



The Health
Improvement
Commission

ANNUAL REPORT 2022

www.healthimprovement.gg



Eat
Well.



Healthier
Weight.



Substance
Use.



Be
Active.

**BAILIWICK
SOCIAL
PRESCRIBING**

Executive Summary

2022 saw The Health Improvement Commission continue to grow in its pace, scale and impact across a variety of initiatives. This report summarises the operational highlights of the year.

From campaigns to commissioning services, supporting schools and families and advocating for and shaping health policy, the team has worked with passion and energy to deliver a range of health improving initiatives and evaluate their impact. We know that health improvement works on very long timescales. Nonetheless, the Commission demonstrated impact in 2022 in our Count 14 campaign, Bailiwick Social Prescribing and Counterweight Plus programmes, as well as from our wide-ranging work on substance use, physical activity, active travel and from nutrition in schools and the community. We were pleased to present the breadth of our work to His Excellency the Lieutenant Governor Richard Cripwell and his wife Mrs Louise Cripwell during a tour of our offices at KGV in December.

Supplementing our States funding, the team secured a range of non-government sponsorship for health improvement projects in 2022. From grants from the Community Foundation and Social Investment Fund to secure the future of the Bailiwick Social Prescribing pilot project, to donations from the Sarah Groves Foundation, the Co-operative and others, the funds raised add important value to the investment of government in health improvement. We are very grateful to our partners across the States of Guernsey and to all of our sponsors.

It is rewarding to see that our approach is gaining the interest of others working in health improvement. The Directors hosted a team from Public Health Jersey to showcase our model. It is also encouraging to see collaboration with various groups in Jersey across our mandate as we work on similar health challenges. We continue to provide support to other groups to explore commissioning in a range of areas.

Two of many important steps forward in 2022 were the successful negotiation of a new service level agreement with the States of Guernsey and Rachel Copeland BEM joining the Board in May. The agreement provides us with greater security of tenure and recognises the important role of prevention for our future health and partnership with the third sector. Rachel brings to the Board exceptional experience and knowledge of health improvement issues especially in working with children and families and health inequalities.

This Annual Report marks Stuart Falla's final year as Chairman. Stuart retired at the end of 2022 leaving a tremendous legacy of achievement. He was responsible for several years of development work before the Commission was created and for assembling a strong and effective team. This was followed by four years as Chairman during which the Commission has evolved from a concept to a credible public health body, positioned carefully to balance the benefits of being part of a dynamic third sector with joined up working alongside government, the private sector and the community.

The Bailiwick of Guernsey owes Stuart a deep debt of gratitude for the leadership, energy, vision and tenacity that he has given to creating the Commission and for setting it on a firm footing for the future.

Mike Bane, *Chair*

“

'I could not be happier with what Simon Sebire, the team and my fellow Directors have achieved in our first four years, and I thank them and the many other groups who collaborate with us.'

”

Stuart Falla, CBE



The Health
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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.

What we do

We focus on five key areas: Eat Well, Be Active, Healthier Weight, Substance Use and Social Prescribing. We identify, commission, fund and deliver initiatives, community-led projects and services which improve health, provide non-financial support and expertise on health improvement matters, run campaigns, develop resources, and provide education and workforce development. We also advocate for health and advise on health-related policy in our areas of focus. We prioritise prevention and early intervention and deliver and commission evidence-based treatment programmes.

We collaborate closely with Committees and teams across the States of Guernsey and are particularly grateful to HSC and Public Health Services for their support and partnership working towards our shared health improvement goals.

Vision



For our islands to be places that support us all to lead a healthier life

Mission



To empower, enable and encourage healthy living in Guernsey and Alderney

Our governance

We formed as a company (66592) and registered as a Charity (CH601) in October 2018. Our Board of Directors (Stuart Falla CBE, Glen Broadhurst, Mike Bane, Rachel Copeland BEM, Susie Farnon and Dr Simon Sebire) plus attendees Dr Nicola Brink, (Director of Public Health) and Jim Roberts (Guernsey Community Foundation) meet every 6-8 weeks. Our Patrons are Sir John Collins, Elizabeth Couch, Michelle Le Clerc and Andy Priaux MBE.

