



iHV Institute of Health Visiting Excellence in Practice

Year three report 2014/2015



After a standing start just three years ago we can now say with confidence that the Institute is here to stay! Many have helped us on our journey, for which we are very grateful.

For me, the recurring highlight of this year has been seeing so many of our members becoming local leaders in their communities. This is particularly the case for our Fellows, but also our Champions and Experts who are rolling out training in the name of the Institute. Internally too, our staff's professional and personal growth have been fabulous, delivering six conferences in the last 12 months amongst many other accomplishments.

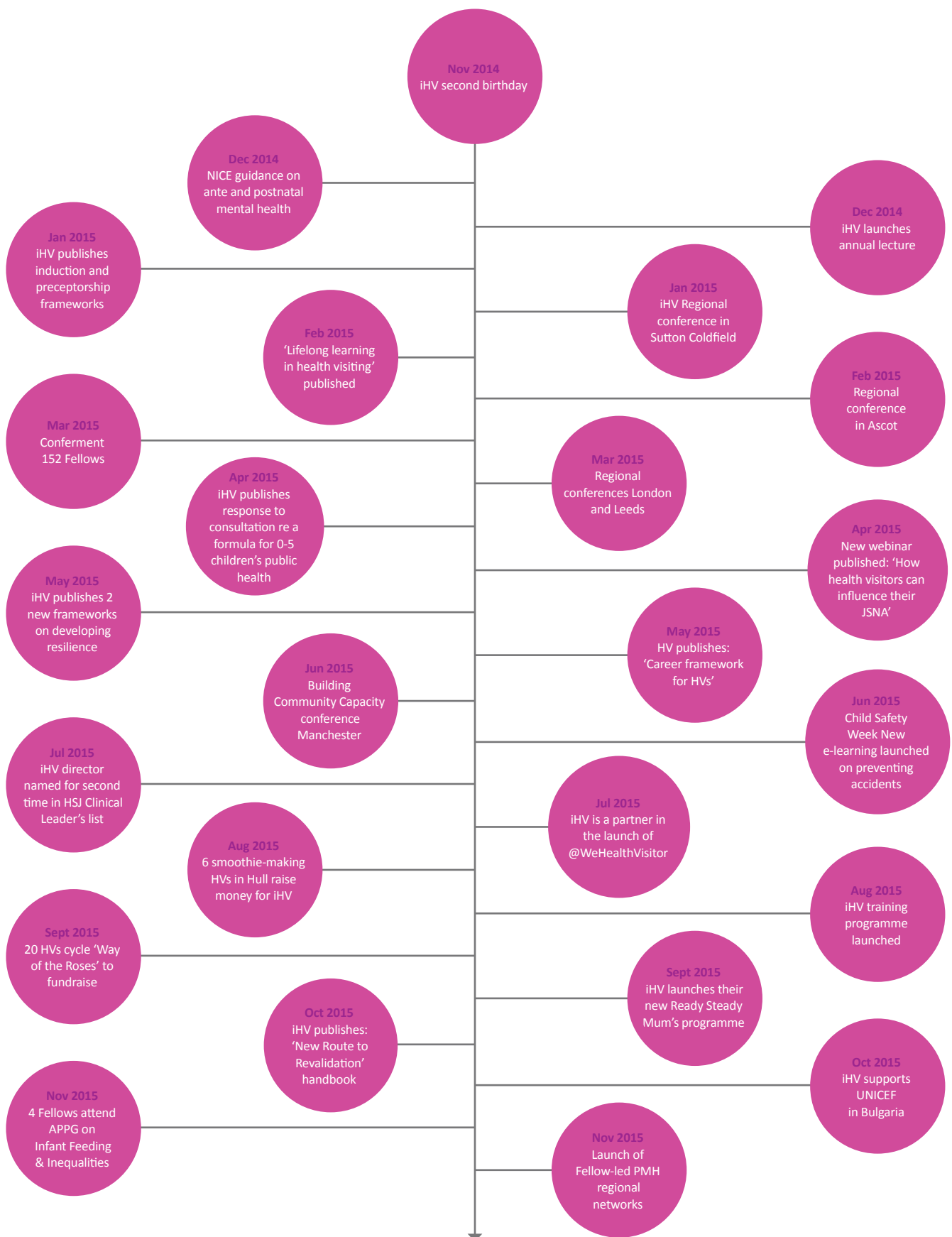
Following numerous requests, in 2016 we will be opening our membership to others who work alongside health visitors. This new Friends scheme will in no way change our core purpose, but it does mean that our excellent resources can be applied much more widely and have a greater impact in improving children's lives.

