## Contents

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Introduction</td>
<td>1</td>
</tr>
<tr>
<td>2. Developing the wider public health workforce</td>
<td>2</td>
</tr>
<tr>
<td>3. Improving our health and wellbeing</td>
<td>7</td>
</tr>
<tr>
<td>4. Protecting us from harm</td>
<td>11</td>
</tr>
<tr>
<td>5. Supporting health across all ages</td>
<td>14</td>
</tr>
<tr>
<td>6. Place matters</td>
<td>16</td>
</tr>
<tr>
<td>7. Working internationally</td>
<td>18</td>
</tr>
<tr>
<td>8. Supporting healthcare managers</td>
<td>20</td>
</tr>
<tr>
<td>9. Financial resources</td>
<td>24</td>
</tr>
</tbody>
</table>
1. Introduction

It has been a mixed year for public health. There have been some welcome successes such as new immunisation programmes and the introduction of a ban on smoking in cars with children. We have also seen the move to devolve further powers around health and social care to local areas which provides both challenges but also great opportunities. The publication of an agreed way forward for the health system through the NHS Five Year Forward View is to be welcomed. However, these developments have been tempered somewhat by the announcement of further financial constraints.

The need for hard hitting action on public health and prevention has never been greater. There is a pressing need to succeed in reversing the rise in many avoidable lifestyle health conditions and relieve the pressure on our overstretched health service. Our rapidly aging society will place additional burdens on the system and we all need to remain as healthy as we can for as long as possible. The challenges we face makes the work of RSPH more necessary than ever before. As has been recognised, healthcare managers are crucial in taking forward the transformation in health and care, and through the Institute of Healthcare Management we continue to support their personal development and speak out on their behalf.

One of the key priorities for us has been to support the wider public health workforce, which includes 20 million individuals, employed and volunteers, who can, through their day to day contact with people, support them to lead healthier lives. The potential for this workforce has now been mapped and through our education and training portfolio we are working to ensure that this wider workforce has both the skills and knowledge to support the public’s health.

RSPH membership continues to thrive and alongside our networks and partnerships allows us to support those working in public health by enabling sharing of the most up to date evidence and good practice. Together with our innovative and expanding educational offerings, RSPH continues to be the home for the wide range of people working in public health. Our voice externally has amplified considerably over the last year and this has been underpinned by policy and campaigns which, while striving to improve and protect the public’s health, also reflect back some of the challenges people may face in leading healthier lives.

This year’s review is structured around some of the priority areas in which RSPH is working: supporting the wider workforce; improving and protecting the public’s health; working across the life course and in a range of different settings. We hope that this provides an overview of some of our key achievements over the last 12 months as well as a tantalising glimpse into our future plans.

I am also delighted to welcome on board a number of new trustees to RSPH, and to pay thanks to the hard work and support of all our trustees along with our staff, patrons, members, and partners. Together this commitment and dedication has enabled us to grow and develop during 2014-15 and move us closer to realising our vision of optimising health and wellbeing for all.
2. Developing the wider public health workforce

Confronted by an ageing population, rising levels of chronic disease, and squeezed finances, the core public health workforce is facing extraordinary challenges. A key element of our work in 2015 was to champion the concept of the wider public health workforce which will increase capacity and capability to optimise health and wellbeing for everyone.

**Championing the wider workforce**

In 2014 RSPH and the Centre for Workforce Intelligence were commissioned by Public Health England, Health Education England and Department of Health to map the wider workforce and the extent to which different occupations can improve health and wellbeing.

**Estimated to include over 20 million people**, the wider workforce includes 5 million carers and almost 60 different occupational groups.

Our accompanying report ‘Rethinking the Public Health Workforce’ provided a call to action for government, policy makers and professional bodies. This includes increasing public awareness of the wider workforce, agreeing which services could be commissioned and ensuring that they are supported through training and development.

**Supporting the wider workforce**

We are now working with many of the different occupations to support them to be part of the wider workforce. Many of our new Associate Members are drawn from the wider public health workforce, including Allied Health Professionals, members of the fire service, health trainers and pharmacists.

In 2014 we delivered training to organisations across all sectors including local authorities, Royal Colleges and youth organisations. Programmes focused on developing the skills of their workforces to provide peer support to enable others to make healthier choices, and to take forward the Making Every Contact Count initiative.

