusni.org">annedevlin@cancerfocusni.org</a>    |
|                                       | Schools Health Education Package (SHEP) | Every school in Northern Ireland receives a leaflet explaining the parts of SHEP; they can avail of the whole package or pick the parts they would like to run. There are 5 main elements:<br><u>Nursery schools - Genevieve's Big Pyjama party</u> (interactive storytelling about healthy eating).<br><u>P1 and P2 - Genevieve and the Farmyard Olympics</u> (Interactive storytelling visit about healthy eating and physical activity)<br><u>P3 and P4 - Fit Factor</u> (in association with Lidl) (The Fit Factor pack/toolkit educates children on a healthy lifestyle through four areas - headings fall under: healthy eating, physical activity, self-expression and creativity. There is also a competition based on the elements of learning with a top prize of 1st prize of £3000 worth of sports equipment for the school)<br><u>P5 - Sun Scientist</u> (Sun safety programme which uses 'UV beads' to highlight the importance of sun safety) | Contact: <b>Niamh McDaid</b> at Cancer Focus Northern Ireland<br>Tel: 028 9066 3281<br>Email: <a href="mailto:niamhmcdaid@cancerfocusni.org">niamhmcdaid@cancerfocusni.org</a> |

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|  |   | <u>P6 and P7 - Smoke Busters</u> (smoking prevention programme)   |   |
| Irish Cancer Society Health Promotion Department | Healthy for Business Programme                                      | This workplace health promotion programme provides a range of services companies and employees incorporating information provision, health education, cancer prevention and health promotion programmes.  | <a href="http://www.cancer.ie/reduce-your-risk/health-education/prevention-at-work">http://www.cancer.ie/reduce-your-risk/health-education/prevention-at-work</a> |
|  | Community Health Education programme (CHEP)                         | CHEP is a lay health awareness programme training volunteers from all walks of life, to raise awareness in their communities of how to reduce your risk of cancer (and other non communicable diseases) by up to 50% through making health lifestyle choices. 40 volunteers trained in Dublin and Munster in 2011. In 2012 14 volunteers trained in Connacht/Ulster and we are currently recruiting for more trainee volunteers in Dublin/North east. | <a href="http://www.cancer.ie/get-involved/volunteer/promote-health">http://www.cancer.ie/get-involved/volunteer/promote-health</a>                               |
|  | Relay for Life  | A 24 hr community awareness raising event activity to "Celebrate, Remember and Fight back" against cancer. 8 communities will host Relay events across Ireland. A key theme for 2012 events is physical activity as part of a healthy lifestyle and the upcoming National Bowel Screening programme.  | <a href="http://www.cancer.ie/get-involved/fundraise/major.../relay-for-life/about">www.cancer.ie/get-involved/fundraise/major.../relay-for-life/about</a>        |
|  | Daffodil Centres (Information and advice hub in a hospital setting) | We currently operate 8 Daffodil centres in hospitals across Ireland. Two more are due to be built in 2012. Up to 40% of enquiries to our nurses and volunteers are prevention/ lifestyle related.   | <a href="http://www.cancer.ie/how-we-can-help/daffodil-centres">http://www.cancer.ie/how-we-can-help/daffodil-centres</a>   |
| Food Standards Agency in NI                      | Activ8 Eatwell  | Activ8 Eatwell has been developed as a complete package of three manuals for Foundation, Key Stage 1 and Key Stage 2 primary school teachers throughout NI. The programme facilitates a whole school approach to the promotion of healthy eating and physical activity. This work has been lead by FSA in NI in partnership with Sports NI. The resources are now available to download from <a href="http://www.activ8ni.net">www.activ8ni.net</a>   |   |
|  | Food Labelling Resource   | FSA in NI in partnership with Safefood are producing a joint food labelling resource for GCSE and A level syllabus in relation to food labelling. This resource will update and amalgamate previous FSA   |   |