We are so thankful for your ongoing support. Stay close via our recently re-launched website ihv.org.uk and social media channels, updated daily.

A handwritten signature in black ink that reads "Cheryl Adams". The signature is written in a cursive, flowing style.

Dr Cheryl Adams
Executive Director

Highlights of the year



Education & quality

In July, the Institute established a dedicated Department of Education and Quality.

This has already received significant interest from organisations wishing to commission our bespoke training packages for their workforce. To ensure that each of these is delivered to a consistently high standard, we have produced an iHV training manual.

This year we created more than 250 iHV Champions in infant mental health and 200 iHV Experts in safeguarding, who are cascading their training to colleagues. We also developed a range of short training films; ran four regional conferences; developed a programme of training and masterclasses on key areas including local authority commissioning; while continuing to develop our online e-Community of Practice.

The department's publications included an in-depth response to the Shape of Caring review, following a wide consultation with iHV membership. We also produced a Continuous Professional Development (CPD) framework for health visiting, alongside a directory of national training opportunities. We are further developing resources to support health visitors' understanding of the new NMC revalidation process, including a handbook and workshops.



Having had lots of training over many years I feel I have a critical eye and these days really were first class. They were so applicable to every day work.

Lena Abdu, First Community Health

Making the Most of Health Visiting

Our ‘Making the Most of Health Visiting’ programme, funded by Health Education England, concluded at the end of March 2015.

This multifaceted programme built on the high water mark of the Department of Health’s 2011 Health Visiting Implementation Plan – a Call to Action.

The project enabled us to develop regional networks and training opportunities, expand our resources, and host regional conferences to re-energise the profession. The conferences included a plethora of inspiring and important topics and speakers, ranging from health visitor career development and how to develop resilience in practice, to how to run a successful preceptorship programme and research master classes. As master classes these continue to be available as part of our training offer.

The Making the Most programme also allowed us to develop a set of new frameworks to support and develop practice, and benchmarks for use by employers to determine their service’s strengths and weaknesses. Additionally, it gave us the opportunity to review, refresh and re-launch our e-Community of Practice to be reflective of current health visiting policy. A very positive result.



Fellows of the Institute of Health Visiting

Our Fellows programme was established in 2014 thanks to funding from the Department of Health.



Our 156 Fellows, extraordinary role models who exemplify the best of health visiting through their skill and professionalism, are now acting as ambassadors for the profession.

Each Fellow completed a four-day programme designed to promote their leadership abilities, motivate them and provide them with new skills in essential areas for influencing public health improvement at a community or national level. This included developing their communication skills and giving them the tools to assist the integration of their service into the new commissioning landscape.

Our Fellows now engage in innovative work throughout the country, supported by senior mentors. They use their confidence to make an impact in a wide range of national and local forums, including representing iHV at All Party Parliamentary Groups and other parliamentary events: sharing their experience with MPs and Peers.

Phase one of the Fellows programme concluded with a Westminster ceremony in March 2015 where the minister Dan Poulter MP and Chief Nurse, Public Health England, Professor Viv Bennett presented our badges and certificates to the new fellows. We are actively seeking funding to extend the programme into a second phase.

I have gained so much knowledge and many new skills and I am determined to use them in my new role as an ambassador for the profession.

Sasha Barber, FiHV, Gloucester

What are the demands on health visitors today?

33%

Of health visitors have to share computers and 24% are still paper based



1 in 4

Health visitors can't provide every mother with a perinatal mental health assessment at 6-8 weeks and 3 in 4 can't at 3-4 months



61%

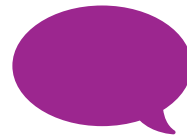


Of health visitors have caseloads of 400-1,000 children

39% meet the recommended minimum floor of 300 or less children

75%

Of health visitors work with refugees and/or asylum seekers



93%

Of health visitors work with families that need interpreters



30%

Of health visitors can only offer continuity of care to vulnerable families, or not at all, whilst 59% of health visitors offer continuity of care to all families



Of health visitors work with families of concern and with children who are on child protection plans

81%

Report that they have seen an increase in domestic violence, 68% an increase in postnatal depression and 69% an increase in poverty in the past 2 years

Building community capacity

Working with communities to strengthen their health is one of the four key areas of health visitor practice and is a responsibility that the iHV takes very seriously.

