



The Health
Improvement
Commission



ANNUAL REPORT 2020

www.healthimprovement.gg



Be
Active.



Eat
Well.



Healthier
Weight.



Substance
Use.

EXECUTIVE SUMMARY

This is the second Health Improvement Commission Annual Report. It highlights our achievements throughout 2020 – and what a year it was.

The team began the year ready to build on a strong first full year of operation, not knowing what lay ahead in terms of COVID-19 and the challenges it would pose to the short- and long-term health of our community and the delivery of our priorities. The still relatively new team have worked exceptionally well to use their expertise to be a positive, trusted voice for health in the Bailiwick during the pandemic. They developed new partnerships to fill gaps and created a diverse range of new initiatives on nutrition, physical activity and substance use to support the community through self-isolation, working and schooling at home and difficult economic times. I thank the team for their hard work, resilience, and passion.

COVID-19 put health at the heart of government decision making and we hope that it is there to stay. The signs are positive, with health at the core of the Government Workplan and recovery actions. We encourage all deputies to support actions to improve our health, embrace productive partnerships with the third sector, and give everyone the same chances to be healthy.

We look forward to the approval of the Combined Substance Use Strategy and collaborating on other island-wide initiatives including the Plan for Sport, Social Prescribing and the Strategy for Nature.

Despite COVID-19, the Commission continued to make significant progress in 2020, further establishing our organisation and making the bailiwick a healthier place to live. We grew our team, launched our website and social media and relocated to our own accommodation. The team have also made great progress in the development and implementation of new nutrition and physical activity policy and support packages in education settings. Our expansion means that we can focus more on making it easier and more normal to access nutritious food when we eat out of home. We also developed and launched major new campaigns focussing on low risk drinking guidelines. In October we joined with other community and health partners to deliver the Bailiwick Social Prescribing pilot project.

As always, I am very grateful to the Commission team for their hard work, high standards and resilience and to the Commission Board members and Patrons for their valuable voluntary contributions. Thank you also to our partners and funders in the States of Guernsey and in the third and private sectors.

Stuart Falla MBE
Chairman



BACKGROUND

WHO WE ARE

The Health Improvement Commission for Guernsey and Alderney LBG is a charitable organisation that brings together public, private and third sectors to encourage, enable and empower healthy living in Guernsey and Alderney.

The Commission was formed as a company (66592) and registered as a Charity (CH601) in October 2018. We are responsible under Service Level Agreements for the operational delivery of components of the Healthy Weight Strategy and related actions of the Be Active initiative and community-based active travel promotion, and community-based actions within the Drug and Alcohol Strategy.

The Commission's operational team comprises 13 staff, five seconded from the States of Guernsey and eight direct employees who bring a range of expertise in health improvement.

OUR VISION

For Healthy People, Healthy Places,
Healthy Community

OUR MISSION

To Enable, Empower and Encourage
healthy living in Guernsey and Alderney

WHAT WE DO

We have four workstreams/programmes: Be Active, Eat Well, Healthier Weight and Substance Use. We also deliver the Bailiwick Social Prescribing Pilot. We commission, fund and deliver initiatives, community-led projects and services, provide non-financial support and expertise, develop and implement campaigns, develop resources and provide education. We also support workforce development, advocate for health and advise on health policy.

GOVERNANCE

We have four Patrons (Sir John Collins, Elizabeth Couch, Michelle Le Clerc, and Andy Priaulx MBE), a Board of Directors (Stuart Falla MBE, Glen Broadhurst, Mike Bane, Susie Farnon and Dr Simon Sebire) plus attendees from Public Health Services, the States of Guernsey and the Guernsey Community Foundation. We meet every 6-8 weeks.



Commission Patrons (upper row) and Directors (lower row)



OPERATIONAL PROGRESS

Our business plan continues to focus on:

1. Building capacity
2. Enhancing our visibility
3. Making a difference with our early actions

2021 will see us refresh our strategy and we feel that this is well timed having operated for two full years and developed considerably in that time. In August, we were delighted to be awarded Partner Status with Health and Social Care's Partnership of Purpose. This reflects the alignment of our work with key strategic areas including prevention, partnership, and user-centred care. Following the 2020 election, we have had positive meetings with the newly constituted political committees with whom we have Service Level Agreements.

BUILDING CAPACITY

The Commission team grew from 9 to 13 in 2020 and we now have more staff appointed directly than seconded from the States of Guernsey. Our recruitment has attracted individuals from the private and third sectors and as well as increasing our capacity also diversifies the collective experience and expertise of our team.

