

ANNUAL REPORT

2020-2021





“As I look back over the last 12 months, I am in awe of all that has been achieved to support babies, children and their families. Thank you.”

This is my first message for the Annual Report as Executive Director and follows the most extraordinary year for health visitors and the Institute of Health Visiting. The ongoing impacts of the COVID-19 pandemic, alongside longstanding challenges facing the health visiting profession formed the backdrop of 2021, the effects of which have touched all our lives. The work that you have done as health visitors has been remarkable: adapting and innovating, speaking up on behalf of the populations you serve, working together with other agencies to reach the most vulnerable, coping with disruption to training, and working tirelessly to ensure that as many babies, young children and their families are supported. You deserve to feel very proud of your achievements.

I am also proud of the Institute and how the team have dealt with the many pressures over the last year. Like you, they did not stop, and they have gone ‘above and beyond’ to ensure that they were able to continue to provide our ‘business-as-usual’ high quality training, projects, research and support that has become the hallmark of the iHV. They have also been bold, developing new ideas and ways to support you, as well as tireless in their efforts to respond to the busiest year for health visiting policy in living memory.

We have seen incredible results from our campaigning, with more than 700 leading children’s organisations supporting our call for investment in health visiting for this year’s Spending Review – this is a phenomenal endorsement for our profession and recognition of the vital infrastructure of support that health visitors provide to all families. The Institute remains in a strong position, we have a seat at the table in multiple national stakeholder boards and forums, and is the most rapidly growing professional body and voice for health visiting.

The achievements highlighted in this year’s annual report testify to the hard work of the iHV team, our ever-growing network of partner organisations and supporters, volunteers, members and parents who have shared our journey. My sincerest thanks to our Chair, Pamela Goldberg, and the iHV Board of Trustees who have been so supportive. I would also like to thank Dr Cheryll Adams CBE, my predecessor, for her enduring kindness and support as I took over the reins of this fabulous organisation which is her lasting legacy as its Founding Director.

As I look back over the last 12 months, I am in awe of all that has been achieved to support babies, children and their families. Thank you.

Alison Morton
Executive Director



“...as ever inspired by what health visitors have accomplished every day in supporting families in the most difficult circumstances.”

The year began in the midst of a pandemic with uncertainty, not only regarding the health of the country, but also how the profession could continue to deliver the service that they knew that families needed. Our way through the pandemic is now clearer but we know that the pressure on health visiting remains – and we should not forget the pressure on individual health visitors.

The Board is full of admiration for how the Institute faced this. The creativity and energy of our amazing team more than met the challenge. Our membership has grown as more health visitors and other professionals realise what value we can add, not only to your work, but also personally to support you and raise the profile of health visiting.

It has also been a year of change for the iHV. There are no words that can express how much the Institute and the profession owe to our Founding Director, Dr Cheryll Adams CBE who stood down as Executive Director in March this year. Her vision, deep knowledge and passion for the profession inspired and led us to where we are today.

This year, due to the limited terms of office for iHV trustees, to ensure proper governance, the sting in the tail is that we also saw two more of our founding trustees retired this year.

Professor Dame Sarah Cowley will be well known to anyone in public health. She is not only internationally recognised in her field but has been an inspiration to the profession and indeed to the Institute with her breadth of knowledge and wise counsel at all times. Jane Williams brought her frontline experience to the Institute with her focus on health visiting and early intervention. This has been immensely valuable as the Institute develops. Thank you both for ensuring that, with Cheryll, we are on a firm foundation.

We are delighted to welcome three new additions to our Board of Trustees: Sharin Baldwin, Theresa Bishop and Alis Rasul. You bring a wealth of diverse experience and we look forward to working with you.

The Board of Trustees is immensely grateful to Alison Morton who took over as Executive Director earlier this year. There could not have been more challenging circumstances and our heartfelt thanks, and admiration, go to her and the team behind her for what they have accomplished. They, and the Board, are as ever inspired by what health visitors have accomplished every day in supporting families in the most difficult circumstances.

Pamela Goldberg OBE
Chair

Our 8th annual survey was completed by 1,291 practitioners from across the UK during October 2021. The findings present health visitors' unique view into the lives of babies, young children and their families who are often hidden behind front doors and invisible to other services. The pandemic is not over – its impact on families has been significant and is ongoing. Health visitors reported soaring rates of domestic abuse, mental health problems, child behaviour problems, poverty, and child safeguarding.

The pandemic hit the profession at a time when it had the least capacity to reach all the families needing additional support. Despite health visitors' best efforts, families face the brunt of successive cuts to the health visiting service in England with a 'postcode lottery' of support.

Against this backdrop, health visitors did not stop, they have risen to the challenges and demonstrated that they are a modern, innovative, and responsive workforce which has continued to support families as far as possible through the most difficult circumstances. However, many health visitors are concerned that they are only reaching the 'tip of the iceberg' of need.

The resounding headline message to policy makers is captured in this report's sub-title which is a direct quote repeated hundreds of times throughout the survey responses,

"We need more health visitors"

The needs of babies, young children, and families is increasing:

81%

of health visitors reported an increase in perinatal mental health problems

80%

reported an increase in domestic abuse

72%

reported an increase in poverty affecting children and families

71%

reported an increase in child safeguarding

Not enough health visitors to meet rising levels of need:

Only 9% of health visitors in England reported that they have the recommended ratio of 250 children aged 0-5, or less, per full time equivalent health visitor (FTE HV); compared to around two-thirds of health visitors in Scotland and Wales.

Worryingly, 1 in 4 health visitors in England report that they are accountable for over 750 children (in Scotland and Wales, no health visitors have caseloads of this size).

Why does this matter?

In England, only 4% of health visitors are always able to offer continuity of carer which parents value.

Only 3% of health visitors report being able to provide an excellent service.

39% of health visitors feeling so stretched that they "worry there may be a tragedy in their area" and 42% of health visitors worrying that they "can't do enough to safeguard babies and children".

There is a 'postcode lottery' of support in England:

Services are so stretched in some areas that many families are not receiving their mandated Healthy Child Programme universal contacts with a qualified health visitor:

Only 21% of health visitors report that they are able to offer all families the Antenatal contact.

Only 21% of health visitors are able to offer all families a two-year review.

"Still love my job - however, the last year has been stressful beyond belief - I live in fear of missing something"

Innovation:

Virtual contacts have brought some welcome benefits.

After more than 20 months' experience of using virtual contacts:

88.6% of practitioners agree or strongly agree that they can be used effectively to provide families with **quick access to advice for straightforward concerns** between universal contacts.

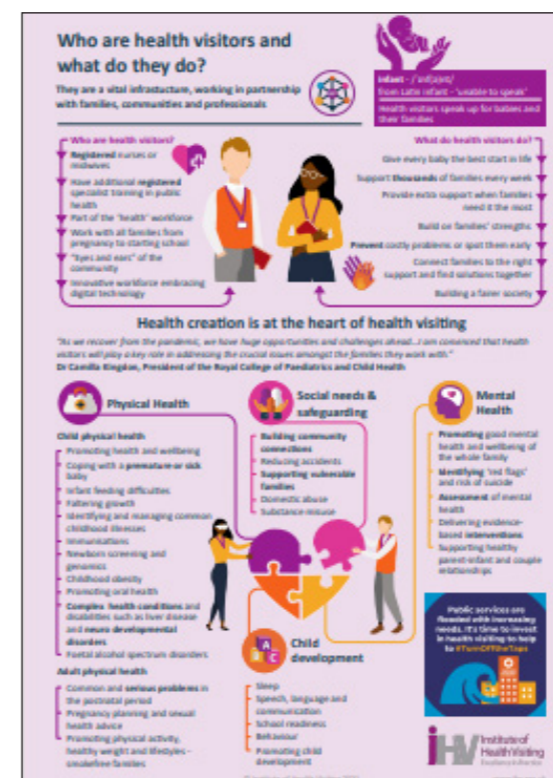
However, **93.8%** of practitioners disagree or strongly disagree that video contacts are as effective as face-to-face contacts for **identifying needs/ enabling disclosure of risk factors** in vulnerable families

Only **16%** of practitioners thought there was enough evidence to **safely** roll out video-enabled contacts in health visiting.