Our work aligns with:



States of Guernsey



We hold Service Level Agreements with:



and deliver health improvement actions drawing on:



Focussing on five workstreams:



With the support of many organisations who together can improve population health

Our team

Our operational team in 2022 comprised 18 staff, 13 direct employees and five seconded from the States of Guernsey. The team have a range of expertise in health improvement.

Our funding

We are mainly funded by States of Guernsey health improvement strategies, or other States strategies which are relevant to health as shown above. We raise additional funding outside of government to add value to States strategy funding and to deliver projects such as the Bailiwick Social Prescribing pilot scheme.



The Health Improvement Commission

2022 in Numbers



100%
Of Early Years
Settings with an
Eat Well policy

40%
Growth in
social media
followers



5%
Increase in knowledge
of low alcohol guidelines

12th
Of 57 countries in the
Global Physical
Activity Scorecard



5,700
Pieces of fruit
and veg via
Guernsey Welfare

5
School active travel
plans developed



80
Media
engagements



218
New referrals to
Bailiwick Social Prescribing

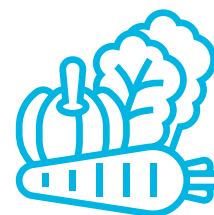
18



Early Years settings
delivered the Growing
Gang initiative

19

Families completed the
HENRY programme



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Organisational Development

Team

At Board level, Stuart Falla CBE stepped back after four years as Chairman, in addition to several years stimulating and driving the Commission's development. Stuart's leadership, clear strategic thinking and robust challenge took the Commission from a concept to an impactful and professional organisation, and we are very grateful to him for his support.

We are delighted that Mike Bane has stepped into the role of Chairman. 2022 saw Rachel Copeland BEM join the Commission Board as a Director. Rachel brings a wealth of expertise in community health and health inequalities that we are fortunate to be able to draw on.



'On Behalf of the Patrons of the Commission, I am pleased to see Mike step into this crucial role.'

'We are very grateful for all Stuart has done. Under his guidance, the Commission has gone from strength to strength.'

'We're looking forward to working with Mike as we continue to support the mission to empower, enable and encourage healthy living in the Bailiwick.'



Sir John Collins, Patron

Amongst our staff team, we welcomed Alex Bowtle and Jo Hollyer-Hill as Bailiwick Social Prescribing Link Workers and our placement student Chris Perry completed his time with the Be Active team.

We said farewell to Melissa Mitchell in Bailiwick Social Prescribing and Lucy Whitman who led the Healthy Weight Strategy for six years, firstly within Public Health and then at the Commission. Lucy also worked behind the scenes to develop the early concepts of the Commission with Stuart. Thank you, Lucy! We are delighted that Ellie Gould has taken on the Lead for the Healthier Weight Workstream. Her clinical and community experience and in depth understanding of the complexities and causes of obesity are a great asset to the Commission.

Strategy

In the summer we held staff and Board workshops to refine our organisational strategy, focussing on identifying key strategic enablers that apply across our existing workstreams. These will help us to prioritise, shape and evaluate our projects, whilst remaining flexible to deliver against the aims of the States health improvement strategies.



Contracts and governance

We are pleased to have agreed a new Service Level Agreement with the States of Guernsey beginning in 2023. The three-year rolling contract provides us with a secure foundation on which to recruit and retain a talented team to deliver long-term actions to improve health aligned with a range of government priorities.

We've continued to review our governance in line with the introduction of the new Charities Legislation alongside reviewing and updating our risk register. In 2022 we joined the Guernsey Employment Trust Employers' Charter reflecting the positive steps that we take as an employer to enabling more disabled people to access work experience and employment opportunities.

Closer working with Jersey

In July we hosted Jersey's Director of Public Health and his team for a workshop in which we presented our operating model and ways of working with government, private and third sectors. In 2022 all of our workstream teams continued to share practice and ideas with their counterparts in Jersey identifying areas where we can work together. We were pleased to join the new Channel Islands Public Health Alliance alongside Guernsey and Jersey Public Health teams.



**The Health
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Sharing our Mission and Impact

With a focus on enhancing our public engagement throughout 2022, we have shared more output, increased our coverage and seen a 39% growth in social media followers.