Some of the occupations in the wider workforce:
Wider workforce in action

Health trainers

Often drawn from the local communities they work within, health trainers are lynchpins providing crucial lifestyle health advice and support for some of the most vulnerable people in society. We have worked extensively to bring together the network of health trainers, and to evidence the efficacy of the service in local communities.

- In 2015 we published two reports in collaboration with the Data Collection and Reporting Service (DCRS). The reports paint a picture of the health trainer service and make use of the data health trainers collect from their clients. Through analysis of the data we were able to demonstrate the effectiveness of the service in changing behaviour and identify some of the challenges. ‘Indicators of change’ (Feb 2015) found there was considerable diversity between health trainer services with many moving into a new range of settings and new areas of work, while ‘Minded to change’ (October 2015) examined how mental wellbeing impacts on lifestyle health choices.

- Our first national health trainer conference took place in September 2015 supported by DCRS and in partnership with Enfield and Haringey Health Trainer Service. This fully booked conference was linked to our new Associate Member grade, devised especially for the wider workforce. Looking forward to 2016, a new Special Interest Group on Behaviour Change is being established to draw on the expertise that exists within the health trainer service.

- Commissioned by Health Education Wessex we developed a framework for individuals involved in managing health trainer services. It provides guidelines for best practice in order to meet the needs of an ever increasing range of clients and maximise service impact.

We have engaged with health trainer services around the country to understand the innovative work being undertaken, such as Sheffield who have used the commissioning process to embed the service in a wider health and wellbeing programme.

Gareth Johnstone
Commissioning Manager, Public Health, Communities Portfolio, Sheffield City Council:

“Health trainers are well-placed to provide information from clients and community members that contributes to the improvement of NHS and other services. The nature of the service means it can be adapted to be offered as part of a care pathway to individuals with specific conditions such as chronic pain, diabetes, pulmonary conditions and cancer as well as the generic service that focuses on healthy lifestyles.”
Allied Health Professionals (AHPs)

With over 4 million contacts with patients or clients every week, AHPs provide both the scale and reach to massively impact on the public’s health. To understand the extent to which AHPs can support the public’s health and engage in healthy conversations, we undertook a joint research project with Public Health England and with the support of the 12 AHP professional bodies.

‘Healthy conversations and the Allied Health Professionals’ (March 2015) found overwhelming support among AHPs for having a role in preventing ill health and suggested the important enablers to allow them to have healthy conversations include: training, the ability to directly refer to services and better signposting information.

We are now working with the professional bodies to explore options for embedding public health into AHP training, increasing availability of reliable information for AHPs to signpost clients to, for example on Local Authority websites, and identifying opportunities for AHPs to directly refer patients and clients to services.

Pharmacy

Trusted, conveniently located and readily accessible, community pharmacies are an instrumental part of the wider workforce. In February 2015 we published research which confirmed what many already know: that the public has a high level of trust in the lifestyle advice pharmacy teams dispense, on a par with doctors and other healthcare professionals.

Healthy Living Pharmacies are one such model aimed at supporting pharmacy to be commissioned for a range of lifestyle health services, from smoking cessation to weight management.

With over 10% of pharmacies now identified as Healthy Living Pharmacies, we are supporting the expansion of this model as one method of encouraging pharmacy to be commissioned to provide health promotion, disease prevention and health protection services.
We are currently working closely with two services to build workforce capacity and capability, and develop understanding of health improvement.

Greater Manchester Fire Service
- Understanding Health Improvement training and bespoke drugs and alcohol awareness training has been incorporated into the organisation’s training plan as mandatory units
- We are training a network of health champions across the service to support community based activity.

Our health improvement qualifications are used to support pharmacy staff in meeting the health and wellbeing needs of their community. This includes supporting pharmacy teams to have healthy conversations with the public. In addition, our qualifications have been embedded into a variety of online and face-to-face training programmes, designed to upskill the workforce in support of wider health and wellbeing objectives.

We are now working with Public Health England and members of the Pharmacy and Public Health Forum, of which we are a member, to better understand some of the challenges facing pharmacists in being commissioned to do health promotion, disease prevention and health protection as well as celebrating areas of best practice.

Fire Service
The fire service has been very proactive in integrating public health into their work. Fire and Rescue services across England are an integral part of the wider workforce and have a huge contribution to make in improving the public’s health.