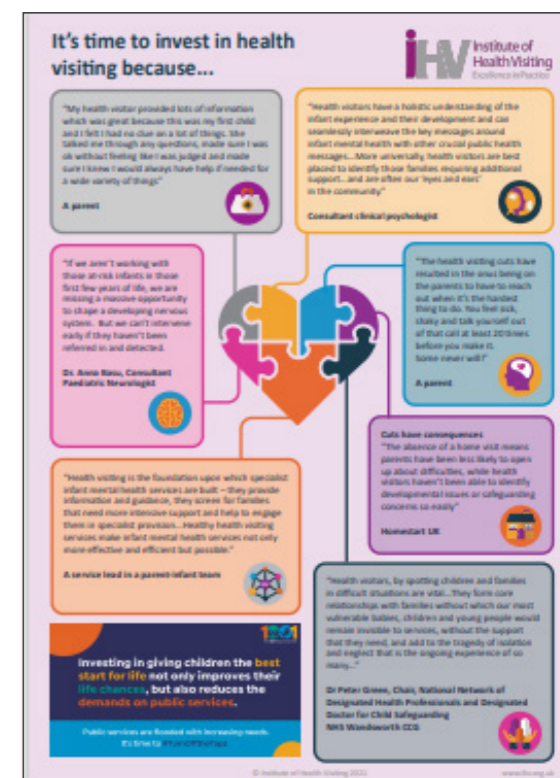
One of the biggest challenges facing the health visiting profession is that many people do not know who health visitors are or what they do. This year our policy work has focused on addressing this by using every opportunity to make the often-hidden work of the health visitor more visible.

To support this, we have published numerous case studies and blogs, promoted health visiting through the media, and also developed two infographics:

"Who are health visitors and what do they do?"



"It's time to invest in health visiting because..."

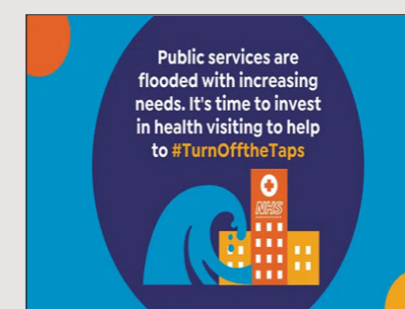


There is power in a united voice!

We would like to say a huge heartfelt thank you to all our partners for their tremendous support this year, raising the profile of health visiting - it really has been phenomenal!

Highlights included the national #TurnOffTheTaps campaign, launched in partnership with the Parent-Infant Foundation and the First 1001 Days Movement, with the support of health visitors, experts and parents. This partnership work presented a strong case for investment in the earliest years of life.

The iHV is also a partner in the #BuildBackChildhood campaign, led by the National Children's Bureau, with a call to ensure that babies, children and young people are not forgotten in the Government's plans to 'Build back better'. 700 children's organisations backed our call for more health visitors in their submissions to the autumn Spending Review- we are indebted to them for their support - they can't all be wrong!



This year we were also delighted that we were able to work collaboratively through our policy work with partners to stop planned cuts to health visiting and school nursing in some local authority areas.

OTHER POLICY WORK

Throughout the year, the iHV represented health visitors in numerous national policy and stakeholder groups across health, safeguarding and the early years – some of our highlights are presented in the policy timeline.

Through our work with the INCADVA (Inter-Collegiate and Agency Domestic Violence Abuse) policy forum, this year we successfully influenced the Domestic Abuse (DA) Bill. Importantly, children will now be given statutory recognition as “victims” if they see, hear or experience abuse in the home. We also collaborated with the Parent-Infant Foundation and For Baby’s Sake Trust, briefing the House of Lords to secure the needs of babies, including unborn babies, in the guidance for the DA Bill.

As part of the Health Policy Influencing Group, the iHV is also working with partners to influence the Health and Care Bill and associated guidance to ensure that the needs of babies and children are not overlooked.

Rebuilding health visiting – putting people first

The pandemic and its ongoing impacts have affected health visiting services across the UK this year, exposing pre-existing inequalities. We are so proud of health visitors who have demonstrated the breadth of their professionalism, expertise and leadership skills through adaptations and innovations to ensure that as many families as possible were supported. However, despite health visitors’ best efforts, families still face a postcode lottery of support across the UK, with the devolved nations and a handful of local authorities in England investing in health visiting, whilst other areas face ongoing cuts.



This year, all hopes for health visiting in England were pinned on the Government’s ‘Start for Life’ pledge to ‘rebuild health visiting’ announced in March. In the autumn budget, the Chancellor acknowledged that, **“the evidence is compelling that the first 1,001 days of a child’s life are the most important”**.

The £500 million funding announced in the budget was a welcome first step in the right direction and will undoubtedly make a difference to many families. However, against a backdrop of piecemeal child health policies and years of disinvestment, the sector is united that this does not go far enough and fails to address the shortage of health visitors. This is important as the success of Family Hubs will depend on having a workforce with the experience and skills to welcome and work with families who attend the Hubs, and also to reach out to the multitude of families with the greatest needs who won’t.

In the coming year, we will continue to raise the profile of health visiting and focus on three key priorities:

<h4>Funding</h4> <p>Ring-fenced public health grant to deliver the Start for Life vision and full Healthy Child Programme</p>	<h4>Workforce</h4> <p>Robust workforce modelling and a workforce plan to ensure that every health visitor has a manageable caseload to deliver safe and effective support for families across the breadth of the Healthy Child Programme, and clinical supervision for the wider skill mix team</p>	<h4>Quality</h4> <p>An end to the postcode lottery of support for families. All families should have access to an infrastructure of health visiting support with the key ingredients to deliver improve outcomes and reduce inequalities</p>
---	---	--

Putting people first: “We look to the future when one day we can shift from a budget titled ‘A stronger economy for the British people’ to one which prioritises people through **‘stronger people for the British economy’**”
Alison Morton Executive Director - iHV

