



Introduction

What an interesting year it has been for health visiting and the iHV! The challenges of COVID-19 have been felt both by the Institute and in practice, bringing with them much learning. The iHV team has risen to these challenges magnificently; moving all of our activities online and continuing to deliver the high-class products that this report is testimony to. My sincerest thanks to the whole team, to our chair, Pamela Goldberg, and to our fantastic board members – who have been with us every step of the way.

The iHV is here to strengthen health visiting. We are proud of how fast we moved at the start of the pandemic. Working with Public Health England, we produced a set of important, evidence-based advice for health visitors working under the new restrictions. The iHV website became the go-to place for trustworthy information for managers and practitioners – in the early days of the pandemic, it was visited over 10,000 times a day!

While we continue to champion the best of health visiting, the realities of practice (particularly in England) have become ever more worrying. The fact that – despite the profession already being pared to the bone – local areas decided to redeploy their health visitors across the country was extraordinary. This decision left many parents struggling to access the health visiting support they needed (more than ever) during lockdown. Thankfully, our tireless campaigning to get that decision overturned has been successful. However, the challenges for health visitors on the front line remain acute – there are now even more vulnerable families needing support. We stand with health visitors and will continue to support, encourage and advocate for them every step of the way.

In the New Year, Alison Morton will step forward to become the new public face of the iHV, as our Interim Executive Director, while I start to step back. As an experienced and passionate health visiting leader, with many strings to her bow, I know that Alison will continue to take the work of the iHV from strength to strength. I will continue to work with the Institute part-time – supporting Alison and the Institute’s work.



Cheryl Adams
Dr Cheryl Adams CBE
Executive Director

It is now 10 years since I first began establishing the iHV. It has been my privilege to see the Institute grow and, in doing so, to raise the profile of the thousands of incredible health visitors who change lives each and every day. I know that being a health visitor is difficult at times, but all of us here at the iHV remain convinced that the profession will come through this – and that, together, we will create better futures for our youngest citizens. Onwards and upwards!

Message from the Chair

When I introduced last year’s Annual Report and said how under-resourced health visiting was, little did I realise that things were about to get worse. Our first concern is always the families we support, whom we know this year did not receive either adequate or, in some cases, any support during a crucial time. The redeployment of health visitors after the onset of COVID-19 added to the burden of an already depleted profession. This was ill-advised. We have been relentless in our representations to Government that this should not happen again.

It is important not to overlook the effect this has had on health visitors themselves. It has been an extremely difficult year, in which many health visitors have had untenable caseloads and were sometimes unable to provide even the minimum care they wished to deliver. Not being able to work to the high standards they set themselves has left many health visitors feeling exhausted and frustrated.

After the initial disappointment of having to postpone so many of our plans for 2020, the Board of Trustees has been very impressed by the team at the iHV. Quickly embracing the challenges, we are now well equipped to not only deliver our conferences online but our training as well, and this has been very enthusiastically received. While nothing replaces face-to-face and real networking, there are benefits such as no travel time, particularly for busy health visitors wanting to attend. As a result, we have seen attendance at our events rise. We believe that online activities will now form a significant part of our future.

The COVID-19 period has also taken a toll on our team, who dropped everything and worked all hours to continue to deliver at the high standards that they always do. On behalf of the Board, I would like to extend my sincerest thanks to them for running with the many challenges presented to them by COVID-19 and continuing to deliver such excellence.



Pamela Goldberg
Pamela Goldberg OBE
Chair

We would also like to thank our Executive Director, Dr Cheryl Adams, as she steps back from leading the organisation over the coming year. Over the eight years since launching the iHV, Cheryl has guided us to become the effective and resilient organisation that we are today. We look forward to celebrating her achievements next year.

Our response to COVID-19

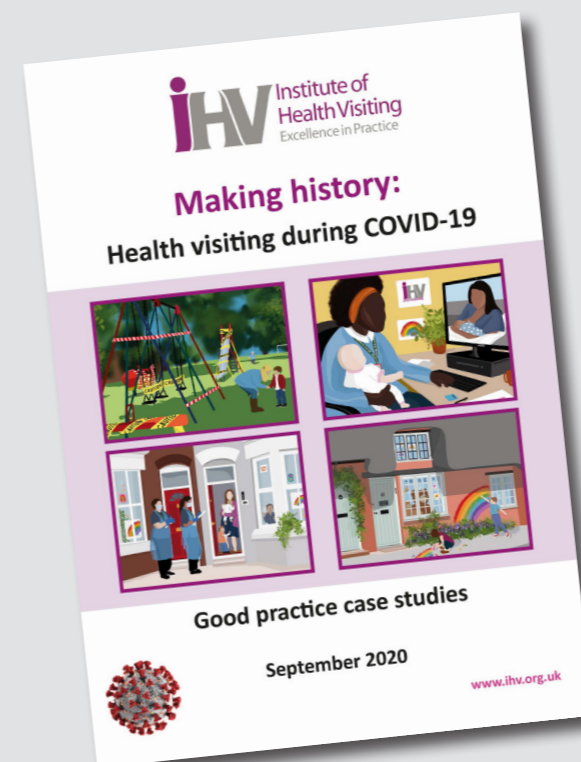
2020 has been a year like none before for health visiting as it faced the challenges of adapting to a world forced into “lockdown”. In the initial phase of the COVID-19 pandemic, health visiting services followed government advice, adapting their practices to incorporate the Guidance on prioritisation within community health services (NHS England, 2020). The guidance stopped many elements of the Healthy Child Programme. The iHV worked with Public Health England to rapidly translate this national emergency plan into a series of COVID-19 implementation resources and advice for health visitors.

Whilst much of the world’s attention was focused on reducing the transmission of the virus and treating acutely ill patients (mostly adults), it was clear that the needs of children and families were increasing, yet they were largely overlooked by policy makers. At the iHV, we have been concerned from the outset about the wider impacts of the pandemic and have raised concerns about the vulnerability of babies and young children who are at home, hidden from society and some living with significant adversity and abuse.

In our view, there have also been early policy decisions like the scaling back of support services and the redeployment of health visitors that, with the benefit of hindsight, should never have happened. Following significant lobbying by the iHV and generous support from our research partners at the University of Oxford and University College London, we have been pleased to see greater recognition of the importance of health visiting. We have welcomed more recent guidance from the Government that health visiting services should be fully restored and health visitors should not be redeployed in any further waves of the pandemic.

It has taken a global public health pandemic to shine a spotlight on the importance of the health visiting service, providing a vital universal “safety net” for babies, young children and their families.

The iHV team has worked to support health visitors during the pandemic. **See our Policy and Publications pages for details of our extensive COVID-19 related policy work.**



Unsurprisingly, health visitors have risen to the challenge of working during a pandemic with professionalism and autonomy, flexing and developing innovative service “workarounds” to ensure that families receive the best possible support. One of the highlights of this year has been the publication of “**Making History: Health visiting during COVID-19**” which contains a series of case studies, family stories and creative pieces capturing the experiences of health visitors working during the pandemic. We were also delighted that this series made it into “Fab NHS Stuff” and want to thank all the fabulous health visitors and their teams who took the time to share their innovation.



