

**WRITTEN QUESTION TO THE MINISTER FOR HEALTH AND SOCIAL SERVICES  
BY DEPUTY R.G. LE HÉRISSIER OF ST. SAVIOUR**

**ANSWER TO BE TABLED ON TUESDAY 6th JUNE 2006**

**Question**

What is the cost and the number of staff employed in the Health Promotion Unit and how is the effectiveness of the service measured?

**Answer**

The Health Promotion Unit is an integral part of the Public Health Department, which is based at Le Bas, has a budget of £370,930 (staff £330,120 and non-staff £40,810), and when fully staffed employs 6.86 full time equivalents.

The thrust of health promotion activities is directed at improving the health and wellbeing of the whole population of Jersey. However, it is recognised that health promotion activities, if they are to be successful, have to be implemented collaboratively working with other organisations drawn from the statutory, non-statutory and voluntary sectors.

The effectiveness of the Health Promotion Unit is measured in a number of ways –

- (i) targets are set for the Health Promotion Unit and these targets are expressed annually in the Business Plan for the Health and Social Services Department;
- (ii) some health promotion interventions are evaluated using questionnaires and other such forms of feedback from targeted populations and client groups. An example of such an evaluation is that relating to the “Grab 5” initiative. This initiative seeks to provide five pieces of fruit or vegetables per day to primary schools as a means of improving knowledge and understanding of the benefits of healthy eating. Judged by the feedback, this initiative has proved to be hugely effective;
- (iii) a number of longitudinal surveys and trend analysis are undertaken to plot behaviour changes over time. An example of this is the periodic health-related behaviour survey which is conducted in both primary and secondary schools; and,
- (iv) the Health Promotion Unit is a contributing agency to the Building a Safer Society Strategy (BASS). All of the BASS initiatives, and there are health promotion initiatives, are evaluated for their effectiveness as a matter of course.

Currently, the Medical Officer of Health is leading on the drafting of a new Health Improvement Strategy which it is envisaged will have a huge impact on the health and well being of Islanders. It will be the subject of consultation towards the end of the current calendar year. The Health Promotion Unit is playing its part in developing this strategy and it anticipated that as a result of this strategy, the role of the Health Promotion Unit will be significantly strengthened.