



iHV Annual Report 2021 - 2022



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Alison Morton

Executive Director Institute of Health Visiting

“As I look back over the last 10 years, I am in awe of all that has been achieved by so many who have been part of our journey with us. Thank you.”

It seems incredible that we are celebrating the 10th anniversary of the Institute of Health Visiting. Since our launch as a centre of excellence for health visiting on 28 November 2012, there is so much to celebrate at this important landmark in our journey.

Every week, thousands and thousands of families are supported by health visitors across the UK. The profession has a history that spans more than 150 years. During this time, health visitors have adapted their work to address the most pressing public health challenges of the day and the needs of the communities they serve. In many ways, the current landscape of change is no different - adapting to change is in our profession's DNA.

As we look back over the last ten years, the commitment and innovation that health visitors have shown has been awe-inspiring during some of the most challenging times. Now, as we navigate the wake of the pandemic and a cost-of-living crisis, it is clear that health visitors are needed more than ever, in a world where inequalities are widening and public health challenges pose the biggest threats to the nation's health.

The phenomenal achievements that are summarised in this year's annual report are testament to the hard work, clear vision and dedication of so many who have played their part in building the Institute into the successful organisation that it is today. In particular, none of this would have been possible without our members – I am thankful to each and every one of you for your ongoing support. I am also thankful for the wonderful people who make up 'Team iHV'; they are the driving force behind the organisation and a joy to work with.

The golden thread that unites us is our shared belief that **health visitors really do make a difference** alongside a dogged determination to improve the health of babies, children, families and communities; this is woven through each year of the iHV's history and will continue to guide us into the future.

The Institute remains in a strong position, we have a seat at the table in multiple national stakeholder forums, and we have grown our partnerships this year, with numerous high-profile reports and endorsements for the profession.

My sincerest thanks to our Chair, Pamela Goldberg, and Trustees who have been so supportive, and our ever-growing network of partner organisations, supporters, volunteers, members and parents. As I look back over the last 10 years, I am in awe of all that has been achieved by so many who have been part of our journey with us. Thank you.

Alison Morton

iHV Executive Director

Pamela Goldberg OBE

Chair Institute of Health Visiting

“While we can look back at ten amazing years, our members need to be assured that our representations on their behalf will not cease until we – and they – feel confident that the profession is funded and supported in the way all our families deserve.”



As you read this Annual Report, particularly where the iHV stands on the national and international stages today, it is extraordinary that we are only ten years old. As we look back on the past ten years, much has changed which our Executive Director, Alison Morton, has outlined so clearly in her report. The earlier years were a period of growth and consolidation helped by a sympathetic government, which gave a huge boost to the numbers of health visitors.

We are now out of the critical phase of the pandemic and the last two years have been beyond anything we could have imagined. We had health visitors being redeployed, sometimes into administrative jobs, caseloads increase drastically, face-to-face meetings with families disappear - all resulting in tremendous pressure on the profession with obvious consequences for families.

The Trustees and I are full of admiration with how the team at the Institute has dealt with this. Our training moved almost seamlessly online and we were there, wherever possible, to support the profession. Our representations to councils and to national government never ceased, and we are in continuous conversation with decision makers to make sure our members' concerns are represented and that we can continue to provide a service to families. We have a seat at every table of consequence.

While this has shown the resilience of the organisation and health visitors in general – you can only be resilient when you have support around you. The increase in membership feedback from members and good attendance at seminars and training is reassuring that health visitors feel

supported. However, they can only be truly resilient if support for them and the families they serve comes from government at national and local levels.

While we can look back at ten amazing years, our members need to be assured that our representations on their behalf will not cease until we – and they – feel confident that the profession is funded and supported in the way all our families deserve.

Pamela Goldberg OBE

iHV Chair



Dr Cheryl Adams CBE

Founder and first Executive Director Institute of Health Visiting

“A massive thank you to all who have been part of our journey...and here’s to the next 10 years!”

Reflecting on the first 10 years of the Institute, I most remember what an interesting journey it has been. I feel so grateful to the very many who helped me to take the iHV from an idea into a reality. Most important among those are the other members of the original steering group: Professors Sarah Cowley, Sally Kendall and Rosamund Bryar. Not to mention, subsequently: our two chairs, our board members, our staff team and so many others.

The concept of an academic body for health visiting had been discussed for many years, but suddenly in 2010 it felt more urgent. The new coalition government was planning to invest in creating 4,200 new health visitors (an increase of 50%) and extensive planning was underway to lay out the roadmap to achieve this massive increase. Knowing that government policies usually have a short shelf life (perhaps of around two years) I felt strongly that, when the government machinery moved on, health visiting itself must be in a position to take forwards the professional gains of this period of welcome investment. This thinking led to a first meeting in 2010 to discuss various options for a new professional body, able to strengthen health visiting into the future.

The Institute model seemed to have all of the necessary elements in terms of growing the research, educational, leadership and practice bases of the profession – alongside providing national standards for effective practice, which could start to address local variation. And so it has proved!

With support and enthusiasm from many – especially the Royal Society for Public Health (RSPH), David Cameron’s policy unit and the Department of Health – over the next two years,

we took forward planning for an Institute of Health Visiting. It was an amazing journey. Finally, on 28 November 2012, we were ready to launch our Institute, at a fabulous evening event hosted by the RSPH.

While we now had the iHV established as an entity, we had no income to run it – and we were in a recession! Fortunately, determination won through and, over subsequent years, many funding doors were opened, leading the iHV to grow into the well-established organisation that it is today. I feel so proud of all that the amazing iHV team has achieved for their profession. I was delighted too that, when I stepped down, it was one of our first Fellows who stepped into my shoes.

The iHV is, and I hope always will be, an organisation run by health visitors for health visitors. Hearing that over 96% now tell our annual survey that the iHV is enhancing their professional role is just the outcome we set out to achieve. A massive thank you to all who have been part of our journey...and here’s to the next 10 years!

Dr Cheryl Adams CBE

iHV Founder and first Executive Director









Influencing policies affecting health

Influencing policies affecting health lies at the heart of health visiting and the work of the iHV.

This year, we have focused our policy work on two areas, with the aim to:

- Raise the profile of the benefits of an effective health visiting service
- Highlight the current postcode lottery of support and the impact that this has on babies, children, and families, as well as the health visitors who support them.