Policy highlights

<h3>DEC 20</h3> <ul style="list-style-type: none"> iHV publishes annual health visiting survey which confirms that babies and young children were largely forgotten in the pandemic response iHV provides briefing for Westminster Hall debate on conception to age two. Special tributes paid to Founding Director Dr Cheryll Adams CBE and the work of the iHV 	<h3>JAN 21</h3> <ul style="list-style-type: none"> iHV participates in APPG on Conception to age two - Andrea Leadsom MP launches preliminary insights of the Early Years Healthy Development Review iHV supports House of Lords Questions - Baroness Watkins of Tavistock and Baroness Walmsley highlight the importance of a properly resourced health visiting service 	<h3>FEB 21</h3> <ul style="list-style-type: none"> Alison Morton, iHV Acting Executive Director, presents at Department for Education ‘Changing Lives Through Childcare’ iHV influences MMHA report which evidences key role of HVs in addressing the mental health needs of families 	<h3>MAR 21</h3> <ul style="list-style-type: none"> iHV collaborates with partners briefing House of Lords Domestic Abuse Bill debate iHV provides evidence briefing for Westminster Hall debate on maternal mental health iHV supports #WhatAboutUs campaign to address baby blind spot in national policy iHV publishes position on virtual contacts: ‘Zooming in but missing out’
<h3>JUL 21</h3> <ul style="list-style-type: none"> iHV supports Marcus Rashford’s call to #EndChildPoverty iHV Executive Director speaks on BBC Radio 4’s World at One on the surge in perinatal mental health problems in lockdown iHV appoints Georgina Mayes as Policy and Quality Lead 	<h3>JUN 21</h3> <ul style="list-style-type: none"> iHV Executive Director presents at APPG for Conception to Age Two iHV Executive Director joins panel at the Royal Foundation roundtable discussion on “Big Change Starts Small” iHV submits evidence for ‘Women’s health strategy’ iHV & SAPHNA write joint letters to PHE and Hampshire CC opposing proposed cuts to health visiting and school nursing 	<h3>MAY 21</h3> <ul style="list-style-type: none"> As part of the Children and Young People’s Health Policy Influencing Group, iHV calls on the Secretary of State to put #ChildrenAtTheHeart of the Health and Care Bill iHV supports Cabinet Office with health visiting data and evidence iHV Executive Director presents at the ADPH annual event on Levelling up: Creating the Conditions for a Good Childhood for All 	<h3>APR 21</h3> <ul style="list-style-type: none"> iHV, as part of ‘One Voice’, writes letter to Health Minister Nadine Dorries MP on improving maternity services iHV commences stakeholder consultation to inform response to the NMC consultation for SCPHN standards iHV appoints Alison Morton as Executive Director
<h3>AUG 21</h3> <ul style="list-style-type: none"> iHV galvanises support from the ‘One Voice’ partnership of leading women’s maternity organisations challenging Hampshire’s proposed health visiting cuts iHV responds to the Government’s response to health visiting petition iHV Executive Director speaks about the importance of health visiting on BBC local radio 	<h3>SEP 21</h3> <ul style="list-style-type: none"> iHV submits evidence to Spending Review with a call for 3,000 additional health visitors in the next 3 years, supported by more than 700 leading children’s organisations iHV creates infographics, “Who are health visitors and what do they do?” iHV collaborates with First 1001 Days Movement launching #TurnOffTheTaps Campaign calling for investment into health visiting 	<h3>OCT 21</h3> <ul style="list-style-type: none"> iHV Executive Director interviewed on BBC TV News and BBC Radio 4 Today Programme on Spending Review settlement iHV Executive Director formally responds to Spending Review iHV supports the #BuildBackChildhood campaign alongside 700 organisations Following iHV and SAPHNA campaign, with 3,000 responses to open consultation, Hampshire announce decision not to cut their HV and SN services 	<h3>NOV 21</h3> <ul style="list-style-type: none"> iHV and members of the iHV HV Advisory Forum develop response to NICE consultation draft guideline for Depression in adults: treatment and management iHV submits briefing to MPs for Backbench business debate on ‘Giving every child the best start in life’ iHV contributes to review of ‘Childcare, Play and Early Years’, consultation by Welsh Government

Another extraordinary year!

iHV programmes delivered this year: we have provided training to organisations across all nations of the UK, including growing more Champions across Scotland as part of their national Perinatal and Infant Mental Health (PIMH) programme initiative. Our talented trainers work alongside a range of Experts by Experience who bring their lived journeys to events to grow participants' learning.

The number of participant places offered through our training this year has been:

<p>300 places</p> <p>Multi-Agency PIMH/PMH Champions</p> 	<p>120 places</p> <p>Multi-Agency Fathers & PMH Champions</p> 	<p>115 places</p> <p>Emotional Wellbeing Visits Champions</p> 	<p>380 places</p> <p>Multi-Agency PMH/ PIMH/ Emotional Wellbeing Visits for HVs Training</p> 
<p>20 places</p> <p>Delivering Different News Champions</p> 	<p>2 cohorts</p> <p>Leading Excellence in Practice programme</p> 	<p>80 places*</p> <p>Healthy Weight Healthy Nutrition Champions</p> 	

*plus refresher courses for existing Champions

Sample feedback from our programmes:

"It has allowed me to recognise the strengths, experience and skills I have and also areas which I have been able to reflect and improve"

(Leading Excellence in Practice – Feb 2021)

"I feel so much better informed and keen to pass on the information to my colleagues and families. I thought I was already a father inclusive practitioner, but I can be much more specific"

(Fathers & PMH Champion – June 2021)

"Thank you - I really enjoyed this training. It is an area of HV that is often not prioritised but has huge benefits to parent and infant throughout lifecourse"

(Emotional Wellbeing Visits Champion – Sept 2021)



This year, we were honoured that our PIMH Champions programme was shortlisted as a finalist for the **Workforce Initiative of the Year** at the HSJ Awards 2021, based on ambition, visionary spirit and the demonstrable positive impact that the project has had for professionals and families.

Exciting new programmes we offered this year:

<p>September 2021</p>  <p>Changing Conversations: Autism Ambassadors</p>	<p>October 2021</p> <p>Surviving to Thriving</p>  <p>Surviving to Thriving: Neonatal Families Ambassadors</p>	<p>Throughout 2021</p>  <p>A range of webinars and brief learning opportunities</p>
---	--	--

What did our delegates think?

"Watching the videos and listening to the parents was very beneficial. The group was very interesting as everyone came from different parts of the country. I found the practical section/how to apply in our role most helpful"

(Neonatal Families Ambassador – Oct 2021)

We will be offering more programmes in 2022 – with members gaining early notification of new dates offered and often free or discounted places.

Emotional Wellbeing at Work Programme 2021

In a year where the focus on staff wellbeing could not have been more pertinent, the programme has gone from strength to strength. This year, we extended the programme's reach and sustainability by offering more places and developing this as a Champions model. Participants have joined the programme from organisations across the UK and Channel Islands. We were able to offer bespoke resources and practice/support for Champions to implement a programme of 6 sessions of wellbeing support in their own organisation.

Sharing our learning:

As part of our commitment to raising awareness of the importance of caring for the emotional wellbeing of staff in the workplace, we have submitted 3 journal papers since the last annual report. Published to date are:

- Baldwin, S. et al (2020) Development of the Emotional Wellbeing at Work Virtual Programme to support UK health visiting teams, Journal of Health Visiting, 8 (12).
- Baldwin, S et al (2021) Evaluation of an emotional wellbeing at work programme for supporting health visiting teams during COVID 19, Primary Health Care Journal, Oct 21.

We were delighted to have been finalists this year for the following awards for the programme:

- RCN Nursing Awards 2021 – Leadership Category
- Nursing Times Workforce Summit & Awards 2021 – Best Wellbeing & Staff Engagement Initiative



Acknowledgements:

We are very grateful to the RCN Foundation and the Covid Healthcare Support Appeal (CHSA) for making the development and delivery of this programme possible.

Thanks to the wonderful world of technology, we hosted three virtual conferences this year...

iHV Leadership conference



"Leading with vision: be bold, stay brave, have hope!"

