



Welcome to the e-newsletter. Richard J B Willis, President

A belated happy new year to all our readers! The year 2006 is now history and the new year has begun. Institute highlights of last year include:

- Our AGM in the House of Lords
- Our co-sponsoring of the Stafford University forum on the future of health promotion
- Plans laid in December for this year.
- A membership survey

This year we plan to hold

- A mini-conference along with our AGM on the 10th May when Professors Jackie Green and John Kemm become President and President—elect respectively.

Council member

Hello. I am Anne Woodcock, your e-newsletter editor. I am currently leading a project in the NHS to implement clinical standards in Food, fluid & nutritional care in hospitals (NHSQIS 2003). This is our fourth year of operation. Things are going very well in care of the elderly and old age psychiatry wards, and now we are working with acute wards, and with adult mental health and

- A full day conference in the autumn, the details of which will be announced as the programme is finalised

Other plans of interest

- The membership survey which is intended to look at everything from preferred methods of payment of subscriptions through to the wide range of members interests
- Dialogue with the Royal Society for the Promotion of Health in exploring avenues of co-operation
- Similar meetings may also take place with the Faculty of Public Health

learning disabilities as well.

We are using the Malnutrition Screening Tool (BAPEN 2003) and developing care planning in each area.

In the acute wards we are hooking up with some work that is being developed by IHI which uses Patient safety methodology.

I have always been interested in food & health and this seemed a

The Newsletter

This new newsletter is yours to use to promote and report your events of interest as well as to provide a feedback forum for the Institute on current issues.

You can contact Anne Woodcock, the newsletter editor at anne.woodcock@nhs.net



Meetings & negotiations to secure the future of health promotion

natural extension from developing food policies. I began as a home economist, then did my postgrad year in Health Education at Leeds University with Keith Tones.

My fellow class members might like to think about a summer reunion in Leeds, as its 30 years since we left!!!! Get in touch if you are interested.

Anne

Newsletter

Volume 1, Issue 1

February 2007

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Special points of interest:

- AGM 10th May
- Mini conference on the history, present and future of health education and health promotion.
- Next International Journal
- What we might include in the next e-newsletter.

IHPE support the Children's Food Campaign.

The Institute has been a supporter of [Sustain's Children's Food Campaign](#) for the past three years and, as such, has been instrumental in the struggle to bring children's health to the fore. Indeed, we were behind the ground-breaking Children's Food Bill introduced into Parliament last year.

[The Children's Food Campaign](#) seeks to improve young people's health and well-being through better food – and food teaching – in schools and by protecting children from high fat, sugar and salt (HFSS) food marketing. They are supported by over 300 organisations, of which the IHPE is one, and 12,000 members of the public.

[The Children's Food Campaign](#) is striving for:

Better food in schools
The protection of children from HFSS food advertising
Every child to be taught about healthy food and cookery at school
Clear food labelling that everyone can understand, including children

Baroness Thornton introduced the Bill into Parliament on Tuesday 5th February, which would introduce a 9pm watershed for selected food television adverts.

Baroness Thornton said: "I am delighted to introduce this Bill which, if passed, will make a substantial contribution towards improving children's health, and stopping the childhood obesity epidemic."

The Bill will end television advertising for High Fat, Salt and Sugar (HFSS) foods before 9pm. And in an effort to control advertising for brands associated with HFSS food, the Bill restricts the advertising of food 'ranges' with HFSS items in them.

Baroness Thornton continued: "Parents and children are clear that they want a break from the torrent of advertising for junk food."

Richard Watts, co-ordinator of the Children's Food Campaign, said: "We are very grateful to Baroness Thornton for introducing this Bill. A 9pm watershed for junk food TV adverts is supported by the BMA, major health charities, children's organisations and consumer groups."

He continued: "All the research shows that junk food advertising is an important contributor to the current crisis in children's health. This Bill will stop over 80 percent of the instances of children watching junk food ads. Even the most conservative estimates suggest this could save the nation anything up to a billion pounds a year by improving children's health."

Background to the Bill.

