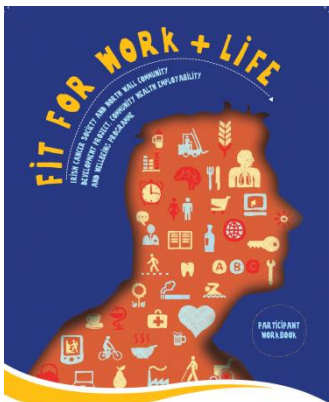


# Fit For Work and Life

## Findings from a Community-Based Health and Wellbeing Programme



Sharon Daly, Judy Halford and Joanne Vance  
Irish Cancer Society  
18<sup>th</sup> June 2015

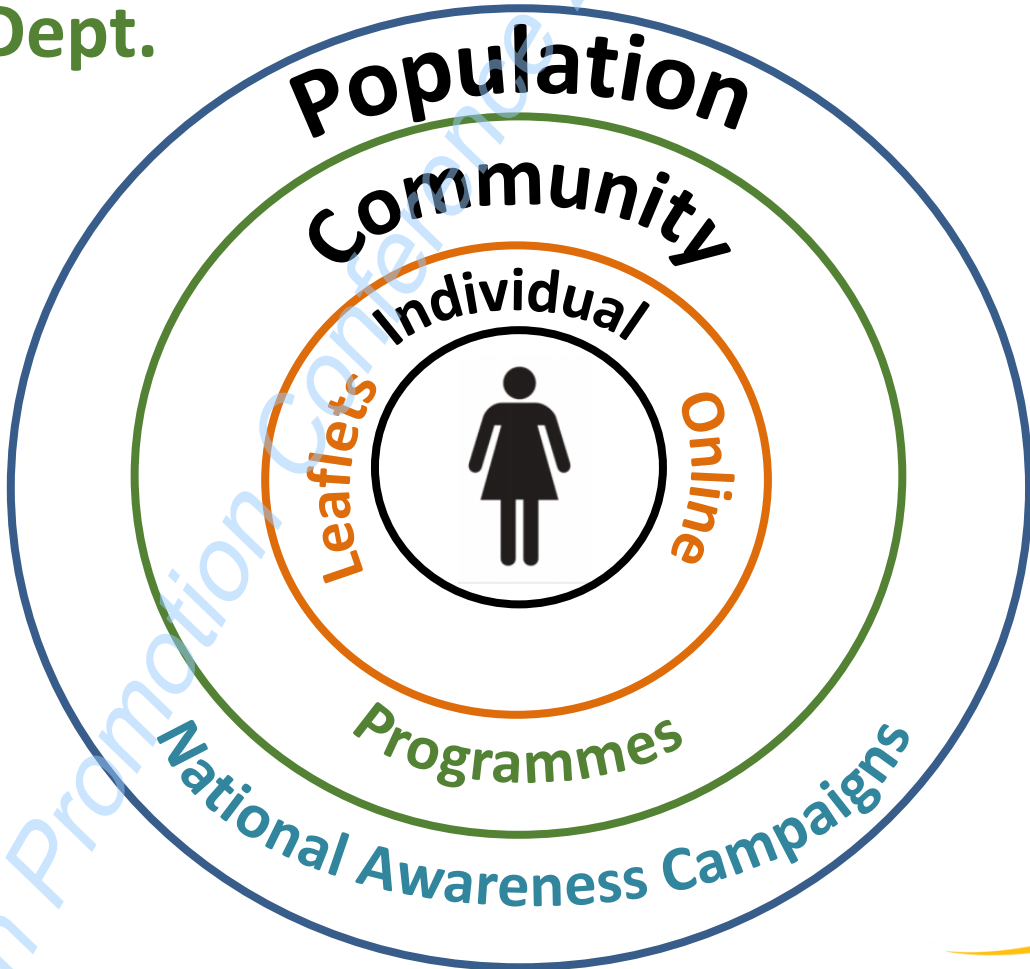
# Irish Cancer Society Strategy 2013 -17

- **Our Vision:** A future without cancer
- **Our Mission:** To eliminate cancer

Our work is directed by four strategic goals:

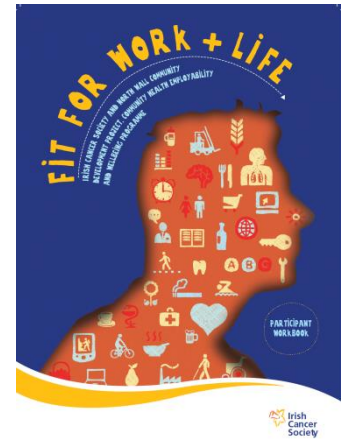
- **Goal One: Reduce the risk of cancer**
- **Goal Two: Improve the lives of those affected by cancer**
- **Goal Three: Lead excellent collaborative research**
- **Goal Four: Inform and influence public policy**

Cancer Prevention Dept.