Jonathan McShane FRSPH
Chair of the Pharmacy and Public Health Forum and Cabinet Member for Health, Social Care & Culture said:
“RSPH continues to champion the very valuable contribution pharmacy makes to supporting the public’s health. As chair of the Forum I am looking forward to working together to both identify and overcome some of the very real barriers facing pharmacy teams in order to ensure they can reach their full potential to be part of the wider public health workforce.”
Looking ahead

Our plans for the future include:

• Working with the public health system, professional bodies and professions to build capacity across the wider workforce to deliver health improvement

• Piloting interventions in social prescribing and point of care testing

• Working with educational partnerships to develop a comprehensive training programme for wider workforce and communities around Making Every Contact Count

• Developing an educational pathway for wider workforce training

• Engaging with other occupations in the wider workforce including: housing staff, nurses, high street businesses and architects, to explore their potential to support the public’s health

• Working to incorporate public health training across a range of professions.
Developing health champions
At the heart of our health improvement education offering is Understanding Health Improvement (UHI), a Level 2 Award which enables those working in health improvement to support individuals in improving the health and wellbeing of others. Since 2008 over 43,000 people have taken UHI, and it is our most successful qualification with an expected 20,000 candidates trained in 2014-15.

Case Study: Trust Thamesmead
Trust Thamesmead, a community development agency and the Royal Borough of Greenwich joined forces to deliver Understanding Health improvement to Thamesmead residents with a view to developing Community Health Champions.

Thamesmead has some of the poorest health outcomes in London and this initiative has had a positive impact on health outcomes by successfully engaging local residents in a range of healthy living initiatives including access to psychological therapies, encouraging physical activity for all ages, encouraging healthier food choices and improving oral health amongst children. The success of the initiatives and the contagious enthusiasm of the local residents involved has generated local media attention for its positive effect on the community and stimulated interest among local residents to become health champions themselves!

Supporting health improvement teams
Each year we undertake a stocktake of some of the challenges and opportunities facing public health teams in local authorities.

Our report ‘In good health: Public health teams in local authorities year 2’ (Feb 2015) concluded there was a fair degree of optimism that the move of public health into local authorities would lead to better health outcomes and integration of public health across departments.

The research did uncover undertones that politics and finance were interfering with decision making and highlighted the need to increase understanding across all local authority departments of both the work of, and potential for, public health teams.

With 40% of ill health down to preventable lifestyle behaviours we need to do more to support people to lead healthier lives.
Reflecting the voice of the public: campaigning to change attitudes

Part of the remit of our newly formed External Affairs department has been to drive forward campaigns on key public health challenges. Over the last 12 months we have focused on 2 of the biggest lifestyle health challenges we face: the threats posed by tobacco and alcohol.

Promoting calorie labelling for alcohol

As well as supporting efforts to introduce Minimum Unit Pricing for alcohol, we launched our first campaign in October 2014 aimed at raising awareness of the invisible calories contained in alcoholic drinks. For those who drink, almost 10% of calories come from alcohol however the public are largely unaware. Our research, which secured global media coverage, found that 80% did not know the calories in a large glass of wine and 60% did not know the calories in a pint of lager.

Two thirds of the public backed our calls for alcohol to be calorie labelled. This is now the basis for further research and campaign activity, including calling on the EU and industry to adopt calorie labelling of alcoholic drinks to enable the public to make more informed choices. An opinion piece published by RSPH Chair Dr Fiona Sim, which appeared in the BMJ in April 2015, generated a further 249 articles and reached 43,710,381 people.
Encouraging smokers onto safer forms of nicotine

Despite great progress, 1 in 5 still smoke tobacco which kills an estimated 100,000 people each year. In August 2015 we published a policy paper which set out how to encourage smokers onto safer forms of nicotine while making cigarette smoking a less convenient option.

Our research identified widespread public confusion around nicotine with 90% still regarding nicotine itself as harmful.

We called for a range of measures including:

- The introduction of a smoking exclusion zone around schools, bars and restaurants
- The mandatory sale of non-tobacco nicotine containing products in all outlets selling cigarettes
- Greater utilisation of e-cigarettes by smoking cessation services.

The report generated significant national debate among the public, media and wider public health community.

Campaign coverage:

- Value – Over £3 million
- Reach – Over 350 million people
- Articles – Over 1200
Looking ahead

Our plans for the future include:

• Working with the Local Government Association to support elected council members who have health and wellbeing portfolios to further develop their support for local communities and deal with future public health challenges.

• Taking forward our campaign activities around making smoking less convenient and introducing calorie labelling for alcoholic drinks.

