

ANNUAL REPORT 2019



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EXECUTIVE SUMMARY

This is the first annual report of The Health Improvement Commission so is somewhat of a milestone for us. We have enjoyed finding our feet and blending together the various skills and experiences of our team members into a cohesive unit. Some of the work within this sector was already in existence but is now carried out within a consistent framework and knowledge is being shared amongst the various disciplines. We are now in the process of super-charging what was being done before by adding resources, energy and fresh ideas.

Since forming in late 2018, we have focussed on building our structure and governance, creating our identity, enhancing our capacity and delivering early success. We have achieved our goals in all of these areas. We have developed a strong brand and identity, revolving around four clear workstreams: Eat Well, Be Active, Healthier Weight and Substance Use. Having begun 2019 with five staff seconded to the Commission from within various States departments, by the end of the year we had nearly doubled our staff team to nine, with new leadership, administrative and operational appointments. We have a knowledgeable and committed team and thank them for their hard work.

Most of our innovation and growth has focused on the Healthier Weight, Eat Well and Be Active areas. Appointing our Community Nutritionist and Active Travel Officer has greatly enhanced our capacity to

increase physical activity and healthy eating locally. There remains a vast amount of work to do to enable, empower and encourage all parts of our community to become part of the solution, not part of the problem but we are confident that we are focussing in the right areas, some which are highlighted in the report.

With the Substance Use workstream being more well established and resourced, we have focussed on refining existing commissioned community services and identifying areas of added value such as workforce training and development, a redesigned anti-drink drive campaign and collaborations with Public Health Services on strategy development and local research.

We are grateful to HSC for supporting our formation and to our Board members and Patrons for their voluntary contributions, as well as to the important financial support from our public, third and private sector sponsors. Looking forwards, 2020 will see our team relocate to a new community facility at KGV which will

further develop our identity and integration with the local third sector. We will further expand our capacity and develop new initiatives in all of our work streams. The whole and expanding team are excited by the prospect enlarging our spheres of influence within the community and working towards a healthier island.

Stuart Falla MBE
Chairman



BACKGROUND

FORMATION

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 and is responsible under service level agreements for the operational delivery of the Healthy Weight Strategy and the Drug and Alcohol Strategy, which were previously delivered by Public Health Services. Our actions align with the strategic priorities within the Committee for Health and Social Care's Partnership of Purpose, The Policy and Resource Plan and The Children and Young People's Plan.

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 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 policy.

GOVERNANCE

Our formation has seen the appointment of 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 who meet every 6-8 weeks. The Commission's Senior Management Team meet monthly.



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



STRATEGY

Our initial business plan focuses on:

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

BUILDING CAPACITY

PEOPLE

We have successfully built and expanded the Commission team resulting in significant enhancement in the delivery of community-based initiatives in our strategic areas.

In 2019, we increased our staff capacity from five staff seconded from four States areas, to a team of nine. The Commission appointed its Chief Executive and an Office Administrator in 2019. Following a successful application to the Guernsey Community Foundation, we appointed a full time Community Nutritionist, a new role in Guernsey which focuses on community projects to make it easier to eat healthily locally. We have also appointed a full time Active Travel Officer, a post dedicated to the promotion and facilitation of everyday walking and cycling. The new appointments represent a value of £100,000 in addition to the funds allocated to the Commission.



Team building at Up Climbing

By efficiently co-locating individuals with common health improvement remits and directly employing staff who bring new capacity, expertise and energy, we have created a collaborative and innovative team and working environment.

We have established organisational systems and good governance necessary for the Commission to function independently and effectively. We are grateful to the support of Walkers, Focus HR, Active Optimus, The Youth Commission and the Community Foundation for support, often given pro bono or at charity rates.

PLACE

We are very grateful to the States for providing temporary accommodation to support the Commission's establishment. However, we have reached capacity and it is essential for our identity and future growth to relocate to more appropriate premises. We plan to relocate to a new office suite at the KGV Community Centre in 2020. Moving to a highly valued community location, and co-location with other Third Sector organisations will provide greater capacity for expansion, collaboration and further development of our identity.



KGV roof space conversion November 2019

We are grateful to be working alongside Specsavers, drawing on their expertise from their recent refurbishment, to create a positive office environment aligned with our values.

FUNDRAISING

In 2019 we raised £61,000 in grants and donations from the Guernsey Community Foundation and La Fraternelle Trust, which we have used to appoint new staff, establish new workstreams and deliver new community projects.