Health Promotion Conference 2015

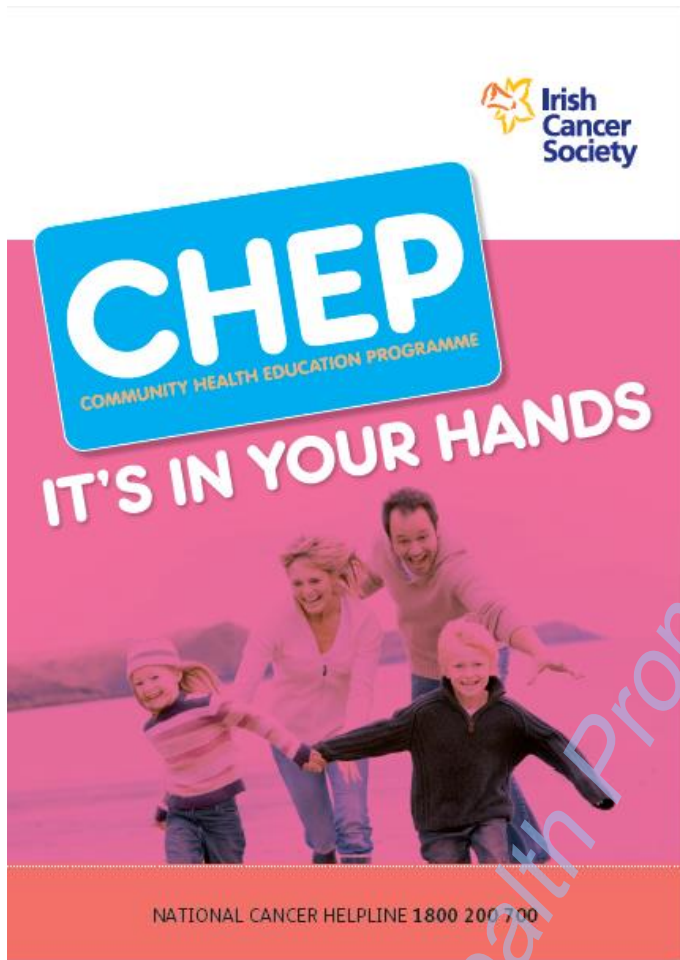
# Community Programmes



# The North Wall CDP

- Recognised a gap in the employability skills programmes -life skills to enable people to make sound decisions to protect their health and sustain themselves in employment
- Identified a need for an education module on health and staying well.

# Northwall CDP Local Training Initiative 2013



# Purpose of the Fit for Work and Life Programme

- Spread the message that we can reduce our risk of cancer by 50%
- To increase skills and competence to live a healthy life in the context of their family and their working life.
- To encourage participants to share this knowledge with people in their community.



# The Approach

1. Programme tested – 2013
2. Recruitment of participants to be trained as Community Facilitators – 2014
3. Interested members of the Northwall Community were interviewed & a panel was formed



# The Approach



1. Community Facilitators Trained
  - 7 weeks FFWL training
  - 5 weeks Facilitation/ Adult Learner FETAC Level 6
2. Community Facilitators
  - 3 programme (20 weeks) co - delivery to 36 community participants
3. Mentoring and support sessions
  - Supervision, mentoring & buddy up

# The Approach



- Flexibility
- Non judgemental
- Community Facilitators were part of the process of developing the programme
  - Feedback and refinement of the materials and training throughout
- More than understanding content
  - Believing the messages
  - Buying into the programme
  - Being motivated to share

# The European Code Against Cancer

**1 DO NOT SMOKE**  
1 in 2 of all cancer is related to smoking. Cut out cigarettes and cut your cancer risk.



**4 BE PHYSICALLY ACTIVE IN EVERYDAY LIFE**  
Limit the time you spend sitting and aim for at least 30 minutes of moderate physical activity a day.

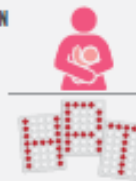
30 min




**7 AVOID TOO MUCH SUN**  
Skin cancer is the most common cancer in Ireland with over 10,000 new cases in 2011, the SunSmart. Protect your skin when outdoors (sunscreen is not enough) and avoid sunbeds.