Results of HV Survey

The Institute of Health Visiting reveals preliminary findings from their latest annual survey completed by 1011 health visitors from across the UK during October and November 2020. The survey findings highlight the range of issues facing the profession, with significant unwarranted variation in the quality of services available to parents depending on where they live. This brief report will focus on the impact of COVID-19 on health visiting services.

Redeployment:

66%	of respondents experienced some redeployment of practitioners in their team
20%	said that 50%+ of their team were redeployed
13%	reported that a third were redeployed

This had a direct impact on the size of caseloads for the health visitors not redeployed, and their capacity to support families during this time.

Caseloads

Whilst some health visitors now concentrate solely on a caseload of very vulnerable families, the survey indicated that **28%** of health visitors had caseloads of 500-1000+ children.

Making a difference

This year, health visitors have reported increasing levels of vulnerability and demand on their services, with many also concerned that they are only identifying the “tip of the iceberg”. In the past 2 years, many have seen increased levels of need:

83%	domestic violence and abuse
83%	perinatal mental illness
82%	poverty affecting families & 77% use of food banks
77%	speech and communication delay
62%	neglect

Safeguarding and protecting children

It is of huge concern, but perhaps not a surprise, that a third of health visitors surveyed felt they are so stretched that ‘there may be a tragedy in our area at some point’, while 42% ‘sometimes worry that we can’t quite do enough’. Only 36% said they were confident that health visiting will be able to contribute fully to the care of under 5s in the future.

The survey also shone a spotlight on the vital safety net that health visitors provide to children and families, as well as the incredible willingness of health visitors to go “above and beyond” to ensure that the needs of families are met. However, it has also exposed the gaps and pressures faced by the service, especially in England. A full report will be published in the next few weeks.

They also reported their capacity to identify need and provide support is curtailed by reduced face-to-face contact.

26%	of health visitors reported that they could provide a good or excellent service
33%	reported that they felt their service was inadequate or poor
31%	answered ‘No, my time is spread too thinly to be able to make much of a difference’

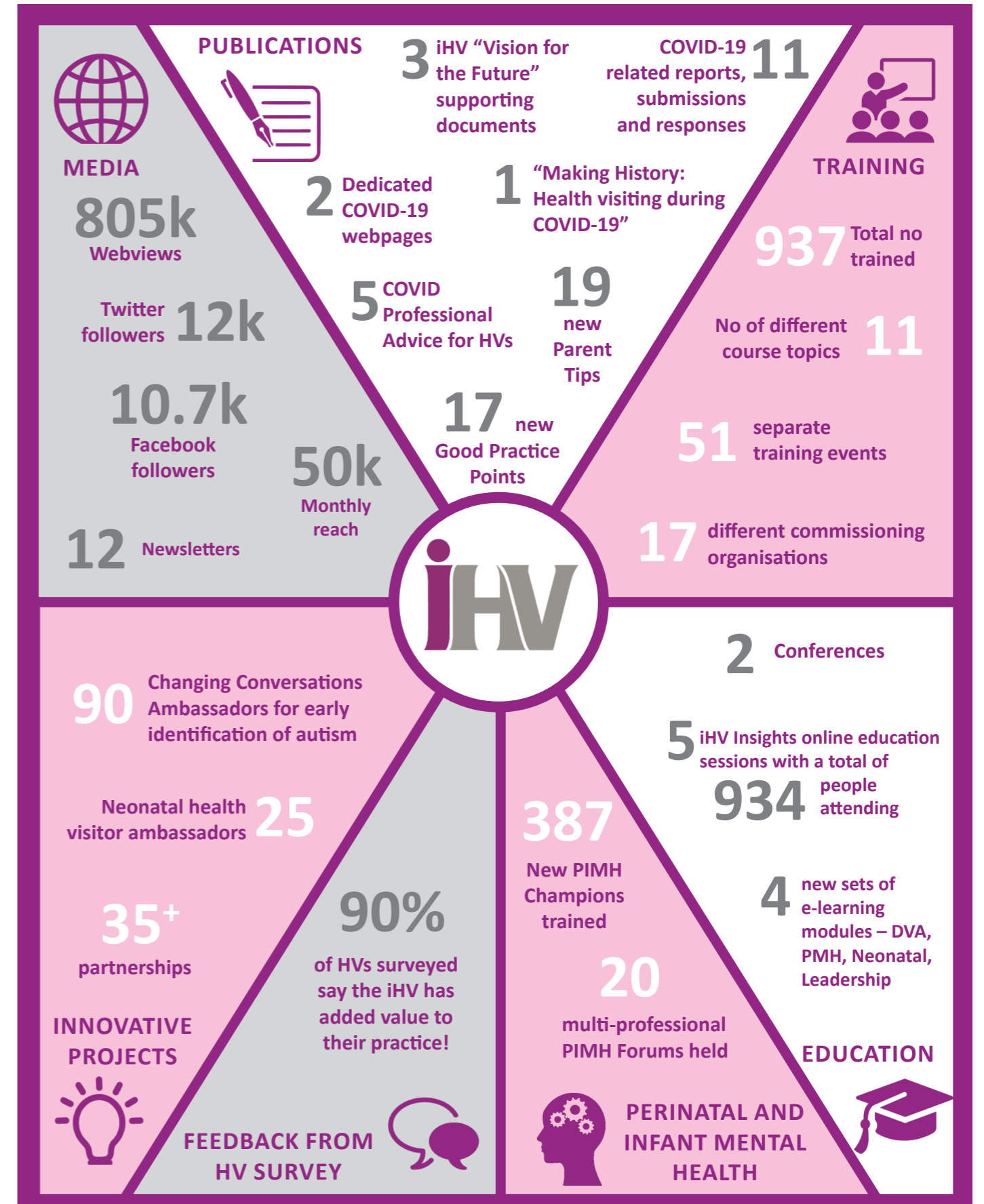
“I am able to give a good service to my clients as I have a caseload of vulnerable clients - however the universal clients or people who in the past would have had extra support but are not vulnerable enough to be allocated a social worker - get very very little contact with a HV”

Not surprisingly our survey highlighted increased levels of need. When asked What are the biggest barriers to making a difference?:

77%	Lack of time/ resources to set up support groups (e.g. for teen mums)) or develop the “community/ place-based” role of the health visitor
65%	focusing solely on those most at risk (safeguarding) leaves limited capacity to deliver prevention/ early intervention

“More target focused model than family centred, KPI driven rather than individual family needs driven”

The year in numbers...



