



The Health  
Improvement  
Commission

# ANNUAL REPORT 2021

[www.healthimprovement.gg](http://www.healthimprovement.gg)



Eat  
Well.



Healthier  
Weight.



Substance  
Use.



Be  
Active.

**BAILIWICK  
SOCIAL  
PRESCRIBING**



# EXECUTIVE SUMMARY

This, our third Annual Report, indicates how the Commission has strengthened its role and has been busier and more impactful. The progress that we report below is testament to the hard work of the Commission team which is now bearing fruit (and vegetables!). Our progress has been achieved against a backdrop of continued challenges posed by COVID, its impact on population health and health behaviours and pressures on our own team and our partners in the community who are critical to health improvement initiatives.

Now settled in our new accommodation at KGV we have continued to expand our talented team. This includes a dedicated Communications Officer to help engage the local community in our work, support our messaging and grow our visibility. Our 2021 figures show that we are engaging with more people, more often and with more impact. We were delighted to win both regional and national PR awards for the Count 14 campaign.

Our actions and initiatives are having a positive impact on people's lives and on the community, including successful outcomes for people on the Counterweight plus programme, positive changes to school nutrition, more opportunities to be active in early years settings and through active travel, and the launch of new smoking cessation programmes. We successfully launched Bailiwick Social Prescribing in July and extended its reach to HealthCare patients and Healthy Minds. By the end of the year, referrals had exceeded 120 and were increasing rapidly.

As well as these more visible successes, much of our work happens behind the scenes through research, advocacy, and knowledge sharing. For example, a piece of research that we commissioned in 2020, funded by a third sector grant scheme, estimated that whilst there are over 15,000 adults living with obesity locally, including over 3,000 living with severe obesity, the 'Tier 3 and 4 weight management services' required to improve health in this group are not available. In 2021, we used this research to write a business case to HSC and advocate for service development including the potential for external funding highlighting the added value of our work.

Looking forwards, we have exciting plans across all of our workstreams for 2022. The end of 2022 will mark the end of our initial agreement with the States. For the Commission to continue to build on the strong foundations that we have laid in our first three years, to retain and recruit excellent staff and to invest in long-term actions to improve health aligned with government priorities, we now need a long-term commitment.

I hope that next year's annual report will bring good news.

Finally, thank you to our Patrons, Directors and Board members, operational team, volunteers, sponsors, supporters and collaborators. Health improvement requires a community-wide effort, and we are grateful for your continued support and partnership.

Stuart Falla CBE  
*Chairman*



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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. The Commission was formed as a company (66592) and registered as a Charity (CH601) in October 2018.

Our operational team comprises 15 staff, ten direct employees and five seconded from the States of Guernsey, who bring a range of expertise needed for effective health improvement.

## WHAT WE DO

We focus on five areas: Be Active, Eat Well, Healthier Weight, Substance Use and Social Prescribing. We identify, commission, fund and deliver initiatives, community-led projects and services which improve health. We 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.

## GOVERNANCE

We have four Patrons (Sir John Collins, Elizabeth Couch, Michelle Le Clerc, and Andy Priaulx MBE). Our Board of Directors comprises Stuart Falla CBE, 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.

## OUR VISION

For Healthy People, Healthy Places,  
Healthy Community

## OUR MISSION

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

## Building Health Improvement



### We align with:



### We hold service level agreements with:



### and deliver health improvement actions drawing on:

Active-8 A Plan for Sport	The Healthy Weight Strategy	The Combined Substance Use Strategy
On-Island Integrated Transport Strategy		The Children and Young People's Plan
The Government Work Plan		

### Working in five streams of health improvement:



With the support of many organisations  
who help us on our mission.