We have achieved this using a variety of methods, including:

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|--|--|
|  Engagement in strategic national boards and partnership working |  National media interviews, including television and high-profile print media |
|  iHV presentations at All Party Parliamentary Groups, national and international conferences and events |  iHV publications – case studies, evidence synthesis (latest workforce and child outcome data), policy guidance, surveys and infographics |
|  Briefings for parliamentary debates |  iHV film production |
|  iHV social media presence |  Oral and written evidence submissions to numerous government consultations and public inquiries |

Making a difference

The iHV has a strong presence at national policy level and is well-established as the national ‘voice’ for health visiting. We also advocate on behalf of babies, children, and families whose voices need to be listened to and heard. Our policy-influencing work is making a difference and we have celebrated a series of small victories this year – following discussions behind the scenes, our biggest highlight has been the manifesto commitment from the Labour Party to train 5,000 more health visitors!

In contrast, there were no celebrations as we spoke up repeatedly for those who have no voice. We remain determined to do all that we can to advocate on behalf of those whose voices are now silent but need to be heard. Earlier in the year, we participated in the Care Review and the inquiries into the murders of Star Hobson and Arthur Labinjo-Hughes. The final reports highlighted national and systemic issues, citing iHV evidence on the importance of the universal health visiting service, despite workforce issues being formally ‘out of scope’:



Children’s social care picks up the needs of families which universal and other services cannot address. Therefore, getting the right support for families through universal services and, wherever possible, addressing issues before they escalate is critical.



The issue of capacity in health visiting services is a national concern and merits further attention.

2022 iHV State of Health Visiting Survey

A huge heartfelt “thank you” to everyone who took the time to complete our 2022 annual UK health visiting survey. We received over 1,300 responses, which exceeded our target – having such a large sample adds considerable weight to the findings and makes them difficult to ignore!

Health visitors see first-hand the realities that families with babies and young children are facing across the UK and our survey findings provide an important ‘early warning’ for policymakers. In September, we were delighted to receive an NHS Safeguarding Star award in recognition of our work and “use of audit to assess the safeguarding impact of COVID on young families... and tenacity at shifting anecdote into local practitioner intelligence”.

Our survey findings are used to influence national policy and have been widely cited by the media and in numerous national reports this year. Look out for the report which will be published in mid-December.

Partnership working and collaboration

This year, we have seen success through the power of a ‘united voice’:

Following our collective efforts and determination as part of the Health Policy Influencing Group, we were delighted that the needs of our babies, children and young people were finally included in the Health and Care Act when it achieved Royal Assent. It is also significant that ‘babies’ are now being mentioned as a discrete category in more national policies.

The publication of the First 1001 Days (F1001D) Movement’s report “Why health visitors matter” was another tremendous policy highlight. Their report, supported by an alliance of more than 200 organisations, highlights the benefits of an effective health visiting service, alongside the ‘knock-on’ consequences across the whole system following the damage caused by years of cuts. “Why health visitors matter” was launched with the NSPCC’s #FairStart campaign. Parents presented a petition signed by almost 22,000 people urging the government to improve access to perinatal mental health support and to rebuild health visiting services.



This year, we have also worked with UNICEF UK as consultants on their recently published report, Early Moments Matter, which powerfully recognises that **“Health visiting is the backbone of early years services across the UK... the ‘safety net’ around all families”**.



Globally, we continue to support a growing interest in health visiting and have been privileged to be keynote speakers at the launch of the ‘Health systems for early childhood development’ strategy by WHO Regional Office for Europe, UNICEF ECARO, and ISSA; and the 6th International Conference of Global Network of Public Health Nursing in Japan.

We are grateful to all our partners, parents, and stakeholders for their tremendous support which has strengthened our case and places health visiting in a much stronger position for the future.



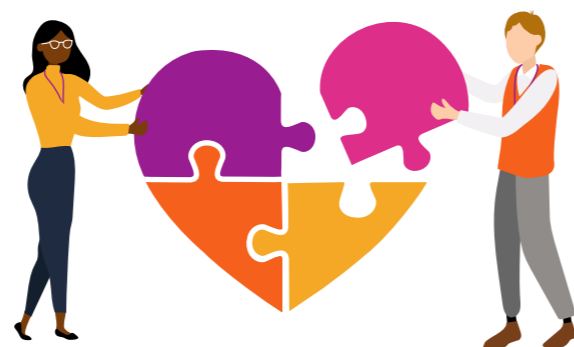
Expanding our infographics across the UK nations

Who are health visitors and what do they do?

Following the success of our “Who are health visitors and what do they do?” infographic for England, published in 2021, this year we have collaborated with health visitors in Scotland, Wales and Northern Ireland to create bespoke versions for all UK nations. In May, Scotland published their infographic alongside an excellent blog by Joan Rutherford (Community Clinical Nurse Manager – NHS Borders).

The infographics for Wales and Northern Ireland are being finalised and will be published soon – keep an eye on our website for further updates!

The iHV has also been hosting focus groups across the UK with health visitors and their managers to help shape our 4 nations’ policy work and forthcoming 4 nations’ policy section on our website.



Policy achievements in the last 12 months:

Dec 21

- iHV meets with Dame Andrea Leadsom and government officials to present iHV’s health visiting workforce strategy
- The Royal Foundation recognises health visiting’s ‘unsung heroes’
- Sarah Olney MP letter to Secretary of State for Health and Social Care on risks posed by virtual mandated health visiting reviews

Jan 22

- iHV Executive Director (ED) presents at 6th Global Network Public Health Nursing Conference in Japan
- Response to NICE consultation on Vaccine Uptake
- Health visiting in England: the impact of the COVID-19 pandemic published in global PHN Journal

Feb 22

- Response to NICE consultation: Postnatal Care QS
- iHV Expert adviser, Gail Barker attends Start for Life Breastfeeding roundtable
- iHV ED presents at the APPG Conception to Age Two
- iHV attends Start for Life roundtable

Mar 22

- iHV ED joins Maternity Disparities Taskforce
- iHV co-signs Healthy Start letter to Secretary of State for Health and Social Care
- Westminster Reception - Action Cerebral Palsy Strategy and Impact Report launch

Apr 22

- iHV ED participates in national safeguarding review panel roundtable
- Northern Ireland Programme Board meeting for update of Healthy Child Healthy Futures
- The Health and Care Act achieves Royal Assent - Health Policy Influencing Group’s actions ensure babies/ children are included

May 22

- iHV ED attends Arthur Labinjo-Hughes/ Star Hobson National Inquiry
- Why health visitors matter report published, F1001Days Movement
- iHV co-signs open letter calling for a #FairStart for all families
- iHV ED chairs meeting for HRH The Duchess of Cambridge on health visiting and infant mental health
- Evidence submission: Children’s Commissioner Family Review

Jun 22

- iHV Policy and Quality Lead attends button battery Parliamentary event
- Participation in #GenomicsConversation campaign
- iHV ED keynote presentation at Westminster Education Forum Conference: first 1001 days
- Children’s Commissioner Family Review Roundtable
- Response to DHSC draft Integrated Care Strategy for children

