



**Institute of Health  
Promotion and Education Ltd**  
[www.ihpe.org.uk](http://www.ihpe.org.uk)

**Annual Report  
Year Ended December 2016**

**Institute of Health Promotion and Education  
Company Limited by Guarantee  
Registered Charity: 1156738**

## REFERENCE AND ADMINISTRATIVE DETAILS

**Registered charity name** Institute of Health Promotion and Education

**Charity registration number** 1156738

**Company registration number** 08476077

West Oak  
12 Cheriton Avenue  
Wirral  
CH48 9XX

**Registered office** MBL House  
16 Edward Court  
Altrincham Bus. Park  
Altrincham  
Cheshire  
WA14 5GL

### The trustees

The trustees who served the charity company during the period were as follows:

Dr D. Attwood (retired 6<sup>th</sup> July 2016)  
Ms S.J. Cheater  
Dr Anne Coufopoulos (appointed 6<sup>th</sup> July 2016)  
Dr R Cross  
Dr M.J. Forshaw  
Ms C Jeavons  
Mr M.R. Oliver  
Mrs S.R. Thompson  
Prof S. Tilford  
Dr M.C. Watson

### Accountants:

M B L

Chartered Accountants  
MBL House  
16 Edward Court  
Altrincham Bus. Park  
Altrincham  
Cheshire  
WA14 5GL

## **President's Report**

**Sylvia Tilford**

**BSc, MA, PGCE, Dip.HEd, FRSPH, MIHPE**

At the AGM we bid farewell to Dr Derek Attwood whose term of office had come to an end. I would like to record thanks to him for his contributions. Dr Mark Forshaw stepped down after his two years as President during which he ably guided IHPE through some significant changes. In addition he took on the acting role as editor of the IHPE journal and provided a series of stimulating and challenging President's letters in the journal. Warm thanks were extended to Mark. Dr Anne Coufopoulos was welcomed back as a Trustee. The AGM confirmed Dr Ruth Cross and Dr Mark Forshaw as co-editors of the IHPE journal and Susan Thompson as Honorary Secretary. In addition two Honorary Vice-Presidents, Dr. John Kemm and Professor Andy Blinkhorn were appointed and Dr Siobhain O'Riordan was made an Honorary Life Member for her services to the journal. Towards the end of the year we welcomed two further Trustees, Dr Pat Owen from Keele University and Helena Conibear from the Alcohol Education Trust. They bring valuable experience to the Board. I would like to express my thanks to all members of the Board for their hard work and many contributions during the year and especially to Sylvia Cheater, Treasurer, Susan Thompson, Secretary and Dawn Wills for her administrative support. As a team we bring together a breadth of current and past experience which can be drawn on as we work to achieve IHPE goals.

Although IHPE is a relatively small organisation it is a distinctive one in being a voice for health promotion and education. Health promotion practice takes place in a variety of contexts although a significant amount now occurs as part of public health within local authorities. We are, therefore, particularly concerned to see that adequate resources are available for public health and we take an active interest in public health's priorities as far as key health issues and health promotion strategies are concerned. Our Conference in 2017 will be focussed on examining public health four years after its movement back into local authorities including the impacts of this move on health promotion. Our thanks to Sue Sherwin, Dean of Health and Community Studies at Leeds Beckett University for her support and the Health Promotion Department at the University for funding the accommodation for the Conference.

A major aim of the Institute is to seek to influence Government policy on health related matters, either on its own or through linking with other like-minded organisations. This year, for example, we have continued to support the campaign for personal social and health education as a statutory requirement in schools and responded to Government documents on a number of issues, including funding for public health. A series of rapid responses and letters in the BMJ have offered comments from IHPE on various aspects of public health including the challenge of addressing health inequalities and the prevalent issues of obesity and tobacco control. Dr Michael Craig Watson should be thanked warmly for his lead on generating rapid responses.

The building of a strong membership base and maintaining good links with members remains an imperative for IHPE. In reaching out to existing members and recruiting new ones we have actively used the news section on the website, extended the circulation of the bi-monthly newsletter and distributed a new publicity flier. In addition Trustees have worked to secure new members through their individual networks and it is anticipated that the 2017 Conference will also attract some new members. Early in 2017 the use of social media will be developed, beginning with Twitter. IHPE has also continued to support health promotion practice by linking with relevant professional organisations. It is, for example, a core member of the Sex Education Forum, has been in dialogue this year with the Faculty of Public Health and has worked on other potential links.

The International Journal of Health Promotion and Education Journal has continued to be a major asset for IHPE. Co- authors Dr Ruth Cross and Dr Mark Forshaw have continued the development of the journal as a strong and coherent academic voice for health promotion. It has achieved its highest impact figure to date (.57) on Research Gate and is progressing towards its goal of achieving an official impact factor. The last year has seen an impressive range of papers from a number of countries and the journal fully meets its international definition.