STRATEGY

ENHANCING OUR VISIBILITY

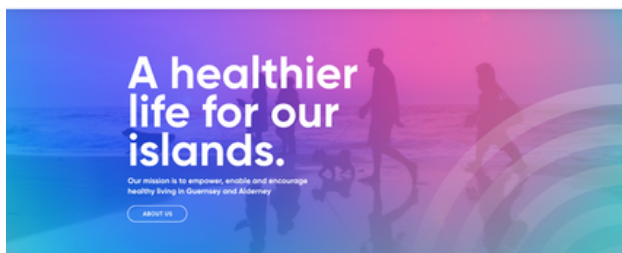
VISUAL IDENTITY AND LOGO

We partnered with The Potting Shed to develop the Commission's contemporary and professional branding and logo, supported by four child brands representing our work streams.



WEBSITE AND SOCIAL MEDIA

The Potting Shed have built our website to communicate who we are and what we do to a wide audience. This has provided a much-enhanced public visibility of our work. Our Facebook and Twitter profiles were launched alongside the website in January 2020. This will continue to build our visibility and a give a route for advocacy and engagement.



About The Health Improvement Commission

The Health Improvement Commission (HIC) is a charity with a mission to empower, enable and encourage healthy living in Guernsey and Alderney. Our vision is for our islands to be places that support us all to lead a healthy life.

[CONTACT US](#)

MEDIA

Our work has featured in over 50 media reports covering 30 stories across diverse platforms up to Dec 2019 which as a new charity has allowed us to clarify our aims, vision and mission, support staff recruitment and promote our new initiatives to the public.

ENGAGEMENT

We have invested significant time in building relationships with stakeholders and beneficiaries identifying common purpose and potential collaborations within the public, private and third sectors. Highlights include our ongoing involvement of College of FE students and staff to improve their food provision including supporting students to name and brand the new food provision and guide the menu, setting up and facilitating two School Nutrition Action Groups and co-leading the stakeholder engagement to provide evidence to the Substance Misuse Strategy Joint Strategic Needs Assessment.

PARTNERSHIP AND SHARING EXPERTISE

We have built strong relationships with several local charities, States bodies and the private sector. We have provided input into strategy development, and service design and steering committees. Our team has given numerous invited talks, workshops, conference presentations and seminars sharing knowledge and expertise and building awareness and understanding of our workstreams and approach. Highlights include providing training on motivating change to all PHSE staff and agencies which support schools and presenting to over 100 mental health first aiders on nutrition and mental health.



We want 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. We are focusing on initiatives which will have the biggest impact, by improving the everyday food environment long term, especially in areas of inequality.

IMPROVING HEALTHY EATING IN SCHOOLS

We have partnered with the La Mare De Carteret High School and The College of FE to establish School Nutrition Action Groups, a collective of students, staff, parents and the caterer who meet every 8 weeks to co-develop and co-own ways to improve food in school.

We have successfully advocated alongside the College of FE for CfESC funding to re-open their cafés to provide fresh food and end the previous vending-only options. We have empowered students to design the logo and brand the café and have made healthier options available, accessible and affordable through changing cooking methods, reducing portion size and influencing pricing. This work will continue in 2020.

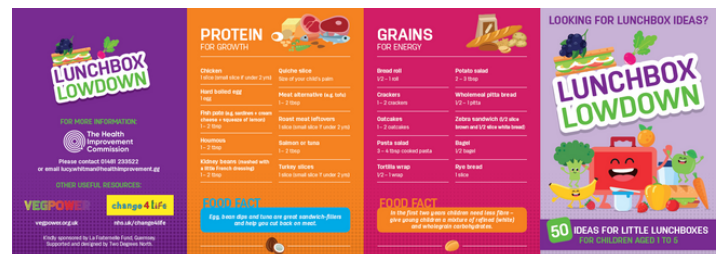
We are reviewing CfESC's Food in Guernsey Schools Policy Directive to target upstream drivers of nutrition in school settings for implementation in 2020.

SUGAR SMART GUERNSEY & ALDERNEY

Using a grant from the Guernsey Community Foundation we have established Sugar Smart Guernsey & Alderney, linking with a national campaign to raise awareness around sugar intake as a key indicator of poor nutrition. We are partnering with The Youth Commission to create Sugar Smart venues and services for young people and ran a 6-week project for 64 children on Summer Playscheme focusing on healthy swaps, tastings and cooking skills. We will further develop Sugar Smart locally in 2020.