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|  | Caloriewise | <p>and Safefood food labelling resources for schools. Ongoing work to develop the resource between the dietary health and food standards teams, FSA in NI.</p> <p>The Food Standards Agency in Northern Ireland has launched a six-month pilot scheme that will see local food businesses displaying calorie information on menus for the first time. Caloriewise will encourage consumers to make more informed choices when eating out.</p> <p>The Caloriewise scheme is being trialled by eight local businesses: The Streat, Sodexo Catering, Botanic Inns, Aramark and Mount Charles Catering and three local health trusts.</p> <p>The Caloriewise pilot will run from 1 May to 31 October 2012. During this time, calorie information will be displayed in one or more outlets of the participating food businesses, following principles for displaying calorie information, as set out by the FSA in Northern Ireland:</p> <ul style="list-style-type: none"> <li>• calorie information will be displayed clearly and prominently at point of choice</li> <li>• calorie information will be provided for standardised food and drink items sold</li> <li>• calorie information will be provided per portion/item/meal</li> <li>• reference information on calorie requirements will be displayed clearly and prominently</li> </ul> <p>The pilot will be evaluated to consider the practical issues for businesses, as well as to gauge consumers' reactions and their understanding of the scheme.</p> <p>A guidance document has been produced, which offers practical advice to assist catering businesses that want to apply voluntary calorie labelling. There is also a guidance document for consumers</p> <p>The scheme was launched at IFEX (International Food Exhibition) and promoted with caterers. It was also showcased at the annual</p> |  |
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|                          |  | Balmoral Show to promote consumer engagement with the scheme  |  |
|                          |  | Further information on the scheme can be found at:<br><a href="http://www.food.gov.uk/northernireland/nutritionni/caloriewise/">http://www.food.gov.uk/northernireland/nutritionni/caloriewise/</a>   |  |
| <b>Organisation Name</b> | <b>Food Poverty</b>  |   |  |
| <b>safefood</b>          | NI Food Poverty Network                                      | <b>safefood</b> continues to be involved in the Food Poverty Network and the main focus of the network at the moment continues to be developing a food poverty indicator for the island of Ireland. Currently a feasibility study is being conducted in association with the Department of Social Protection (Social Inclusion Division) and the ESRI which is looking at developing a deprivation based food poverty indicator using EU-SILC data. The findings of this study will be ready in the coming months. Work on developing an indicator is ongoing.  |  |
|                          | Demonstration Programme of Community Food Initiatives (CFIs) | The <a href="#">Demonstration Programme</a> is in the final phase of its three year funding. Currently a focus for all of the CFIs is their sustainability into the future. Two networking events for the CFIs have been held in the last few months and the focus of these was around sustainability and building a social enterprise. <a href="#">Case studies</a> based on the CFIs are available on the Healthy Food for All website and they give an insight into the variety of CFIs and the different ways in which they have benefited people's lives. The evaluation of the Programme is still on-going and will be completed by December 2012.  |  |
|                          | Healthy Food for All (HFfA)                                  | <b>safefood</b> continues to co-fund <a href="#">Healthy Food for All</a> (HFfA) and remains an active member of its Board of Management and Community Food Initiative (CFI) subgroup. Among some of the work which HFfA have been doing, in recent months they have been running regional networking events across the island for CFIs. HFfA links in with CFIs and provides them with support and resources, links them in with a national network of CFIs and continues to raise awareness about food poverty at a national policy level. HFfA are also currently researching and developing a Good Practice Guide for Breakfast Clubs. The CFI working group have been developing communication pieces around the benefits of |  |

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|                                       | 101+ Square Meals  | CFIs and also a '10 step plan to starting a CFI'.<br><br>Designed to encourage healthy eating on a budget, "101+ Square Meals" was initially developed in 1998 by the HSE and MABS. It was reprinted and distributed to family recourse centres/citizens information offices in December 2011 and January 2012 with the assistance of <b>safefood</b> . <b>safefood</b> are working with the PHA to adapt the resource for NI. | <a href="http://www.mabs.ie/en/publications/educational/">http://www.mabs.ie/en/publications/educational/</a>   |
| Food Standards Agency in NI           | Food Poverty Network   | The Food Poverty Network continues to meet. At our most recent meeting it was concluded that given that Northern Ireland has limited food expenditure data any indicator will potentially be informed through the use of deprivation-based surveys (with the inclusion of the EU Survey on Income and Living Conditions in the Family Resources Survey).   |   |
| <b>Organisation Name</b>              | <b>Health Services</b>   |  |   |