Our activities have been reported in a range of media throughout 2022 communicating our initiatives, sharing the outcomes of our work, discussing local health trends, and raising our profile. Stories from all of our workstreams featured across TV, radio and in print/online media.



80 Media Engagements



+21% on
2021 coverage



Appearing in local media
at least twice each month

Our stories: Highlights

Recipient of BEM joins Health Improvement Commission board

A HEALTH professional who was one of the founders of the Bright Beginnings Children's Centre has now joined the board of the Health Improvement Commission. Rachel Copeland, pictured, was awarded the British Empire Medal in 2020 in recognition of her ongoing commitment to supporting vulnerable families locally. She trained as a children's nurse in Manchester and as a midwife in London before moving to the island, where she worked primarily as a health visitor, working among disadvantaged communities, and she developed and led the Guernsey Parents' Partnership. She has retained that interest in sup-



porting families, and is passionate about addressing health inequalities, which the Health Improvement Commission identified as one of its key responsibilities. In expanding the board we were seeking to diversify our knowledge of and impact on health inequalities, as this is a topic that cuts across all of our work, said commission chairman Stuart Palla. Rachel's extensive knowledge in this area, as well as her experience as a director of a number of local charities, will be of great value to the commission in the future. Mrs Copeland said she was delighted to be joining the board. 'To be supporting the work around health inequalities is an area of particular interest to me from 30 years' work with island families and communities.'

Hautes Capelles pupils getting active



Hautes Capelles is among those seeing an increase in active travel to and from school following an audit undertaken by the Health Improvement Commission. At 2.4km each day, all traffic is stopped to let cyclists and walkers exit. Story, page 6.

Les Cotils and PwC team up to deliver fruit to pupils



Left to right, Alex Newman, Les Cotils head at the Health Improvement Commission, marketing director at PwC, Nigel McMillan, and Alex Newman, senior manager at Les Cotils. (Picture by Terry Gurn, 20/05/22)

'Glow up' for St Sampson's High School's Canteen



Cartoon character Clive the face of drink-drive campaign



Healthier Weight initiative producing 'life-changing' results

SUPPORTING locals in overcoming obesity has been the task for the Health Improvement Commission's Healthier Weight team. The Counterweight Plus programme is in its pilot phase and has seen nearly 20 people, half of them with type two diabetes, improving their health. Results to date show that participants have achieved life-changing results, including remission of type two diabetes, improvements in mobility, remission of sleep apnoea and return to much-loved sports, said Lucy Whitman from Healthier Weight. She said people had lost an average of 17kg initially, and sustained weight loss at 12 months of more than 15kg. Research commissioned in 2020 estimated that more than 15,000 local adults live with obesity, including more than 3,000 with severe obesity, but tier three and four weight management services were not available to help them. Through 2021 we worked collaboratively with a range of local clinical experts to develop a business case for a new complex obesity service including effective drug treatments and surgical options overseen by a multi-disciplinary clinical team, Ms Whitman said. 'The business case has been submitted to Health and Social Care and provides the opportunity for an exciting partnership between government, private sector and third sectors.' This year, work will focus on training Health Visiting and School Nursing Services as well as the family programme and reviewing the existing weight management support options for children and families. 'We would like to develop a project to understand and help address weight bias, stigma and discrimination in the Bailiwick,' Ms Whitman added.



Hundreds prescribed social activities in Guernsey

© 3 October 2022



TV appearance: Active Travel Officer speaks to ITV about adult cycle classes

Creating the conditions for healthy eating in the Bailiwick

Eat Well Early Years

We have now supported all local Early Years settings to put an Eat Well Policy in place and 90% of settings supported in 2022 report being 'very confident' in using their policy. This means that all settings, including those in Alderney, are actively working to provide healthy food environments and experiences for a large proportion of local young children on a regular basis. In 2022 the Growing Gang initiative was delivered in 18 settings, where children plant, grow, and taste a range of vegetables. We also provided staff training at the Joyous Childhood Conference.

Whole School Approach to Nutrition

Building on extensive piloting, our whole school approach to nutrition is now embedded in the primary school annual review cycle. This valuable change means that we can now regularly and consistently support primary schools to develop and implement a whole school approach to nutrition helping them to create healthier everyday food environments for children.