# THE CASE FOR HEALTH IMPROVEMENT



## Substance Use.

24%

Adults exceed recommended alcohol intake (32% of men)

27%

Report risky or high risk drinking (34% of men)

13%

Adults smoke tobacco (~20% of men under 45)



## Eat Well.

70%

Adolescents do not eat 5+ Fruit and Veg a day

50%

Adults do not eat 5+ Fruit and Veg a day



## Be Active.

61%

Adults do not meet physical activity recommendations

56%

Children do not meet physical activity recommendations



## Healthier Weight.

29%

9-10 year old children live with overweight or obesity

56%

Adults live with overweight or obesity

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32%

Adults report being intensely socially isolated or lonely

42%

Adults do not take part in any regular social activity



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# 2021 IN NUMBERS

80 

Balance bikes  
now donated to  
early years settings

5



New team  
members

1,140

New social media  
followers



40,000

People reached online by  
our Count 14 campaign



4

Schools with an improved  
food provision



50%

Increase in  
fruit and veg sold at  
The Guernsey Institute

45

Early Years  
practitioners now trained  
on Be Active course



230

Visitors to our  
website each week  
on average



112

Clients referred to  
Bailiwick Social Prescribing

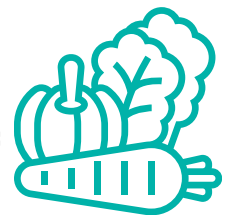
14



Digital healthier weight  
resources shared

716

Children tried  
vegetables as part of  
VegPower



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# OPERATIONAL DEVELOPMENT

We've continued to build our capacity to deliver health improvement objectives and communicate with our audience.

In 2021 we welcomed five new members of staff; Trish De Carteret (Social Prescribing Link Worker Manager) and Candace Green (Social Prescribing Link Worker), Grace Lindsay (Tobacco Harm Reduction Officer), Harriet Aldous-Granby (Communications Officer) and Caroline Hoar (Health Improvement Specialist Nurse).

We also welcomed our first university placement student Chris Perry. We are pleased to be in the position to help local students develop their early careers by giving them first-hand experience of the health improvement field.



Trish De Carteret



Candace Green



Grace Lindsay



Harriet  
Aldous-Granby



Caroline Hoar

In 2021 we welcomed

5

new faces to the Commission team

## NEW PARTNERSHIPS, LOCAL AND NATIONAL COLLABORATIONS:

We continue to work closely with a large number of statutory, third sector and private sector groups. Our investments in building strong collaborations are now bearing fruit, for example collaboration with the College of FE on their food offer, our partnership with the Guernsey Sports Commission on the School Physical Activity Directive, Island Health and Healthcare primary care practices on Bailiwick Social Prescribing and with Orchard on the Count 14 campaign.

In 2021 we also established connections with organisations in the UK, bringing new and innovative initiatives and ideas to the Bailiwick. For example Moki wearable activity monitors for schools, the Quit Genius smoking cessation programme, Creating Active Schools, Share Action and NHS Scotland (Count 14).

In 2021 the Commission received a number of awards and award nominations. We won both regional and national PR awards for the Count 14 campaign – see more in the Substance Use section. We were pleased to be short-listed for the 2021 Guernsey Community Foundation Innovation award for our Eat Well and Be Active work with Early Years.

## BOARD EXPANSION

In late 2021 we commenced recruitment for a new Director to the Board and received a range of applications. We were looking to extend the Board's diversity of experience in the area of health inequalities as this cuts across all of our work. Our search was successful and we will announce our new Director very soon.

## BEYOND 2022

December 2022 marks the end of our founding Service Level Agreements with the States of Guernsey. These provide our core strategic remit in terms of health improvement as well as critical funding. For the Commission to continue to build on our strong foundation, retain and recruit excellent staff and invest in long-term actions to improve health aligned with government priorities, we now need a long-term commitment. We are grateful for the positive engagement we've had thus far with policy officers in the States of Guernsey and the Committee for Health and Social Care.



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# SHARING OUR MISSION AND IMPACT

2021 saw us employ a Communications Officer, to enhance the visibility of our work and engage the community in our health improvement activities, in the media and online. This has enabled us to add volume, quality, consistency and pace to our communications.

Bailiwick Social Prescribing's website and social media channels went live for their July launch, and now have a growing following, with 570 at the end of 2021.

## HEALTH IMPROVEMENT COMMISSION WEBSITE

We launched our website and social media in early 2020 providing a platform to showcase our mission and work and engage with our stakeholders.

The website has continued to provide an up-to-date, expert led and accessible place online for anyone seeking information and resources across the breadth of our work.