Jul 22

- iHV Policy and Quality Lead, Georgina Mayes, leads iHV response to SEND Review Consultation
- iHV Policy and Quality Lead attends the Breastfeeding Alliance national meeting - one of many events through the year

Aug 22

- iHV ED podcast with Dame Andrea Leadsom DBE on the importance of health visiting
- iHV Policy and Quality Lead publishes a news story on health visiting workforce shortages with new workforce data

Sep 22

- iHV ED joins Children’s Commissioner’s Family Review launch
- iHV co-signs letter to PM to not abandon children’s health
- UK Labour party commits to train 5,000 new health visitors
- iHV interviewed for NHS Long Term Workforce Plan
- The BMJ publishes article on health visitor shortages

Oct 22

- iHV supports UNICEF UK with evidence for Early Moments Matter report
- iHV joins Inequalities in Health Alliance
- Health Creation Coming of Age - iHV ED attends The Health Creation Alliance House of Lords Reception

Nov 22

- iHV Policy and Quality Lead and Sally Hogg (Parent-Infant Foundation) report on the impact of the COVID-19 pandemic on families. Delayed as launch APPG rescheduled
- Evidence submission to Down Syndrome Act guidance
- Evidence submission to DEFRA flour fortification consultation

Our work in mental health

Such a lot has happened in the world in the last year. Globally and nationally, families continue to experience widening inequalities, and the cost-of-living crisis here in the UK deepens as uncertainty about being able to meet the very basic needs for health and wellbeing are a real worry for so many families. We know that the cumulative effects of the pandemic, global instability and national socio-economic factors mean a rise in need for mental health support, alongside deepening workforce challenges. Health visitors and our iHV Champions are passionate and committed to doing their very best to ensure that families do get the right help and support they need. We are also working hard in the iHV Mental Health Dept to ensure that health visitors, iHV Champions and our partners working alongside us have the right support to enable them to best support family mental health and wellbeing.

Influencing policies affecting health

Throughout the Summer, the iHV team has been busy attending Government Roundtables with the Best Start for Life Team and working alongside key partners to influence family mental health and wellbeing.

The iHV has responded to several key policy consultations such as:

- Scotland Mental Health and Wellbeing Strategy Consultation
- Mental health and wellbeing plan: discussion paper and call for evidence
- A coalition response to strengthen the new NICE clinical guideline for depression in adults

We continue to work with the Maternal Mental Health Alliance (MMHA), supporting their #MakeAllCareCount campaign, and are looking forward to sharing further news about our collaboration to influence the development of good perinatal mental health care - keep an eye on our website for the latest updates!

Training

Perinatal mental health remains a key public health priority. The iHV has a comprehensive and award-winning PIMH training programme for both health visiting and multi-agency audiences. We are delighted to celebrate that we have now trained over **3,900** Champions to date – with **431** new Champions trained in the first 9 months of 2022 across our programmes, representing all UK nations and practitioners from the very broadest range of backgrounds. The success of our training programmes rests on our model of co-production through all stages of programme development. We insist that the voice of the family is at the heart of everything we do - which is why parents with lived experience are involved at every step, from design through to delivery and evaluation.



Mental Health courses we offer:

- Perinatal & Infant Mental Health (PIMH) Champions
- Perinatal Mental Health (PMH) Champions
- Emotional Wellbeing Visits Champions
- Fathers and Perinatal Mental Health Champions
- Peer Support PIMH Champions

People who identify as LGBTQI+ and Perinatal Mental Health Champions Training

We are delighted to launch our new programme on the first day of LGBT+ History Month (February 2023) and the 50th anniversary year of the first Pride March in Britain.



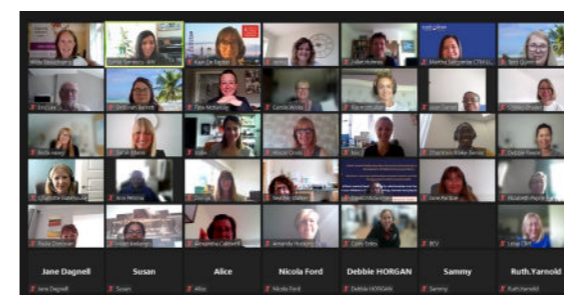
2022 Mental Health Department Highlights

Jan	Feb	Mar	Apr	May	Jun
Mental Health Dept report Sp HV PIMH Report	MMHA economic report	Scotland commission update	Sp HV PIMH Group grows to 89 members across all 4 nations	Maternal Mental Health Week	Infant Mental Health Conference

Forums

The ever-popular iHV PIMH Champion Forums have been attended by over 200 Champions, hosted by every nation and every region across 2022, culminating in our all-areas celebration event in December!

Forums are an investment in the whole PIMH pathway and an opportunity to support the development of place-based leadership. Bringing Champions from the full range of services together with parents, researchers and academics, the Forums provide a space to “refuel” on motivation and passion, receive support, share successes and problems, find solutions, and engage in developing and strengthening the evidence base. By coming together in this way, we are confident that more families will get the right care and support for their mental health, when and where they need it.



Specialist HV PIMH group

This group started with just 3 HVs from England and has grown to 89 members this year- we are delighted that there are Sp HV PIMH in every nation across the UK! The group hosts a dedicated section on the iHV website, quarterly meetings and 3 subgroup specialist interest meetings focused on emotional wellbeing visits, audit and data, and supports newly appointed Sp HV PIMH.



I have found this group particularly helpful working in Wales. The role of the Sp HV in PMH is an emerging role here and it has been so helpful having peer support with other practitioners in similar roles.

Martha Sercombe
Cwm Taf Morgannwg University Health Board

The International Marcé Society Conference 2022

This was a great opportunity to raise the profile of health visiting and a privilege to share the work of the iHV Champions as “place-based leaders enabling whole scale change,” during a symposium.

The UK is often cited as being a world leader in perinatal and infant mental health - and we have no doubt that iHV Champions have been a massive part of the success. Sometimes, especially when there are significant challenges, it can be hard to keep in mind the distance travelled - and I invite you to look back and see just how far we have progressed in terms of perinatal mental health care in the UK.

We hope our iHV Champions are proud of all the changes they have made, the sometimes seemingly small everyday wins, the successes they have driven, for putting their heads above the parapet to champion the rights of families and, in spite of difficult times, for having the courage to continue to make the difference that we know all families deserve.