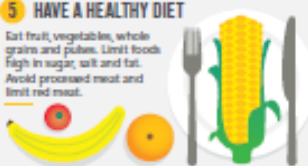
**10 ADVICE FOR WOMEN**  
Breastfeeding is proven to reduce the risk of cancer. Limit the use of HRT, a drug for menopausal symptoms which can increase the risk of certain cancers.



**2 AVOID SECONDHAND SMOKE**  
Keep your home and workplace smoke free. Second hand smoke increases the risk of lung cancer and heart disease in non-smokers.




**5 HAVE A HEALTHY DIET**  
Eat fruit, vegetables, whole grains and pulses. Limit foods high in sugar, salt and fat. Avoid processed meat and fried red meat.



**8 POLLUTANTS**  
Protect yourself in your workplace and follow health and safety instructions.



**11 GET VACCINATIONS**  
Some cancers are spread by viruses and bacteria. Ensure your children take part in vaccination programmes for hepatitis B (for newborns) and human papillomavirus (HPV) (for girls over 12 years).



**3 BE A HEALTHY WEIGHT**  
As the amount of fat in the body increases, so does our cancer risk. Take action to have a healthy body weight by being physically active and eating a healthy diet.

HEALTHY



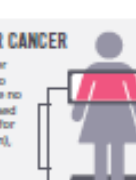
**6 AVOID ALCOHOL**  
Drinking alcohol can cause at least seven types of cancer. Cutting back (or even better avoiding) alcohol will reduce your risk.



**9 RADIATION**  
Find out if you are exposed to radiation from naturally high radon levels in your home. More information is available on radon levels from the Environmental Protection Agency [www.epa.ie](http://www.epa.ie)



**12 GET SCREENED FOR CANCER**  
Screening is checking for cancer or conditions that often lead to cancer in people that may have no symptoms. Take part in organised cancer screening programmes for bowel cancer (men and women), breast cancer (women) and cervical cancer (women). Visit [www.cancerscreening.ie](http://www.cancerscreening.ie)



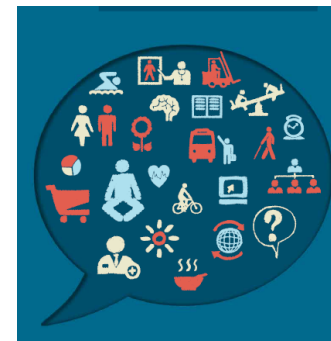
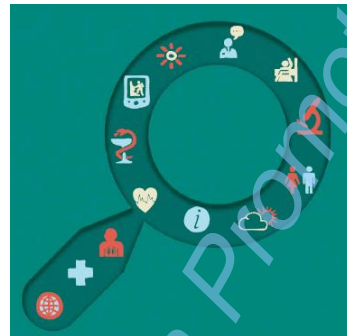
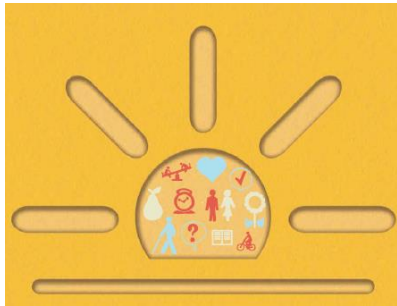
- See your doctor if you notice a lump, a sore that does not heal, a new mole or a change to an existing mole.
- See your doctor if you have on-going problems, such as a cough or hoarseness, a change in bowel or bladder habits, or unexplained weight loss.

# CONTENTS

About the Fit for Work and Life Workbook	02
Unit 1 What is Health?	04
Unit 2 Physical Activity	11
Unit 3 Healthy Eating	22
Unit 4 Smoking	39
Unit 5 Alcohol and Health	54
Unit 6 Reduce Your Risk and Early Detection	67
Unit 7 Making Changes and Sharing with Your Community	78

Health Promotion Conference 2015

# Developing New Resources



Health Promotion Conference 2015

# Some Results



- 34 Respondents
- Gender: 50/50
- Age range: 16 years - 56 years
- Average age: 27 years
- High satisfaction levels
  - 76% said community trainer was excellent
  - 20% said they were good

# Most Common Take Home Messages from FFWL

## For Themselves

“Give up the smokes”

“Get fit”

“Cut down on alcohol”

“More brown rice and whole wheat foods”

“Cut down on top shelf as much as possible”

## For Family and Friends

Sunscreen

Food Labels

Portion Sizes

Food Marketing and Alcohol marketing

Social Costs of Alcohol

Dangers of Tobacco



# Olivia's Story

- A passion for physical activity
- QQI level 5 in nutrition & fitness
- In transitional housing