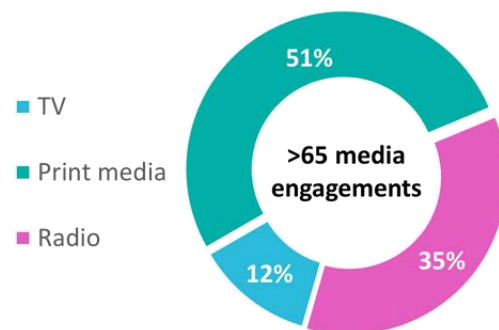
Our 2021 statistics below show that the website is an important part of our Communications.

## MEDIA COVERAGE

Our activities have been reported in a range of media throughout 2021. They have shown a clear interest in our topics and we have provided information when consulted on all areas of our work, to be shared with the community via our trusted local media. Highlights include Bailiwick Social Prescribing's launch, the Quit Genius launch and Active Travel road safety coverage.

Our work has been featured on the TV, radio and in print/online media, as we continue to share our message across the island's dynamic media landscape.

Social media coverage has grown and developed over the year, as shown below.



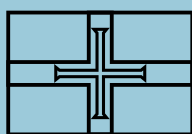
## 2021 website info:



**28,831**  
page views  
(+26%)



Peak day views  
**901**



**70%**  
of visitors coming  
from Guernsey

## Social media:



**67%**  
Total follower  
growth



Commission Instagram  
launched



**168,000**  
total "impressions"  
(times Commission  
content seen)



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We aim to improve the local availability, affordability and accessibility of healthy food, support professionals to enable healthy eating particularly amongst children and young people and advocate for supportive policy.

## EAT WELL EARLY YEARS

In 2021 we helped 24 early years settings to bring their nutrition provision in line with the sector-wide Nutrition Code of Good Practice and Eat Well Policy that we co-developed with the States of Guernsey in 2020. This work is improving the daily eating experiences of over 1,000 children and establishing new norms and habits from an early age. Along with our Be Active early years work, this project was nominated and shortlisted for the 2021 Community Foundation Innovation Award.

## FOOD IN GUERNSEY SCHOOLS

In early 2021 the updated Food in Guernsey Schools policy, which we had been commissioned to renew to reflect current whole-school approaches to nutrition, was adopted by the Committee for Education, Sport and Culture. Our team is now supporting schools to meet the policy. We've also had great success with the ongoing re-design of secondary school lunch menus, collaborating closely with the caterer to create and promote new nutritious and affordable meal and snack options. There has been an increase in lunch uptake as well as positive feedback from parents and young people.



## FRESH OPTIONS AT COLLEGE OF FE

2021 saw the installation of 6 hot and cold food units in the cafes at the three College of FE sites, funded by the Commission. Making fresh, nutritious options, soups, wraps, and salads available and visible on site is a major success and we are grateful to the students and staff of the College of FE who co-designed these changes with us. There has been a 49% increase in purchases of vegetables and fruit to stock the new provision and sales data show the sale of 60-90 wraps per day, and most include vegetables/salad. We remain involved in the design of The Guernsey Institute food offer to embed our learning.

## EATING WELL OUT OF HOME

Settings like restaurants, cafés, kiosks and local supermarkets and shops are a large part of our everyday lives and so play an important role in our health and nutrition. Our Eat Well Specialist works with private and public sector providers in our local community. In 2021 our progress includes: early testing of draft 'Community Nutrition Standards' across the PEH campus and at Beau Sejour, aimed at improving catering provision in public sector outlets; creating concepts and menu development in new community projects such as Vive La Vallette; initial work to improve food environments in sports and youth clubs, and mapping of food outlets across the Bailiwick to build a picture of our local food environment.



## FAMILY PROGRAMME LAUNCHED

In 2021 we launched the HENRY Group programme which focuses on improving nutrition and physical activity to enable a healthier, happier start from the early years. This follows our successful service-wide training for Health Visitors on the 'HENRY' approach to enable happy and healthy childhoods. The HENRY Group programme is running initially through The Kindred Family Centre, with health professionals and Kindred Centre staff now trained to deliver the sessions. The first group of families has completed the initiative and we hope to expand the offer in 2022.



## COMPLEX OBESITY SERVICE DEVELOPMENT

Research that we commissioned in 2020 estimated that whilst there are over 15,000 adults living with obesity locally, including over 3,000 living with severe obesity, the 'Tier 3 and 4 weight management services' required are 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. 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.