Certainly, sharing their story at the Marcé conference, we could not have been more proud of our #iHVPIMHChampions



Melita Graham
Head of Mental Health, iHV President, UKIMS

Jul	Aug	Sep	Oct	Nov	Dec
Launch of iHV film “Health visitors for every family”	Scottish Government Mental Health and Wellbeing Strategy Consultation	The International Marcé Society Conference	iHV Insights: Cross-Cultural Considerations and Perinatal Mental Health	Interreg 2 Seas PATH project conference	MMHA standards: what good looks like

PATH Project

In November, we celebrated the end of our successful European-funded PATH (Perinatal mental Health) project!

This European Interreg 2 Seas PATH project facilitated cross-border co-operation between England, France, the Netherlands and Belgium, and we are proud to have worked alongside all our partners to successfully deliver a suite of outputs to promote positive family mental health in the perinatal period.

In our 4th year of PATH, we achieved:

Health Visitors: for every family

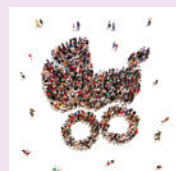
We produced a short film to highlight the value and breadth of the health visitor's role in relation to family mental health and wellbeing outcomes. The film showcases the unique opportunity and skills that health visitors have to build relationships and offer additional support where concerns about parental mental health or the parent-infant relationship are identified. The film achieved considerable reach and excellent feedback.

[Click here](#) to learn more and watch.



Resources for families available on the PATH hub.

[Click here](#) to read more.



- Virtual and in-person cross-border collaborative meetings with our PATH project partners.



- Numerous conference presentations to promote project resources, including Dad Matters conference in Manchester and PATH final conference in Antwerp.
- Delivery of PATH Fathers and Partners Awareness programme to over 150 SCPHN students to support father-inclusive practice. This 3-hour programme is based on contemporary research and lived experience of fathers, brought to the training by Dad Matters UK, a branch of Home Start.
- Presenting our Virtual Reality immersion experience on fathers' mental health at Bournemouth University Inter-Faculty Simulation Research Day.

Following the success of this Fathers Awareness training, the iHV has produced further father-inclusive training videos for healthcare professionals.

[Click here](#) to watch.



Education and workforce

2021-22 has been a year of transition for the Education department at the iHV. Dr Robert Nettleton, who was with the iHV for 8 years, has stood down as Lead for Education and Dr Karen Whittaker has picked up this role.

Before departing, Dr Nettleton was a key contributor to the NMC work on reviewing the standards of proficiency for Specialist Community Public Health Nursing (SCPHN), working closely with other SCPHN colleagues from School Health and Occupational Health Nursing. Once the new SCPHN standards were published in July 2022, Dr Nettleton co-facilitated a Practice Education Network (PEN) event to support a broader understanding of the impact of the new standards and produced a helpful factsheet to support their dissemination.

[Click here](#) to read.



Dr Karen Whittaker, as the new Lead for Education and Workforce, has supported the ongoing delivery of the PEN events which recently had more than 100 member sign-ups to discuss and debate the important topic of professional regulation and ongoing health visitor educational preparation. This 'hot topic' has been summarised within an iHV voices blog published in October. The iHV Education Department liaises closely with academic colleagues nationally and internationally to support the development of health visitor and home visiting programmes and continues to publish on these topics:



Dr Karen Whittaker
Lead for Education and Workforce, iHV

Whittaker, K., Adams, C. and Glavin, K. (2022), The Global Network of Public Health Nursing (GNPHN). *Public Health Nursing*, 39: 1-2. <https://doi.org/10.1111/phn.13045>

Fanner M., Whittaker K., Cowley SA. (2022) Being orientated towards social justice: Learning for health visitor practice. *Nurse Education Today*, 2022, <https://doi.org/10.1016/j.nedt.2022.105386>

Gill, B., Hampton, T., Geary, R., & Whittaker, K. (2022). Greater support, recognition, and research for health visiting post-pandemic. *British Journal of General Practice*, 72(721), 368. <https://bjgp.org/content/72/721/368>

Skill mix in health visiting

A core strand of work for the Education department during 2021-22 has been the development of iHV guidance on skill mix in health visiting and a professional briefing to support safe practice. This strand of work has involved a range of stakeholders offering perspectives as parents, educationalists, service leads, partner agencies and professionals working with families and communities. The completed briefing and supporting infographic will be available by the new year.

Looking ahead, our plans are already underway with work on health visitor careers and associated levels of practice which will become the main focus of the Education Department's attention for 2022-23.



Highlights of the last 10 years

2012

Between 2010 and 2012, numerous meetings were held to turn the vision of an Institute of Health Visiting into reality

A steering group was established by Dr Cheryll Adams and Professors Sarah Cowley, Sally Kendall and Rosamund Bryar

Sally Russell was appointed as the first chair

The iHV was formally launched on 28 November 2012



iHV Trustee, Prof Sarah Cowley, awarded DBE

Dr Cheryll Adams makes HSI's list of Top 50 Inspirational Women in Healthcare

First conference in partnership with RSPH

Awarded funding to create 300 HV experts on Domestic Abuse

iHV awarded funding for 400 Perinatal Mental Health Champions

2013

2015

First publications – Induction and Preceptorship frameworks; Lifelong Learning in Health Visiting; Career framework; New Route to Evaluation

Health visitors support the iHV with multiple fun(d)raising events!



Creation of the iHV Healthy Weight Healthy-Nutrition Champions programme by Dr Helen Crawley

4 Regional learning events across the UK

Ready Steady Mums becomes an iHV programme

First 156 iHV Fellows appointed 11 March 2015



iHV awarded government grant for 'Making the Most of Health Visiting' programme

iHV hosts UNICEF UK Study Tour for Central and Eastern Europe

iHV joins MMHA

Launch of iHV Parent Tips and Good Practice Points

Launch of iHV Infant Mental Health Champions Programme- delivered by Dr Angela Underdown and Alison Morton

Launch of safeguarding cascade training

2014

2017

iHV publishes revamped 'Outcomes and Evaluation toolkit' for health visiting

iHV launches a film on health visiting coordinated by the Royal Society for Public Health (RSPH) and produced by ITN Productions

iHV Multi-agency PIMH Champions training launched

iHV Evidence-based Practice conference, Birmingham



iHV supports #ProudToBeaHV week

iHV publishes professional guidance on Serious Case Reviews and resources to support revalidation

Launch of iHV Leadership development programme

'The Economics of Health Visiting' report published

June 2016 – Appointment of new Chair – Pamela Goldberg

Health visitors complete 3 Peaks Challenge

iHV delegation presents at Global Network for Public Health Nursing Conference in Denmark

Dr Cheryll Adams awarded a CBE in the Queen's Birthday Honours List



2016

2019

iHV publishes 'Health visiting in England, a vision for the future' a national evidence-based blueprint for health visiting



Commencement of 4-year collaborative European Interreg PATH perinatal mental health project

Development of the Sector led improvement tool with iPIP for London Councils and London ADPH

iHV commissioned to deliver PHE/ DfE funded speech, language and communication training to 1,000 health visitors

Dr Cheryll Adams and Vicky Gilroy address the Global Network for Public Health Nursing conference in Nairobi

iHV and NHS Leadership Academy workshops to strengthen health visiting leadership

iHV wins first prize in the White Swan Foundation and Marce Society International Perinatal Mental Health Education awards for its PIMH Champions training



iHV and Channel 4 produce a short film on health visiting

Ministerial visit to Manchester iHV Champions Forum to mark NHS70

2018

2021

Dr Cheryll Adams steps down as first Executive Director of the iHV and Alison Morton announced as new ED

Launch of iHV Health Visitor Advisory Forum to support co-production and practitioner engagement at the iHV

iHV submits evidence to comprehensive Spending Review and launches infographic 'Who are health visitors and what do they do?'