2016 marked 30 years of the Ottawa Charter, a seminal document as far as health promotion is concerned. Nonetheless there are many illustrations of the lack of knowledge of this document and importantly of its broad approach to health promotion. Trustees have in various ways responded to this anniversary through President's letters in the IHPE journal, in BMJ rapid responses, by signing up to the new Vienna Declaration, submission of a journal article, and involvement in a UK initiative to update the Charter. The Institute remains strongly committed to promoting the principles laid down in the Charter and bringing them to the attention of those whose practice is too heavily focussed on individualistic factors and insufficiently responsive to the underlying social determinants of health

During my two terms of office I am committed to the consolidation of all key aspects of IHPE's work and to the support of new developments. This requires that we build our resources while using existing ones imaginatively and effectively. Pursuing the broad goals of health promotion is a significant challenge at the present time and IHPE has an important role in this process.

## **Honorary Treasurer's Report**

**Sylvia Cheater MBE**

**MSc, Cert.Mgmt (HSC) (Open), MIHPE**

The Statement of Financial Activities, Balance Sheet and Notes are to be found on the website. The level of reserve is comparable with 2015 and membership continues to grow slowly but steadily. Using the website and social media to highlight issues of interest to members and followers of the Institute has helped to reduce other communication costs. 2016 marked two years of the Institute as a registered charity and limited company. The focus for 2017 will be to build the membership base and maximise opportunities to raise the profile of the Institute and achieve its charitable objectives.

## **Honorary Secretary's Report**

**Susan Thompson**

**RGN, MPH, PGCHE, FHEA, MIHPE**

Notable achievements by the Institute and its members during the year include Sylvia Cheater (IHPE's Treasurer) being awarded an MBE in the Queen's Birthday Honours list, 2016 for services to Women and the community. We heartedly congratulate Sylvia for achieving this honour.

New leaflets and posters have been designed and produced to promote the Institute and the benefits of becoming a member. The website continues to be regularly updated with useful information for the membership. Eleven new members joined the Institute this year, however the year also saw a number of long standing members resign due to retirement. Membership for year end 2016 stood at 119, it is the opinion of the trustees that the membership is a more active one, however the drive for new members persists.

Various contacts were made with key figures involved in public health to inform them about the Institutes' views and activities. Examples were: Chair of the Health Select Committee in the House of Commons - Dr Sarah Wollaston, President of the Association of Directors of Public Health - Dr Andrew Furber, President of the Faculty of Public Health - Professor John Middleton.

In addition the Institute involved its membership in responding to consultations on proposed public health and health promotion policy through liaison with the National Institute of Health and Care Excellence and All Party Parliamentary Committees. This ensures that the expertise and experience of the Institute's membership can impact the nation's health.

## **Newsletter Editor's Report**

**Sylvia Tilford**

**BSc, MA, PGCE, Dip.HEd, FRSPH, MIHPE**

The newsletter has been published six times during the year and its circulation has been extended. The editorial team of Sylvia Tilford, Michael Watson and Dawn Wills has remained the same with occasional support from other Trustees. The newsletter has continued to publicise current health promotion issues from the UK as well as international ones, provided updates on new resources and publications and featured members. Items this year have included global health issues of poverty, air pollution, water, child health and national ones of obesity, tobacco, mental health, personal, social and health education, parks and health etc. Contributions from readers have been invited. The newsletter is a valuable way of communicating with our memberships and is complemented by the News section on the IHPE website. I would like to thank the members of the editorial team for their work over the last year.

## **International Journal of Health Promotion and Education Editorial Board Report**

**Ruth Cross – Editor**

**PhD, RN, BSc (Hons), MSc, PGCHE, MBPsS, FHEA, FRSPH, MIHPE**

**Mark Forshaw - Editor**  
**BSc(Hons), PhD, CPsychol, CSci, FBPsS, FIHPE**

The journal has a growing reputation, as judged by its highest ever current impact factor on Research Gate (.57), which augurs well for our aim to apply for an official impact factor in the future, when appropriate.

The co-editors have a good working relationship and are consistent in their methods and approaches to the journal. Some excellent papers have been published, and in keeping with the desire to improve the journal and its IF, we do not shy away from rejecting a high proportion of submissions if they lack rigour.

We have increased the pool of reliable reviewers, but the journal's biggest single problem, something which the previous editor had also experienced, is the lack of enthusiasm amongst reviewers. Some papers sit in the system for too long because of reviewers declining, or because the Scholar One system suggests reviewers which, we discover later, have changed email addresses or simply disappeared from practice or academia. At present we have, for example, a paper which is potentially very interesting but NINE attempts to find a reviewer have been unsuccessful. We repeatedly ask for reviewers in our editorials for the journal, but there have been no volunteers. We are reticent to rely too much on the kindness of our close colleagues and the IHPE Board themselves, but sometimes this is the only way to move certain papers through the system.

In the last year the majority of papers have come through Canada, the UK, Australia, the US and certain countries within Europe, but we have also published papers from Vietnam, Ghana, Zimbabwe and Finland, and so the international theme remains strong, and the spread is not limited to richer, more resourced countries.