Policy

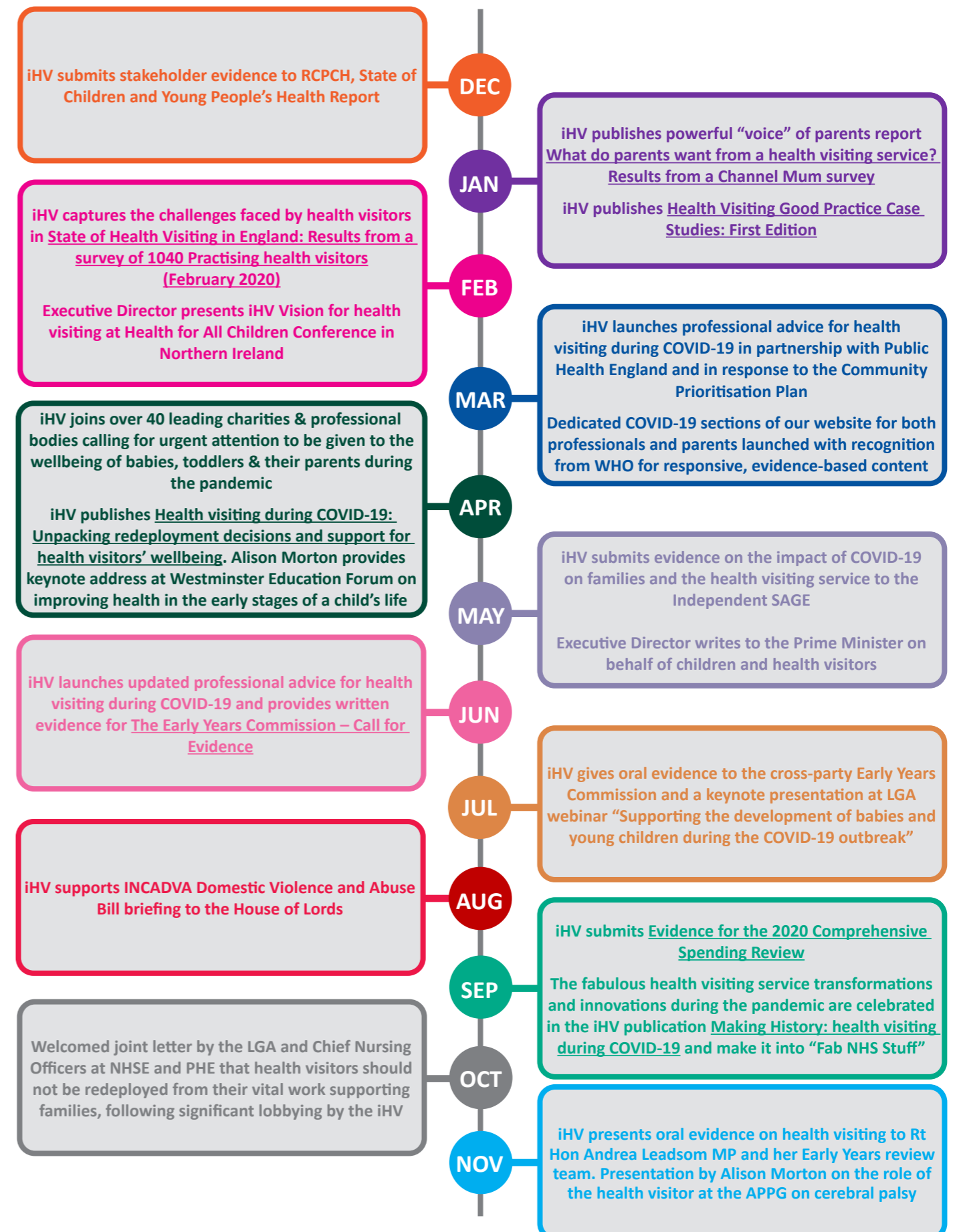
Influencing policies affecting health is one of the key principles of health visiting and remains central to our work at the iHV. If we are able to achieve our Vision, which requires health visiting to play its fullest part within an integrated system to ensure that our children achieve health outcomes on a par with the best in the world, we need a shift in government policy to strengthen the vital “safety-net” that health visitors provide. COVID-19 and its impact on health visiting has also provided a policy imperative this year that we could not ignore.

At the iHV, we believe that we can make the biggest difference by:

- ✓ **Presenting a clear case for change** – by highlighting significant unwarranted variation in the health visiting support that families receive, based on where they live, rather than their level of need. The pandemic has also magnified the impact of widening inequalities and how the needs of young children are often invisible when set against a multitude of competing policy priorities. We are particularly concerned about the vulnerability of babies and young children who are at home, hidden from society and some living with significant adversity and abuse.
- ✓ **Focusing on the solution** - We are privileged to live in a time when we have more evidence than any other generation before us on the importance of the first years of life as a foundation for future health and wellbeing; and we know enough about “what works” to make a difference now. There is also huge support for the work of health visitors with families. We need to use this opportunity to highlight the benefits of an effective health visiting service which accrue to numerous government departments and make a difference to the lives of infants, children and their families. This year has been a busy year for policy work at the iHV - we have grown the suite of resources in our iHV Vision series, as well produced numerous practice and policy resources.



Policy highlights:



Training & Events

Training in 2020 - The year of the digital pivot!



We started typically with a characteristically high level of activity and delivery of training events across *Birmingham, London, Kent, Sussex, North Tyneside and Teesside, and Wales* and little idea of how quickly things would change.



We watched the news closely, appraised risk and engaged in regular discussion with commissioners of our programmes. Day by day new risks emerged. New language entered our consciousness – “*social distancing*” – but what did this mean for venues and for training? It was a rapidly evolving situation - we took the proactive decision to pause all face-to-face training activity in the week of 16th March, just ahead of the national lockdown in England.



We had delivered **14** face-to-face training events since the start of 2020 and postponed a further 20+ planned training events. This month saw us working through a plan to reschedule delivery for the Autumn.



We became reviewers of virtual platforms and online training, and attended as many webinars and digital learning offers as possible to consider a new format for delivery of our programmes. The time also gave opportunity for housekeeping, e.g. a refresh of the *website page*, further *accreditation* of our programmes.



We launched our *virtual format* of training delivery for the perinatal training programmes. The first event was enthusiastically attended by 19 participants who provided really positive encouragement (see some of the feedback received below - what the participants said).



We have now delivered 14 training programme events online across the *South of England, London, North East and Northern Ireland*.



By the time this report is published in December 2020, I anticipate we will have delivered another **11** training programme events for organisations (COVID-permitting) across the *South of England, Cumbria, Cheshire and Merseyside, Midlands, Birmingham and Lincolnshire*, and a further 7 training events for iHV projects and research. We will continue to evolve and to attempt to master the digital learning revolution, but if our participant feedback is anything to go by, we are certainly on the right track!

We developed our e-learning further...



Domestic violence & abuse

We were funded by Health Education England (HEE) to develop an e-learning package for HVs. The programme was launched on e-Learning for Health platform in May 2020.

Subsequently, HEE has promoted the first two modules to a broader health and social care workforce, identifying the learning as comprehensive and containing essential information to understand DV and identify individuals at risk.



Tiny Lives

Preterm and sick babies - we were funded by the Tiny Lives Trust to co-produce an e-learning awareness session on the health visitor's role in supporting the transition of neonatal families to home. The e-learning has been formally promoted by HEE and is available to health visitors, providing a comprehensive awareness session to support them in the role with these families.



PMH

We were delighted to have worked with key partners to develop new content for the Health Education England Perinatal Mental Health e-learning programme. Six new e-learning modules, launched in May 2020, included two specific HV modules: PMH Health Visitor Assessment; and PMH Health Visitor Interventions.

We held more events/conferences... and went virtual!



Our iHV Leadership conference in December 2019, “Health Visiting in England: A Vision for the Future”, was an incredibly inspiring and motivating day. Sold out, we had a full house of 200 who listened to our inspirational and passionate speakers.

“Thank you iHV for the fantastic Leadership Conference yesterday. Inspirational speakers who delivered with humility. I am ready for the disruption!”