Launch of iHV LEARN platform with "Domestic Abuse – changing conversations" toolkit developed in partnership with 'For Baby's Sake'

iHV Training shortlisted finalists for RCN Nursing Awards, Nursing Times Awards and HSJ Awards

Commissioned by NHS Education for Scotland to train PIMH Champions

LEARN

Updated Sector-Led Improvement Tool for health visiting and school nursing services developed

More than 200 organisations support iHV call for investment in health visiting - 'Why health visitors matter' report published by the First 1001 Days Movement

iHV Executive Director chairs a meeting with the Duchess of Cambridge on health visiting and infant mental health

Short iHV film 'Health visitors for every family'

iHV celebrates 10th anniversary in London



"What do parents want from a health visiting service?" iHV survey report published

New iHV Leadership programme: "Leading excellence in practice programme" developed with NHS Leadership Academy

iHV launches professional advice for health visiting during COVID-19 and extensive web-based resources for parents

'Making History: health visiting during COVID-19' report published



iHV successfully challenged the redeployment of health visitors

iHV Emotional Wellbeing Visits Champions and Fathers and PMH Champions Programmes developed.

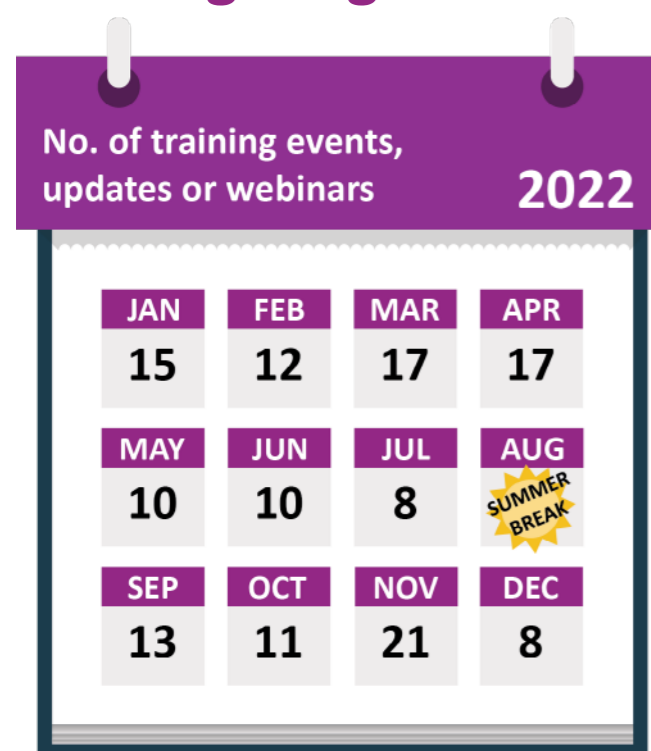
iHV member benefit package enhanced to include new Insights and Networking events



2020

2022

Training Programme



Alongside our Perinatal and Infant Mental Health courses, we also offer:

iHV Leading Excellence in Practice development programme

Suitable for: aspiring health visitors, team leaders and specialist HVs

Format: blended learning approach of live online (or face-to-face) taught sessions, self-directed online learning and mentorship

iHV Ambassador Programmes

iHV Ambassador Programmes offer a sustainable response to training needs via cascade training subsequently delivered by Ambassadors. Ambassador programmes are different from Champions programmes – the associated cascade training is shorter in duration and accompanied by access to a digital toolkit or online resources for further CPD.

Subjects currently offered:

- Surviving to Thriving: Neonatal Families Ambassadors
- Changing Conversations: Autism & Supporting Families Ambassadors
- This Mum Moves Ambassadors (for physical activity)

A quick overview of our activity

We are delighted with the growth in number and variety of training events we have provided this year. We've delivered **over 132 events** covering a range of topics:

- 14** were short workshop or webinar format offering easy access bite-sized CPD for busy practitioners
- 20** were "hosted" events for access to individuals and organisations wanting a small number of training places for their staff
- 21** were supported by grant funding accessed by iHV and delivered without a cost to the participant or their organisation
- 25** were "direct delivery" training offered directly to services needing support through our capacity to upskill their workforce
- 40** were Champions or Ambassador format offering resources to support a later cascade training and providing a sustainable approach to CPD for services
- 60%** of events in 2022 were from our Perinatal & Infant Mental Health programme
- 3** cohorts of brand new SCPHN leaders through our iHV Leading Excellence in Practice programme

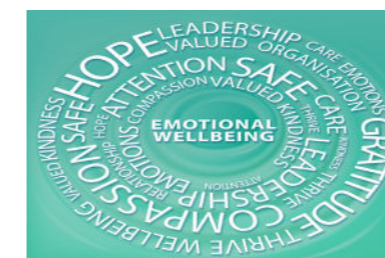
We have been fortunate to have worked with excellent facilitators and lived experience expert speakers in 2022. They have supported us in creating a really unique virtual training experience which is highly valued by participants. We have also been lucky enough to have been joined by the most amazing multi-agency practitioners and enjoyed their brilliant engagement and contributions which made for lively and interesting training sessions.

We continue to offer online events alongside a gradual return to some face-to-face training delivery. Our tech support hosts ensure a quality experience for our participants with help across the events when needed. One benefit of the virtual learning environment is the ability to bring together practitioners from across pathways, organisations and regions for some rich learning and networking.



A big thank you from the Training Team – **Philippa, Hannah, Bonnie, Sonia & Taffie**

Emotional Wellbeing at Work Champions Programme



In June 2022, we finished the delivery of the CHSA (Covid Healthcare Support Appeal) funded programme of work to develop Champions for Emotional Wellbeing at Work (EWW). The Champions trained were drawn from across England and Scotland.