Students Lead St Sampson's Canteen Redesign

The design and atmosphere of the places where we eat strongly shape our eating experiences, so when students at St Sampson's High School told us that they wanted to make their canteen a more vibrant and attractive place to eat and socialise, we were pleased to help.

Fifty students were included in workshops to develop their chosen street art design with a vibrant and healthy food theme. We commissioned artist India Silvester to turn the students' designs into eye catching illustrations for the canteen windows.

Improving Access to Healthy Food

Recognising the challenges of the increased cost of living when it comes to accessing a healthy diet, in 2022 we supplied 5700 portions of fruit and vegetables to the Guernsey Welfare Service food bank, helping individuals and families to access nutritious options. We helped to extend existing schemes in two secondary schools to provide a nutritious lunch to students who are identified as not being able to buy or access healthy food during the school day. We are also very grateful to the Sarah Groves Foundation who sponsored us to provide regular fruit and vegetable snacks to young people taking part in the Sports Commission's Street Sports programme.

Linked to the Healthy Weight Strategy action to improve options to eat healthily on States premises, we have completed test audits of the Beau Sejour Café and the PEH Gloucester Rooms Restaurant against the draft Community Nutrition Standards as well as customer surveys. The standards include a range of areas such as vegetables and salads being part of meals and providing healthier alternatives to processed meat and sweet and savoury snacks. Initial work with the PEH has seen improvements in product placement, lower prices of healthier options, removal of certain sugary drinks and new lines of pre-packed salads.

Food for Sport

Based on a scheme in Australia and recognising that 1000s of children attend local sports clubs each week, during 2022 we developed the Food for Sport scheme and pilot tested components at a variety of clubs. Launching in 2023 the scheme will help sports clubs review their food provision and identify simple changes that could make their club catering healthier.

Helping people to achieve and maintain a healthier weight

One-to-one Support for Families

In 2022, 450 children had a BMI check as part of the pre-school health clinics. Alongside professional referrals, this resulted in 40 families receiving support from our Health Improvement Specialist Nurse through home visits, clinics and our parent resources. We also continued our 'Fun with Food' drop-in programme at the Kindred Centre, where parents/carers and their young children can try new foods, tastes and textures and learn about portion size, and healthy cooking on a budget.

“

Overall, I feel happier in myself and more confident to be in school and play sports. I feel like I can do more things that I couldn't do before because my confidence and self-esteem was so low.

”

Young person receiving 1:1 support

Healthy Families Right from the Start

In 2022, 19 families completed the HENRY (Healthy Exercise and Nutrition in the Really Young) family programme in partnership with the Kindred Centre. Our trained local facilitators support parents to build their confidence and ability to help their family eat well and be active. We continue to support all Health Visitors to receive training to use the HENRY approach and we've trained ten further individuals from teams who work closely with children and families including school nursing, dental, SAFER, and Bright Beginnings to enable consistent messaging across services.

Children's Weight Levels Stable Over Covid-19

The 2022 results of the Guernsey Childhood Measurement Programme showed that levels of excess weight in local children were stable from before to after the Covid-19 pandemic and did not spike as they did elsewhere in the British Isles. This is encouraging, as is the early sign of a downward trend in excess weight amongst Year 5 children. However childhood obesity remains a serious local health challenge.

Counterweight Plus Bringing Health Benefits

We continue to support the delivery of the Counterweight Plus programme within the Dietetics-led Adult Weight Management Service to help adults with a raised BMI to lose weight in the long term. People are referred to the programme targeting the remission of type 2 diabetes, for weight loss ahead of surgery and management of weight-related conditions including sleep apnoea, intracranial hypertension, osteoarthritis and presence of multiple comorbidities. Evaluation of the programme shows that people achieve an average of 9.8kg weight loss at 12 months and health benefits including remission of type 2 diabetes and sleep apnoea, reduction in intracranial pressure, and several reports of improved mobility.



Adult Weight Management Service Design

In 2022 we completed Action 13 of the Healthy Weight Strategy to review the local Adult Weight Management Service and facilitate the development of a business case for a new 'Tier 3 and 4' service for people living with complex obesity. This would be led by a multi-disciplinary medical team and provide access to evidence-based drug and surgical treatments. In 2022 there were 196 referrals to the current Tier 2 service, with 62% of people eligible for Tier 3 or Tier 4. Sufficient funding for the service redevelopment has not yet been awarded and the team are now exploring the feasibility of alternative designs. We are committed to improving access to effective weight management services for people living with complex obesity.