Our Leadership Conference for 2020 was held on Tuesday 1 December. With over 400 delegates, this was our largest leadership conference ever!

We were delighted to be joined by a number of eminent speakers including Sir Michael Marmot. The event provided the opportunity to come together to share our learning, refresh and celebrate - it was a morale boost following a challenging year.

#iHVLeadership2020

iHV PIMH conference



"Systems for Success"

Our annual PIMH conference, Systems for Success, was held on Wednesday 5 May 2021, World Maternal Mental Health Day.

With 300 delegates, this was our largest PIMH conference ever. The conference focused on the family as the beating heart of a whole system's approach to PIMH. By pulling together, joining the junctions, pushing the boundaries, we strive to make the biggest difference we can in this one life we have!

#iHVPIMH2021

iHV EBP conference



"Looking ahead to a fairer future"

Our annual evidence-based practice conference was held on 21 and 22 September 2021. Over 400 delegates from across the UK joined together to share best practice and the latest research. The conference was themed around reducing inequalities and sharing learning from the pandemic. We focused on solutions and how health visiting can contribute to our shared ambition to build a fairer society.

##iHVEBP2021

OUR WORK IN MENTAL HEALTH

Family mental health and wellbeing is complex. Whilst individuals, different professions and services can, and do, make a huge difference, we know that by joining the junctions and pulling together we can achieve so much more. Certainly, the successes of the iHV Mental Health Department across 2021 have only been possible through working well with partners.

Even before COVID-19, there were many system challenges to ensuring all families had access to the right care at the right time. So this year, more than ever, the time has been absolutely right for us to have a focus on how health visiting, as part of the Perinatal and Infant Mental Health (PIMH) system, can maximise the opportunities for good family mental health and wellbeing.

Highlights from partnership working

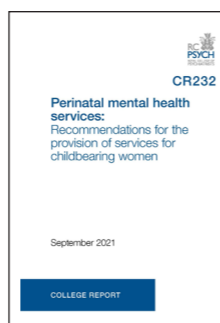
FACTOGRAPHICS

For parents and professionals by parents and professionals

Through our partnership with parents, professionals and academics, we were thrilled to launch our first three 'Factographics' (you heard that word here first!) interactive resources – designed to better support the mental health of new mothers and fathers



Working with the Royal College of Psychiatrists to contribute to the development of the new Perinatal mental health services: Recommendations for the provision of services for childbearing women CR232, September 2021



Make all care count



Working alongside the Maternal Mental Health Alliance and 1001 Days to strengthen the role of health visiting as part of the PIMH systems of care



This year, our Head of Mental Health, Melita Walker, was nominated for, and accepted, the role of President of the United Kingdom and Ireland Marcé Society (UKIMS). Melita will serve one year as President-elect, at the end of this term she will become President of UKIMS and serve for 3 years.

In accepting the position, Melita said:

"The Marcé Society has been a source of inspiration to me. The wonderful connections made through the society and the fabulous international and regional UKIMS meetings have enabled us at the iHV to make sure that our training, resources, responses to policy consultations and events are informed by the very latest cutting-edge research"

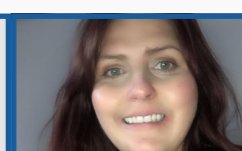
iHV PIMH Champions - A social movement going from strength to strength!

Achieving good family mental health requires effective, strategic, integrated, inter-agency system-wide approaches and that is exactly what the iHV PIMH Champions programmes deliver. We are delighted to celebrate that, so far, we have trained **2,877 PIMH Champions**, from across the very broadest range of professional backgrounds working alongside mothers and their families in the perinatal period. This year, we have delivered 11 PIMH Champion Forums that have (in spite of the challenges posed by the pandemic) been attended by over 300 Champions!



Mary Duggan
PIMH Champion
Northern Ireland

"As a PIMH Champion in Scotland, I have seen great progress in the rolling out of the programme nationally in 2021. iHV provides robust training to Champions, easy to use resources and responsive support from a team of dedicated, and knowledgeable professionals"

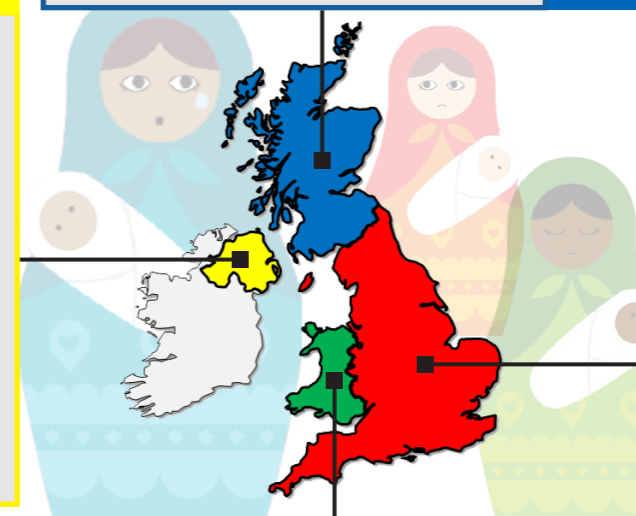


Marie Balment
PIMH Champion
Scotland



Nadine Anderson
PIMH Champion
England

"The Champions movement in Northern Ireland has been such a great opportunity to make sure families get the right care and support when they need it- it's all about strengthening partnership and providing leadership at the local level"



"Being an iHV Champion has empowered us to support our health visiting service to achieve positive change for parental and infant mental health in Warwickshire - at times we have been very creative in the ways in which we have done this!"

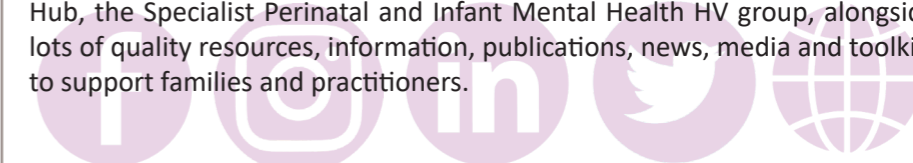


Martha Sercombe
PIMH Champion
Wales

"It has been so helpful to make connections with the iHV PIMH Champions network over the last 20 months, during a time where we all felt slightly disconnected from everything. As a Champion, this has opened up a wealth of connections across Wales which has supported putting Perinatal Infant Mental Health very much on the agenda. We have also benefitted from the ongoing support provided by the forums organised by the iHV which has provided advice and guidance on the ongoing planning and delivery of the training across our University Health Board at CTM and health boards across Wales"

We work in partnership across the UK to set standards, grow the evidence base, influence policy and strengthen professional leadership.

We are active across social media. The iHV website is a one stop shop for all things mental health. It hosts the Champion Forums, the Training Resources Hub, the Specialist Perinatal and Infant Mental Health HV group, alongside lots of quality resources, information, publications, news, media and toolkits to support families and practitioners.



We are on a mission - with you - for every baby, every child to be healthy happy, safe and valued and for every parent to feel supported and able to achieve this.

It really is only impossible - until we do it!