The feedback we received from the participants both during and after the programme was really encouraging. Cascades of the Emotional Wellbeing at Work programme are delivered onwards by the EWW Champions.

The emotional wellbeing of health visiting practitioners has been significantly impacted by the conditions of the pandemic and we are incredibly proud of this programme of support work. The programme's development and success have been reported in a number of journal publications this year:

Baldwin, S., Stephen, R., Kelly, P., Bishop, P. (2022) Learning and reflections from the iHV Emotional Wellbeing at Work Champions Programme, Journal of Health Visiting. <https://doi.org/10.12968/johv.2022.10.10.420>

Baldwin, S., Stephen, R., Kelly, P., Bishop, P. (2022) The iHV Emotional Wellbeing at Work Champions Programme: Building capacity to protect and enhance the emotional wellbeing of the health visiting workforce in the UK. Public Health in Practice. <https://doi.org/10.1016/j.puhip.2022.100230>

Conferences

In 2022, we have showcased the very best of health visiting at four national conferences. We were especially delighted that, after more than two years of virtual events, we were finally able to come together in-person in Manchester in September and enjoy the benefits of networking and connecting with colleagues from across the UK. The energy and positivity that is generated by such a large group of health visitors coming together with a shared vision to improve health visiting is a positive force for good!

Thank you to all our expert speakers, parents with lived experience, poster presenters and delegates that made each of these events such a success. If you have never been to an iHV conference, join us in 2023 – they are the highlights of the health visiting year.

iHV In Focus Conference: Breastfeeding Now

Our very first virtual half-day In Focus Conference on **31 March 2022** was a huge success. We had a fabulous line-up of keynote speakers who are all leading experts in contemporary breastfeeding practice – the programme included current 'hot topics' to improve the promotion and support of effective breastfeeding for all families.

iHV Infant Mental Health Conference: Early Trauma and the Art of Repair

We were delighted to welcome over 230 people to our fourth annual **PIMH Conference**, which took place virtually on **15 June** as part of **Infant Mental Health Awareness Week** where the overall theme of the week was understanding early trauma.

iHV Evidence-based Practice Conference: Together | Fairer | Stronger

On **15 September**, we met together again for our first face-to-face conference for more than two years. Our packed programme brought together local, national, and international experts and speakers, all focused on strengthening health visiting, through sharing the latest evidence, research, and practice examples.

iHV Leadership Conference: Translating Vision into Reality

Our annual Leadership conference on **7 December** in London also coincides with the 10th anniversary of the iHV and the launch of our new series of short films on health visiting. This year we are delighted to have a number of very eminent speakers joining us, including Prof Sir Michael Marmot, as we advocate for social justice and the transformation needed to reduce inequalities.

Professional services and membership

This year, we have continued to ensure that the voice of the health visiting workforce is valued and listened to. We have actively engaged with our members through member enquiries, attendance at our training, forums and events, focus groups and surveys, seeking their views through listening and understanding the challenges they face, and to developing our services to meet their needs.

We have continued to ensure:

- We prioritise our member enquiries and provide prompt advice when requested
- Maintaining our membership price rates, keeping our costs as low as possible to help our members
- Improvements in our website access and usability
- Development of our website resources, including our A-to-Z section
- Updating and development of our GPP resources

iHV Insights

Our free #iHVInsights member-only webinars continue to grow in popularity, providing an easily accessible option for CPD for iHV members. We facilitated eight iHV Insights events in 2022 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.

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

- 98% they would attend a future iHV Insights webinar
- 98% the information was presented at an appropriate level of learning
- 98% the events would help improve health visiting practice

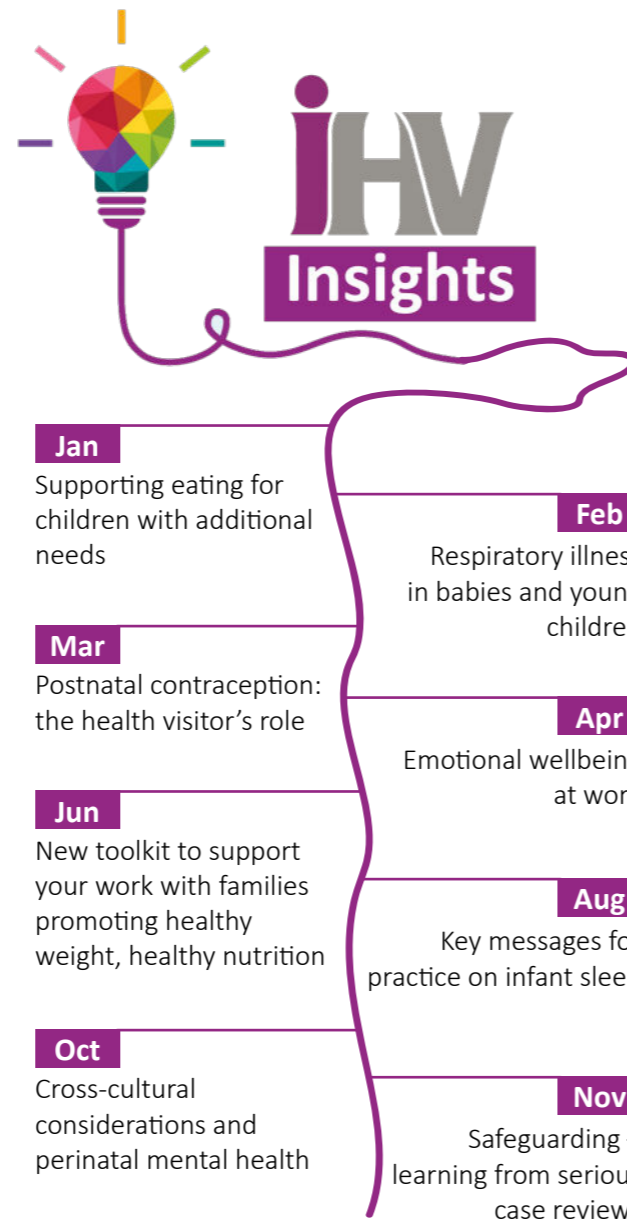
Recordings of these popular events and linked resources are available for all iHV members to access through our website.

Engaging with SCPHN Students

We have been made so welcome in joining with SCPHN students at their universities across the UK. We have engaged with 22 universities, meeting over 600 SCPHN students



A huge thank you to Maggie for confirming that I've made the best career move! So excited for the next year and my future in Health Visiting!



Networking events

Our iHV Networking Events for our members provide an opportunity to share and learn with colleagues across the UK. These events are 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 are co-chaired with an iHV member, tailored to the specific audience, and 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.