| Public Health Agency                  | Obesity in pregnancy pilot                                       | Pilot of obesity in pregnancy intervention programme undertaken in Southern Health and Social Care Trust, supported by PHA. Evaluation in progress and will inform future service development  |   |
| Chartered Society of Physiotherapy NI | Physio Works Briefings   | Evidence-based briefings to help make the case for physiotherapy services when engaging with GPs and commissioners.  | <a href="http://www.csp.org.uk/professional-union/practice/your-business/evidence-base/physiotherapy-works">http://www.csp.org.uk/professional-union/practice/your-business/evidence-base/physiotherapy-works</a> |
| Diabetes Ireland                      | Support and education of people with Diabetes and their families | CODE<br>Advocacy campaigns<br>Leaflets on healthy eating<br>Diabetes info leaflets<br>Helpline/website<br>Diabetes Ireland Magazine  | <a href="http://www.diabetes.ie">www.diabetes.ie</a><br><br><a href="http://www.diabetesaction.ie">www.diabetesaction.ie</a>  |
| BDA NI Board                          | Dietitians in Public Health Leaflet update                       | Consideration of alternative format eg DVD, video clip on BDA NI website, that might be a more informative way of illustrating roles of public health dietitians etc.  | Nicola Morris, BDA Policy Officer<br><a href="mailto:n.morris@bda.uk.com">n.morris@bda.uk.com</a>   |
| <b>Organisation Name</b>              | <b>Research and Evidence Based Activities</b>                    |  |   |
| <b>safefood</b>                       | <i>safefood</i> funded – research projects ongoing               | Family eating out events 'outside of the home (2010-2012)<br><br>Health professionals attitude towards weight.   |   |

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|                             | and due for completion in 2012.   | <p>Early school leavers: a needs assessment from a nutrition perspective.</p> <p>Good days and bad days: an investigation of the habits of shoppers when they do or don't buy healthy foods (2010-2011)</p> <p>Nutrition Takeout Series (2010-2012)</p> <ul style="list-style-type: none"> <li>- What's in that Box? Pizza was published early in 2012.</li> <li>- What's in a Burger is to be published towards the end of summer.</li> <li>- Chinese report will be published in spring 2013.</li> </ul>  | <a href="http://www.safefood.eu/SafeFood/media/SafeFoodLibrary/Documents/Publications/Research%20Reports/pizza-report-6(new).pdf">http://www.safefood.eu/SafeFood/media/SafeFoodLibrary/Documents/Publications/Research%20Reports/pizza-report-6(new).pdf</a> |
| Food Standards Agency in NI | <p>Due for completion in 2013</p> <p>Investigating how consumers and health professionals in Northern Ireland understand healthy eating messages</p> <p>Evaluation of</p> | <p>Economic cost of obesity.<br/>Consumer understanding of portion sizes.</p> <p>This research completed by Ipsos Mori for FSA in NI, suggests many consumers over-indulge in fatty and sugary foods at the expense of more nutritious alternatives and are unaware of this excess. Processed foods are perceived to be the cheaper option, and many consumers have poor cooking skills. Consumers underestimate the amount of starchy food that can be included in a healthy balanced diet. Health professionals believe that the concept of balancing food groups should be emphasised in future messaging.</p> <p>The research showed there are a number of barriers that need to be overcome in order for the public to eat a more balanced diet. One significant barrier is a general lack of motivation or willpower to implement dietary changes and typically consumers indicated that they were not concerned about the potential impact diet may have on their health. Implications for future messaging are discussed in the report. The research will be published shortly on FSA website.</p> <p>The FSA have completed a comprehensive independent evaluation of the Student Survival Guide resource for school leavers. This</p> |   |

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|                                    | Student Survivor Guide   | study evaluated the Survival Guide to Food and the marketing campaign promoting it. Overall the Guide was viewed as a popular and valued publication. However there remains scope to improve the content of the Guide, the marketing and the means by which messages are disseminated.  |   |
| Nutrition and Health Foundation    | <p>'Healthy options at cinemas'</p> <p>Nutrition and physical activity booklet for teenage girls</p> <p>Partially funding DIT Masters ' Life Skills Module'</p>                                  | <p>Initial work underway with a cinema to determine the interest amongst consumers in having healthier food and beverage options provided in a cinema</p> <p>As per above, working with the Camogie Association of Ireland.</p> <p>Looking at developing a 'life skills' module for 3<sup>rd</sup> level new entry students incorporating nutrition, physical activity, coping skills, shopping and budgeting skills etc.</p> |   |