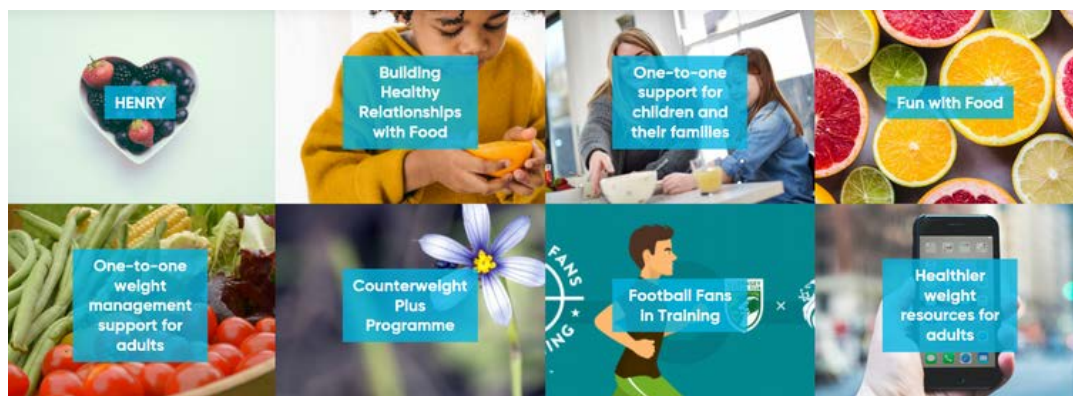
## CONTINUED SUCCESS FOR COUNTERWEIGHT

The Commission-funded Counterweight Plus programme supports adults with a raised BMI with a low-calorie diet replacement intervention and long-term behaviour change guidance for weight loss and weight loss maintenance. Nearly 20 people have started the pilot programme, with 50% having type 2 diabetes. Results to date show that participants have achieved life-changing results including remission of type 2 diabetes, improvements in mobility, remission of sleep apnoea and return to much-loved sports by losing an average of 17kg initially, and sustained weight loss at 12 months of over 15kg.

# Counterweight

## NEW HEALTH IMPROVEMENT SPECIALIST NURSE

November saw the Commission's Specialist Nurse, Katie Hill, depart the Commission to lead the School Nursing Service. Katie has been with the Commission from the start and transformed local practice with regards family relationships with food. We look forward to working with her in her new role. We're delighted to welcome Caroline Hoar to the team as Health Improvement Specialist Nurse. Caroline has specialised in child health for 20 years particularly in breastfeeding and healthy eating and will be leading our 1:1 work with children and families and in early years.



The Be Active workstream aims to get more people, more active, more often. To date this has focused mainly on children, young people and active travel and we have exciting plans for expanding Be Active in 2022.

## BE ACTIVE EARLY YEARS

In 2021 we delivered the third round of our popular 2 day Be Active Early Years training programme. 45 early years practitioners have completed the training which builds their knowledge about physical activity and confidence in how to create active early years environments for children. We continue to award our Early Years Grant which enables settings to promote high quality physical activity.

The Ready Set Ride programme rolls on! By the end of 2021 we had donated 80 balance bikes and helmets to 31 settings. Alongside interactive educational resources, the bikes enable young children to develop the fundamental skills and confidence to ride a bike from an early age. We will extend this work to Reception years in 2022.

## ACTIVE TRAVEL

In April we laid the 'bike playground' markings at Sausmarez Park and are delighted to see many children using them over the year to improve their skills, learn about simple road markings, get active and have fun! We have had input to the hospital modernisation plans, the St Peter Port Regeneration Framework and school active travel plans, contributed to the Guernsey Road User's Network and documented the success of the St Martins school park and stride hubs in a series of films to inspire change in other school communities. Our pop-up cycle clinics over the summer in town and at the PEH were popular giving people some free TLC for their bike. We also launched the Playing Out project successfully at the Genats Estate, which involves a community coming together to temporarily close a section of road to create a space for local children to play, with more to come in 2022.