#TogetherWeWill



HIGHLIGHTS OF THE YEAR

DECEMBER

- Virtual Leadership conference 2020 – “Leading with vision: Be brave, stay safe, have hope!” – with over 400 delegates, our largest leadership conference ever
- Suite of 5 GPPs published for National Grief Awareness Week (#NGAW20)
- Launch of iHV Annual Report
- iHV Mental Health Lead nominated for UKIMS Presidency
- Results published from iHV State of Health Visiting Survey 2020, with good national media coverage

FEBRUARY

- iHV Insights - Child bereavement, the NBCP & Health Visiting
- iHV presented at Hemsall’s Changing Lives Through Childcare webinar
- Changing Conversations around Autism toolkit and resources launched
- Changing Conversations Stakeholder event
- Launch of iHV Health Visitor Advisory Forum
- Launch of iHV Member Network events

APRIL

- Alison Morton announced as new iHV Executive Director
- iHV supports #AutismAwarenessWeek
- iHV Networking - iHV Corporate Members’ service leads/ professional leads networking event
- NMC consultation opens
- iHV launches new resources for Sexual and Reproductive Health – digital interactive leaflet and e-learning
- New GPP Postnatal Contraception

JUNE

- iHV supports Child Safety Week
- iHV supports Infant Mental Health Awareness Week #IMHAW21
- iHV welcomes launch of new Royal Foundation Centre for Childhood
- 3 innovative iHV Factographics resources launched to better support parental mental health
- iHV supports #GenomicsConversation week
- iHV co-signs children’s sector letter to Telegraph saying children must be at the heart of recovery plans
- iHV supports #MakeAllCareCount campaign
- iHV Insights - Supporting families who have had a baby on a neonatal unit
- iHV Practice Education networking event

AUGUST

- iHV Insights - Raising awareness of the importance of fathers and partners
- iHV speaks about health visiting on BBC Radio Stoke
- iHV welcomes One Voice letter on cuts to local public health budgets
- iHV welcomes NNDHP letter on cuts to local public health budgets
- iHV PIMH Champions Programme shortlisted for 2021 HSJ Awards
- iHV contributes to DHSC consensus statement for information sharing and suicide prevention
- iHV Student SCPHN networking event

OCTOBER

- iHV launches new animation to support understanding of behaviour in the early years and reduce the use of restrictive practice
- iHV infographics launched - “Who are health visitors and what do they do?”
- iHV Insights - Inspiring excellence in breastfeeding support
- Hampshire’s proposed cuts to health visiting and school nursing stopped!
- iHV, as part of a coalition of 700 organisations, welcomed the Treasury’s announcement to invest £500 million in a care package for children and families
- iHV responds to the Spending Review: ‘Stronger people for the British economy’
- iHV launches GPP eXtra Understanding Genomics – new resources for health visitors

2020

2021

2021

2021

2021

2021

2021

2021

2021

2021

2021

2021

2021

JANUARY

- iHV Insights - Improving support for children with parents who are dependent on alcohol
- Preliminary findings from the Early Years’ Development Review shared by the Government
- First 1001 Days report launched “Working for Babies: Lockdown lessons from local systems
- Alison Morton becomes iHV Acting Executive Director

MARCH

- iHV Founding Director, Dr Cheryl Adams CBE, retires after 40 years in the health visiting profession
- New GPPs on foot and walking development for National Feet Week
- New GPP – promoting smoke-free families for NoSmokingDay
- iHV supports the #WhatAboutUs campaign to raise awareness of the pandemic’s impact on babies
- iHV Insights – Working with children with Autism: resources to support your practice
- iHV Member Networking launched - Practice Education Networking Event
- iHV is signatory to joint letter to the Home Office in support of Domestic Abuse Bill amendments calling for recognition of babies’ needs

MAY

- Virtual PIMH Conference – Systems for success
- iHV supports UK Maternal Mental Health Awareness Week
- iHV Insights - Preventing Accidents in Children
- iHV co-signs Health Policy Influencing Group letter calling on the Secretary of Health for Health and Social Care to put #ChildrenAtTheHeart of the Health and Care Bill
- European PATH Project to support parents experiencing perinatal mental illnesses (PMI) launched
- iHV Emotional Wellbeing at Work Champions training launched
- iHV Student SCPHN networking event

JULY

- iHV, with SAPHNA, write to PHE and Hampshire County Council on their proposed cuts to health visiting and school nursing services
- iHV co-signs letter to Rt Hon Sajid Javid MP asking him to address the impacts of the pandemic on babies and their families
- iHV publishes response to NMC consultation
- iHV supported Marcus Rashford MBE’s call to signpost as many people as possible to the Government’s Healthy Start Scheme
- iHV Executive Director interviewed on BBC Radio 4’s World at One
- iHV Corporate Members’ service leads/ professional leads networking event

SEPTEMBER

- iHV’s 6th Evidence-based practice conference, “Looking ahead to a fairer future”, a 2-day virtual conference
- iHV launches #TurnOffTheTaps campaign to #InvestInHealthVisiting in advance of the Spending Review
- iHV supports a Parent’s letter to the Chancellor: ‘Invest in vital health visitors who saved my life’
- iHV submits powerful evidence to Government’s multi-year Spending Review 2022-23 to 2024-25
- iHV publishes resources to support sexual health in #SHW21
- iHV Practice Education networking event
- iHV Corporate Members’ service leads/ professional leads networking event

NOVEMBER

- iHV Student SCPHN networking event
- Parental awareness of respiratory illness in babies & children webinar
- Oral health webinar
- Briefing prepared for Backbench Business debate on ‘Giving every baby the best start in life’
- iHV Executive Director speaks at Westminster Health Forum policy conference on Next Steps for improving child health
- iHV Executive Director speaks at NE Regional OHID event
- iHV Executive Director speaks at 33rd NCT Annual General Meeting
- iHV Executive Director speaks at CLCH NHS Trust HV conference

PROFESSIONAL SERVICES AND MEMBERSHIP



Central to the iHV's mission is ensuring that the voice of the health visiting workforce is valued and listened to. This is even more imperative now as we look to collectively build solutions to the many challenges to improving outcomes for babies, children and families, as well as the health visiting profession. To ensure that the iHV remains relevant and responsive to current issues, we have actively engaged with our members through a wide range of forums held throughout the year. We have met with members to seek their views, listen and understand the challenges they face, and develop solutions with them to meet their needs.

Feedback and views collated through our iHV membership survey, and our training and project events, have also helped us better understand how we can support our members.

<p>We responded with updates to our members, and we published information on how we are responding to their feedback</p>	<p>We kept members updated on our work and activity - we communicated directly with members via our monthly iHV Times newsletter</p>	<p>We maintained our individual membership price rates, keeping our costs as low as possible to help our members</p>	<p>We provided our members with early notice and priority booking for grant-funded events and projects</p>	<p>We gave members reduced rates and early bookings to a range of training and events and also offered early access to evidence-based clinical and educational resources</p>	<p>We made it easier for members to manage their password/log in through clearer instructions and smoother access to our resources and services</p>
--	--	--	--	--	---



We provided prompt advice when requested by members to support them to influence, learn and develop throughout the year. We responded to a wide range of enquiries covering a variety of practice topics and complex issues impacting individual members. We prioritise our member enquiries and work to reduce any delay in response time

During this year, we increased our range of benefits to our members.

Our regular #iHVInsights webinars are free for iHV members and provide an easily accessible option for CPD. We facilitated seven iHV Insights events in 2021 covering key areas of health visiting practice, showcasing the latest evidence and providing an opportunity for members to learn from leading experts in their field.