1. Ofcom's consultation on TV food advertising to children closed in June 2006 and the regulator is due to announce its proposals. A 9pm watershed restriction on high fat, sugar and salt (HFSS) foods would reduce children's exposure to this type of advertising by 82%. Such a measure is supported by 29 national health charities and organisations, 14 consumer and public interest organisations, Ofcom's own advisory committee for England, the Office of the Children's Commissioner, the Food Standards Agency and over 1,000 parents and concerned individuals. A British Heart Foundation / TNS poll last year found that 69% of parents supported a 9pm watershed.
2. Ofcom's own figures put the cash value of the health benefits of a 9pm watershed at up to almost a billion pounds a year. This calculation is based on the direct effects of advertising HFSS food to children, and ignores the health costs of the indirect affects of advertising, or any side-affect of the regulations on adults.

If you would like to add your own personal support to this campaign log on to their website www.childrensfoodcampaign.org.



Pictures will be welcome

*Put the 10th May
2007 in your diary—
see you in
Manchester*



New Years resolution—Eat 5 a day!!

***Elaine Tilling
Council Member***

Book review, journal article or training tool.

Read a good text book lately, a journal or used a great training tool. Well, spread the word—give everyone a chance to read what you read.

IJHPE—our academic journal

Contents of next issue: Vol 45, No 1, 2007

Childhood injury prevention: the views of health visitors and nursery nurses working in deprived areas:

Watson M, Kendrick D, Coupland C & Futers D.

Effect on prevalence rates of using three different definitions of obesity in 9—10 year old children:

Boddy L M, Hackett A F, Stratton G and Taylor S R.

Adolescents and intimate partner violence: evaluating a brief school-based education programme.

Ming Wai Wan & W Bateman.

The importance of both setting and intensity of physical activity in relation to non-clinical anxiety and depression:

Mutrie N & Hannah M K.

Useful websites

Do you use one particular website every day because it keeps you up-to-date with your particular field in health promotion? Share the good news.

If you do a lot of training in your job—one of my favourite sites is:

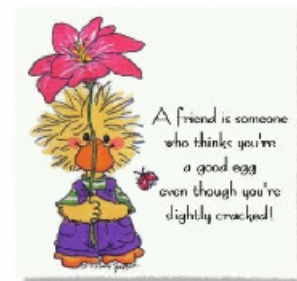
www.thetrainingshop.co.uk

What's On in conference land?

A meeting to promote?

A conference planned.

Advertise your local or national health promotion meetings here.



Laughter is the best medicine—
but keep them clean please.

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We're on the web:
www.ihpe.org.uk

Institute of Health Promotion and Education 44th Annual General Meeting and Lectures

The Institute of Health Promotion and Education will be holding its Annual General Meeting and Lectures at Manchester Dental Education Centre, University of Manchester on Thursday 10th May 2007.

12.00 Annual General Meeting
1.00 Lunch
1.45 Welcome by the President

2.00 **Dr Christine Hallett**,
Senior Lecturer, School of Nursing, Midwifery and Social Work, University of Manchester:
The nurse's role in health promotion

2.30 **David Black**:
History of health promotion in Scotland

3.00 **Professor Jackie Green**
Professor of Health Promotion, Leeds Metropolitan University:
Health promotion past, present and does it have a future?

If you wish to attend email
anthony.blinkhorn@manchester.ac.uk

Or send in the slip included with the International journal. Non-members are welcome to the lectures.

Theme of the month

For example in February there is week about Raynaud's Phenomenon. Don't know what it is? Have a look at www.raynauds.org.uk. Do you want to plug a favourite health-promoting week? Write a piece for the newsletter.

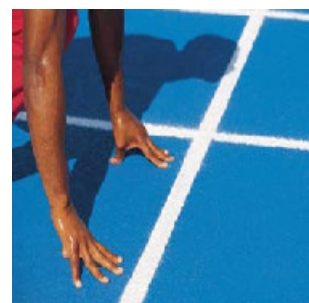
Focus on one of the University courses

Do you work or are you a student at one of the academic centres hosting a health promotion course?

Write something about your course. What's good about it? Is it different to other courses? Why? Who can apply? Who should I contact if I want more information?

Overseas membership news

We have a number of members who live outside the UK. If you want to tell us about health promotion in your country, please feel free to write a piece for us. We would really love to hear from you.



Ready, steady GO!!!

Get writing!!

March newsletter deadline Friday 9th March