Since our inception we have grown the human resource capacity in our areas of health improvement by 160%.

OFFICE RELOCATION

As lockdown restrictions eased in early summer, we relocated to new offices in the Perkins Suite at the KGV Playing Fields. This has allowed us, for the first time, to bring our whole team together in the same space, it gives us a sense of identity and room to grow. In October, the Guernsey Community Foundation including the Charities Support Centre, and Bailiwick Social Prescribing joined us to help KGV become somewhat of a charitable hub alongside Headway and Guernsey Cricket.

The move also saw all staff transition to our IT system. We are grateful in particular to RG Falla, the Guernsey Community Foundation and Specsavers for their support.



Team office at the Perkins Suite

ENHANCING VISIBILITY

We launched our website and social media in early 2020 providing a platform to showcase our mission and work and engage with our stakeholders. We also began our quarterly newsletter and published 39 news articles and blogs related to our work. By the end of the year we had achieved:



11,000 Website hits



300 hits per day during lockdown (@home pages)



1,100 Social Media followers



60 Media reports



Our Eat Well work aims to improve the availability, affordability and accessibility of healthy food, support professionals to enable healthy eating habits particularly amongst children and young people and advocate for supportive policy.

NEW POST TO IMPROVE 'OUT OF HOME' EATING

In Q4 we welcomed Tanya Dorrity to the Commission as our Out of Home Eat Well Specialist. Using her experience from marketing, retail, catering, the third sector and community, Tanya will collaborate with a range of local stakeholders (e.g. restaurants, cafes, retailers, States' outlets) to enable, empower and encourage change in our "Out of Home" eating settings, making it easier and more normal to access nutritious food. Tanya's appointment enhances our focus on the food environment.

EARLY YEARS EAT WELL POLICY LAUNCHED

We've been working closely with the local Early Years sector and the States Early Years Team to co-develop the Nutrition Code of Good Practice and a new Eat Well Policy. We've developed guidance and practical support to help practitioners provide children with everyday access to healthy nutrition and to nurture a positive relationships with food. Following a successful pilot we are supporting wider roll out to all settings. During 2020 we continued our local implementation of the Veg Power campaign, including vegetable tasting experiences for 765 children across 24 Early Years settings and donation of child-friendly knives and chopping boards.



FOOD IN GUERNSEY SCHOOLS POLICY DIRECTIVE

Building on the success of our earlier work to improve healthy eating in schools in 2020 we completed our commissioned review of the Food in Guernsey Schools Policy Directive. Working closely with stakeholders we've develop a new Whole School Approach to healthy nutrition across primary, secondary, tertiary and commissioned settings. Once approved, our team will support schools to implement the Directive, which will improve the everyday food environments for many children and young people.

Our Community Nutritionist's work with schools has expanded through School Nutrition Action Groups which have begun to empower students' voices on food in their school. For example, In November we provided free tastings of new student-led menu options to over 100 students at La Mare De Carteret High School including the sell-out chicken noodle soup.

We have continued to partner with the Guernsey College of Further Education facilitating their Nutrition Action Group's work on menu development and availability of nutritious options based on student feedback. This includes student-led development of branding for the food outlets and a project to install 'salad bar-style' serving facilities for fresh, nutritious options in 2021.



The new initiatives that we invested in and started in 2019 are beginning to produce promising results. Although COVID-19 has disrupted our activities much has been achieved.

Counterweight

Commissioned in 2019, the local pilot of the Counterweight-Plus programme has met its mid-point recruitment target (despite Covid-19) and is supporting adults with a raised BMI with a 12-week low-calorie diet replacement and sustained behaviour change for weight loss and weight loss maintenance. Initial results are promising and show an average weight loss of 18kg, plus evidence of normalisation of blood glucose and cholesterol reduction. The pilot continues in 2021 with a focus on remission of Type 2 Diabetes.

CLINICAL AND COMMUNITY INTERVENTIONS FOR ADULTS WITH COMPLEX OBESITY

We commissioned research in late 2019 to review the current support and interventions available for adults with complex obesity (Tier 3 and 4 weight management services) and gaps in provision. This included a series of interviews and a workshop involving 15 local health professionals. We are now reviewing the findings and the results will identify appropriate evidence-based options for future service development.

Within community settings, despite its great success in its first delivery in 2019, the effects of COVID-19 on Guernsey FC's season meant that we were not able to deliver Football Fans in Training in 2020. We are planning on delivering it again in 2021.