“Fantastic time out for reflection and updates from great speakers”

Like the rest of the world, the iHV conference programme for 2020 was disrupted due to the COVID-19 pandemic. Our face-to face Evidence-based Practice and PIMH conferences scheduled in the first half of 2020 were postponed, and iHV took tentative steps into the world of virtual events and conferences.



WHAT THE PARTICIPANTS SAID...

“Really enjoyed my first virtual zoom training. I was worried initially that I would struggle but it was actually very straight forward. Thank you for facilitating a sleek training package ...”

“I honestly think this has been the best training I have had. I really enjoyed how easy it was to access, and build rapport with others on the training as well as the trainers and I think that was solely down to how open, honest, and kind the trainers were”

WHAT WE LEARNED...

Virtual training has its benefits – the Training Programme team is privileged to work more closely with our talented trainers now whilst performing the technical support function. We are now present in the virtual training room rather than behind the scenes, and it is lovely to meet the participants and hear the interactions and feedback.

In May, we debuted our online webinars for iHV members (known as iHV Insights). To date, we have held five iHV Insights events, each covering different topic areas.



These provide an easily accessible option for CPD and an opportunity to learn from leading experts in their field and have proved very popular.

In September, we held our first ever virtual conference - “Creating Healthy Children, COVID and beyond” with over 200 delegates. Across two mornings, we showcased the latest research & practice developments in health visiting with a fantastic line-up of expert speakers, great e-posters and some fab networking.

“I wanted to extend my thanks for an excellent conference. It worked very well online and I am looking forward to viewing the other sessions that I didn't sign up for at a later date.”

“Thank you for delivering a fantastic conference in these challenging times and thank you for all that you do to support Health Visitors and health visiting practice.”



Professional Services and Membership

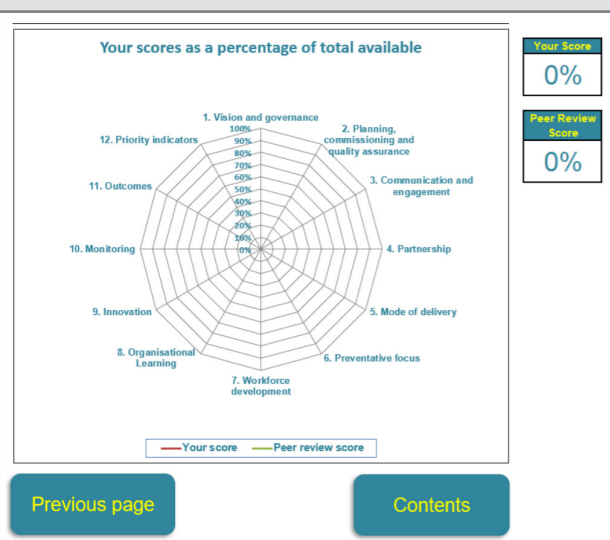
This year has seen a steady growth in our individual members. Our members are important to us and we are continually reviewing the ways that we can bring value to members who are at the heart of the iHV.

During 2020, it has been so important to really understand the needs of our members and to develop relevant, appropriate, high quality products and services to meet those needs. We engaged with our members through online surveys, through Facebook and Twitter, and through our enquires and all our services. We are passionate about taking our members' feedback and driving that into action.

Our enquiries rose rapidly during the months of March to May. We aimed to ensure we responded in a timely manner and we continued to prioritise those enquiries and requests from our members.

We **listened** to our members and we:

- ✔ Collaborated with many Royal Colleges and Public Health England to produce new resources and influence on behalf of our members and for the interests of families
- ✔ Produced a set of advice to support delivery of the reduced health visiting offer linked to COVID-19 Prioritisation within Community Health Services
- ✔ Developed new Good Practice Points relevant to working in health visiting practice during this pandemic
- ✔ Produced new Parent Tips such as managing minor illness, preparing for your 6/52 assessment
- ✔ Established open access resource areas for parents and professionals
- ✔ Raised health visitors' redeployment stories and concerns with national leaders
- ✔ Supported individual health visitors emotionally when possible
- ✔ Held regular briefings with our corporate organisations 0-19 service leads
- ✔ Raised concerns regarding the secondary impact of COVID-19 on children and families' unidentified and unmet need
- ✔ Provided virtual staff presentations for our corporate member organisations
- ✔ Established regular new **#iHVInsights** webinars for our members on key topics in HV practice including Managing childhood illnesses, Domestic Violence and Abuse, health visiting during a pandemic, training as a health visitor during a pandemic, Supporting smoke-free families. Do watch out for more iHV Insights events in 2021.



We have continued to work in partnership with colleagues at Improving Performance in Practice (iPiP) in implementing the sector-led improvement (SLI) tool for the review of local authority responsibility for health visiting and school nursing services. London ADPH, London councils and London PHE are evaluating its implementation across London Boroughs providing valuable learning to support the wider implementation of this SLI tool in 2021.

Service Led Improvement Tool Scoring	Evidence		
	Max	Your Score	Peer Review Score
Leadership			
1. Vision and governance	12	0	0
2. Planning, commissioning and quality assurance	16	0	0

Research

We have been actively involved in research in various contexts this year, leading it, partnering on it or supporting research teams to research different aspects of health visiting including the impact of the redeployment of health visitors.

Delivering Different News



iHV's research team is the principle investigator for a study evaluating a training intervention for professionals tasked with Delivering Different News. The study is looking at improving how healthcare professionals inform and support parents when they have to tell them about an unborn child having a condition associated with a learning disability. Following carrying out a feasibility study the iHV Research Lead, Dr Esther Mugweni, is now heading up a more definitive study on behalf of Health Education England South East.

Due to COVID-19, the training intervention has been adapted from a face-to-face format to one that will be undertaken live and virtually in accordance with current COVID-19 guidelines.

The study although delayed by COVID-19 will report next year.

The results of the original feasibility study are being used in other contexts to research breaking difficult as well as different news – e.g. in Australia to support effective communication between health care providers and family members in intensive care.

NIHR Baby Breathe Study

This is an NIHR multi-centre randomised control trial led by the University of East Anglia. The iHV is a partner leading one of the sites for the trial. The study aims to compare BabyBreathe with usual care, assessing long-term smoking abstinence for mothers who have recently given birth and have stopped smoking during pregnancy or during the 12 months prior to pregnancy.



NIHR Crying Study

Dr Cheryl Adams and the iHV are Co-Applicants on a fully-funded NIHR HTA Cluster Randomised Controlled Trial of a Service to Support the Mental Health and Coping of Parents with Excessively Crying Infants.



Newcastle University

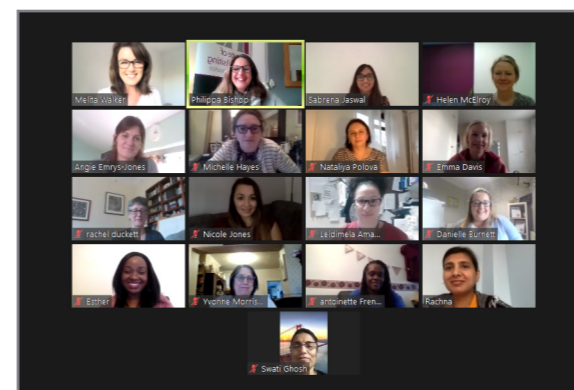
This year we have been a partner in this research project commissioned by PHE/DFE to support the development of a early language measure and intervention.

