



ihv Institute of Health Visiting Excellence in Practice

Year two report

2013/2014

What a year it's been! I'm thrilled to see our innovations liberating the talents of so many in the health visiting profession. This supports our core purpose: to deliver positive health outcomes for children and families nationwide.

In particular, we are grateful to the Department of Health and Health Education England for commissioning us to develop Fellows and to strengthen health visitor education and support.

Our membership has grown substantially this year, putting iHV in a more financially-secure position to progress. We completed our first financial audit, and published accounts with The Charity Commission – a landmark in our evolution to a mature NGO.

As we look to 2015, the prospect of returning to our local authority roots is an exciting one; but a significant change for the profession. We will do our best to add value to this transition.

My sincere thanks go to all our supporters and staff, who made the dream of the four founders so quickly transform into the vibrant, passionate, purposeful community which iHV is today!



Dr Cheryl Adams
Founding director



What is the state of health visiting today?



80% of health visitors say their workload has increased in the last two years

58% would like to do more to help the families they work with...

A stylized icon of a family consisting of a large purple figure for a parent and two smaller purple figures for children.

...but 22% feel they are spread too thinly to make a difference

The greatest reported barrier to making a difference is **...time!**



39% of health visitors think local authority commissioning makes sense

39% fear it will adversely affect liaison with NHS & GP services



42% say new health visitors are starting to relieve the burden of high case-loads

Crucially, the majority of health visitors are confident that health visiting will continue to improve the care of under fives in the future!



But **41%** say a growing demand for services has cancelled out the increased investment



Plan for 2014

How did we do?

- Train 300 health visitors to become local experts on domestic abuse and to disseminate the training to colleagues. **Trained 273 DVA experts.** 
- Launch fellowship scheme, recognising senior health visitors as experts and creating specialist opportunities to develop their skill base locally and nationally. 
- Make piloted e-Community of Practice available to all health visitors. 
- Hold two conferences. The first in February, focused on perinatal mental health. **We held one.** 
- Work with Health Education England and other partners to strengthen post-registration HV education, preceptorship and in-practice support. 
- Further develop our education and training opportunities, grow membership, and engage with more health visitors across the UK. 

iHV Fellows programme

Professor Viv Bennett,
DoH director of nursing

“Fellows of the iHV epitomise what is best about health visitors. They are exceptional health visitors who really care about changing the world for the better.”

“For the first time in a long while I feel a sense of achievement that represents my passion and dedication to health visiting and public health.”

Karen Afford, health
visitor & iHV Fellow



When the government offered us funding to strengthen professional leadership, we were delighted. Receiving support to develop iHV Fellows is perhaps the most exciting recognition the health visiting profession has experienced.

Fellows of the iHV are health visitors with exceptional leadership qualities. They are known as professionals who push the boundaries, have an entrepreneurial spirit and make a real difference to the health outcomes of children, families and communities.

By the end of 2014, there will be over 120 iHV Fellows, from a mix of clinical practice, research and education. This provides a pool of practitioners and academics who are embracing their roles to drive professional improvements and can represent the profession by speaking at events, advising on health visiting issues or writing for publication. We are very proud to have them as part of the Institute.

Making The Most Of Health Visiting

This Department of Health-funded project is a large and multifaceted programme, which seeks to transform support for health visitors.

It includes developing tools to strengthen health visitors' resilience, cascade training in infant mental health and safeguarding (supported by e-learning), publishing national induction and preceptorship frameworks, and developing new evidence-based curricula for post-registration development.

We will also publish a career framework and be seeking funding for a series of research fellowships. A new framework of support for health visitors, known as Compassionate Resilience, is also being tested and is proving popular.

Moreover, we have been working across English regions to identify professional development needs and priorities, and will be rolling out regional update conferences in 2015. Making The Most Of Health Visiting is a project which aims to prepare the workforce for the move to local authority commissioning and launch a new generation of expert public health practitioners.

"This exciting & comprehensive programme has responded to fundamental needs in the profession & offers something never before available at a national level."

Professor Lisa Bayliss-Pratt,
director of nursing,
Health Education England



Parent & health visitor information sheets



"I really like the information here. When you are juggling a toddler & a new baby, you need bullet point information!"