'HENRY' TRAINING BEING USED ISLAND-WIDE

In 2019 we provided service-wide training in the Health, Exercise and Nutrition in the Really Young (HENRY) approach to Health Visitors. 80% of Health Visitors were trained. Our 6-month evaluation showed: that all of those trained reported being more confident to raise issues around weight with families and providing support and advice, enhancing their capacity and capability to support families of young children to be active and eat well.

"HENRY has become a really integral part of my working life and the solution-focussed aspect really helps me to support families on my caseload in a more productive way." (Health Visitor)



HEALTHY CHILD PROGRAMME ENHANCED

Our Specialist Nurse (Weight Management) led a project to initiate universal screening and early intervention for excess weight or its risk factors amongst young children by adding an assessment of weight status, nutrition and physical activity to the 3.5 year old development assessment conducted by Health Visitors. Attended by 97% of children, in its first year, 487 children were screened, and 34 families were offered and accepted tailored support in areas such as relationships with food, eating well and physical activity or were referred to targeted family support which they would not have been offered otherwise.

We have also developed a range of new resources for parents and practitioners to support the development of healthy relationships with food which will be available on our website.





The Be Active workstream aims to get more people, more active, more often and currently focuses mainly on children and young people.

BE ACTIVE EARLY YEARS

In 2020 14 more practitioners from 6 settings attended our Early Years Physical Activity Training to build the confidence, skills and knowledge to promote daily, high quality and varied physical activity to all children in their care. We also made available a grant of £750 to all settings who have completed the training elements with the first grants awarded to help practitioners to fill gaps in physical activity provision identified during the training. Linking with primary schools we also provided training on physical activity in the classroom for all Key Stage 1 teachers and Learning Support Assistants.

ACTIVE TRAVEL

In October, we welcomed Alex Costen as our Active Travel Officer. Alex has extensive experience of coordinating events, community initiatives, private/public partnership and is passionate about all things walking, cycling, scooting and wheeling! We have provided extensive support to schools do develop drop and stride locations, walking buses, infrastructure planning and active travel surveys. In Early Years settings we expanded the Ready Set Ride initiative including the donation of 24 balance bikes and helmets to enable everyday practice. We planned and funded a new Bike Playground at St Anne's School and launched the #WalkthisWay campaign promoting short walking routes in St Peter Port and St Sampson.



ENABLING A WHOLE SCHOOL APPROACH TO PHYSICAL ACTIVITY

A whole-school approach is essential to embed physical activity as the norm in education settings. Therefore, in collaboration with the Guernsey Sports Commission, Education Officers and teachers, we have developed the Policy Directive - Physical activity, physical education, and school sport in Bailiwick of Guernsey Schools on behalf of the Committee for Education, Sport and Culture. Schools will be supported by both Commissions to implement the Directive, including the development of a bespoke whole-school physical activity framework (the Be Active Schools Framework) which comprises seven areas including active travel, play and lunchbreaks and links with families. The Framework was trialled in a Guernsey primary school during 2020 and its full implementation from Q4 2021 will significantly improve physical activity for all school children.



BE ACTIVE INSIGHT

In 2020 we published the findings of the Guernsey Primary School Physical Activity Surveillance Study. 320 children from 6 schools wore physical activity monitors tracking their minute-by-minute activity for a week - the first local research of its kind. We found that 44% of children met current recommendations of an average of 60 minutes moderate-to-vigorous physical activity per day. 51% did not get 30 minutes during the school day and girls were less active than boys. The findings provide strong justification for our Be Active work.



COMMUNITY SERVICES

The community-based drug and alcohol services (Action for Children, the Community Drug and Alcohol Team, Guernsey Alcohol Advisory Service and Independence) worked with resilience and flexibility during the 2020 lockdown and beyond to deliver advice, information, therapeutic and clinical treatment services to individuals living with drug and/or alcohol issues. The States' post-lockdown community survey showed that amongst the 79% of respondents to whom consuming alcohol was applicable 15% reported that this increased "a lot" and 37% "a little". Services have reported beginning to see the impact of lockdown on the lives of the people that they support.