• Better understanding the impact of the financial constraints on the delivery of public health services.

• New health improvement pathway which includes strands for the public.

• 2015 Award winners announced in October and 2016 programmes underway.
4. Protecting us from harm

Keeping people safe from harm has been the cornerstone of public health ever since Dr John Snow first identified that cholera was transmitted by contaminated water in 1854. Today the threats we face are many and varied, but through our education offerings, accreditation, professional networks and policy development we aim to strengthen the skills and knowledge of those working in public health to respond more effectively to changing legislation and emerging threats.

Keeping pests under control

Pest control and management has long been championed by RSPH and we lead the way in pest management training. We introduced the Level 2 Award in Using Aluminium Phosphide Safely for the Management of Vertebrate Pests and the Level 2 Award in Safe Use of Rodenticides to minimise the harm that the chemicals can do to the pest controller, the environment and non-target species. New legislation has been introduced to ensure that only pest controllers who have been properly trained and hold the appropriate qualification can purchase and use these chemicals.

Water hygiene

Water supply, sanitation and hygiene are critical health protection issues. Our Special Interest Group (SIG) on Water, made up of members with expertise in water quality and safety, continues to thrive and forms a significant part of our voice on water policy by feeding into government consultations as a professional body, sharing experiences, competencies, best practice and organising occasional topical seminars and workshops.

During 2014 the SIG enabled us to host 11 webinars bringing together global experts to debate issues and share best practice on international aspects of water hygiene. Live and free to access, Continuing Professional Development points were available for each webinar and the series attracted over 3,500 registrations from 68 countries and every continent. The series covered a wide range of topics including waterborne pathogens, the design of hot and cold water systems and specialist water needs.

David Cross

Head of Technical Academy, Rentokil Initial: “RSPH has worked closely with the pest control industry for several years. Their Level 2 Award and Certificate in Pest Management are not just considered to be the bench mark qualifications in the UK pest control industry, but are also strongly recognised by food manufacturing and retail businesses as the proof of competence required for anyone involved in pest prevention work in these highly legislated and audit focused industries.

RSPH involvement with stewardship groups and the Pest Control Education and Training Forum has allowed the society to remain at the forefront of industry support and able to react swiftly to changes in legislation by providing accredited qualifications in the safe use of both aluminium phosphide and rodenticides.”
Protecting consumers with food allergies

Every year 5,000 people with food allergies need hospital treatment for severe allergic reactions and 10 die from food-related anaphylaxis.

The introduction of the RSPH Level 2 Award in Identifying and Controlling Food Allergy Risks was launched in response to the growing need to ensure food handlers are confident in their ability to serve and handle food without posing a threat to the public’s health. Since 2014, takeaways have had to join other types of food business in providing accurate information on the allergens in their food, but many are still failing to do so.

In July 2015 we carried out an investigation into fast food takeaways exploring compliance with the new regulations and to raise awareness of this issue. Our research found that two thirds of takeaways appeared to be flouting the law and we called for a range of measures to protect consumers including linking food hygiene ratings to allergen management and ensuring that staff handling food are properly trained to manage the risks from allergens.

We reached 40 million people through media coverage which has resulted in ongoing discussions with researchers and businesses seeking to understand the low level of compliance. We also continue to support and work with the Food Standards Agency who have approached the food delivery platform JustEat to explore how they can ensure the businesses they feature are providing the right allergen information.

Case Study: Bourne Leisure Ltd

“Bourne Leisure Ltd was delighted to have its Prevention and Control of Norovirus training programme accredited by RSPH. With norovirus posing such a significant risk to the public’s health it was important for us to have confidence that what we were doing was in line with best practice.

The RSPH accreditation process went extremely smoothly and this has given our teams great confidence that our controls are correct, effective and if they are fully implemented should help eliminate any outbreak as quickly as possible.” Trevor Bateson, Head of Safety Services, Bourne Leisure Ltd

Developing policy on health protection issues

Combating antibiotic resistance

With drug-resistant infections killing 25,000 people in the EU every year, antibiotic resistance was a policy focus in November 2014. Taking individual action to tackle antibiotic resistance highlighted the need to increase messages about the impact the simple act of hand washing can play in preventing the spread of infection. It also called for the wider workforce, especially health trainers and health champions, to play a bigger role in supporting patient compliance with medicines.
Removing legal highs from the high street
One of the newest harms to public health has been the presence of legal highs sold in “headshops” on many of our high streets. In March 2015, we published research and a policy paper calling for the sale of legal highs to be banned from high streets. Our calls for political parties to publicly commit to a ban on the sale of legal highs, was accompanied by calls for consumer protection regulations to be enforced to remove legal products which are marketed in a misleading way. Legislation is now in progress to have legal highs banned.