Creating the conditions for more people to be more active more often

Active Travel

Our Active Travel Officer delivered a wide range of initiatives in 2022. We held community events including an E-bike Expo where many individuals and families tried out a range of e-bikes in the safety of a closed North Beach carpark. We've supported improvements in bike parking at Candie Gardens and La Vallette. We funded and established a local adult Bikeability course which has proved very popular and we launched our Yellow Guernsey award celebrating local active travel ambassadors. We also assisted five schools to develop active travel plans including installing cycle/road markings in two playgrounds and helping schools such as Castel to convert car drop off spaces into parent bike parking – which is very well used. This work benefits from strong collaborations with groups in the States and the community.

Whole School Physical Activity Approach

In 2022 we started the roll-out of the Be Active schools framework, initially in primary schools. This involves a comprehensive audit, physical activity measurement and close working with each school to identify ways to embed physical activity across the school day. Now included in the primary school annual review cycle, we will continue this work in 2023. We've also worked alongside the States to embed health improvement principles in the new Education Strategy and the revised Children and Young People's Plan.

In 2022 we convened a multi-sector group to write the 2022 Global Active Healthy Kids Report Card. Called *Moving in the Right Direction* and published in October, Guernsey was ranked equal 12th of the 57 participating countries, showing improvements in indicators of children's physical activity including overall activity levels, school, active travel and government endorsement.

Adult Physical Activity

2022 saw us commence our work to extend our Be Active workstream to empower, enable and encourage more adults to be physically active aligned with the aims of the Active-8 Plan for Sport. Our work focusses on actions of embedding physical activity into healthcare, workplaces and community settings. This has included creating new options for physical activity during pregnancy with the midwifery team, new adult dance opportunities and a *give it a go* event, showcasing 14 different activities that the public could trial for free. 2023 will see us work with GPs and use the Island Games as a platform for promoting active lives.



Be Active Early Years

In 2022 we extended our Be Active Early Years workforce training to childminders. Sixteen childminders were trained, focussing on increasing their knowledge about physical activity and confidence to enable children to be physically active whilst in their care. Following an audit of their practice, we awarded £2000 in grants to help the course attendees purchase equipment and resources to enable children in their care to be more active. We've continued to promote the benefits of early experiences of cycling by providing a further 16 balance bikes to seven early years settings and 16 pedal bikes to reception years in seven primary schools alongside resource packs.

Reducing the harms of substance use and increasing the chances of sustained recovery

Partnership on Policy

Continuing our focus on upstream ways to improve health, our partnership with Public Health on the Combined Substance Use Strategy saw us contribute to policy papers including the regulation of e-cigarettes and legislation to protect children in cars from the effects of second-hand smoke. We have supported schools to apply the Drug, Alcohol and Tobacco Policy Directive, collecting termly data, providing preventative interventions and coordinating support from other agencies.

Community Substance Use Services

The Commission's contracts with In-dependence and Action for Children to provide community-based early intervention and treatment programmes for substance use started in January 2022. This includes counselling for substance use dependence, the needle exchange, the criminal justice substance service, substance use education in schools and a partnership with the States on the Multi Agency Services for Young People as part of the Youth Housing Project. We've continued to work closely with the commissioned services, providing workforce training, support with data and evaluation and service reviews as well as promoting inter-agency working and are grateful to In-dependence and Action for Children for their important work and collaboration. We have also supported the Community Drug and Alcohol Team in their refinement of the Prison Substance Service, including a new referral system, 1:1 support delivered by a team of workers and clear outcome and KPI monitoring.

Support for Young People and Families in Alderney

In 2022 as well as our education programme in St Anne's school and support for the youth club, we provided community engagement events ahead of Alderney Week, with Action for Children and the Youth Commission meeting with young people, parents and families to provide advice, support and resources.

Tobacco Harm Reduction

We've worked closely with the Looked After Children's team to help children and young people in care to become or remain smokefree including a policy review, new resources, support from Quitline, as well as developing Smokefree Champions within each residential setting to provide clear signposting.