| University of Ulster               | <p>Centre for Physical Activity and Health Research, Sport &amp; Exercise Sciences Research Institute &amp; Ulster Sports Academy</p> <p>Institute of Nursing Research, University of Ulster</p> | <p><b>1.PATCH study;</b> School based holistic physical activity intervention in primary 7 children</p> <p><b>2.</b>The effects of moderate intensity in Intermediate hyperglycaemia</p> <p><b>3.Secondary analysis of NI SAPAS dataset;</b> Analysis looking at physical activity and social disadvantage, domestic physical activity and correlates health and happiness</p> <p>Physical activity during pregnancy</p>      | <p>c/o Conor Cunningham and Prof Marie Murphy</p> <p>c/o Maria Faulkner and Prof Marie Murphy</p> <p>c/o Prof Alan Nevill, Prof Marie Murphy, Dr Gavin Breslin</p> <p>c/o Sinead Currie and Prof Marlene Sinclair</p> |
| Department of Education and Skills | Lifeskills Education Survey 2012   | The first Lifeskills survey was carried out by the Department in 2009. The Department is now carrying out a follow-up survey which will provide up to date information on policy and practice in schools in relation to nutrition, exercise, health, growing up,  |   |

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|   |   | bullying and other as Social, Personal and Health Education (SPHE) programme. The deadline for completion of surveys by schools is 1 <sup>st</sup> June 2012.  |   |
| Diabetes Ireland                                | CODE ongoing structured education programme<br><br>Adipocyte Size and Type 2 Diabetes in Obesity - A Study of Patients undergoing Bariatric Surgery | The project may ultimately lead identifying how and what fat cells need to do to protect from the harmful effects of obesity. This might lead to new treatments which could improve fat function and so help prevent the development of Type 2 diabetes.   | <a href="http://www.diabetes.ie">www.diabetes.ie</a><br><br><a href="http://www.diabetesresearch.ie">http://www.diabetesresearch.ie</a>   |
| Public Health Agency                            | Review of physical activity referral schemes  | Review being undertaken to inform development of more uniform and equitable approach to commissioning and provision of these services across NI.   |   |
| Department of Epidemiology & Public Health, UCC | Cork Children's Lifestyle Study (CCLaS)   | A primary school based health and lifestyle study with 9 year old children in Cork. The study aims to recruit 1,000 participants from 3 <sup>rd</sup> and 4 <sup>th</sup> classes. The primary aim of this study is to assess the 'energy gap' between energy intake and energy output. The study is using a number of methods including a 3 day food diary to estimate energy intake and accelerometry to estimate energy output. Child weight status is being assessed using body mass index, waist circumference and skinfold thickness. The secondary aim of the study is to assess the prevalence of hypertension and the average salt intake in 9 year old children. For this, participants are having blood pressure measured and are providing urines samples.<br><br>This is a comprehensive cross-sectional study assessing how a number of individual and environmental factors impact on the energy gap.<br>Current stage: Data collection in progress, 5 schools completed. | <a href="http://www.nationalchildrensresearchcentre.ie/project/view/35">http://www.nationalchildrensresearchcentre.ie/project/view/35</a> |

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|          | Food Choice at Work Study   | <p>Fieldwork will resume in September.</p> <p>The 'Food Choice at Work Study' will investigate the impact of environmental engineering alone or in combination with nutrition education on long-term dietary behaviours, nutrition knowledge and general health status of employees for a duration of 6 months in large Cork based workplaces. A non-randomised controlled trial will be carried out in three workplace settings. Site A will continue to follow a basic nutrition programme. Site B will provide nutrition education only. Site C will implement a dietary complex intervention focused on nutrition education and environmental modification.</p> <p>This study will offer a novel approach to encourage employees to choose their daily food choices within 'healthy' limits as the availability of unhealthy choices will be reduced during the intervention period.</p> <p>Current stage: Recruitment of workplaces</p> |   |