## BE ACTIVE SCHOOLS MENTORING

In January 2021 the Physical Activity, Physical Education and School Sport Policy Directive was approved by the Committee for Education, Sport and Culture. Co-authored with others including the Guernsey Sports Commission, the Directive takes a Whole School Approach towards embedding physical activity in schools. We are now mentoring schools to embed physical activity across the school day. We have invested in resources to support this including joining with Creating Active Schools in the UK and buying 100 Moki wearable activity monitors which teachers can use to understand activity levels of their school and review progress.



## BE ACTIVE ADULTS

We are excited to be expanding our Be Active workstream to enable, encourage and empower more adults to be more active more often. Under an extension to our Service Level Agreement with the Committee for Education, Sport and Culture, and funded by the Active-8 Plan for Sport, in 2022 we will welcome a new member of staff to work on embedding physical activity in healthcare, workplaces and community programmes.

## PREVENTION AND EDUCATION

We continue to work extensively with schools, commissioning Action for Children to deliver a combined alcohol, tobacco and drugs education programme for children aged 9 – 16. During lockdown in 2021 lessons were provided online and when restrictions allowed, 147 lessons were delivered to over 3,120 students. Over 500 Year 9 students also participated in the Last Orders drama education production delivered by the Solomon Theatre Company which invites them to explore the physical, mental and emotional aspects of risk-taking behaviours.

## NEW POST & PROJECTS FOR TOBACCO HARM REDUCTION

Following the expansion of our Substance Use workstream to include Tobacco Harm Reduction in late 2020, in 2021 we were delighted to appoint Grace Lindsay to lead this work. Grace has already led on bringing Quit Genius to the Bailiwick – a digital quit coach, app and support service. Our funding makes this, plus nicotine replacement therapy during the programme, free to the community. We have reviewed the States school Drug, Alcohol and Tobacco Policy Directive, established a new incident monitoring system and explored their needs around reducing smoking.

# Quit Genius

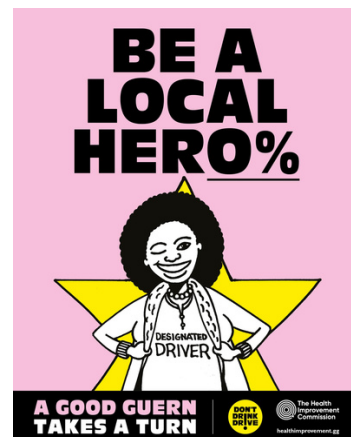
## COMMUNITY SERVICES COMMISSIONED

The Combined Substance Use Strategy was approved by the Committee for Health and Social Care in 2021. It is within our remit under this strategy to commission community-based treatment services for people with problematic alcohol and drug use. This is the first time that this has been led by the third sector and it gave us the opportunity to refine both the service specifications and the commissioning process. The tender process was completed in Q4 2021 and Action for Children and In-dependence were appointed as service providers for a 5-year period commencing from January 2022.

## COUNT 14 CAMPAIGN

Our Count 14 campaign on the low-risk alcohol guidance had a successful 2021 including lockdown, summer and Christmas campaigns. We've distributed thousands of '6,6,7' cards, calculators and unit measure cups and continued to use local 'influencers' to help promote healthier norms around drinking patterns and practical ways to meet the 14 unit per week guidance. The 2021 influencer campaign reached over 30,000 people on social media. We were thrilled, along with PR agency Orchard, that Count 14 won the 2021 PRCA Dare Award for Charity/Not for Profit campaign and silver for low budget campaign at the CIPR Pride Awards.

Our anti-drink drive campaigning also evolved in partnership with Two Degrees North. Continuing with our focus on positive social norms, the Christmas campaign focused on the value of designated drivers using the tag lines: "Be A local Her0%", "A good Guern takes a turn", and "lift legends". The theme will evolve throughout 2022.





# BAILIWICK SOCIAL PRESCRIBING

In September 2020 the Commission expanded to include Bailiwick Social Prescribing (BSP) – a free scheme which links people with no or low-cost non-medical support which aims to improve their physical, mental, and emotional health and wellbeing.