This year we were delighted to be asked, by Health Education England North West, to evaluate the uptake of a programme designed to boost health visitors' work in building community capacity.

This project culminated in a June conference, which brought together 120 delegates, including health visitor and local authority commissioners, to celebrate the impact of community projects on child, family and public health.

The health visitor led community projects showcased at the event demonstrated the many ways individuals can help themselves and each other, in groups and in communities, and how they can make the best use of the resources available for all citizens in their area. Building strong and resilient communities is good for children and families – and can save councils money too!



Building Community Capacity is brilliant.
The way forward in health visiting!

Attendee iHV BCC conference

Excellent conference. Just the inspiration
I needed at this point in my health
visiting career.

Attendee iHV BCC conference

Ready Steady Mums: an iHV community programme



iHV research, completed this year, showed that 96% of health visitors believe there should be more support for mothers wanting to take regular exercise as this can help to reduce levels of postnatal depression. However, 66% said that they do not have the capacity to provide this support.

With this in mind, we acquired Ready Steady Mums (RSMs): a national network of community activity groups for mothers. These are aimed at improving physical, social and emotional wellbeing. Health visitors are well placed to expand this network, by working with mums to develop new local groups, while accessing a simple and proven tool to help mothers overcome feelings of isolation and depression.

The Ready Steady Mums web-based programme encourages a number of activity options, from mothers simply coming together each week to go for a walk, to completing aerobic or other forms of physical activity together. Many iHV members country-wide have already begun supporting the set up of new groups in their area and the three mums who originally established RSMs continue to support with this. We were delighted to receive recent interest in the programme from the Cabinet Office.

Ready Steady Mums is all about empowering mothers to take a lead in supporting other local mothers and families. I am delighted that we have the support of the Institute of Health Visiting to continue to build our offerings for mothers and achieve even more significant results.

Katy Tuncer, Co-founder RSMs

Supporting the transition to public health commissioning

Supporting commissioners

This year saw the transfer of commissioning of public health services for children aged 0-5, from the NHS to the local authority.

We were actively involved in the preparation for this transfer, including presenting at a number of national events. We also offered workshops and produced professional briefings for health visitors and local authority commissioners to develop their knowledge and confidence in understanding the opportunities created with this new landscape.

The iHV and its Fellows have had a number of face-to-face meetings with local authority commissioners, up and down the country, to promote the contribution of universal health visiting to a comprehensive and robust children's services structure. Our Fellows have been actively connecting with their new local authority senior colleagues, and identifying mentors among them, to help to broker a better understanding of health visiting and the important role it plays.

Health visitor feedback

The training was innovative and informative. Lots of useful information to aid practice and personal development. Thank you so much for all the resources. I will share with my teams!

Supporting employers

This year we worked with twelve health visitor providers to strengthen their health visitors' engagement in workforce planning and assist with the transfer of 0-5 services to public health commissioning.

The link between effective communications and staff retention is well known and this project produced practical steps to make these effective, for the benefit of children and families.

Following consultation with more than 500 health visitors we produced templates for three types of workshops:

- **Developing resilience in practice.**
- **Understanding strategic commissioning changes and how to influence public health decisions.**
- **A showcase event with local public health commissioners.**

In all, 32 workshops were delivered, reaching more than 650 health visitors, student health visitors and health visitor service leads.

Really enjoyed the session last week. I think it will be beneficial for all our health visitors and school nurses to be part of this.

Operational lead

Supporting health visitors

Around two-thirds of English health visitors are now members of the Institute of Health Visiting and we make as much time available as possible to meet them and their employers face-to-face, by employing staff in each region. We hope to expand this to the rest of the UK when funds allow.

Our members, throughout the UK, receive monthly updates on new developments in the profession, as well as daily updates through social media. iHV Associates also have access to an extensive range of new publications to support their practice, in addition to our resource databases.

Our ambition is that every employer will want their health visitors to have instant access to our centre of excellence, as this will save them money in staff time, improve knowledge, increase motivation and pride in their profession and ultimately will increase the resilience of the profession and in turn retention.