EARLY YEARS - MINI MUNCH

In partnership with The States Early Years Team and parents we led a study of 171 lunchboxes of early years age children. This showed that a third did not contain vegetables, many exceeded sugar recommendations, and lacked wholegrain. Using this insight we have designed a suite of interventions to improve young children's daily nutrition:



Lunchbox Lowdown resource for parents of Pre-schoolers



- Developing and implementing early years provider nutrition policies and embedding a Code of Good Practice for early years nutrition into the Quality Standards Framework.
- Delivering workforce training across the Health Visitor Service (see 'Healthier Weight').
- Developed a new early years lunchbox information resource developed with parents, 700 copies circulated across all early years settings.



The Commission has initiated a range of new community and clinical projects to support more children and adults to achieve and maintain a healthy weight with targeted investment of just under £70,000. We have refined and strengthened weight management service provision and The Healthy Weight Strategy Annual Report was presented to The Committee for Health and Social Care in Q3 2019.

HEALTH VISITOR WORKFORCE DEVELOPMENT

In November we funded service-wide HENRY (Healthy Exercise and Nutrition training for the Really Young) practitioner training for all Health Visitors to develop the knowledge, skills and confidence to help families of young children be active and provide good nutrition. Working new knowledge and confidence into routine practice will mean all families with pre-school children and importantly those with greatest need will benefit from practical and consistent advice.



FOOTBALL FANS IN TRAINING (FFIT)

In 2019 we commissioned Guernsey FC to deliver Football Fans in Training, an evidence-based 12-week healthy living and weight loss programme delivered at football clubs by local football coaches to men with a raised weight status. 16 men completed the programme and collectively lost 56kgs and 112cm from their waists. The popularity of FFIT demonstrates the feasibility and effectiveness of community-based tailored interventions for men. We plan to continue to support FFIT in 2020.

COUNTERWEIGHT-PLUS

We have commissioned a pilot delivery of Counterweight Plus within the Dietetics Service. Starting in January 2020, this initiative will initially support 20 adults with a raised BMI with a 12-week low-calorie diet replacement and sustained behaviour change support for weight loss and weight loss maintenance. Clinical trials show that this programme can put Type 2 diabetes into remission and is cost effective.

RESEARCH COMMISSIONED

In late 2019 we commissioned UK consultants Solutions for Public Health to undertake a review of gaps in local Tier 3 and 4 weight management service provision, comparison with recommendations, and an appraisal of locally-feasible options for service development. These services provide clinical support and interventions for adults with high BMI. The review will be completed in 2020 and the insight will inform recommendations for service development.

WEIGHT MANAGEMENT CLINICS

"It's the trying that's improved no end, they are willing to try new things... dinner is not a battle anymore". (Fun with Food parent)

The Child Weight Management Clinic supported 100 young people and their families in 2019. Attendance at Monthly *Fun with Food* sessions run at the Kindred Centre has increased. The Adult Weight Management Clinic supported over 100 people and received high praise in a GYOne article. The Commission has supported refinements to both services, aligning them with behaviour change frameworks, enhancing measurement and introducing Public Health England's Standard Evaluation Framework to assess the programmes' efficacy.





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

EARLY YEARS WORKFORCE DEVELOPMENT

We have developed a new two-day training programme to allow early years practitioners to audit their current practice and build with the confidence, skills and knowledge to promote daily, high quality and varied physical activity to all children in their setting. 37 staff from 15 settings have completed the training thus far. In 2020 we will add a grant funding scheme to help settings enhance their physical activity provision.

ACTIVE TRAVEL

The expansion of our team to include an Active Travel Officer in July 2019 led to the establishment of new initiatives which promote everyday walking and cycling. Six Early Years settings now deliver Ready Set Ride, a project to build young children's confidence and skills to ride a balance bike. We have initiated and funded the Living Streets WOW challenge in six primary schools which encourages children to walk, cycle or scoot to school, including negotiating new drop and stride locations.



Ready Set Ride in action

We are exploring the installation of learn to ride bike playgrounds in Guernsey and Alderney; simple markings placed on existing surfaces to give children a safe place to learn road craft and be active with their parents. We have also conducted extensive public engagement on workplace active travel.

THE DAILY MILE

We support 12 schools to continue to run the Daily Mile, a simple and free way for pupils to jog for 15 minutes every day at school. In November, over 1000 pupils from 9 schools along with community leaders participated in a Daily Mile Celebration at the new Footes Lane athletics track.