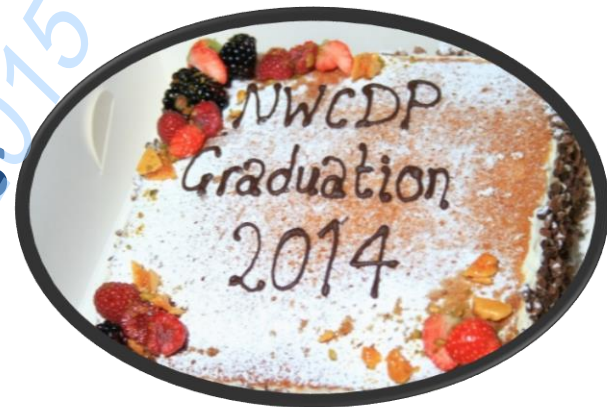
**8 weeks – “we are after buying up cancer for ourselves”**



- *At 12 weeks stopped smoking and using sunbeds*
- *In last 8 months - new home , new job, new qualification*
- *€45 euro better off each week*



# Celebrating Achievements



## North Wall locals take part in health initiative

**A NEW initiative that aims to empower communities to reduce the risk of cancer is currently taking place in the north inner city.**

Lord Mayor of Dublin, Cllr Christy Burke, recently attended the Irish Cancer Society's Fit for Work and Life Programme in the North Wall area.

The pilot programme, which is being offered in partnership with the North Wall Community Development Project and is kindly supported by Bord Gáis, aims to empower individuals and communities to make simple lifestyle choices which can reduce their risk of cancer by up to 50 per cent.

Over the past 12 weeks, 12 locals have been participating in the programme at St Joseph's and O'Connell's GAA Club and studying topics of the European Code Against Cancer.

The programme aims to educate participants around cancer awareness and prevention, covering topics such as physical activity, smoking, healthy eating, alcohol and staying safe in the sun.

Its messages are further enhanced by the provision of practical skills-based activities in physical activity, mindfulness, relaxation techniques, healthy cooking classes, communications and team building skills.

Participants can also avail of smoking cessation support which is provided by the Irish

Cancer Society.

Following completion of the programme, the new community trainers will be qualified to deliver community based programmes to groups and organisations to generate awareness around reducing the risk of cancer, the importance of attending public screening programmes and the services of the Irish Cancer Society. They will act as community ambassadors by educating local groups on healthy lifestyles and directing them towards other locally based health and welfare services in the community.

The community trainers are local volunteers who had previously engaged in further education and training with the North Wall Community Development Project's (CDP) Education and Training Service.

Judy Halford, education and training coordinator at North Wall CDP said they were delighted to work in partnership with the Irish Cancer Society on this innovative project which "provided excellent progression opportunities for those currently training as community trainers".

"This positive outcome, together with the potential to share the vital messages of the

programme with the community, creates a very strong foundation for this model of best practice of community development/education going forward," said Ms Halford.

The Lord Mayor acknowledged the ongoing work of North Wall CDP and its commitment to empowering individuals and communities to achieve their best. "Through this partnership with the Irish Cancer Society, they have highlighted the importance of community

based health education in supporting individuals on their pathway to employment," he said.

"It is fantastic to see the North Wall community receive support and education around important lifestyle issues which can make a real difference to people's lives.

"I would like to congratulate all the participants in the programme who will soon become community trainers on their achievement to date.

"They are now equipped

with the tools and skills they need to go out and mobilise the community on cancer prevention and the issue of health and lifestyles."

Joanne Vance, senior health promotion officer at the Irish Cancer Society, said: "The Irish Cancer Society is working in target communities to generate awareness around how simple lifestyle choices in our everyday lives can greatly decrease the risk of cancer and improve our overall health."



Lord Mayor of Dublin, Cllr Christy Burke, pictured with the Fit for Work and Life Programme participants, and Joanne Vance, senior health promotion officer at the Irish Cancer Society, and Judy Halford, education and training coordinator at North Wall CDP.



# Acknowledging Partnership

# Learnings for the Future



- Strengthening partnerships
- Reaching out to other community agencies to build capacity
  - Retention rates low – personal development
- Research and evaluation framework
- Seeking accreditation for the Participant programme at QQI Level 4
  - No health promotion module



# Thank You

[jvance@irishcancer.ie](mailto:jvance@irishcancer.ie)

[Sharon.daly@gmail.com](mailto:Sharon.daly@gmail.com)

[judy.halford@nwcdp.ie](mailto:judy.halford@nwcdp.ie)



Health Promotion Conference 2015