Thank you for the iHV, how did we ever manage without it?

Jackie Gaventa, Practice Teacher

The iHV perinatal mental health champions

The iHV Perinatal Mental Health (PMH) Champion's programme continues to develop.

We have now trained a total of 573 Champions and many are driving service improvement for perinatal mental health as well as cascading the training. Phenomenally, including those who share their training figures, this project has now trained over 10,000 health visitors and others across England. This is an amazing achievement and one that, anecdotally, is making a difference to the early identification and management of this distressing condition.

Most recently the North East Champions launched a professional network to support their local developments, we hope this model will be taken up by others to sustain motivation as our project funding has expired. The iHV has created a second edition of the PMH training pack for champions and a PMH awareness training for other professional groups to commission.

The iHV is committed to achieving good outcomes for families affected by PMH and we are active members of the UK Marcé society and Maternal Mental Health Alliance (MMHA). In September the champion's project was presented at the Marcé Society conference in London creating great interest. In October this year the iHV became partners with Public Health England to support the PMH Leadership and Workforce Development Framework. The iHV has also been a guest at two MMHA led ministerial round tables discussing improvements required to PMH services this year.



The PMH Champions training has inspired me to strive for parity of esteem for mental health. It has empowered me to make the difference that I came into health visiting to do, giving health visitors on the ground the confidence and motivation to positively influence local and national service development.

Maggie Scargill, FiHV, PMH Champion , Hull

Fundraising

The fundraising arm of our charity raised its game this year! We've been so impressed by the dedication, commitment and imagination of our fantastic members who helped us raise a total of £6052 (inc Gift Aid) in 2015. Further donations totalling over £3000 have been received from Ready Steady Mums and City Health Care Partnership, Hull, thank you.



There were zumbathons, colour-rush runs, yogathons, marathons, swimathons and even a 170 mile cycle ride across the country along the Way of the Roses – all in support of the Institute. That's not to mention the car boot sales, pedal-powered smoothie-making, cake sales, clothes parties and public keep-fit events that ran too!

Our fundraising strategy is designed around three core aims:

- **To raise the profile of health visiting.**
- **Engage with communities and build community capacity.**
- **Raise money to fund research into improving children's lives.**

We would like to thank all those who gave their time, effort and money to supporting the iHV this year. If you would like to help us to improve children's lives, you can donate at uk.virginmoneygiving.com/charities/ihv, or to get involved in 2016, tweet us @iHealthVisiting with how you are going to make a difference using the hashtag #Myresolution2016.

Press and communications

Over the last year, the Institute of Health Visiting has grown a great presence within the health press – frequently being asked to comment on national reports and other public health activities.



Throughout 2015, our Fellows have been writing a monthly column for the Journal of Health Visiting. This has been a good way to develop their communication skills and offer exposure in the health press. We also encourage our Fellows to gain coverage in their local press, to support their activities in the community and raise the profile of health visiting as a whole. One of the fellows, Bridget Halnan does a regular health column in the Cambridge News.

Regular communications with our members is a key strength of the Institute – and very much needed for sharing latest research and other developments relevant to health visiting. Our iHV Times newsletter is distributed monthly to 9,000 Associate members and our Facebook posts reach an average of 35,000 people each week. In November, we celebrated one year of our #iHVForum – a popular live chat hosted every two weeks on Twitter, to help health visitors gain and share knowledge.

I just wanted to say how fantastic the iHV times is. I so wish that I had had the opportunity of such a brilliant newsletter not only when I first qualified as a health visitor but earlier on in my career. This is such an informative, useful and downright brilliant asset not only to individual health visitors but to the discipline as a whole.

Lynne Watson, FiHV, Health Visitor, Hounslow

Publications

Over the past year we have developed and evaluated frameworks to provide every new and returning-to-practice health visitor and their managers with a structured model to base their local induction and preceptorship programmes on.

The frameworks are outcomes-focused to enable new health visitors to progress at a comfortable pace, appropriate for their individual learning needs and previous experience.

They enhance good practice and are seen as a benchmark of quality, with the 'buddy' system proving to be particularly successful. To further support excellence in practice, we have continued to grow our collection of Good Practice Points and Parent Tips, and now have around 150 publications in this collection.

Our Good Practice Points are all written by topic experts, providing health visitors with key succinct points to enable them to confidently deliver the best public health advice and support to children and families. All our publications undergo a stringent review process before being published on our website and are kept updated according to the latest evidence.

