

# CIEH NORTHERN IRELAND REGION NEWSLETTER

Issue 2  
Dec 2007

## Annual Report

2007

With the changes in governance within the CIEH regions are now responsible for their own affairs and are particularly charged with providing a programme of CPD events for their members. Each year we are now asked to prepare a business plan detailing the forthcoming programme and basing our application for funding on, amongst other things, the amount of CPD we will make available to members during the year.

The Northern Ireland region has always provided a number of educational events through the year and 2008 will probably be our most ambitious yet. We hope to run a full suite of low cost training events strictly for members only along with our usual meetings. Our continued collaboration with the Environmental Health Officers Association in an All Ireland Environmental Health Conference will be a highlight of the year and I am seeking interest from members in participating in a study/working tour to Tanzania towards the end of 2008. Of course the subjects to be covered for CPD will depend on the needs of the members and we will be consulting the membership early in 2008 for the 2009 programme.

It is probably timely to remind members that we have an arrangement with the Forum for Miljø og Helse - FMH Norway and Yrkesföreningen Miljö och Hälsa, the Swedish Environmental Health Association which enables members from all three organisations to participate in work exchanges. Some of our members have participated in these visits over the years though not recently and I would be interested in the thoughts of members on how we might re-invigorate the agreements.

During 2007 members received technical updates, presentations on the progress of the smoking ban, attended the All Ireland Environmental Health Conference in Newcastle, received perspectives on International Environmental Health and attended a full day workshop on practical drainage.

An appeal to the members for unwanted computer hardware and software received a very generous response and I am currently working my way round the province collecting from all of those who have offered their redundant equipment, many thanks to you all. I have been in touch with our colleagues in Tanzania and hope to send a consignment to them early in the New Year.

An interesting opportunity arose towards the end of 2007 which due to the short time scale we were unable to exploit. CIEH is coordinating the application for Commonwealth Fellowships which enable EHPs from Commonwealth countries to access training and experience in the UK. Currently there are three EHPs one from Kenya, one from Uganda and one from Zambia working in Tyneside, in the NW of England and in the East Midlands. They stay for three months and are funded by the Commonwealth office, I am hoping that we will be able to participate in the scheme next year offering the opportunity to experience environmental health in NI to an environmental health colleague from Tanzania. However we need assistance from the membership in terms of work opportunities and hosting. In NI we are well known for our hospitality and I hope that members will consider assisting in the scheme.

On a less positive note attendance at regional meetings has dropped a little this year and whilst I appreciate that we are all busy, this is your professional organisation and it will only get stronger with your support. We would particularly appreciate input and participation from younger members and the assistance in terms of allowing time to attend meetings from those members in a position to do so.

The UJJ students are offered two places on the Regional Management Board and I hope that two members will offer their services to bring forward ideas and concerns from the student body.

To conclude I would like to thank my colleagues on the Management Board for their hard work in keeping the Region running and also all those members who have assisted in any way by organising venues, making presentations and attending meetings. Please continue with your support and let the incoming Management Board know what you would like us to organise for you in 2009.



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# Annual Meeting and Open Members Forum

12 December 2007 at 14:15, Park Avenue Hotel Belfast

## Agenda

1. Welcome and comments from the Regional Chairman, Mr John Corkey
2. Apologies
3. Presentation of the David Montgomery Award to Gail Crozier BSc
4. Food Poverty in Northern Ireland – Mr Gary McFarlane
5. Receive the Region Annual Report
6. Report from the Director of CIEH (NI) Mr Gary McFarlane
7. Notification of the NI Regional Management Board 2008
8. Receive the Business Plan and Educational Programme 2008
9. Announcement of the winners of the Michael Cole Award and the NI Region Award to the Best BSc Environmental Health Graduate, Muhimbili College of Health Sciences, University of Dar es Salaam.
10. Election of Auditors
11. Open Forum.
12. Closing Remarks – NI Region President, Mr Brian Oliphant

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*If you have changed  
your address you need  
to let us know...  
contact Reuben  
Runghasawmi on  
02078275815*

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*Sam Knox pictured  
above clearly can't  
hide his delight as his  
team celebrates  
winning the National  
Training Award*

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## Business Plan

2008

To access and view the business plan go to [www.cieh-nireland.org](http://www.cieh-nireland.org). If you wish a printed copy please contact Donna on 028 90243833 leaving your name, address and membership number

## National Training Awards

SGHC

The Southern Group Environmental Health Committee has been named regional winner as one of the most prestigious awards ceremonies in Northern Ireland, the National Training Awards. It also picked up an award, sponsored by Invest NI for small business training and was announced the winner of the national award which will be presented in London in December. These awards recognise the efforts of the Southern Group and nine partner councils in the Sustainable Together through Environmental Management project. The £1.5 EU scheme aims to help businesses implement environmental management systems.

## SEFOs Celebrate Completion of Smoke-Free Environments Project

4 October 2007

SEFO's were presented with certificates of recognition at CIEH NI regional office with Graham Juke, Chief Executive CIEH and Heather Moorhead, Chief Executive NILGA as guests. To your left Roisin McDaid and her SEFO team smile for the camera.

Sam Knox and Larry Dargan (Tobacco Task Group) are pictured to Roisin's right.



# Social Marketing

A one day conference on 28 May 2008

Venue to be confirmed

As the Chief Medical Officer in Northern Ireland, Michael McBride, reflected in his recent annual report:

“Changing every day, long term behaviour is the key to adding years and quality to our lives”.



We need to challenge risky behaviours and we cannot do this by doing more of the same things we have already done. The stakes are too high. We need a new approach to the promotion of public health one which starts with a realistic understanding of what will motivate people to change their behaviour, rather than what fits with the existing delivery models.



Social marketing is about using a consumer-centred approach to promoting the adoption and sustainability of behaviours. Its development has been influenced by two key schools of thought: ‘marketing’ and the learning from years of social campaigning and reform work in the public and not-for-profit sectors on ways to inform and influence different behaviours. It is not simply about generating carefully crafted, individually focused messages to promote behavioural change. It adheres to some key principles: putting the consumer (and the stakeholder) at the centre of the process. Instead of assuming we know what the target audience wants, it starts by listening to and asking **them what they do and why; what they need and want; and what motivates and drives them.** We then use this information, as part of a logical planning process, to develop initiatives which will promote the adoption and sustainability of behaviours at the individual level and/or encourage policymakers and organisations to make improvements to their policies, services and practices so that it is easier for people to adopt and sustain healthy behaviours.

In this one-day conference, we will introduce you to the concepts and principles of social marketing. This will take the form of lectures and interactive group work. The conference will be run in conjunction with the National Social Marketing centre, set up by the Department of Health in England and other partners in NI (TBC).

This event will be open to anyone but will be particularly relevant to all those who work directly or indirectly on health related lifestyle choices such as diet and food, smoking, alcohol and exercise; as well as lifestyle choices concerned with environmental issues, for example, recycling, waste minimisation and travel.

Statutory, Public & Private Sector organisations £120.00

Community & Voluntary organisations £55.00

Contact Donna Drummond on 028 90243884 or [d.drummond@cieh.org](mailto:d.drummond@cieh.org) to book your place

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*Changing every day,  
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lives....*

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## Practical Drainage Training Course

5 November 2007 and repeated again on 6 November 2007

Venue, Castlereagh Borough Council

All places for this course were booked up quickly and comments from delegates have been very positive.

If you have a course that you would like to see run in 2008 contact Donna on 02890243884



## Have your say

If you wish to make a contribution to the next magazine, we would love to hear from you...

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