Qualifications

Building understanding in health protection
Over the last 12 months we have introduced a range of new qualifications which are based around health protection, including:
- Level 4 Diploma In Anatomical Pathology Technology
- Level 2 Award In Identifying and Controlling Food Allergy Risks
- Level 1 Award in Health & Safety in a Constructions Environment
- Level 2 Award in Principles and Practice in Safe Manual Handling in the Workplace
- Level 2 Award in Principles of Manual Handling
- Level 2 Award In the Safe Use of Rodenticides

Conferences and events

We have held a series of high profile conferences and events on health protection issues including: The Science and Behaviour behind Handwashing, Legionnaires Disease: Exploring the implications of the new HSE Acop, EU Regulation on the Provision of Food Information to Consumers, Avoiding Outbreaks: Maintaining Safety Standards for Holidaymakers, Food Poisoning – The Challenges and Controls and After Elliot which followed the publication of the Elliott Review into the integrity and assurance of food supply networks.
5. Supporting health across all ages

Our aim is to optimise health and wellbeing at all ages, ensuring everyone has the best start in life, providing critical support at key stages such as the teenage years, and ultimately enabling people to age well in later years.

Accrediting programmes aimed at child health

A new project in 2014 involved working with the team at HENRY (Health, Exercise, Nutrition for the Really Young). Their programme Healthy Families: Tackling Child Obesity equips early years health practitioners with the skills and understanding to provide sensitive and effective support to parents of babies and young children and the knowledge to promote a healthy family lifestyle. Following a thorough assessment, our expert assessor concluded that the programme was excellent and that HENRY should be congratulated on the initiative.

Introducing the Youth Health Movement

Our Level 2 Youth Health Certificate provides young people with the skills and confidence to become peer mentors, increasing awareness of healthy lifestyles and encouraging involvement in health promoting activities. We now have youth health champions across Essex, Peterborough, Southampton and Stoke on Trent, with other regions joining over the coming months. As of July 2015 we have trained 533 youth health champions.

Providing young people with the resilience to cope and thrive amidst the external pressures they face in a fast-paced and changing world is a priority and we have now added a Level 2 Award in Understanding Emotional Wellbeing which provides the tools to ensure that every young person has the right level of support to help them to reach their full potential. In July 2015 we launched the Youth Health Movement, a national programme to empower and involve young people in actively promoting health and wellbeing to their peers in a range of settings including schools and local communities.

www.youthhealthmovement.org.uk

Kim Roberts Chief Executive of HENRY “We are delighted that HENRY’s suite of trainings courses has been accredited by RSPH. It is recognition of the impact these trainings have on practitioners’ professional practice and the improved outcomes this can then deliver for the families they support.”

Duncan Selbie Chief Executive, Public Health England “This innovative initiative has the potential to be incredibly effective at getting health messages across to other students and therefore making a notable difference to the health of others.”

David Youth Health Champion “Youth health champions have helped to change school policy, bringing issues out in the open, and if they’re out in the open people will talk about them.”

Margaret Lamb Youth Health Champions Co-ordinator, “It has changed the school, it has changed the students. Working with youth health champions is one of the most satisfying and enjoyable parts of my job.”

Duncan Selbie Chief Executive, Public Health England “Youth health champions have helped to change school policy, bringing issues out in the open, and if they’re out in the open people will talk about them.”

Margaret Lamb Youth Health Champions Co-ordinator, “It has changed the school, it has changed the students. Working with youth health champions is one of the most satisfying and enjoyable parts of my job.”
Working age
Our activities to support working age adults include NHS Health Checks. NHS Health Checks are designed for adults aged between 40-74 who are invited for a free mid-life MOT to check their circulatory and vascular health. During 2015 we have been working with Public Health England to roll out the NHS Health Check Competency framework.

We delivered 14 training workshops across England to ensure that everyone who delivers NHS Health Checks is working to a consistent standard. We also run the Diploma in Occupational Medicine course which provides a simple and effective way to assess competency.