## TEAM GROWTH AND PROJECT EXPANSION

In 2021 we welcomed Trish De Carteret and Candace Green to the Commission team as Link Workers. Trish and Candace receive referrals and meet with people for up to six sessions to understand what matters to them and explore and link them with trusted local non-medical support to improve their health and wellbeing. This year Candace and Trish completed extensive training including in motivational and solution focussed interview techniques, safeguarding, domestic abuse, loneliness and isolation, First Aid, 'Essential skills for Link Workers – supporting vulnerable people', peer supervision and dementia awareness training.

Reflecting the increase in referrals, at the end of 2021 we recruited our third Link Worker, who will join us in early 2022. We've also launched our quarterly BSP breakfast networking event which is an opportunity for BSP-assured organisations who provide non-medical support or activities to share their experiences (and have a healthy breakfast!)



## PUBLIC LAUNCH

Following hard work behind the scenes to develop, test and refine the scheme, we launched Bailiwick Social Prescribing to the public in July at an event including around 100 guests, partner organisations, and speakers from Health and Social Care, Public Health Services, Primary Care, the Guernsey Community Foundation and the Commission. We also launched the scheme website ([www.bsp.org.gg](http://www.bsp.org.gg)), social media channels and an 'explainer animation'.



## REFERRAL GROWTH

We have expanded the routes through which people can be referred into Social Prescribing locally. In Q3 2021 Healthcare Group became the second primary care group to join Bailiwick Social Prescribing alongside Island Health meaning two thirds of islanders can access social prescribing directly through their GP. We have also created a new referral pathway through Healthy Minds. By the end of 2021, 127 people had been referred to Bailiwick Social Prescribing, and 70% of GPs across the two practices involved had referred at least one patient to the scheme.

## CLIENT FEEDBACK

"I owe you a deep-felt gratitude for all the help you have been able to arrange for me." (BSP Client)

"Would love to actually get myself a [gym] membership at some point, since I have more confidence with people and surroundings. But it's all going good ...". (BSP Client)

# FUTURE ACTIVITIES

## ORGANISATIONAL

In 2022 we will complete the renegotiation of our Service Level Agreement with the States of Guernsey, to secure our long-term future and provide staff security. We are excited to welcome an additional Director to our Board and two new team members.

## WORKSTREAMS

### EAT WELL

- Support further early years settings to develop and implement their Eat Well Policies and consistent opportunities for tasting healthy foods
- Expand our support for schools to implement the updated Food in Guernsey Schools Policy Directive including continued phased improvements in nutrition in secondary schools and the Guernsey College of Further Education
- Research current provision of subsidised or free school meals and prompt wider discussion with regards nutrition security
- Complete the pilot of the proposed 'Community Nutrition Standards' across the PEH campus and in Beau Sejour and develop the project to support food environments in sports and youth settings

### HEALTHIER WEIGHT

- Provide ongoing support for and evaluation of HENRY training among the Health Visiting and School Nursing Services as well as the family programme
- Review the existing weight management support options available to children and their families, with a view to further developing the service
- Complete recruitment to the pilot Counterweight Plus programme and deliver an interim evaluation of service-user experience, feasibility and impact
- Develop a project to understand and help address weight bias, stigma and discrimination in the Bailiwick

## BE ACTIVE

- Appointment of an Adult Physical Activity Officer, expanding the Be Active workstream to include adult physical activity
- Establish the Physical Activity Directive in education establishments, embed the Physical Activity Framework with participating schools and continue our support of early years
- Building on the momentum for active travel and supporting school-specific and community-based initiatives to enable increased active travel
- Reporting to the Active Healthy Kids Scorecard 2022 (a global surveillance of children's activity levels)

## SUBSTANCE USE

- Begin contracts with community service providers giving opportunities for collaboration on service developments and outcome monitoring
- Continue with Count 14 campaign including ongoing evaluation
- Promotion of Quit Genius – smoking cessation support delivered through a smartphone app
- Input into consultations on drug, alcohol & tobacco policy including Minimum Unit Pricing and the Interaction of Health & Justice System in relation to the possession for drugs for personal use

## BAILIWICK SOCIAL PRESCRIBING

- Onboard our 3rd Link Worker
- Support an increasing number of clients as referrals grow, expand quality assured community partners and develop of new programmes to refer into
- Secure funding for Year 4
- Complete the evaluation framework in time for 2023 evaluation of the pilot scheme to inform future design

# THANK YOU

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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