By the end of the year, 50 people had registered with Quit Genius, a free digital smoking quit coach, app and support service that we are piloting locally. We will review the programme in 2023.

We've provided new support to schools on vaping; incorporating information on vaping into the school-based smoking prevention programme delivered by Action for Children and giving all schools, colleges and parents of secondary school age children up-to-date information.



Count 14 Making a Difference

The Count 14 campaign continued to raise awareness of the low-risk alcohol drinking guidance through various events, public messaging and advertising. A survey of 776 people in September 2022 showed a 5% increase in awareness of the drinking guidelines and 9% increase in people knowing the guidelines were the same for men and women compared to before the campaign began.

BAILIWICK SOCIAL PRESCRIBING

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

Bailiwick Social Prescribing (BSP) is a free scheme which aims to improve people's physical, mental, and emotional health and wellbeing by linking them with free or low-cost non-medical support based in the community. BSP launched in July 2021.

In 2022, Alex Bowtle and Jo Hollyer-Hill joined Candace Green as Link Workers in the team led by Trish De Carteret.



Medium term funding secured

We were very pleased to secure medium term funding to complete the BSP pilot scheme, which will now run to the end of 2024. We are very grateful to the Guernsey Community Foundation, who extended their funding to a fourth year, to the Social Investment Fund who have provided new funding from October 2023 to the end of 2024 and to Public Health for their continued contribution. The pilot scheme is now on a sound financial footing. More people will now be able to access services and we will be able carry out a proper evaluation of effects which will inform the development of operating models for social prescribing as a part of future local healthcare.

218

New referrals

95%

Of eligible GPs have
referred into BSP

Project development

In 2022 we increased the number and range of activities and organisations that Link Workers can refer clients to. We expanded the community Art for Impact classes to KGV, quality assured a range of new partners including new physical activity and sport options and formed our first partnerships with small businesses and community groups to provide affordable access to physical activity classes for BSP clients. We are pleased that Queens Road Medical Practice will join BSP in 2023 meaning that BSP will be accessible through all three local GP practices.



Referrals and impact

BSP received 218 new referrals in 2022 and 100% of GPs from Island Health, 90% of GPs at HealthCare and 75% of Healthy Minds practitioners have referred to the scheme. 70% of people who are referred engage with BSP and clients have been referred to 70 different community assets. Whilst in the early days of outcome measurements, our ongoing evaluation is showing signs of positive impact by addressing people's concerns and anxiety.

“

I didn't have any idea what things were of interest, possible or available. This scheme enabled me to say "this is who I am and what I struggle with" and then see what might work.

”

“

I am very grateful for such an excellent service, without it I wouldn't have the confidence to leave the house

”

Bailiwick Social Prescribing clients



The Health
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Future Plans

Much of the work presented in this report is now our business as usual and will continue in 2023. Our 2023 plans also include the following:

Eat Well

- Complete first full cycle of primary school nutrition audits and whole school approach support
- Launch Food for Sport
- Undertake training in public engagement and develop a new public Eat Well forum

Healthier Weight

- Expand the HENRY group programme and continue Counterweight Plus
- Support Public Health to refresh the Healthy Weight Strategy
- Maintain momentum on Tier 3 weight management service development and increase capacity to deliver Tier 2 weight management services

Be Active

- Support school active travel plans and implementation & promote adult cycle skills
- Design and implement project to embed physical activity in primary care
- Embed whole school approach to physical activity across early years & primary schools
- Embed Be Active and other workstream core messages into the 2023 Island Games

Substance Use

- Deliver conference on the role of and reduction of stigma in substance use
- Further develop stop smoking initiatives
- Maintain and develop public awareness campaigns including Count 14

Bailiwick Social Prescribing

- Onboard Queens Road Medical Practice, train GPs and establish referral pathways
- Extend non-primary care referral pathways
- Expand community classes and quality assure new partners
- Continue to gather insight with which to evaluate the scheme

Thank you

The Commission Patrons, Directors and Team would like to thank all of the organisations, groups and individuals who work with us by providing funding, volunteering their time, 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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www.healthimprovement.gg



The Perkins Suite, KGV Playing Fields
Rue Cohu, Castel
Guernsey, GY5 7SZ
hello@healthimprovement.gg

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



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