As well as supporting a range of workplace health initiatives, RSPH also runs the Diploma in Occupational Medicine which provides GPs with an opportunity to extend their portfolio to include occupational health services. This can enable primary care practices to strengthen their relationship within local communities and better understand the context in which their patients work.

RSPH’s own health champions
To support the health and wellbeing of our staff, a team of RSPH Workplace Health Champions was set up in late 2014. The team identify and create opportunities for staff to make healthy lifestyle changes, raise awareness of health issues and organise wellbeing themed activities and events throughout the year. Initiatives have included the introduction of a weekly fruit basket, entering a netball league and a team completing Cancer Research UK’s Race for Life.

Older adults - dementia prevention: reducing risk and improving health
To support the aspirations set out in the Prime Minister’s Challenge on Dementia 2020, improving the care and support provided to those living with dementia, their carers and families, we developed a national qualification in partnership with the Alzheimer’s Society.

Dementia affects over 800,000 people in the UK and this number is set to double by 2040.

The Level 2 Award provides essential support for individuals working with people living with dementia or wanting to broaden their knowledge about dementia.

In August 2014 we called for the incorporation of dementia prevention into health checks, the inclusion of dementia prevention in training for the wider public health workforce and further research into the association between lifestyle and dementia.
6. Place matters

Where we live, work and play has a profound impact on our health and wellbeing. The importance of ‘place’ on our chances of optimising health and wellbeing has helped shape some of our recent activities and will play an increasingly important role in the future.

**Well Communities**

As one of the key partners in Well London, we helped to train and develop a network of volunteers and co-ordinators who provide local delivery and support a wide range of activities. The aim is to build community cohesion, resilience and ultimately benefit the health and wellbeing of local residents in some of the capital’s most deprived neighbourhoods.

With good evidence that the Well London model has been effective at making a lasting difference to the health of Londoners, we are now working with the University of East London to develop the Well Communities model which will be based on the Well London model and our learnings from it.

Our role within Well Communities will be to facilitate community engagement, support community assets and help put in place the critical factors required to improve the health and wellbeing of local communities.

Food for Life (FFL) is an initiative that brings schools, nurseries, hospitals and care homes and their surrounding communities together around the core ethos of healthy, tasty and sustainable food. During 2014, we supported FFL to embed health improvement in their whole school approach by providing training and development for staff at all levels, partners and key stakeholders. In 2015 and beyond, we will continue working with FFL to promote healthy, sustainable and safe eating in community settings. Providing nutritious meals is a key step towards ensuring that children, patients, staff, elderly people regardless of where they live or their background have an opportunity to optimise their health.
Health on the High Street

It’s not just the neighbourhoods where people live which can have an impact on their health and wellbeing. The high street is an important aspect of community life yet there are some businesses we have identified which can have a detrimental effect on our health and wellbeing. As part of our Health on the High Street campaign we developed a “richter scale of health” to identify those businesses which were best and worst at promoting or supporting health. Based on public and expert opinion as well as evidence we scored businesses from pubs to bookmakers on the extent to which they encourage healthy choices, promote social interaction, enable access to healthcare services or promote wellbeing.

Based on our scoring, we rated and ranked high streets across the UK and published a league table which set out the high streets deemed healthiest and unhealthiest. We called for a range of measures to give local authorities the powers they need over planning, licensing and business rates to prevent the proliferation and clustering of businesses which may negatively impact on the public’s health.

In addition we set out how businesses could make their activities more health promoting.

The ten unhealthiest UK high streets

1. Preston
2. Middlesbrough
3. Coventry
4. Blackburn
5. Northampton
6. Walsall
7. Grimsby
8. Huddersfield
9. Stoke-On-Trent
10. Eastbourne

The ten healthiest UK high streets

1. Shrewsbury
2. Ayr
3. Salisbury
4. York
5. Handforth
6. Carlisle
7. Cambridge
8. Chorlton
9. York
10. Bristol

The ten unhealthiest London high streets

1. Whitechapel
2. Croydon
3. Southwark/Lambeth
4. New Addington
5. Seven Sisters/Madison
6. Plumstead
7. New Cross
8. Finsbury Park
9. Bakers Arms
10. East Beckton

The ten healthiest London high streets

1. Whetstone
2. St. Johns Wood
3. Stanmore
4. Pinner
5. Temple Fortune
6. Kingsbury
7. East Finchley
8. Hendon
9. East Harrow
10. Stockwell

Campaign coverage:

Value – £1 million
Reach – Over 1 million people
Website traffic – Almost 29,000 page views
7. Working internationally

Through our policy and projects we have increased debate at a global level about both health protection and improvement.