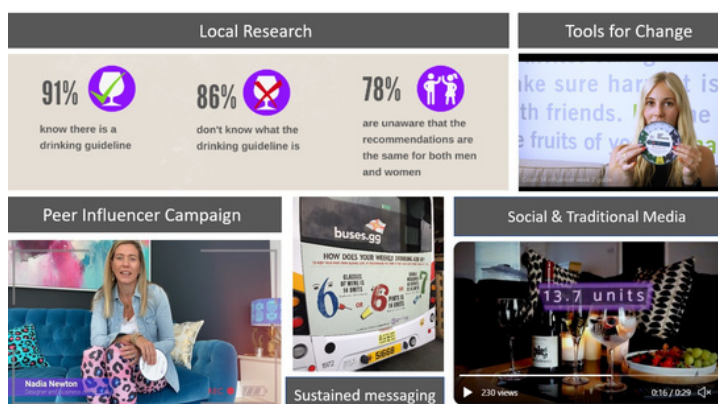
COVID-19 delayed the State's consideration of the new Combined Substance Use Strategy. Despite this, working with Public Health we were able to facilitate the extension of commissioned services' contracts for 2021. We have also worked closely with Housing to refine how substance use support is embedded into accommodation provisions for vulnerable young adults.

SUBSTANCE USE EXPANDS TO INCLUDE TOBACCO HARM REDUCTION

In 2020 the Drug and Alcohol Education service (Action for Children) provided education to 4400 secondary and 1000 primary age pupils through over 230 hours of teaching. All lessons were filmed and made available online during the Covid-related school closures. In late 2020 we expanded this service to also deliver tobacco education. In 2021 we will appoint a Tobacco Harm Reduction Officer to deliver a range of community-based interventions aimed at reducing local smoking rates.

COUNT 14 CAMPAIGN

October 2020 saw the launch of Count 14 a long-term multi-platform social marketing campaign which aims to increase awareness of guidelines for low-risk drinking (14 units per week for men and women, spread evenly over three or more days). 1/4 of local adults exceed these guidelines increasing their risk of alcohol-related health harms. Targeting peoples' motivation, capability and opportunity to meet the low risk guidelines, the campaign includes:



The campaign is going well so far, with over 27000 views of the influencer campaign films and 1500 measuring cups and unit calculators distributed via all primary care practices and other community venues. The campaign will continue to evolve in the years to come.

ALDERNEY INSPIRE FUND

In partnership with The Youth Commission, 2020 saw the launch of a new fund providing financial support to Alderney-based organisations or groups for activities or initiatives that seek to prevent the onset of alcohol or drug use amongst young people. This fund will support community projects co-created with young people.



BAILIWICK SOCIAL PRESCRIBING

In Q4 the Commission became the third sector partner in the Bailiwick Social Prescribing (BSP) pilot project currently delivered in collaboration with the Guernsey Community Foundation, IslandHealth, Public Health, Third Sector and the community.

Bailiwick Social Prescribing is a new free scheme which enables GPs to offer patients a different kind of prescription to support their health. GPs (and in time other referrers) will be able to refer a person to a professionally-trained community-based Link Worker. The Link Worker meets with the person during free sessions, takes time to listen and explore what matters to them, and can empower them to identify non-medical support and advice.

They will link people with quality sources of free or low cost non-medical support which aim to improve their physical, mental, and emotional health and wellbeing. Social prescribing could also increase people's active involvement in the community, help people to find new purpose and increase social connection.

Building on initial project development work, in November 2020 Bailiwick Social Prescribing began taking referrals from IslandHealth GPs in a soft launch ahead of a full launch in spring 2021. BSP has to date developed relationships with over 50 charities, groups and services who have signed up as partners. They offer a range of quality assured, equitable support to which people can be signposted.

Bailiwick Social Prescribing has its own identity, website and communication channels, reflecting the scheme as a community asset rather than being owned by any one organisation. Key elements of the project are complete or nearing completion ahead of the launch including governance, staff recruitment, development and supervision plans, branding, website, marketing and monitoring/evaluation arrangements.

We are looking forward to continuing to develop and implement Bailiwick Social Prescribing alongside the project partners.



[Home](#) [What We Do](#) [Our Team](#) [Our Partners](#) [Blog](#) [Contact](#)

Bailiwick Social Prescribing

A DIFFERENT KIND OF PRESCRIPTION

Linking people to non-medical support, helping to
improve health and wellbeing.

[FIND OUT MORE](#)



COVID-19 RESPONSE

#guernseytogether

Like all others we had to adapt rapidly to continue to support the health of our community during the first wave of COVID-19 and lockdown.