The Daily Mile day at Footes Lane 2019

ADVOCACY AND POLICY SUPPORT

To get more people more active more often, we need upstream policy and strategy enablers. Our advocacy and has led to a change to the proposed Secondary School Ofsted Inspection framework to include enhanced section on provisions for pupils' healthy development including physical activity and healthy nutrition. We led a collaborative response from multiple agencies to the Seafront Enhancement Consultation as an opportunity to create spaces which promote rather than undermine activity and health. We are pleased to see for example, the Vive La Vallette project embracing these concepts.

BE ACTIVE INSIGHT

The Be Active team led the Bailiwick's first Active Healthy Kids Report Card as part of a global initiative in 2018 which compiled nine indicators of young people's activity levels, programmes and policies. We are conducting a surveillance study of the physical activity levels in over 300 Primary School children using activity monitors which will report in 2020.



Many operational elements of the Drug and Alcohol Strategy are commissioned community-based or statutory services (provided by Independence, Guernsey Alcohol Advisory Service, Action for Children, and the Community Drug and Alcohol Team) and the outcomes were presented in the 2018 Drug and Alcohol Strategy Annual Report. Below are highlights of new initiatives that have developed since the transfer of the strategy's implementation to the Commission.

SUBSTANCE USE & DOMESTIC VIOLENCE CONFERENCE

In September over 100 delegates from a range of local agencies attended *Complicated Matters* a conference which we co-hosted with the Domestic Abuse Strategy. The conference explored the links between domestic and sexual abuse and violence, mental and physical ill health and the use of drugs and alcohol and included talks and workshops from leading UK academics and Charities.

ANTI DRINK DRIVE CAMPAIGN REDESIGN

In 2019 we partnered with the Specsavers Creative Team to develop a campaign with a strong local connection. This is the first time the Team have developed a community campaign and we are very grateful for their support. The campaign targets social norms and local connections to resonate with islanders and deliver hard hitting imagery.



Anti Drink Drive campaign 2019 social media carousel

The campaign will now be year-round, deployed across social media, print media and radio.

LOW RISK DRINKING GUIDANCE CAMPAIGN

Enhancing the prevention strand of the Substance Use workstream, and in response to local statistics that 24% of adults exceed the low risk drinking guidelines, the Commission have agreed with NHS Scotland to use their Count 14 campaign assets in a local effort to raise awareness of low risk drinking guidelines for men and women. The campaign will launch in 2020.



CARE LEAVERS' TRANSITION WORKER

In 2019 we partnered with Action for Children and Education Services to co-fund a Transition Worker, employed by Action for Children to support young people in the transition when they leave care. This post expands our drug and alcohol prevention and early intervention focus amongst some of Guernsey's most vulnerable young people.



PARTNERSHIP WORKING

2019 has seen us partner with both the Third Sector and the States on service redesign, strategy development, developing local insight, training and education.

FUTURE ACTIVITIES

ORGANISATION & INFRASTRUCTURE

2020 will see our office relocation which will help us consolidate our identity and provide capacity to grow our team. We expect to add two further team members in 2020 which will further develop our capacity to implement new programmes of work. We will use our website and organisational social media presence to enhance our visibility in 2020. We will continue to review and develop our governance, procedures and staff training.

OPERATIONAL

Combining local insight with international evidence we have prioritised the following future actions within our four work streams.

EAT WELL

- Expand Early years & primary school initiatives.
- Enhance capacity in Community Nutrition to improve Out of Home eating.
- Support implementation of the Food in Guernsey Schools Policy Directive.

HEALTHIER WEIGHT

- Continue Football Fans in Training.
- Roll out Counterweight Plus pilot.
- Complete Tier 3 & 4 services review.

BE ACTIVE

- Enable a whole-school approach to physical activity and a Physical Activity Policy Directive.
- Complete surveillance of primary school age physical activity levels.
- Address gender-based inequalities in physical activity.
- Expand and extend our active travel / active places initiatives.

SUBSTANCE USE

- Implement Count 14 campaign locally.
- Expand capacity to deliver school-based tobacco education.
- Prepare for implementation of the new Substance Use Strategy.

THANKYOU

The Commission would like to thank all of the organisations, groups and individuals who work with us to improve the health of the people of Guernsey and Alderney.

Active Optimus
Focus HR Solutions
Guernsey Community Foundation
Guernsey Yacht Club
La Fraternelle Trust
Next Generation IT
Paul Chambers Photography
Specsavers
States of Guernsey
The Potting Shed
Two Degrees North
Walkers Guernsey LLP



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