Spanning the globe

With around one third of our members based outside the UK our membership is truly global.

International research

Our two journals enable us to bring academic research, innovation and new ways of thinking from across the globe to an international audience.

In 2014 we published 253 academic articles in our two journals

Member satisfaction with our journals = 96%

Public Health

In 2014 we had over 900 non-commissioned submissions from over 60 countries and are expecting to exceed 1,000 submissions in 2015.

Online usage of the journal on ScienceDirect has increased by over 30% over the past 5 years, we now have almost 350,000 downloads per year.

The journal has attended several international conferences including the 14th World Congress on Public Health in Kolkata in March 2015 where RSPH Chair Dr Fiona Sim presented a session on how to get an academic paper published and a poster on the ‘Impact of extensive national organisational change on public health workforce effectiveness.’

Impact Factor 1.434

Highest number of article submissions are from:
1. China  2. USA  3. UK  4. Iran  5. India
We also attended the American Public Health Association Annual Meeting in New Orleans in October 2014 and Chicago in 2015, and the European Public Health conference in Glasgow in 2014 and Milan in 2015.

The annual Public Health prize for 2015 was awarded to Guest Editors Lawrence Gostin and Devi Sridhar, for their special issue ‘World Health Organization: past, present and future’ for achieving the most downloaded issue in 2014.

**Perspectives in Public Health**

Since 2014 we have published issues on topics including: child health, disaster management, food safety management in the global supply chain, global public health workforce, mental health and wellbeing, behaviour change and healthcare management and culture.

The top downloaded articles in 2014 demonstrate the wide range of topics and longevity of articles published:

- **Obesogenic environments: exploring the built and food environments**, Amelia Lake, Nov 1 2006
- **The effects of participating in creative activities on the health and well-being of children and young people: a rapid review of the literature**, Hilary Bungay, Jan 1 2003

**International projects**

For the last three years we have been accrediting Unilever Lifebuoy’s hand hygiene campaign, which aims to save children’s lives through improved hand washing.

This wide reaching programme operates in some of the poorest parts of the world, educating children, teachers, mothers and communities about the value of hand washing. Our accreditation process scrutinised their objectives and health priorities, its role within the organisation’s Corporate Social Responsibility strategy, the mode of delivery, and communication materials. It also included an assessment of the Lifebuoy product range which contributes to the hand hygiene campaign.

We have visited Lifebuoy’s educational events taking place in Bangladesh, South Africa and Dubai this year, talking to health professionals and community leaders about the health benefits of hand washing.
8. Supporting healthcare managers

This has been a challenging period for the healthcare system and having the right leaders and managers in place is critical. IHM, our membership organisation for health and care managers continues to provide support through a mixture of personal development, access to networks and advocacy.

Collaborating with healthcare leaders

IHM has worked closely with a wide variety of leaders in the healthcare sector to share their views and opinions on the myriad challenges facing managers today through the IHM bulletin, website, social media and events. This culminated in a special issue of RSPH journal Perspectives in Public Health which was mini themed around ‘Advancing Healthcare Management’ and was made available to IHM members for free until the 31st October 2015.

Contributors over the past year have included:

- Simon Stevens, Chief Executive NHS England
- Rob Webster, CEO of the NHS Confederation
- Helen Bevan, Chief Innovation Officer at NHS Improving Quality
- Jan Filochowski, former Chief Executive of Great Ormond Street Hospital for Children NHS Foundation Trust
- John Wyn Owen, Chairman of University of Wales Institute, Cardiff

Supporting our members

Simon Stevens: Next Steps to the Five Year Forward View

In February 2015 over 100 delegates attended an address by NHS England Chief Executive Simon Stevens as he outlined how the Five Year Forward View would be implemented and how it could affect healthcare managers in particular. Acknowledging leadership as a growing problem, Simon stated that managers should be allowed to have more choice to make changes in their area, and the collective focus of all healthcare service should be health-from the beginning of life course to the end.
Personal development

Talent for Care
Healthcare support staff make up 40% of the workforce but receive around only 3% of the training budget. With this in mind Health Education England (HEE) developed the Talent for Care initiative which set out to develop the lower level healthcare workforce. IHM in partnership with HEE developed the “First Steps to Healthcare Management” programme for non-clinical healthcare support staff, including reception staff, administrative roles and aspiring Practice Managers. Our pilot has successfully trained over 30 healthcare support workers across the West Midlands and North West. We will be publishing an evaluation of the programme in 2016.