|          | Digital Photography as a Dietary Intake Assessment Method and FFQ validation/update | <p>The Dept Epidemiology &amp; Public Health have received some seed funding from the College of Medicine, UCC to investigate digital photography as a dietary assessment method. The study will test the feasibility of using digital imaging, as a method of dietary intake assessment. The photographs obtained during the study will be used to help develop a smart phone 'App' for dietary intake assessment. This study also provides an opportunity to update and validate the standard FFQ which has been used in the three SLAN surveys.</p>   |   |
| Sport NI | Sport and Physical Activity Survey (SAPAS)  | <p>In 2008, Sport Northern Ireland commissioned Ipsos MORI to conduct SAPAS: the largest and most comprehensive piece of research on sport and physical activity undertaken in Northern Ireland since 1994. SAPAS provides a complete and very detailed picture of adults' physical activity levels across four life domains including home, work, getting about, and sport and recreation. Data were captured and analysed with regard to frequency, duration and intensity of all relevant activities in the home, work, getting about, and sport and recreation domains. In addition, SAPAS covers a wide range of aspects related to sport such as</p>   | <a href="http://www.sportni.net/about/PolicyAndResearch/Recent+Research">http://www.sportni.net/about/PolicyAndResearch/Recent+Research</a> |

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|  | School Survey | <p>sports participation, club membership, coaching, volunteering, and attendance at live sporting events. The research results will inform policies aimed at increasing the proportion of the population in Northern Ireland who exercise regularly through sport and physical activity and policies for general health improvement, including the management of overweight and obesity, and understanding smoking behaviour and alcohol consumption.</p> <p>Sport Matters: The Northern Ireland Strategy for Sport and Physical Recreation 2009 – 2019 (Sport Matters) aspires to provide every child of compulsory school age with a quality physical education. In addition, there is an objective to provide every school child over the age of 8 with the opportunity to participate in 2 hours of extra-curricular sport and physical recreation. In order to provide a status update on current progress towards these aspirations, Sport Northern Ireland has sent a survey to all primary and post primary schools in NI. Results will be collated during July with a draft report expected by August.</p> |  |
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| <b>Irish Cancer Society Health promotion Department</b> | Physical Activity Programme for cancer survivors | <p>This 1 year physical activity programme has been designed for Breast and Bowel cancer survivors to improve their levels of physical fitness and overall quality of life. The programme results for 84 participants have been significant in terms of increased fitness levels, reduced body fat and improved health satisfaction. A new web based application tool is being tested with our third group of breast cancer survivors.</p> <p>A new programme for Prostate cancer survivors has just been advertised. Registration is now open and programme will commence on August 18<sup>th</sup> August</p> | <p><a href="http://www.cancer.ie/prevention/physical_activity_programme.php">http://www.cancer.ie/prevention/physical_activity_programme.php</a></p> <p><a href="http://www.cancer.ie/sites/default/files/content-attachments/irish_cancer_society_physical_activity_prog_evaluation.pdf">http://www.cancer.ie/sites/default/files/content-attachments/irish_cancer_society_physical_activity_prog_evaluation.pdf</a></p> <p><a href="http://www.cancer.ie/content/irish-cancer-society-launches-physical-activity-programme-prostate-cancer-survivors">http://www.cancer.ie/content/irish-cancer-society-launches-physical-activity-programme-prostate-cancer-survivors</a></p> |
|   | European Week against Cancer, Dublin May 2013    | In 2013 The Irish cancer Society will be hosting the European week against cancer activities in Dublin. We are planning a research orientated one-day conference on Cancer prevention healthy lifestyles. Date to be confirmed. We are planning to Launch our Physical Activity App to the general public to coincide with this event.  |  |
| <b>Organisation Name</b>                                | <b>Other</b>                                     |   |  |
| Public Health Agency                                    | Promotion of UK CMO physical activity guidelines | In march 2011 the PHA hosted a multi-sectoral workshop in collaboration with the British Health Foundation to promotion the implementation of the new UK CMO physical activity guidelines. This workshop focussed on older people and a further event is planned later in the year to consider the interpretation of the quidelines for other target age groups.  |  |