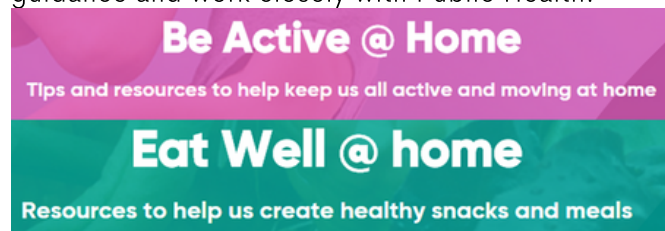
The pandemic shone a light on how fragile our physical and mental health can be. It posed a greater risk to people who were already living with poor health and has exacerbated preventable health-related issues that are at the centre of our work. There is an urgent need to improve health at a population level, to reduce our vulnerability to future pandemics and to address the negative impact that COVID-19 has had on our physical and mental health.

STAFF RE-DEPLOYED TO COVID SUPPORT

Two of our team were re-deployed to support the direct COVID response. Lucy Whitman returned to public health to work as a contact tracing coordinator as part of a team working tirelessly to respond to the pandemic. Katie Hill worked in the Health Visiting team supporting vulnerable families and contributing to immunisation and development clinics.

LOCKDOWN INITIATIVES

Although restrictions delayed some of our work, we developed a range of initiatives to encourage people to keep healthy during lockdown. We were delighted to be a trusted source of advice and guidance and work closely with Public Health.



We provided content and guidance to the States on health and well-being for people self-isolating, which was used on the States' website and distributed by post to all households.

Our Be Active and Eat Well at Home webpages provided resources for schools and people of all ages and at times were receiving over 300 views per day.

We were very proud to partner with the Guernsey Welfare Service, supplementing food bank parcels with over 8000 adult portions of fresh vegetables and fruit. Our popular Eat a Rainbow campaign captured the rainbow theme to encourage children to try a range of colourful fruit and veg whilst distance learning, and gained national attention from Sustain and SugarSmart.



As restrictions eased, we worked closely with States Committees advocating for temporary pop-up traffic calming measures around schools to enable active travel and social distancing, and as a result saw increased levels of walking and cycling. Our #GetOutThere campaign captured local enthusiasm for getting active after lockdown and we adapted the Drink Drive Campaign. We also published numerous press pieces and blogs on topics including the support offered by local drug, alcohol services, domestic violence and mental health services along with ideas on ways to keep alcohol intake under control, eat well and keep active during lockdown.

Further details at <https://healthimprovement.gg/news/article/commission-during-lockdown>



FUTURE ACTIVITIES

ORGANISATION & INFRASTRUCTURE

In 2021 we will consolidate our recent growth including a review of our Board skill set. We will expand our Substance Use team and communications resources. Bailiwick Social Prescribing will publicly launch, and we look forward to contributing to the aims of the Government Work Plan.

WORK STREAMS

EAT WELL

- Continued expansion of 'whole school / service' approach to nutrition using the updated Food in Guernsey Schools Policy Directive. Advocacy for healthy food environments in the new model of secondary education.
- Support the States Early Years Team and providers to embed a 'whole setting' approach to healthy nutrition in all settings through the Early Years Eat Well Policy.
- Advance our work to make it easier to eat well out of home and improve community nutrition, including engagement and co-creation with the community.
- Advance local action on food insecurity and identifying unmet needs.

HEALTHIER WEIGHT

- Develop, present and support proposals to improve adult weight management services.
- New Football Fans in Training programme.

- Complete the Counterweight-Plus pilot.
- Expand HENRY training for Health Visitors and implement HENRY programme for families.

BE ACTIVE

- Support phased development of 'whole school / setting' approaches to physical activity using the new Physical Activity Policy Directive.
- Maintain momentum on active travel promotion and facilitation through school-specific and new community initiatives.
- Promote activity, including continued roll out of the Be Active grant, and Ready Set Ride initiative in Early Years.
- Work alongside partners including the Guernsey Sports Commission to contribute to delivery of the Active 8 Plan for Sport, the first States sport and physical activity strategy.

SUBSTANCE USE

- We look forward to working collaboratively to implement actions of the forthcoming Substance Use Strategy including commissioning of community services.
- Continue Count 14 campaign.
- Expand capacity in tobacco harm reduction.
- Deliver early community-based tobacco harm reduction initiatives.

THANKYOU

The Commission Patrons, Board Members and Team would like to thank all of the organisations, groups and individuals who work with us, provide funding, provide non-financial support, services, advice and collaboration as part of a collective effort to improve the health of the people of Guernsey and Alderney.



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The Health Improvement Commission for Guernsey and Alderney LBG. Company No. 65592. Charity No. CH601.