January	February	March	May	June	August	October
Improving support for children with parents who are dependent on alcohol	Child bereavement, the NBCP & Health Visiting	Working with children with autism – resources to support your practice	Preventing accidents in children	Supporting families who have had a baby on a neonatal unit	Raising awareness of the importance of fathers and partners	Inspiring excellence in breastfeeding support - the health visitor role

Our iHV Insights event polls consistently reflected that over **98%** agreed:

- they would attend a future iHV Insights webinar
- the information was presented at an appropriate level of learning
- the events would help improve health visiting practice

Missed an iHV Insights event? Recordings of these popular events and linked resources are available for all iHV members to access through our website.

Networking events

In response to iHV members' requests to network with colleagues, in 2021 we launched our iHV Networking Events - these are an opportunity to share and learn with colleagues across the UK.



We have run our virtual networking member events since February 2021. These are co-chaired with an iHV member and tailored to the specific audience.

This year, we held the following:

- 3** Corporate Service Lead Networking Events
- 4** Practice Education Networking Events
- 2** Student SCPHN Networking Events

Learning from these events is a two-way process: they help the iHV's work with education and government, enabling us to provide an accurate and up-to-date picture of any matters that require their attention. They also provide opportunities for local areas to share best practice examples and solutions and for us to update our members on our workstreams and national policy. We use these events to work closely with members so that, collectively, we "get it right" for families and the health visiting workforce.

Corporate membership

We value the partnership and support from our Corporate members. We work closely with them to develop a personalised member-offer to equip them with the support and services they need to lead their local health visiting services. Our Corporate service lead networking events also provide a safe space for service leads from around the country to meet and discuss issues and share solutions.

We have met many health visiting teams this year through our presentations at Corporate member events and they also benefit from priority offers to training and project events.

Feedback:

"I really appreciated your listening ear and professional guidance as we struggle to navigate through the many issues we are constantly facing as a health visiting service"

"Thank you for taking the time to call and to 'check in' with our service. It's very much appreciated"

"Thank you as always, it is always so reassuring to know the iHV are there"

EDUCATION

The NMC review of post-registration standards for education for Specialist Community Public Health Care Nursing (SCPHN) continued into 2021 and will affect health visiting well into the future. As well as actively contributing to the NMC's standards development work, we provided networking events for our members involved in Practice Education, as well as students, to shape our response to the NMC's consultation. We published our response in August, gaining support from other nursing organisations. We will continue to support the development of standards to final approval in spring 2022.

The roles of Practice Assessors and Supervisors are key to successful professional education and we are partnering with the Queen's Nursing Institute in their project to develop standards for practice teaching for all community nursing disciplines.

Student membership and Networking events: This year, we have prioritised time to engage with SCPHN programme university leads and organised virtual presentations to SCPHN students. We have also established Networking Events and iHV Insights events dedicated to members who are students or involved in practice education. In this way, members are actively shaping national agendas for education. We are delighted to have students and practice educators as co-chairs of our networks.

In the coming year, we will continue to press for a more strategic approach to workforce planning while developing principled solutions to issues such as skill and grade mix from nursing associates to advanced practice health visitors. We will seek support for more streamlined routes through nursing and SCPHN training.

PROJECTS AND PARTNERSHIPS



The key to this year's success has been our ability to:

- Work in collaboration with others
- Be flexible and adaptable
- Keep co-production at the heart of our work
- Build on our partnerships

We continue to work on projects with a significant number of partners, and we thank them all for their continued support in the development of training, toolkits and resources to support best practice.

Gathering insights

It is essential to gather the insights of both families and practitioners to inform the iHV's project work. In 2020-21, we were able to gain insights through surveys, focus groups and co-production workshops with:

414 parents and carers

795 practitioners

Update on PATH project

This year has been a busy year for our European Interreg 2 Seas PATH project that facilitates cross-border cooperation between England, France, the Netherlands and Belgium. The project has continued to co-create digital and community innovations to increase awareness and confidence to prevent, identify and successfully manage mild to moderate perinatal mental illness.



Our iHV PATH team has fully contributed to the project's third year activities that included:

<p>Virtual Cross-border collaborative meetings</p>	<p>Established a new governance process and parent panel to support the development of resources for the family section of the PATH hub</p>	<p>Reviewed and contributed to resources for healthcare professionals launched on the PATH hub</p>	<p>Designed and created content for the Families' section of the PATH hub</p>	<p>Co-produced Parental wellbeing workplace standards published by the iHV in December 2021</p>	<p>Supported the development of the PATH multi-media campaign that launched in early May</p>
<p>Presented at the PIMH and evidence-based iHV conferences promoting the PATH project</p>	<p>Developed and delivered Fathers and Partners awareness training, in partnership with Dad Matters UK, to 44 SCPHN students in the 2Seas region</p>	<p>Collaborated with iHV PIMH Champions and disseminated learning from PATH to multi-agency audiences via monthly iHV Forums</p>	<p>Created and delivered a virtual reality training experience to SCPHN students and PATH partners to enable the virtual immersion in an experience of how it is to be a dad in the perinatal period and the impact of a new baby on a couple's relationship</p>		

Summary of key projects

<p>Autism in the pre-school years – “changing conversations”</p> <p>We have built on the project, funded through Burdett Trust for Nursing, to offer a commissioned training programme for “Changing Conversations Ambassadors”. The Ambassador’s role is to raise awareness of the needs of families, change the conversations around autism, and offer effective support to families</p>	<p>“Domestic Abuse – changing conversations toolkit “</p> <p>With support from The For Baby’s Sake Trust, we developed an online toolkit for health visitors to support their practice in domestic abuse. This was launched through an Ambassador training programme for health visitors</p>	<p>“Healthy Weight and Healthy Nutrition”</p> <p>This Project has benefitted from continued support from The AIM Foundation. This year we have focused on delivering the updated HWHN Champion training and providing a newsletter for Champions. We are now focusing on developing a toolkit for HWHN and resources to promote oral health</p>	<p>“Moving beyond bean counting: Improving analytical capability in health visiting - national scoping and local application”</p> <p>This Health Foundation funded partnership project with Southern Health NHS Foundation Trust provided insight into the use of analytics in health visiting nationally. This learning informed the co-production of a local data visualisation tool, “My Digital Caseload” which supports health visitors to identify ‘hidden’ vulnerable children using routinely collected data presented from different sources</p>
<p>“Promoting sexual and reproductive health”</p> <p>This project, funded through Public Health England, aimed to maximise the opportunities for health visitors to promote sexual and reproductive health at every contact. We developed an e-learning module and an interactive leaflet for families. We are now starting a new project focused on the health visitors’ role in postnatal contraception</p>	<p>“Promoting least restrictive practice”</p> <p>With support from funding provided by The Burdett Trust for Nursing, we were able to successfully develop and deliver a training programme and innovative animation to raise awareness of restrictive practice in the early years</p>	<p>“Surviving to thriving”</p> <p>We have now offered the “Neonatal Families Ambassadors Programme”, seed funded by The Tiny Lives Trust, to health visitors nationally to support their work with families of sick or preterm babies</p>	<p>“This Mum Moves”</p> <p>This collaborative project led by ukactive is now in its final year and we are working on a sustainability plan with ukactive to widen the reach of the training. The programme is aimed at supporting all women to enjoy and benefit from being physically active in pregnancy and beyond</p>


The iHV continues to be actively involved in research at a range of levels this year. We have seen an increase in the number of academic organisations approaching the team for professional health visiting support to inform their research activity. The iHV is now the ‘go to’ partner for many programmes of child and family public health research. We are also actively exploring opportunities to build health visiting research capacity and support for aspiring health visitor researchers.