Supporting research into health visiting

We have actively supported external research into health visiting including research led by teams based at University College London, Oxford University and the London School of Economics.

iHV Research Champions

Our research champions have continued to support research across England particularly with respect to recruiting for NIHR studies. Many have started to develop their own research careers alongside.



PhDs obtained

We are delighted that a number of health visitors have been awarded their PhD this year. Two are now working with us. Dr Sharin Baldwin was the first health visitor to be awarded the Clinical Doctoral Fellowship by the National Institute for Health Research. Her research focused on first-time fathers mental health - www.newdadstudy.com. The other Dr Catherine Lowenhoff has translated her research looking at health visitor interventions for perinatal mental health into a new iHV training which is available for commission. We are also aware of Dr Michael Fanner completing. Very many congratulations to all three.

Please get in touch if you have completed research - we would love to hear about it!

Highlights of the Year

DEC
2019

iHV annual leadership conference - 'Health Visiting in England: A Vision for the Future'

7th annual report published

iHV awards two honorary Fellowships: Professor Mitch Blair and Sir Al Aynsley-Green

iHV publishes 'Health Visiting in England: A Vision for the Future', our evidence-based blueprint to rebuild health visiting services

iHV supports launch of Perinatal Peer Support Principles

JAN
2020

Multi-Agency PIMH Champions Training for individuals delivered

Updated GPP – Reducing alcohol harm: Early intervention and prevention

Updated GPP – Foetal Alcohol Spectrum Disorders

iHV publishes 'Health visiting – Good practice case studies' to support our recently issued 'Health Visiting in England: A Vision for the Future'

iHV publishes 'What do parents want from a health visiting service?' - a new report that seeks to understand what parents want and what a good service should look like

FEB
2020

iHV annual "State of Health Visiting" results published for 2019

iHV welcomes Health Equity in England: The Marmot Review 10 Years On report

iHV letter to Jo Churchill MP, Parliamentary Under Secretary of state for Prevention, Public Health and Primary Care, to set up a meeting to discuss the iHV State of Health Visiting report and iHV Vision for Health Visiting

iHV letter to Rt Hon Matt Hancock MP, Secretary of State for Health & Social Care regarding State of Health Visiting survey report, and the need for urgent reinvestment into public health

iHV presents at Northern Ireland "Health for All Children" Conference

MAR
2020

iHV welcomes RCPCH State of Child Health 2020 report

iHV responds to Public Health Grant allocation 2020-21 announcement

New website resource for healthcare professionals - COVID-19 (coronavirus) advice

New website resource for parents – Parenting Through Coronavirus (COVID-19)

iHV launches COVID-19 professional advice for health visiting

iHV presents at Commonwealth Conference in London

APR
2020

New publication – iHV COVID-19 professional advice: Family Perinatal Mental Health

iHV joins Charities' call on Government to take urgent action to keep babies safe

New COVID-19 resources for parents and GPPs launched

Alison Morton presents at Westminster Education Forum

iHV publishes Health visiting during COVID-19: Unpacking redeployment decisions and support for health visitors' wellbeing

iHV working with HEE e-LfH added new content to the Domestic Violence and Abuse e-learning programme

MAY
2020

Dr Cheryll Adams attends maternity roundtable meeting with The Duchess of Cambridge

iHV supports UK Maternal Mental Health Awareness Week 4-10 May 2020

Melita Walker joins the virtual sofa on BBC Look North news

Dr Cheryll Adams appears before the House of Commons Petitions Committee on the petition to extend maternity leave in light of COVID-19

Dr Cheryll Adams joins BBC Radio 4's Woman's Hour to discuss extending maternity leave for new parents during the COVID-19 pandemic

First online iHV Insights webinar held - COVID-19 in children and managing childhood illnesses

Alison Morton presents at Institute of Child Health

JUN
2020

iHV supports Child Safety Week

iHV survey data used in ITV news report on immunisations

2nd iHV Insights - "Domestic Violence and Abuse: keeping victims and children safe during a pandemic"

iHV supports #BreastfeedingCelebrationWeek

iHV supports Infant Mental Health Awareness Week #IMHAW2020

iHV launches updated COVID-19 professional advice for health visiting

iHV supports International Father's Mental Health Day

iHV submits written evidence to The Early Years Commission – Call for Evidence

iHV submits written evidence to Parliamentary Education Committee - The impact of COVID-19 on education and children's services

JUL
2020

3rd iHV Insights - "Health visiting during a pandemic and beyond"

iHV responds to Petitions Committee report: impact of COVID-19 on maternity and parental leave

Alison Morton presents evidence at Witness briefing: The Early Years Commission – Physical and mental health in the early years

iHV welcomes review into First 1001 Critical Days by Rt Hon Andrea Leadsom MP

iHV welcomes Children's Commissioner's new report "Best Beginnings"

iHV comments on UCL survey on impacts of COVID-19 on Health Visiting in England

Alison Morton presents at LGA webinar: Supporting the development of babies and young children during the COVID-19 outbreak

AUG
2020

Support World Breastfeeding Week (1-7 August 2020)

iHV joins the voice of the Breastfeeding Network which calls on UK government to address the fragility of breastfeeding support services

4th iHV Insights - "Training as a Health Visitor during a pandemic"

iHV welcomes Babies in Lockdown report

iHV letter to Jo Churchill MP, Parliamentary Under Secretary of state for Prevention, Public Health and Primary Care, regarding Workforce figures for full time equivalent health visitors

SEP
2020

iHV welcomes RCPCH comments on health visiting

iHV publishes "Making History: Health visiting during COVID-19"

iHV awarded funding from Health Foundation to improve analytical capability in health and care

Alison Morton presents at THRIVE Research Centre celebration event

Dr Cheryll Adams chairs launch of For Baby's Sake Trust film on addressing Domestic Abuse

iHV announces transitions to new leadership

iHV's first virtual conference - Creating Healthy Children, COVID and beyond

iHV submits powerful evidence to Government's Comprehensive Spending Review

OCT
2020

RCN Foundation funds iHV programme to support the emotional wellbeing of health visitors

iHV delivers Emotional Wellbeing at Work Support Sessions for HV Teams

5th iHV Insights - "Supporting smoke-free families"

Support #WorldMentalHealthDay

Launch new training - Ambassador for Changing Conversations

iHV Making History case studies make it into Fab NHS Stuff

First cohort of Leading Excellence in Practice training delivered

iHV presents PATH project to virtual Marcé International conference

NOV
2020

iHV delivers Ambassador for Changing Conversations training

iHV delivers Neonatal Families Ambassador training

iHV Fellow presents at Westminster Health Forum Keynote Seminar

iHV presents oral evidence on health visiting to Rt Hon Andrea Leadsom MP and her Early Years review team

Presentation by Alison Morton on the role of the health visitor at the APPG on cerebral palsy

iHV delivers Delivering Different News training

iHV with Tiny Lives Trust and e-LfH launches new e-learning - Working with families to transition from neonatal units to home

Our Work in Mental Health

Family mental health is an extremely high priority for the iHV, we really do believe that there is no health without mental health. The pandemic has shone a light on the importance of good mental health to overall health.