This year, we held the following:

- 4 Corporate service lead networking events
- 1 SCPHN student networking event
- 3 Practice education networking events



This has been my first networking session and it has been really amazing to hear about everything that is happening and give me some great info about direction for the future and thinking points for my own service.

Professional services

We have grown our professional services again this year including:

- Updating the Sector Led Improvement Tool (SLI) for commissioning of health visiting and school nursing services and commenced implementation of the SLI Tool in the Midlands.
- Partnering in the Greater London Authority breastfeeding project.
- Working in partnership with services, focusing on improving the quality of services, addressing what might have been a significant challenge or an opportunity for innovation.



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 visitors and their teams this year through our Corporate presentations at staff meetings, events and forums. Technology has meant connecting with our members is simpler due to the flexibility of virtual meetings - but we know there is no perfect substitution for face-to-face, so we have also been out and about meeting services in person.

We have met over 900 health visitors and their team members and presented at over 25 services.



We enjoyed your presentation and discussion. I think it was a good motivational session as I think a lot of people now recognised what you at the iHV are doing is great for staff and clients.



We really appreciated your presentation, as it will help us to get up to speed on the many changes at policy level that are impacting our service.



Bids and Projects

This has been another productive year for iHV Bids and Projects. As always, the key to our successful delivery of the commissioned projects has been member engagement and our focus on: collaboration and partnership with others; a flexible and adaptable approach; and keeping co-production at the heart of our work.

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

Summary of key projects

Supporting parental awareness of respiratory illness in babies and children



This project, funded through the NHS VCSE Health and Wellbeing Fund, aimed to develop resources for health visitors and families. In collaboration with a range of partners, we co-designed easy read and translated guidance, evidence-based resources and a set of short films, including 'When to Worry' with support from Dr Ranj Singh.

The role of health visitors in genomics



Supported by Genomics Education Programme, we designed and delivered a series of webinars to build on the development of the GPP eXtra Understanding Genomics launched in 2021. These events received positive evaluations and increased health visitors' understanding of genomics and awareness of their role.

Healthy Weight and Healthy Nutrition (HWHN)



With support from the AIM Foundation, we launched the brand new HWHN toolkit. The toolkit provides a one-stop shop for resources on HWHN, Oral Health and Physical activity. We continue to offer a quarterly newsletter, and update sessions that will widen the access to these resources to early years workers in 2022/23.

"Changing Conversations" - autism factographic for parents and professionals.



Funded through the NHS England Learning Disabilities team, this resource has been co-designed by parents and carers with lived experience and practitioners. It includes evidence-based advice and resources to support practitioners working with children in the early years who may go on to have a diagnosis of autism.

Neonatal Families Ambassadors - Surviving to thriving



Thanks to initial funding from The Tiny Lives Trust, this training equips health visitors to support families who have had a baby on a neonatal unit.

This Mum Moves Ambassador Programme



In partnership with Active Pregnancy Foundation this year, we finalised a toolkit and training for professionals to promote safe physical activity in pregnancy and postnatally.

The health visitors' role in postnatal contraception



Building on our previous project on sexual and reproductive health, this project (funded through OHID's Sexual and Reproductive Health and HIV Innovation Fund) developed, piloted, and evaluated training for health visitors on postnatal contraception advice.

2021 - 2022 Projects and Research Highlights

Dec	Jan	Feb	Mar	Apr	May
Respiratory illness webinar	Genomics Webinar HWHN Update	Postnatal contraception pilot Respiratory illness webinar	This Mum Moves Ambassador training and toolkit launch	BBC Tiny Happy People "Ask a health visitor" session HWHN Webinar	Respiratory illness and postnatal contraception reports Neonatal Families networking event

Research

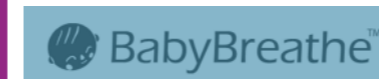
The iHV is actively engaged in research and supports health visiting research in a number of ways. We continue to see an increase in the number of academic organisations approaching the iHV for consultancy support for a range of research studies linked to health visiting. The iHV is now the 'go to' partner for many programmes of child and family public health research. We are also developing opportunities to build health visiting research capacity and support for aspiring health visitor researchers.

We are delighted to have seen growth in health visiting research this year. Here are just a few examples of studies that the iHV is involved in:



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 progressing well and sites are up and running.



NIHR Baby Breathe Study

This NIHR multi-centre randomised control trial led by the University of East Anglia is progressing well. 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 Clinical Research Network - Yorkshire and Humber

The iHV are collaborators on this project which aims to create a programme to support individual practitioners to develop as 0-19 Research Champions, with a lead role in establishing 4 new local Communities of Research Practice. The project will evaluate the current Yorkshire and Humber 0-19 Research Network alongside the new programme with the aim of sharing learning nationally.



Stockton Perinatal Support Service Evaluation

The iHV was commissioned to lead an evaluation of this service to consider the impact on service users' mental health and overall wellbeing, and inform future development. The evaluation is due to complete in January 2023.



NSPCC - LSSP Evaluation

In partnership with Newcastle University, we completed an evaluation of the NSPCC Look, Sing, Say, Play campaign to inform future development of the programme.



iHV Research Development and new for 2023 Member Networking Events

The iHV has been working with colleagues from NIHR and SAPHNA to consider how we can build capacity and strengthen engagement in SCPHN research nationally. To get this started, we are delighted to announce that we will be offering biannual member networking events on research in 2023.

Jun	Jul	Aug	Sep	Oct	Nov
Burdett Nursing Trust Hero Award to Vicky Gilroy	Health Visitor Advisory Forum meeting Look, Sing, Say, Play Evaluation report	Awarded Burdett funding for a new project on cardiovascular disease prevention	Presentation at Evidence-based Practice Conference	Training for: Autism, TMM and Postnatal Contraception	Clinical research network event

Publications

Our Good Practice Points and Parent Tips remain the most popular and used iHV resources on our website, as shown in our website analytics and confirmed in our annual survey.

We have implemented a new process to regularly review and refresh our existing resources, and we continue to add new topics to support health visiting practice and our various project workstreams.