Parent reviewer

In July, we launched our first comprehensive e-resource for both health visitors and parents. Commissioned by the Department of Health and Public Health England for the Start4Life programme, the series of more than 75 downloadable information sheets are designed to promote excellence in practice and improve health in families.

They included 30 sheets which can be given to parents, and more than 45 with good practice points for health visitors, including 10 on working with minority groups.

Their production involved a robust six-stage process, in which each was tested and revised in response to parent and professional feedback. Topic experts and a 30-strong review panel combined to ensure an end product, which was based on the most up-to-date evidence available and health visitors' shared tacit knowledge.

The 'at-a-glance' bullet points (with quick reference web links and further reading) were specifically tailor-made for busy health visitors and overstretched parents.

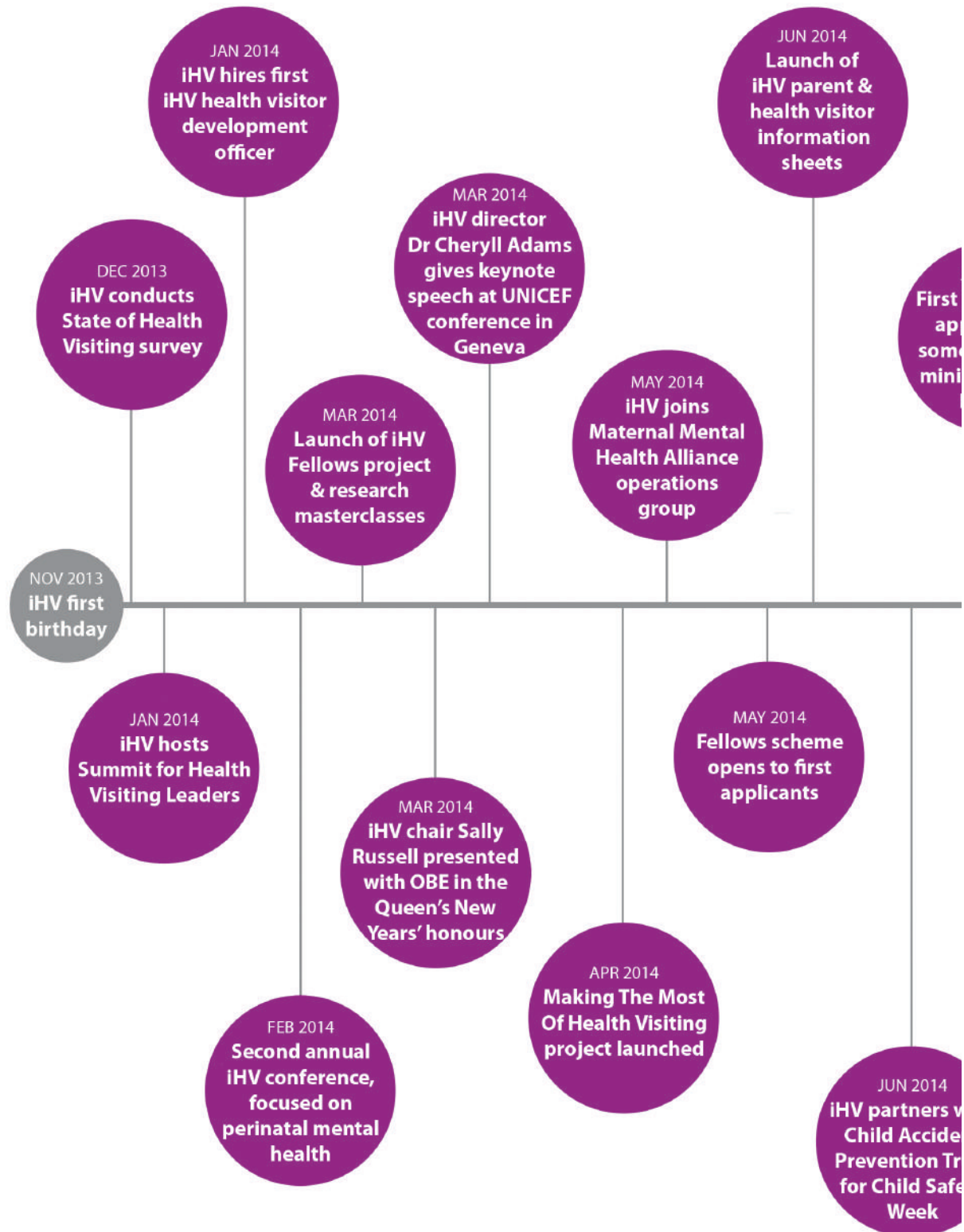
"I frequently quote the information sheet when worried mums telephone in & I also send out the one designed for parents as a resource for mums & dads to refer back to."