The mental health department has had a phenomenally busy year, making sure we have been out there listening and learning alongside families and professionals, and then turning that intelligence into action to support the mental health and wellbeing of both families and professionals.



In order to ensure we are supporting families and professionals as much as we can, we continuously strengthen our comprehensive compendium of resources and information.



By the end of December 2020, we will have trained 2348 Champions!



What is a Champion?

“A Champion is someone who wholeheartedly embraces a cause (PIMH) goes above and beyond to fight, defend and support that cause with passion, energy, enthusiasm and tenacity. Driving forward and forcing organisational changes even when there is resistance (of which I have encountered plenty in my time). At least that’s my experience of being a Champion - at every opportunity I talk about PIMH to everyone I meet, whether they are professional or not. Being an iHV Champion makes you feel that urging the cause is essential”.



Online training

In a world where face-to-face training is challenging, we were delighted to have worked with key partners to develop new content for the HEE e-LfH PMH programme, which covers six sessions to complement the existing e-learning programme.

The following sessions are now available:

- Introduction to Perinatal Mental Health 1
- Introduction to Perinatal Mental Health 2
- Perinatal Mental Health in the Antenatal Period
- Perinatal Mental Health in the Postnatal Period
- Perinatal Mental Health: Health Visitor Assessment
- Perinatal Mental Health: Health Visitor Interventions

Mental Health

PIMH Forums

This year, over 400 iHV PIMH Champions have attended our **iHV Perinatal and Infant Mental Health Champion Forums**.

Building on the success of the Forums, we took the same winning formula to recreate the vibrancy that we had enjoyed in the face-to-face world, bottled and transported it into the virtual space and, despite the pandemic, we have continued to enjoy the benefits that our Forums bring! Forums have been a particularly necessary safe space to support practitioner wellbeing during the pandemic - alongside being able to share concerns, work through challenges, create innovation and sustain confidence, competence and motivation:

“Dear Melita, I wanted to thank you and feedback how useful I found the PIMH Forum this week. The learning and in particular the breakout group was excellent, and it has had a really positive impact on my wellbeing at work. I can’t really overstate how containing it felt to attend a well-run training, and how helpful for you to show us what a ‘new normal’ could be. I’m inspired and have contacted my manager to put together a similar Forum in my workplace”



We would like to thank the AIM Foundation who have made this project possible through their continued support, enabling the Forums to host expert speakers and our PIMH Champions to participate in innovative research projects.

Partnerships

Mental Health is complex and does not usually appear as an isolated need. Thus, no one agency is able to deal with parent and infant mental health problems, and the best outcomes occur when professionals and agencies work together as an effective system around the family. We model this principle by leading nationally, working with many partners across complex systems and organisations to improve family mental health and wellbeing. This year a number of large or important opportunities have provided a specific focus on PIMH and we have been very fortunate that so many external partners and wonderful parents and practitioners have wanted to work with us on their own family mental health related profile raising activities. Here are just a few of the partnerships/highlights we have been part of this year:

- Member of the First 1001 Days Steering Group
- Member of the operational group and campaign development for the Maternal Mental Health Alliance
- Contributed to Children, Young People & Education Committee (CYPE Wales) PMH review
- Worked with NSPCC to deliver campaign: Fight for a Fair Start
- Supporting a range of research projects to develop the evidence base in PIMH, including working with: Professor Jane Barlow and Dr Olha Homonchuk at the Department of Social Policy and Intervention, University of Oxford to assess the contributions of specialist health visitors to parent and infant mental health across the UK’s four country jurisdictions - watch this space!
- Member of NHS England Clinical Reference Group for PMH
- Collaborating during Infant Mental Health week and World Maternal Mental Health week with the Perinatal Mental Health Partnership and others to raise mental health profile, including our first Facebook live session “Ask Your Health Visitor - We are here for you!” which has been watched over 7000 times and featured on BBC Look North!



We are delighted to have joined up with the Institute of Health Visiting to...

25 weeks ago · 7K views

Education

The NMC review of post-registration standards for education for Specialist Community Health Care Nursing (SCPHN) is the most significant workload over the last year that will continue into 2021 and affect health visiting well into the future. With the support of senior colleagues and Trustees, our Education Advisor, Dr Robert Nettleton, has led this work for the iHV. We have actively contributed to the shaping of draft Core Standards for SCPHN and the bespoke standards for health visiting. These give a positive vision for the leadership and expertise of health visitors as crucial to challenging the inequalities in public health from before birth and in the most formative stages of development within families and communities. Bespoke standards for health visiting help to strengthen the recognition of health visiting within the statutory regulatory framework.

We reach out to students and SCPHN programme leaders for whom COVID has given unique challenges. We continue to work closely with partners in professional education including the UK Standing Conference for SCPHN Education, for example presenting an iHV Insights Webinar 'Training as a health visitor during a pandemic'. In the coming year, we wish to support the vital role of Practice Assessors in practice-based learning and explore more streamlined routes through nursing and SCPHN training.

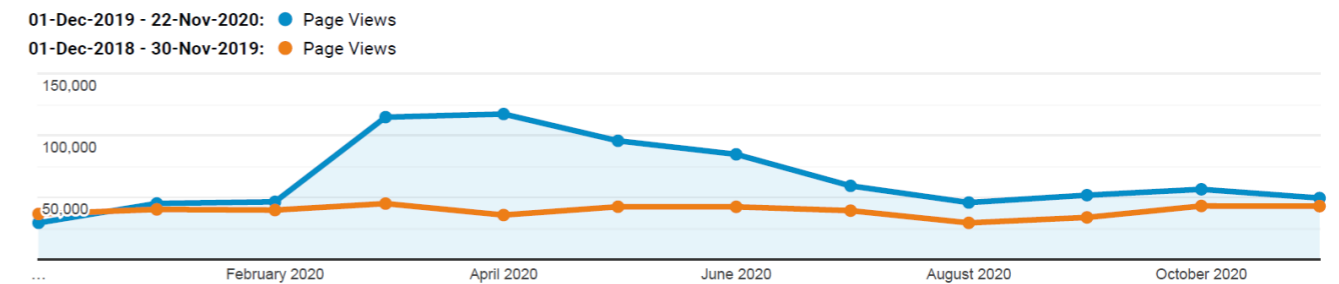


Publications

Our peer-reviewed publications continue to be an invaluable resource for our members. As evidenced again in our annual survey, our Good Practice Points and Parent Tips remain extremely popular. However, this year, as may be expected, the two most frequently visited web pages have been those related to support during the pandemic - **Coronavirus Guidance for Health Visiting** and **Parenting though COVID-19**.

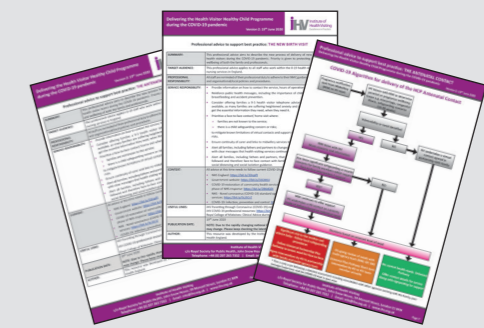


During this last year, compared to the previous 12 months, the iHV website has seen a 70% increase in web page views.