This year, we have published:

13 Good Practice Points for Health Visitors resources

- | | |
|---|--|
| <ul style="list-style-type: none"> — Signs and symptoms of childhood cancer: knowing what to look for — Managing childhood illnesses — Helping the older child to eat well — Complementary feeding and baby-led weaning — Approaches to working with families to understand and support behaviour — Retinoblastoma (eye cancer in babies and children) — Caring for a baby with suspected colic — Babies who have neonatal jaundice | <ul style="list-style-type: none"> — Working with families when a hearing loss is suspected — Working with families when a hearing loss is confirmed — Trauma-aware and trauma-informed practice: Working with families of children with a disability/difficulty — Reducing alcohol harm: Early intervention and prevention — Foetal Alcohol Spectrum Disorders |
|---|--|

30 Parent Tips resources

- | | |
|---|--|
| <ul style="list-style-type: none"> — Supporting breastfeeding for everyone and issues relating to breastfeeding during COVID-19 — Routine baby screening reviews at 6-8 weeks — Coping with a crying baby — Safer sleep for your baby — Introducing your baby to solid foods — How can I encourage my child to eat vegetables? — Helping your older child to eat well — Looking after your relationship as new parents — Coping with chickenpox — Managing atopic eczema in babies and children — Helping parents understand cradle cap — My child has glue ear — Coping with scarlet fever — Positive behaviour support and how it can be helpful — Spinal muscular atrophy Type 1: Spotting the signs and symptoms | <ul style="list-style-type: none"> — How can dads get involved? — Staying safe in the sun — The effects of smoking on your child's health — Caring for your baby or child with sticky eyes — Suspected hearing loss in babies and children — Confirmed hearing loss in babies and children — Oral thrush — Understanding umbilical granuloma — Looking after yourself when your child's behaviour is difficult to understand — Safety- Preventing choking — Safety in the home- Water safety — Safety in the home- Burns and scalds — Safety- Accidental poisonings — Safety in the home- Suffocation and strangulation — Safety in the home- Falls |
|---|--|

Media

We have focused on raising the profile of health visiting across the UK to showcase the incredible work that health visitors do every day to support babies, children, and families. We have been encouraged by the increase in national media coverage of health visiting this year, including television and high-profile print media.

During 2022, iHV and health visiting have achieved regular coverage in the health, nursing and early years press – in particular:

- Nursing Times
- Nursing in Practice
- British Medical Journal (BMJ)
- Health Service Journal (HSJ)
- CYPNow
- Nursery World

Various mentions in parliamentary meetings and debates and mainstream media interviews including:

- The Guardian
- The i newspaper
- Daily Telegraph
- BBC
- ITV
- Other national and local radio

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 2022, 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>

ITV News health visiting feature

Our media highlight this year was an exclusive ITV extended news story on the state of health visiting broadcast across every region of England. ITV news was given exclusive access to the 2021 annual health visiting survey.



An independent voice for health visiting

Alongside our focus on the positive difference that health visitors make, we cannot ignore the challenges.

We speak about these regularly at national conferences, policy forums and media interviews... and we will keep speaking up until we see the action needed to make the difference!

In October, the Nursing Times shone a spotlight on these issues in an exclusive interview with Alison Morton, who warned that, "While the 'official line' is that the pandemic is over, in terms of health visiting practice, managing the aftermath of what has been left in its wake has barely begun".

Our aim is to change the narrative of spending on prevention and early intervention for babies, young children and families from being seen as a cost, to becoming the smartest of all investments in our nation's future. We also have our feet firmly grounded in the real world and are focused on achievable solutions.

iHV series of short films to raise the profile of health visitors

One of the biggest challenges that the health visiting profession faces is that many people do not know who health visitors are and what they do. This leaves the profession vulnerable to cuts.

As health visitors, we need to change this and 'tell our story'. We are delighted that we have been able to work with so many health visitors from across the UK this year to develop a series of short films on health visiting.

The iHV series of short films will be launched in December 2022.

These films are coproduced with health visitors, health visiting managers and parents from across the UK, as well as members of our iHV Health Visiting Advisory Group (HVAf). Georgina Mayes, iHV's Policy and Quality Lead, and Copia Productions travelled 1500 miles, covering all 4 nations of the UK. We interviewed and filmed 14 health visitors, 8 parents and their children, a GP, a social worker, and a traveller site warden!

'Thank you' to all the families, health visitors, practitioners, and organisations who took part in the films – they were only achieved with your support!



Our year in numbers 2021-2022

Media

- 15.7k** Twitter followers
- 12** Member newsletters
- 12.4k** Facebook followers
- 528k** Webviews
-

Mental Health

- 89** Members of the Specialist Health Visitor PIMH Group
- 3** Meetings
- 7** Multi-professional PIMH Forums
- 11** Place-based Learning Events for Scottish PIMH Champions
- Hosted by **4** Nations
- Attended by over **200** Champions

Education

- 8** iHV Insights Sessions with over **1160** attendees
- 4** Conferences (2 virtual, 2 in-person)

Publications

- 13** New Good Practice Points
- 30** New Parent Tips

Innovative Projects

- 184** Genomic Webinar attendees
- 2** Healthy Weight and Healthy Nutrition Champion events
- 230** Respiratory Illness Webinar attendees
- 2** Neonatal Families Networking events
- 2** New Toolkits to support CPD

Training

- 1.8k** Training places offered
- 1.1k** (2021) vs **1.8k** (2022)
- 18** Different programmes/formats offered

What you tell us...

Feedback from our Annual Survey

- Thank you for your continued commitment to maintaining a Health Visiting service for the children of this nation.*
- iHV is a fantastic resource for all HVs. The training packages are excellent. iHV is the national voice of health visiting ensuring that our profile is highlighted. iHV publications are excellent reading. Parent information resources are very good*

Projects

- Just wanted to say it has been a pleasure to work with everyone on this project. I feel that this has been a genuinely coproduced piece of work and have thoroughly enjoyed being a part of the project. Parent with Lived Experience*
- It was an absolute pleasure working with the iHV team and other partners. We were kept updated on progress and felt involved throughout the planning of this project. It's fantastic to see the final resource which will be of great support to Health Visitors and will benefit numerous new parents across the country. OHID Lead*
- Very well run project - timely, responsive, efficient, effective and informative programme of work in the North East at a time when it was and is much needed. Local Public Health Lead & Steering group member*

Corporate membership

- Massive thank you! It was so brilliant to have you there and gave the HVs a real boost hearing about all the work the iHV are doing.*
- Thank you so much for coming to our forum, you really raised the mood in the room and staff felt inspired.*

Training

- This training has been amazing and I will go away and after processing all the information disseminate it to my colleagues. Thank you so much it has been a wonderful day!*
- Changing Conversations: Autism & Supporting Behaviour** (Oct 2022)
- This programme has given me the confidence to see myself as a leader and to apply for leader roles*
- Leading Excellence in Practice Programme** (Sep 2022)

PIMH Champions

- Course content was excellent and trainers had a great deal of experience and knowledge. Felt trainers had a passion for their content, which in turn, influenced the group who were engaged and interested.*
- Best training I have been on in 40 years of nursing.*

“Health visiting is the backbone of early years services across the UK...the ‘safety net’ around all families”

UNICEF UK, 2022



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