Vocational Training Scheme for General Practice Managers
Practice Managers don’t have any formal training provided for them and have raised this as a concern. As a result, IHM partnered with the Primary Care Development Centre (PCDC) to pilot a bespoke training programme for Practice Managers which would lead to an OFQUAL recognised qualification. The aim of the programme is to build the competence and confidence of Practice Managers.

Healthcare support staff make up 40% of the workforce but receive around only 3% of the training budget.
to support the delivery of services and ultimately improve patient care. Our pilot trained 18 Practice Managers trained across Nottingham and Derbyshire. We have a similar programme which has been running successfully in Scotland since 2005 which has trained over 200 Practice Managers.

Accreditation

IHM works with organisations which are committed to developing their staff and has created the accreditation service to recognise exceptional training programmes with a focus on management and leadership. During the last 12 months we have accredited several training programmes from organisations including Your Healthcare, the National Cancer Intelligence Network, and NHS Improvement. We also accredit courses run by Universities which develop future managers and leaders in healthcare and we have now successfully partnered with London Metropolitan University and the University of Westminster.

Speaking up for managers

Understanding the challenges facing Practice Managers

With over 500 Practice Managers among IHM’s membership we undertook research to better understand some of the challenges they are facing. Our research conducted in association with the Practice Management Network found staff retention was a particular problem with half of current Practice Managers considering changing jobs, and many highlighting workload as the biggest challenge facing them.

Giving voice to managers’ concerns

In the run up to the 2015 General Election, IHM convened a panel of healthcare managers who put questions to and provided verdicts on the health spokespeople from the main political parties.
**Strengthening the relationship between clinicians and managers**

In IHM’s first policy paper we identified that almost three-quarters of managers report that the relationship between clinicians and themselves is “a partnership with areas of tension” or “a relationship of tolerance with frequent tensions”. We called for a range of initiatives to help strengthen the relationship including paired learning and encouraging clinicians to take up management roles.

Our research and calls to action were covered extensively in the health trade press, including Health Management, Health Business, Pulse and NHE Magazine.

**Looking ahead**

- Following successful piloting, the Vocational Training Scheme (VTS) for General Practice Managers will be rolled out across England. This is the first programme of its kind designed to address the specific training and development needs of Practice Managers. We will also continue with the successful VTS in Scotland – our 11th cohort of Practice Managers beginning the VTS in October 2015
- Extending the First Steps to Healthcare Management programme across England in order to support the development of the Healthcare Support Workforce in line with Talent for Care’s ‘Get on’ work strand
- Continue to build on the successful accreditation service and create partnerships with universities that are committed to supporting and developing healthcare managers
- Hosting a series of regional events including “An Evening with Andrew Goodhall” (IHM Wales), and “Unlocking the power of data” (IHM North East)
- We will be publishing the results of our survey of Chief Executives who are IHM Members
- IHM is working with a number of universities on the challenges facing future leaders and managers.
9. Financial resources

As part of our 5 year strategic plan which launched in 2014 we have invested in a range of new areas including establishing an External Affairs Directorate to lead on our strategic objective ‘to become the independent voice for the public’s health and wellbeing’. We have also created a new marketing team to support a range of activities and made a number of investments in infrastructure. Looking ahead we would anticipate that these investments will bear fruit longer term and early indications are extremely positive.

Incoming resources 2014

- QUALIFICATIONS
- MEMBERSHIP AND PUBLISHING
- COURSES AND CONFERENCES
- CERTIFICATION
- ACCREDITATION
- SPECIAL PROJECTS
- INSTITUTE OF HEALTHCARE MANAGEMENT
- RENTAL/ROOM HIRE
- OTHER

Resources expended 2014

- QUALIFICATIONS
- MEMBERSHIP AND PUBLISHING
- COURSES AND CONFERENCES
- CERTIFICATION
- ACCREDITATION
- SPECIAL PROJECTS
- INSTITUTE OF HEALTHCARE MANAGEMENT
- RENTAL/ROOM HIRE
- POLICY AND COMMUNICATIONS
- OTHER

Our full accounts can be viewed at the Charity Commission website from November 2015 (Charity Reg. no. 1125949).