This year we also started a new collection of Professional Guidance publications, to provide health visitors with wider professional information – from record keeping to influencing skills.



I have been out of practice for seven years and the induction framework is so very useful to me. It helps me progress at my own pace and not feel pressurised.

Return to practice health visitor

Partnership work

Founded as an outward-facing organisation, at iHV we love to collaborate with different partners.

With the Royal College of Paediatrics and Child Health, we are supporting the introduction of an online library called 'Paediatric Care Online UK', as well as contributing to their publication 'Health for All Children 5'.

With One plus One, the relationship research charity, we have helped to design training for health visitors and midwives, along with a briefing on the importance of the couple relationship. Our work with the Maternal Mental Health Alliance (MMHA) has been particularly exciting and iHV is honoured to be part of the operations group representing the Alliance's 70 or so organisations. Working with the Child Accident Prevention Trust we co-produced safety training.

One of the great things we can offer our charity partners is rapid access to the health visiting workforce and we have been delighted to work with the NSPCC to disseminate surveys and reports. Other partnership work has been with Public Health England, NHS England and NHS Choices.

This year our director and team have further contributed to a number of Westminster conferences, All Party Parliamentary Groups and government-level round tables, influencing the political 'machine' for the good of children and families.



It is always a pleasure to work with such an innovative and genuinely collaborative organisation.

Jan Mitcheson, Deputy Director, One plus One

International work

The iHV continues to have a strong international presence, particularly through its work with UNICEF Europe and the Global Public Health Nursing Network (GPHNN).



With the latter we are helping to establish the next International Public Health Nursing Conference, which will be hosted by Denmark in 2016.

This year the iHV was again represented at the annual UNICEF technical advisory group meeting in Geneva, as well as one of our fellows leading training in Belgrade to provide education in home visiting techniques for representatives from 13 countries. The Belgrade training, which was attended by more than 40 senior health professionals, was hosted by UNICEF Central Eastern European (CEE) and the former Soviet Commonwealth of Independent States (CIS).

We also endorsed a team of health visitors going to Bulgaria to work with UNICEF as they introduced home visiting, based on the model of health visiting.

As in prior years, the reform of home visiting services in CEE/CIS was enriched by professionals associated with the iHV and by products made available so generously by the Director and the organisation's website.

Bettina Schwethelm, UNICEF, Geneva

Plans for 2016

- **Build our membership in Scotland, Northern Ireland and Wales so that we can start working much more actively with the health visitors in those countries.**
- **Recruit a head of research to establish an iHV department of research.**
- **Hold five conferences, including one with the Royal Society for Public Health.**
- **Expand our quality function to provide templates for quality improvement.**
- **Create 400 'Healthy Weight, Healthy Nutrition' Champions.**
- **Secure funding to create 300 local Child Safety Champions.**
- **Develop, spread and strengthen our Ready Steady Mums programme.**
- **Expand our membership to others interested in the work of health visitors.**

Thank you

We've had another year of fantastic support – making it impossible to name everyone! We thank all those who have taken time out of their busy lives to support our activities.



In particular those health visitors and others who took up the #TriHV Challenge 2015, cycling 170 very hilly miles along the Way of the Roses to raise money for the iHV.

You only have to look at the fundraising efforts of many of our members (page 13) to see what astonishing commitment we've received from so many! We are humbled by your wonderful activities to raise money on our behalf.

We are very grateful for the confidence shown in us by the Department of Health, NHS England, Health Education England and Health Education North West, through the awarding of grants to support our work.

Our sincere thanks go to the employers who have joined their health visitors and students through the iHV corporate scheme, which grows year on year. We also thank all the health visitors who have joined as individual Associates.

Over the last year we have worked with many expert health visitors, specialist trainers, academics, support services such as our designers, web masters and accountants, and other organisations to deliver our programmes and projects. We are very grateful to them, as many give their time free of charge.

A big thank you to the enormously dedicated iHV team, including those who completed secondments or short contracts and returned to their organisations during the year.

Our final thanks go to our fantastic chair, Sally Russell who has so ably guided the board since inception and who sadly stands down at the end of this year – and our dedicated trustees, who advise us; supporting the Institute of Health Visiting to grow into the strong, evidence-based organisation that it is today.



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