Delivering Different News



The iHV research team led this study evaluating a training intervention for professionals tasked with Delivering Different News. The study looked at improving the way that healthcare professionals inform and positively support parents when their baby/ child is diagnosed with a congenital anomaly in the first 1001 days of life. This primary research has important and significant implications for the physical and mental health of parents and their children.


NSPCC



Look, Say, Sing, Play

In partnership with Newcastle University, we are independently evaluating this campaign to inform future programme development, aimed at supporting parental bonding and the promotion of early speech, language, and communication.

NIHR




Baby Breathe Study

This NIHR multi-centre randomised control trial led by the University of East Anglia is now in its second year. The iHV is a partner leading the North East trial site. The study aims to offer a health visitor led intervention and compare this to usual care to prevent postpartum relapse of smoking.

NIHR Surviving Crying Study

The iHV is a co-applicant on this NIHR funded HTA cluster randomised controlled trial of a service to support the mental health and coping of parents with excessively crying infants. This study is now in its inception stage and recruiting sites.


Family Action



Stockton Perinatal Support Service Evaluation

This collaboration with the University of Kent will evaluate the Stockton Perinatal Support Service. The review will focus on the Service’s key areas of work including: positive parent-infant relationships, parenting behaviours, engagement with community networks and innovative models of working.

Newcastle University



Exploring health visiting services in the North East and North Cumbria (NENC) during COVID-19

The iHV was a co-applicant on this study which explored innovation and challenges to health visiting practice in the NENC. The outcomes of the study have informed the commissioners’ future service planning.

iHV Research Champions

Our Research Champions have continued to support research across England. In the North of England, Louise Wolstenholme, an iHV Research Champion, has successfully supported the leadership of a clinical network for research, bringing together public health nurses to share learning and promote research in practice.

We would also like to thank The Sylvia Adams Trust and Kindred Squared for their support for our work this year.

Feedback from Louise on her role as an iHV Research Champion:

“Research involves collaboration and working with others, becoming a Research Champion gave me an identity as someone ‘research interested’ and someone to collaborate with - it has certainly opened many doors”

As evidenced again in our latest annual survey, our Good Practice Points and Parent Tips remain the most popular and used iHV resources on our website.

We continue to refresh and add to our online resources - this year we added:

30 Good Practice Points for Health Visitors resources

- Supporting young children who have lost a parent
- Supporting families after the death of an Infant or Child (1-4 years)
- Supporting parents whose own parent (or early attachment figure) has died
- Supporting a parent when their partner dies
- Supporting families experiencing pregnancy loss or the death of an unborn baby
- Supporting families following the death of a baby (including stillbirth, neonatal death and sudden unexpected death in infancy (SUDI))
- Supporting children on the autism spectrum and their families
- Supporting families to promote their pre-school child’s SLC development when there are signs of autism or learning difficulties
- Transition to school SEND
- Sleep and the older child
- Supporting the wellbeing of parents of babies leaving the Neonatal Unit during COVID-19
- Understanding behaviour to support the sensory needs of children with autism
- Foot development in infancy and early childhood
- Overview of walking development in infancy and early childhood
- Postnatal contraception
- Promoting smoke-free families
- Preconception nutrition
- Keeping children safe around dogs
- Reducing unintentional injuries
- Understanding sleep issues in children with additional needs
- Talking to parents about sexual wellbeing
- Spinal muscular atrophy
- Understanding Genomics x 5 (see below)
- Working with Fabricated or Induced Illness (FII) by Carers x 3 (see below)

7 Parent Tips resources

- Supporting your child’s speech, language, and communication development
- Accessing health visiting support for you and your family
- Using positive statements to guide our children
- Safer Sleep
- Supporting sleep habits in children with additional needs
- Sleep and the older child
- Sex and intimacy: understanding changes to your sexual wellbeing following the birth of your baby

NEW

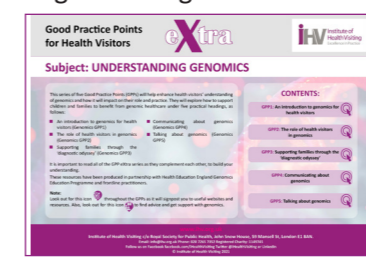
Building on the iHV model of Good Practice Points (GPPs) and recognising that some subjects are new and complex topics for many, we have developed a new resource to support health visitors in practice - the GPP eXtra.



The GPP eXtra provides a new suite of resources on a specific topic which is presented as an easy access PDF, which provides access to all the GPPs in the series. They are designed to help enhance health visitors’ understanding of complex topics and how they impact on their role and practice.

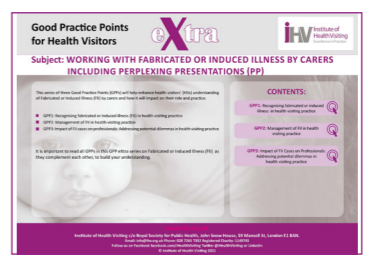
Our first GPP eXtra, Understanding Genomics, aims to enhance health visitors’ understanding of genomics. The series explores how to support children and families to benefit from genomic healthcare under five practical headings:

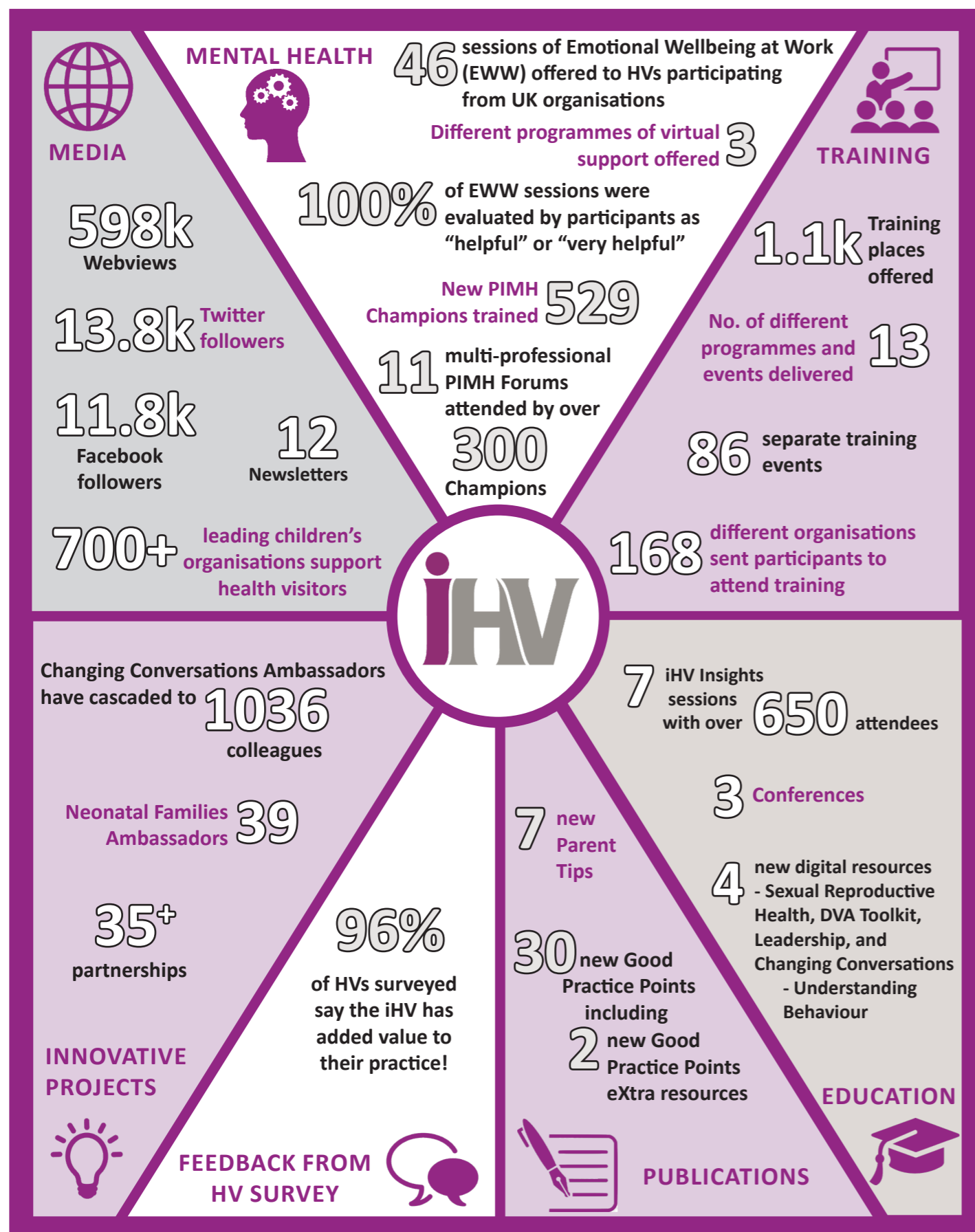
- An introduction to genomics for health visitors
- The role of health visitors in genomics
- Supporting families through the ‘diagnostic odyssey’
- Communicating about genomics
- Talking about genomics



