



The e-newsletter.

In Professor Blinkhorn's membership survey a number of you said you would like an e-newsletter and that you would be happy to write for it.

The March deadline came and went and I began to wonder if I was completely alone on the planet—then it appeared that the intended circulation had not happened—so that meant back to the drawing board.

I now have an email list of members who have been happy to give us their email address.

The newsletter is also going to be put on the website, so hopefully more people will see the newsletter and start to use it to send information and receive it.

I have actually had two unsolicited articles

for this newsletter so I am really pleased about that.

However, to keep this e-newsletter going we need a lot more contributions please. I have suggested a number of things which might be of interest to other readers but feel free to suggest other ideas.

You can send your contributions to Anne Woodcock, the newsletter editor at :

anne.woodcock@nhs.net

Please head your communication IHPE e-newsletter to make my life easier.

I would suggest that initially we try to be less ambitious and go for a bi-monthly edition so deadline for the next edition will be 30th November please.

Shaping the future of health promotion

The Institute has recently been invited to join the collaborative group looking at implementing the findings of the report ***Shaping the Future of Public Health: Promoting Health in the NHS***, commissioned by the Heads of Public Health Development at the Department of Health and Welsh Assembly Government. We will keep you informed of developments through the newsletter. We would also welcome your views - either through contributions to the newsletter, or alternatively the internet discussion group or by email to members of the Council.

For those interested in following the debate about the future of health promotion the following site is a useful source

<http://www.specialisedhealthpromotion.org.uk/>.

While the focus is on health promotion within the NHS, the content also has broader relevance. For example, it provides access to the report produced by the International Union for Health Promotion and Education, presented at the world conference in Vancouver in 2007 - ***Shaping the future of health promotion: priorities for action***.

Jackie Green
President

Newsletter

Volume 1, Issue 2

October 2007

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Two new courses

PG Cert / PG Dip / MA in Health Communication Design

Coventry University

Against a background of an ageing population and ever increasing healthcare costs, recent government health policies have signalled a significant switch towards more patient involvement, prevention and self-help. Evidence has shown that good quality health information has a major impact on positive health outcomes, but that the majority of health information currently available for people today is too complex and difficult to understand. In this context, there is a major need for more effective health information and communication programmes, to enable people to understand and manage their own conditions.

The course content includes:

Communication design for health information

Contemporary issues in health education

Usability and accessibility

Understanding patient education

Health Promotion

The business of health Communication

MA Candidates will also undertake a live project linked to their current employment, a self-initiated project or a theoretical dissertation.

Further information from the Graduate Office on 024 7688 7667





Innovative Training has Designs on the UK's Health

Robert Gordon's University, Aberdeen.

A new ***MSc in Health Improvement and Health Promotion***, the only course of its kind in the UK, has been specifically designed to address recent global changes in the health sector with many of these changes being influenced by the widening inequalities gap. The Course will provide those working in health, health improvement, community health partnerships, social care and the voluntary sector with a professional qualification that will enhance their career prospects.

The Course, delivered by The School of Health Sciences at The Robert Gordon University in Aberdeen has been developed in conjunction with stakeholders from across the health sector. Gil Strachan of RGU's School of Health Sciences said "This development is particularly timely as health has undergone significant changes over the last decade. As a result, there is a major challenge for managers to ensure that their staff have the requisite skills for their job".

The course is particularly innovative as it has been designed to be totally flexible to fit in with the lifestyles and learning preferences of students. Material will be delivered in class, online or a mixture of the two. Gil Strachan said "Given the expected broad appeal of the course it was important that we made it as accessible to as many people as possible. For those choosing the on-line route we have developed interactive tools that will give students an innovative and learning experience".

For further information please contact Gil Strachan, Course Development Leader on 01224 263274 or by e-mail g.strachan@rgu.ac.uk.

Useful websites

October is Breast Cancer Awareness Month, and as someone who has had a close involvement in BCAM for over 10 years now, I would urge everyone to don the pink ribbon in October. Want more info? Try

www.breastcancercare.org.uk

www.cancerbacup.org.uk

www.cancerlink.org

www.scottishbreastcancercampaign.org

www.breakthrough.org.uk





IHPE Newsletter Editor
NHS Tayside
Nutrition Standards Project
Ashludie Hospital
MONIFIETH
DD5 4HQ, UK

Email: anne.woodcock@nhs.net

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

Children's Food Campaign Update

1) Cooking in the curriculum

A key plank of work for the Children's Food Campaign (CFC) this year is to try to get cooking as a compulsory part of the curriculum, so that every child leaves school able to cook a simple meal.

The Qualifications and Curriculum Authority (QCA) is currently running a consultation on the 11-14 curriculum, which will decide the nature of the cooking curriculum.

The case for teaching all children to cook is very strong. A lack of cooking skills is increasingly quoted and one of the major reasons for the poor state of children's diet. The Government's current proposal of voluntary cooking lessons for children are welcome but not sufficient. Voluntary lessons will tend to be most popular with pupils who already value food skills highly enough to attend non-compulsory lessons. These will be the children who, if no school-based cookery lessons are available, would probably be motivated to learn to cook at home. The nature of such voluntary lessons is thus that they will not attract those who currently have no inclination to learn cookery.

2) Campaign postcards: "Protect our children from junk food advertising"

The British Heart Foundation, in conjunction with the Children's Food Campaign, have produced a wonderful campaign postcard to ask MPs to support EDM 404 on food advertising to children. With the help of the BHF the postcard has already been posted to all 12,000 supporters on the CFC database but they do have a good few thousand left over.

If any of our IHPE members are able to distribute these please contact Elaine Tilling :

Elaine@molarltd.co.uk

01934 710022

Conference

Shaping the future of public health: 2nd annual conference for the specialised health promotion workforce.

Monday 17th December 2007

University of Staffordshire.

www.specialisedhealthpromotion.org.uk

We will be there, will you?