Effie Robinson, health visitor

Sharin Baldwin, clinical academic lead

"We include them in our new birth packs & refer parents to the others as needed. I think they are great. It's such a brilliant way to standardise practice."

Highlights:



year two



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Perinatal mental health conferences

"I am completely overwhelmed by the passion & energy that surrounded this conference. I feel that this could be truly life changing for future generations & I feel honoured to be a small part of it."

"I have made new friends, laughed, cried & danced to 'We Are The Champions' with a group of gregarious health visitors! I feel so inspired to spread the word & fight the fight for all those brave, courageous women."



"I felt that my head might explode with all the exciting information & ideas I heard about!"

Feedback from perinatal mental health (PMH) champions

In February, we held our second conference in partnership with the Royal Society for Public Health: *Perinatal Mental Health a Priority for Public Health*. We were fortunate to attract high profile speakers – all experts in the field – including government minister Dr Dan Poulter. The event was a sell-out and is still being talked about.

In September, we gave scholarships to our perinatal mental health champions to attend the International Marcé Conference, in Swansea. The conference was organised by iHV's Dr Jane Hanley (this year's Marcé president) and we also ran a networking dinner and symposium at the event. The symposium showcased the work of the champions and was described by many attendees as their highlight of the three days!

Also this year, we contributed to two ministerial round tables with the Maternal Mental Health Alliance – a group of more than 60 organisations with a desire to improve services for families affected by PMH. The Alliance's recently-commissioned report: *The costs of perinatal mental health problems (2014)* is a recommended read.

Perinatal mental health champions: one year on

We have now trained more than 400 perinatal mental health champions (rising to 500 by March 2015). One third of the health visitor population has trained in PMH, and by the end of the financial year we hope all health visitors will have had this opportunity.

Evaluations show health visitors are already feeling more confident to detect, assess and address PMH, as well as other moderate mental health conditions. Some champions have developed regional forums to help progress and sustain the PMH agenda, and we hope to roll out regional networks across the country.

The champions have been driving service improvements at a local level, improving access to services and attendance rates for initial assessments. They are reducing stigma by speaking at conferences, developing local partnerships, and increasing discussion of the topic on social media, and in local and national media.

They are also actively involved in influencing policy related to PMH, participating in the NICE guideline consultation. Their success has been facilitated by the continued support of their managers, as well as the iHV PMH team. However, to ensure up-to-date developments continue to be disseminated and transferred into practice, we will need to secure further funding in the future.

“What started as a project to increase knowledge & skills, has led to a movement of transformational leadership, resulting in integration of PMH pathways at a local level. We are joining the dots! Want a job doing right? Ask an iHV champion!”

Melita Walker & Asha Day, professional development officers for iHV PMH champions



Education & training

Education is a key iHV focus, as this will improve the quality and consistency of health visiting services. Our popular cascade training was extended into 2014, and as well as education on perinatal mental illness, we rolled out specialist level 3 training on domestic violence and abuse (DVA). Delivered by academic expert Dr Catherine Powell, Women's Aid and HV expert Dr Tanya Dennis, this training created 273 DVA 'champions' who are now cascading the teachings to colleagues in their organisations.

In the five months ending March 2015, iHV will deliver new cascade training on contemporary issues in safeguarding, as well as infant mental health. In both cases the curriculum is cutting-edge in terms of evidence. We are hoping every organisation will take advantage of this opportunity to up-skill their senior health visitors and have them disseminate the training. Thanks to funding from the Department of Health and Health Education England, we are able to offer such training for free. We are also continuing to deliver our training on sleep management, which is commissioned by employers directly from iHV. This will extend into 2015.

"The trainers over the last two days showed incredible passion for improving the outcomes for families."