COVID-19 (Coronavirus) Advice published

- The Antenatal Contact
- The New Birth Visit
- Virtual Contacts by Health Visitors
- Working with Vulnerable Families
- Family Perinatal Mental Health



GOOD PRACTICE POINTS PUBLISHED...

Managing childhood illnesses during COVID-19	GPP
Promoting the uptake of childhood immunisations	GPP
Helping parents and carers manage children's behaviour	GPP
Enhancing recovery from caesarean in the community	GPP
Understanding babies who cry a lot	GPP
Working with families when a hearing loss is suspected	GPP
Working with families when a hearing loss is confirmed	GPP
GPP	Sleep and the older child
GPP	Eczema
GPP	Oral Thrush
GPP	Substance misuse
GPP	Cradle cap
GPP	Reflux

PARENT TIPS PUBLISHED...

PT	Diarrhoea and vomiting		
PT	Wheeze and breathing difficulties		
PT	Rashes: When should you worry?		
PT	Coping with a crying baby during the COVID-19 pandemic		
PT	Supporting Breastfeeding through COVID-19		
PT	Childhood Immunisations – Introduction		
PT	Childhood Immunisations – FAQs		
PT	Routine screening reviews during COVID-19		
PT	Understanding your Emotional Health and Wellbeing following the Birth of your Baby (Fathers)		
PT	How can new dads get involved?		
PT	Emotional wellbeing of mothers		
PT	Fever	Head injury	PT
PT	Birth Trauma	Poisonings	PT
PT	Recognising Sepsis	Reflux	PT



Projects and Partnerships

Collaboration and co-production

“Collaborative working for health and wellbeing” is one of the NMC proficiencies for health visiting practice and as such forms a significant part of the work of the iHV.

Having secured funding from a range of partners, this has been an extremely busy year. We have led on a range of exciting projects, which have built long and lasting partnerships and supported the development of new relationships to promote the best start in life for all children.

Co-production with parents and carers and the workforce has been central to the successful development of resources and training to support practice as part of the funded projects.

Working adaptively

The impact of a worldwide pandemic should not be underestimated and has required the project team and partners to work adaptively and creatively to mitigate the risks to delivery. The world of virtual meetings, online co-production and a focus on digital solutions has been a steep learning curve for us all, however, we were supported by our networks for sharing learning.

Scoping the need

To inform all our project work, the team has endeavoured to capture the views and insights of key stakeholders including parents and carers, practitioners and field experts. We have supported: 8 National Surveys; 10 insight groups; 3 co-production groups. Each of these activities has provided invaluable insights to inform the development of meaningful resources and training for practice.

Partnerships

The iHV continues to collaborate with a significant number of partners to support the best start in life for all children. It would be impractical to list them all here, however, **we want to thank all those organisations that we have worked with over the last year and look forward to collaborating in the future.**

Update on PATH



Our European Interreg 2 Seas PATH project that facilitates cross-border cooperation between England, France, the Netherlands and Belgium has gained momentum and made good progress in this its second year of this three and a half year project. The project is moving forward with its aim to create digital and community innovations in collaboration with parents, families and healthcare professionals, to develop increased awareness and confidence to prevent, identify and successfully manage mild to moderate perinatal mental illness.

Our iHV PATH team has collaborated and fully contributed to this project's second year activities that included:

- Cross-border collaborative meetings
- Twitter chats
- Focus groups and interviews with dads, parents with lived experience, employers, employees, healthcare professionals
- Developing and piloting health professionals training
- Parent events
- COVID-19 webpages for each country
- Designing the PATH hub
- Co-producing workplace standards to promote parental wellbeing

HIGHLIGHTS FROM 2019/2020 - Summary of key projects



Autism in the pre-school years – “changing conversations”

Funded through Burdett Trust for Nursing, we have worked collaboratively with partners to develop a digital online toolkit and awareness sessions for health visitors. The key focus from our co-production with parents and field experts has been the need to focus on strengths to change the conversations and offer meaningful support to families.

“Surviving to thriving”

Supporting the development of “Neonatal Families Ambassadors”, The Tiny Lives Trust, a charity in Newcastle, funded the development of training and resources to promote greater awareness of health visitors in supporting neonatal families. Through collaboration with Tiny Lives and parents with lived experience, we have designed a programme of learning for health visitors in the North East to cascade to their colleagues.



“This Mum Moves”

This is a collaborative project led by ukactive. The project is now in its second year and we have started to deliver This Mum Moves Ambassador training to midwives and health visitors in three new sites. The training and resources developed and hosted on the project's [microsite](#) aim to support all women to enjoy and benefit from physically active pregnancies and beyond.

“Healthy Weight and Healthy Nutrition”

We have continued to develop our Healthy Weight Healthy Nutrition Champions programme and resources with support from the AIM Foundation. This has included a newsletter for champions and a refresh of the current training. Next year we are focusing on developing e-learning and offering further HWHN Champion events.



“Promoting sexual and reproductive health”



This project, funded through Public Health England, aims to maximise the opportunities for health visitors to promote sexual and reproductive health at every contact. We are working with field experts to develop e-learning and an interactive leaflet for families.

“Promoting least restrictive practice”

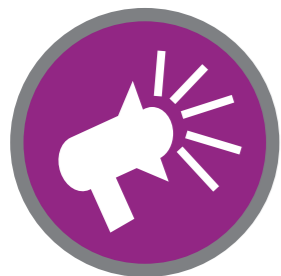
This project funded by the Burdett Trust for Nursing aims to support health visitors in their role with families to consider the least restrictive approaches to challenging behaviour. Working with the Challenging Behaviour Foundation, The Sleep Charity and NHS Disability Leads, we hope to raise the awareness of the importance of promoting positive approaches to behaviour in the early years.



“Moving beyond bean counting: Improving analytical capability in health visiting - national scoping and local application”

This is a really exciting new project in partnership with Southern Health NHS Foundation Trust looking at how we can improve the use of data to support health visitors identify and support “hidden children”.

Raising the HV profile



For all press coverage, please visit:

<https://ihv.org.uk/news-and-views/in-the-news/>

iHV continues to have high profile in the health and nursing press and, during 2020, has achieved coverage in mainstream media with many news items concerning the impact of COVID on HVs and redeployment. Mainstream coverage includes:

- BBC Radio 4 Woman's Hour
- BBC Radio 4 File on Four
- British Medical Journal (BMJ)
- BBC
- ITV News
- BBC Look North Regional News
- Hello
- Huffington Post
- Express
- The Guardian
- The i
- Mirror
- Sunday Telegraph
- Harpers Bazaar
- LadBible

HIGHLIGHTS

We were particularly delighted in May to be invited to attend a virtual round table meeting with The Duchess of Cambridge about supporting new and expectant mothers, to highlight the essential work and support that health visitors provide to new mothers. This proved to be a popular piece of news across many popular titles.




Coverage in the Mirror and The i came about after a letter was sent to Daisy Cooper MP in March about the loss of HVs. Daisy Cooper's office responded to say that she tabled a Parliamentary Question to the Secretary of State for Health on the subject: the DoH responded in writing about the HV numbers, and the Mirror and The i newspapers picked up on the shocking figures provided to Daisy, they both followed up the information with a news story.