Our second GPP eXtra series, Working with Fabricated or Induced Illness (FII) by Carers, offers clear practice guidance for health visitors working with FII, emphasising the necessity of consistently focusing on the child and reminding the reader of the important function of professional supervision. There are 3 resources within this GPP eXtra series:

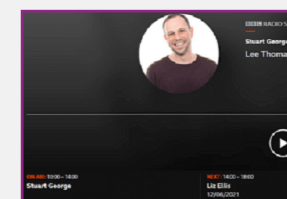
- Recognising fabricated or induced illness in health visiting practice
- Management of FII in health visiting practice
- Impact of FII Cases on Professionals: Addressing potential dilemmas in health visiting practice





Media work has continued to be busy in raising the profile of health visiting and the challenges the profession faces. During 2021, iHV and health visiting have achieved regular coverage in the health and nursing press, plus various mentions in parliamentary meetings and debates and mainstream media including:

- BBC Radio 4 Today Programme
- BBC News
- BBC Radio 4 World At One
- The Independent
- The Times
- The Guardian
- Mirror
- BBC News online
- BBC Radio Stoke
- The i
- ITV News



We were delighted to be invited onto BBC Radio 4's World at One programme to discuss the surge in new mothers and pregnant women seeking help for mental health problems in the lockdown. Our Executive Director, Alison Morton, spoke about the vital role that health visitors play supporting families and the difference that getting support early can make. She also shared the challenges that the health visiting service in England is facing. In particular, she shared how the needs of women and babies have been largely overlooked in the pandemic response and the impact that this has had on families.

Alison also joined BBC Radio Stoke to speak about the impact of the pandemic on parents – with a specific session on new parents and health visiting.

iHV is also a co-signatory on several letters published in the national press regarding issues affecting the health visiting profession and public health.

In 2021, the iHV also supported numerous national awareness days/weeks/months and, in support of many of them, published new resources for the health visiting profession.

For all press coverage, please visit: <https://ihv.org.uk/news-and-views/in-the-news/>



CORPORATE MEMBERSHIP

"Thank you so much for sharing this presentation and policy documents and for identifying some key points we can use with commissioners"

"We have appreciated and benefited from early Access to Training Events including Leadership Training, Emotional wellbeing at work groups and also Emotional wellbeing at work staff supervision train the trainer model, other champion trainer events such as SLCN, HWHN, Autism and Insights webinars as well as the iHV Newsletter"

STUDENT MEMBERSHIP

"Was so lovely to see and listen to you also. You really did inspire the students and me!"

"The iHV has been particularly helpful as online training and helpful in sharing knowledge with students"

PATH - FATHERS AND PMH TRAINING

"It has been great, really eye opening and has inspired me to challenge our current practices and take on this for some serious change!"

"Thank you, it will change the way I interact with fathers, moving forward"

"Very helpful, food for thought on how to include all parents. to remember to include all parents when doing visits"

"Really opened my eyes to how excluded dads can be. In future practice I will try to engage and include them as much as possible"

iHV NETWORKING EVENTS

"I really enjoyed the meeting. So helpful to know we are not alone and to hear more details about your iHV work - Thank you for the good work that you do"

"I have found today really interesting and being able to hear from other students around the UK and their experiences and advice. and inspiration from students near the end of their studies. Also ideas that I haven't thought of for my public health days"

Who are health visitors and what do they do?

They are a vital infrastructure, working in partnership with families, communities and professionals



infant - /'ɪnf(ə)nt/
from Latin infant - 'unable to speak'
Health visitors speak up for babies and their families

Who are health visitors?

- Registered nurses or midwives
- Have additional registered specialist training in public health
- Part of the 'health' workforce
- Work with all families from pregnancy to starting school
- "Eyes and ears" of the community
- Innovative workforce embracing digital technology



What do health visitors do?

- Give every baby the best start in life
- Support thousands of families every week
- Provide extra support when families need it the most
- Build on families' strengths
- Prevent costly problems or spot them early
- Connect families to the right support and find solutions together
- Building a fairer society

Health creation is at the heart of health visiting

"As we recover from the pandemic, we have huge opportunities and challenges ahead...I am convinced that health visitors will play a key role in addressing the crucial issues amongst the families they work with."

Dr Camilla Kingdon, President of the Royal College of Paediatrics and Child Health



Physical Health

Child physical health

- Promoting health and wellbeing
- Coping with a premature or sick baby
- Infant feeding difficulties
- Faltering growth
- Identifying and managing common childhood illnesses
- Immunisations
- Newborn screening and genomics
- Childhood obesity
- Promoting oral health
- Complex health conditions and disabilities such as liver disease and neuro developmental disorders
- Foetal alcohol spectrum disorders

Adult physical health

- Common and serious problems in the postnatal period
- Pregnancy planning and sexual health advice
- Promoting physical activity, healthy weight and lifestyles - smokefree families



Social needs & safeguarding

- Building community connections
- Reducing accidents
- Supporting vulnerable families
- Domestic abuse
- Substance misuse



Mental Health

- Promoting good mental health and wellbeing of the whole family
- Identifying 'red flags' and risk of suicide
- Assessment of mental health
- Delivering evidence-based interventions
- Supporting healthy parent-infant and couple relationships



Child development

- Sleep
- Speech, language and communication
- School readiness
- Behaviour
- Promoting child development



Thank
you

The achievements highlighted in this year's annual report testify to the hard work of the iHV team, our ever-growing network of partner organisations and supporters, volunteers, members and parents who have shared our journey. Thank you from the iHV team, we couldn't have done it without you!

For further information on the Institute or to find out how we can help / support you, please get in touch.



Institute of Health Visiting

A Registered Charity Number 1149745

c/o Royal Society for Public Health, John Snow House, 59 Mansell Street, London E1 8AN

Telephone: +44 (0) 207 265 7352 | Email: info@ihv.org.uk

www.ihv.org.uk