Feedback
from iHV training

"It sadly has been a long time since I have felt truly inspired, but this two day iHV training has been fantastic!"



International work



“Not only did we receive substantive information regarding UK health visiting services, but the warmth of the iHV team & their obvious passion for this work. The inspiration will help us significantly in moving this agenda in the region.”

UNICEF delegate

In October, delegates from Central and Eastern Europe came to London, after UNICEF agreed to sponsor a study tour with the iHV, which was initially requested by the health minister of Kazakhstan. Despite having to hire interpreters for the delegation’s many Russian speakers, the trip was deemed to be a great success.

The aim was to learn how UK health visiting services are run, in order to strengthen the countries’ own systems of patronage nurses, reduce family break-ups and improve the health of children. The agenda covered everything from policy to education, and from research to a day out in practice. It included presentations from eight iHV Fellows and a special trip to the UK Parliament to learn about the 1001 Critical Days manifesto.

The iHV has also been working as members of the steering group for the Global Public Health Nursing Network (launched in Ireland in 2013). The ambition is to bring public health nurses from around the globe together to share best practice, in particular with developing countries. This is a big task and requires significant groundwork, but the aim is to be ready to launch the constitution at an international conference in 2016.

Other activities

“Had a look at the iHV website last night as not been on recently and WOW! It has loads of really great stuff!”

Fleur Siskins, professional lead for health visiting, Cambridgeshire

“Your leadership and vision has definitely strengthened the health visiting workforce nationwide. The iHV keeps getting stronger and I just love the work that you all do.”

Claryn Nicholas, health visitor

Communication is an essential component of good health visiting practice. At the iHV we maintain contact with health visitors through our membership scheme, website, newsletters, daily posts on Facebook and Twitter, and increasingly through visits to professional forums. This provides rapid feedback from those in practice.

One of the most satisfying elements of our work is the response to the iHV as more health visitors become aware of it. Several enterprising members have taken their support a step further, arranging fundraisers for iHV and NSPCC – even volunteering to do the Great North Run! The money raised helped launch our research fund*, and plans are afoot for a triathlon in 2015! We are immensely grateful for their support.

Partnership has been an important feature of the iHV since conception. This year we've worked with the Early Intervention Foundation, Maternal Mental Health Alliance, Royal Society for Public Health, Best Beginnings, One Plus One and the Child Accident Prevention Trust. In September, we supported the launch of a health visitor-led academic hub in Ealing. This centre, led by three of our Fellows, is a community hub for excellence, supporting local health visitors to improve the quality of their services.



Thank you

So many have supported the iHV this year, it is impossible to name them all.

However, we would particularly like to single out the superb group of health visitors – ably supported by Professor Lisa Bayliss-Pratt and two of our trustees, Professors Ros Bryar and Sally Kendall – who ran the Great North Run on behalf of iHV and NSPCC. In particular, Melita Walker, who made it all happen and all the health visitors who ran cake sales and other fundraising activities on our behalf.

We are enormously grateful for the confidence shown in us by the Department of Health and Health Education England, with the awarding of grants and tenders to undertake our training, education, information and Fellowship programmes.

We also extend sincere thanks to the employers who joined their health visitors and students through the iHV corporate scheme. We are particularly delighted those who signed up in year one extended their membership into a second year.

Our thanks go also to the very significant number of health visitors who have joined as individual Associates. We now have a membership of almost 5,000 – meaning nearly a third of all UK health visitors are benefiting from our services. Your belief in what iHV would deliver has allowed us to reward your confidence.

This year the iHV has worked with many expert health visitors, academics and organisations to deliver our work programmes. Many gave their time free of charge to help make the iHV the organisation that it is today. We are so grateful. Together we really are strengthening health visiting for families nationwide.

Final thanks must go to our chair Sally Russell and the trustees, who so willingly commit significant time to help 'guide our ship'; and to our incredibly dedicated iHV team. Turn the page to meet the faces leading the health visiting revolution!

*Our fundraising is being directed at building an iHV research fund as this will have a direct impact on improving health outcomes for children, families and communities. Over the years there has been little research funding directed towards health visiting practice, but the iHV hopes to change that. If you would like to pledge to our research fund, donations can be made via the iHV Virgin Giving site: uk.virginmoneygiving.com/charities/ihv