We were delighted that BBC Radio 4 File on Four decided to produce and broadcast a 37-minute Panorama-style radio programme on expecting alone during COVID. This was based on the petition on extending maternity leave during COVID, this petition received enough signatories to be introduced as an inquiry to the Select Petitions Committee and to which the iHV gave both written and verbal evidence.

We have been actively involved in a number of national campaigns this year and were also co-signatories on several letters published in the national press regarding issues affecting the health visiting profession and public health.

The Institute maintains a strong relationship with its members through our monthly newsletters for members and member alerts, as well as via our popular social media channels, where we share the latest research and information about health visiting.

 Our Facebook page has 11,500 followers and our posts regularly reached over 40,000 people a week.

 Our Twitter account has over 12,000 followers and, at the peak of sharing COVID-19 advice and guidance this year, reached 350,000 and 410,000 Twitter impressions in April and May respectively.



Read all about it!

Just some of the amazing feedback we have received this year...

"Thanks Melita for inviting me – it was a very warm atmosphere. Great to hear of the update in Wales – we had a few Welsh participants in the perinatal OCD treatment study 10 years ago and things have come a long way."

"Thanks so much for today. I absolutely loved being part of the Forum, I learnt so much and it's very interesting to connect with all these incredible people working within the PIMH services. Many, many thanks again for inviting me to be part of this. This has inspired me to do some deep research of the role of women within the maternity system and health activism." **A parent**

"It was so well organised I was v. impressed! Such a valuable chance for me to sound everyone out on such early findings and ideas before I arrive at publication and really glad iHV was the first place where this project was spoken about. Thank you all SO much for inviting me – the response going by Twitter has been excellent and I am really pleased to have got such an early chance to sound these ideas out."



 Fabulous to be part of #ihvpimhchampions Wessex & Thames Valley virtual forum this morning in #IMHAW2020. Sharing experiences and learning to improve services and practice. Thank you @iHealthVisiting

"From a student's perspective, it was great being asked to speak at the student's webinar as this gave me a chance to reflect on my training experience throughout the pandemic, and how much I had learnt during this challenging time. It was also great to discuss the challenges I faced with another student and other members of the iHV who participated in the webinar. ...a memorable experience and really helped me consolidate & process what I had been through."


 ...very interesting & thought provoking webinar regarding HV role in supporting smoke free families and the resources available @iHealthVisiting I look forward to joining the next #IHVInsights 😊

"Thank you for your excellent guidance/information to support 0-19 services developed with PHE. These provide really good resources to support services and those who use them."

"Thank you for your guidance and support during what has been a stressful time for HV teams. These pathways are really clear and have all the necessary links for signposting families."

"We really do appreciate your willingness to continue to offer your support and advice, as due to the unprecedented nature of this crisis, we are continually learning to manage our situation in new and more innovative ways."

"I am so appreciative of all the iHV is doing the resources have been so useful."

 Great insight into the national picture of #healthvisiting during the current pandemic & the key lessons we can take forward with us - thanks @iHealthVisiting! The need for further investment in the wellbeing of 0-5s has never been so evident & we will continue to champion that!

"When I need to look up something for my practice, I always start at the iHV."

"Thank you for joining our staff meeting. I have already received some very positive feedback on your presentation from colleagues and their appreciation of your professional support for our service. They reported that they really appreciated being kept up-to-date on health visiting nationally and on new initiatives."

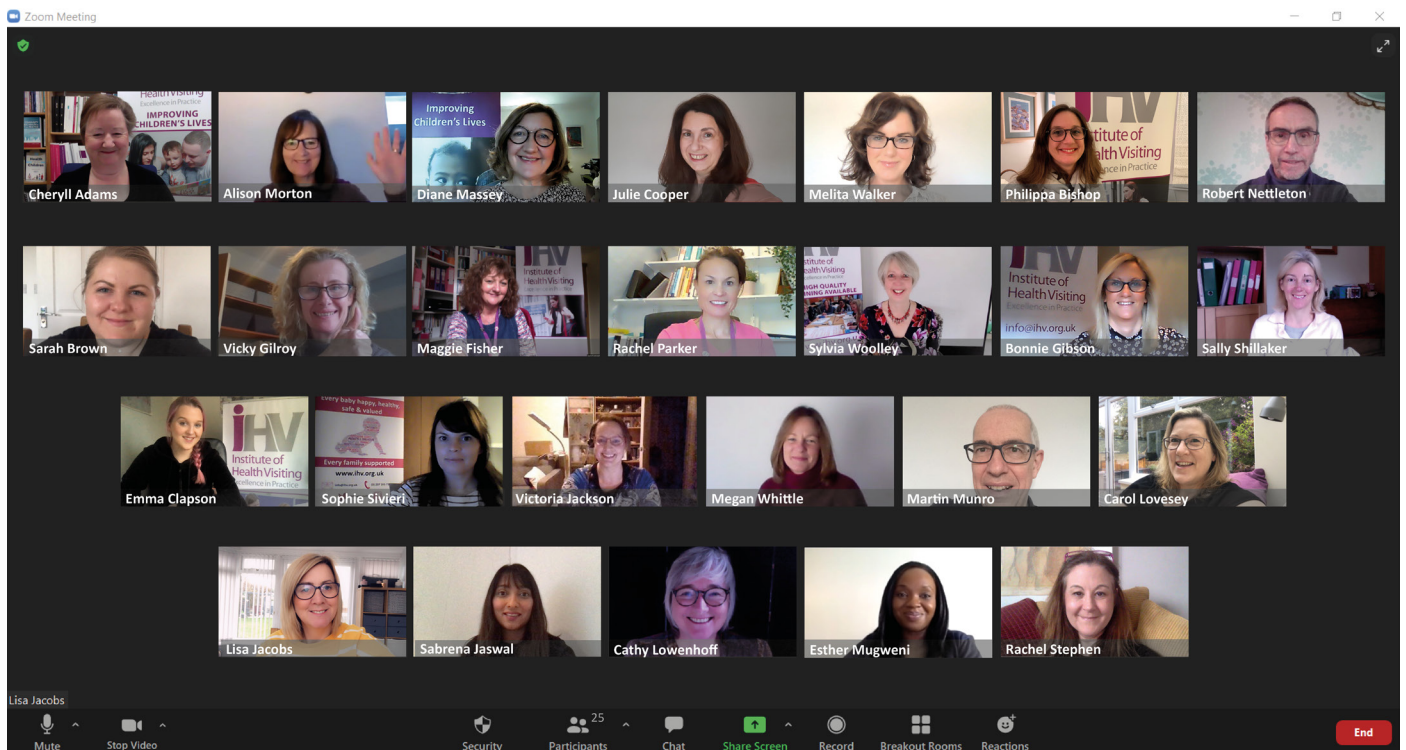
"The iHV resources have been circulated to all our staff and have been really well received. I think they are really clearly laid out. We've also been doing a lot of signposting to the iHV 'Parenting through COVID19' page as I find it really clear and a good way for mums to navigate their way to other resources so that has been produced and developed in a really clear and timely way -thank you to all who have obviously worked so hard on this."

"Thank you for all you are doing at iHV to influence, we need you all so much."

"Excellent webinar today. Passionate and inspiring Insight event session – thank you."

"Great speakers trying to show the wonderful ways we are all adapting to support all families – thanks for pulling this together."

#TeamiHV2020



For further information on the Institute and 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