**Pittu Laungani Award,**

The award winners this year were from Canada: the successful paper was "Sports day in Canada: a longitudinal evaluation" by Lauren White, Alicia Luciani, Tanya R. Berry, Sameer Deshpande, Amy Latimer-Cheung, Norm O'Reilly, Ryan E. Rhodes, John C. Spence, Mark S. Tremblay, and Guy Faulkner. The paper was not only of wide interest but represented a lot of extremely hard work by the authors who had rigorously conducted a longitudinal study of considerable merit.

For details of Consulting and Associate Editors and the International Advisory Board go to [www.ihpe.org](http://www.ihpe.org)

**THE INSTITUTE OF HEALTH PROMOTION AND EDUCATION LIMITED**  
**Charitable Trustees and Directors**

**Sylvia Cheater MBE - Honorary Treasurer**  
**MSc, Cert. Mgmt (HSC) (Open), MIHPE**

Sylvia Cheater has worked in the NHS, for the Department of Health and in the third sector. Nationally she has contributed to policy development with a focus on children and families, school food and food and nutrition in early years. Since leaving the Department of Health Sylvia has worked as an independent consultant. She is a member of the Governing Body of Wirral NHS Clinical Commissioning Group and a trustee of HENRY 'better start brighter future'. She was awarded an MBE in 2016 for her voluntary work with women and communities in Cheshire

**Anne Coufopoulos PhD, BA (Hons), RD, MIHPE**

Anne is currently Associate Dean (Enterprise & Commercial) at Coventry University, Faculty of Health & Life Sciences. Prior to this Anne has been employed in a number of academic and research roles across the course of her career in Nutrition and Public Health. Anne is also a Registered Dietitian and an accredited workplace Dietitian with the British Dietetic Association. Anne has a keen interest in the health of homeless women and children, publishing in this area. Anne also works closely with the rail industry to improve the nutrition related health of employees and her work with Merseyrail is recognised as an example of good practice in managing railway workers health by the independent regulator the *Office of Rail and Road* (ORR). Anne is also Associate Editor of the *International Journal of Workplace Health Management* and a Trustee of the charity HENRY.

**Ruth Cross – Editor International Journal of Health Promotion and Education.**

**PhD, RN, BSc (Hons), MSc, PGCHE, MBPsS, FHEA, FRSPH, MIHPE**

Ruth Cross is a Senior Lecturer in Health Promotion and Public Health at Leeds Metropolitan University. She is a nurse by profession with ten years' experience specialising in HIV/AIDS and then in community development in Botswana before moving into higher education. She has worked at Leeds Metropolitan University since 2003 and has been involved in a range of health promotion research and evaluation projects and curriculum/course development. Her teaching portfolio includes health promotion input into a range of health related and professionally accredited courses as well as Masters courses in Public Health and Health Promotion running in the UK and in Sub-Saharan and West Africa.

**Mark Forshaw - Editor International Journal of Health Promotion and Education.**

**BSc(Hons), PhD, CPsychol, CSci, FBPsS, FIHPE**

Dr Mark Forshaw is Subject Leader in Health & Applied Psychology at Liverpool John Moores University and is a Health Psychologist and a Fellow of the British Psychological Society, a Chartered Scientist, and a Fellow of the IHPE. He is also past Chair of the BPS Division of Health Psychology Training Committee, past Chair, Chief Supervisor and Registrar of the BPS Health Psychology Qualifications Board, and past Chair of the BPS Qualifications Standards Committee. He is now Chair of the BPS Membership & Standards Board and is a Trustee of the BPS. In addition, he sits on the board of BPS Communications Ltd, and that of the Occupational Safety & Health Consultants Register Ltd, and is the senior consultant to *Horizon Shine*, a health psychology coaching company based in the NW of England. He is the author of many books, with others forthcoming, and has published research articles on topics from Hand-Arm Vibration Syndrome through to menopause symptoms, kidney disease, homeopathy, tension-type headaches, gynaecological cancer, and tanning behaviours.

**Charlotte Jeavons**

**MPH BSc PGCert RDN HEA AMFPH MIHPE**

Charlotte started her career in 1994 as a Dental Nurse. She has subsequently held positions in a clinical environment before moving into dental public health and dental services management. Concurrently Charlotte held a teaching post at Bart's and The London School of Medicine and Dentistry, Queen Mary's University for more than 10 years and now works in higher education full time as a Senior

Lecturer at the University of Greenwich. She is also an Assessor with the UKPHR and a guest tutor with North London Deanery. Charlotte has previously held positions on a number of editorial boards for dental journals and is currently a serving member of the board for Primary Dental Journal. Additionally, Charlotte has held voluntary positions on several dental & public health committees and was previously the Chair of the NOHPG. She is currently an elected Council member of IHPE. Charlotte has worked with the Dept. of Health on a number of occasions and most recently participated in the task force to look at dental access and vulnerable groups. She gained a Master's degree in public health with Distinction in 2011 and she is currently studying for a PhD focusing on medical and public health ethics as applied to Dentistry.

### **Michael Oliver**

#### **BA (Hons), BSc (Hons), MSc, MBPsS, MIHPE**

Mike is a Senior Health Improvement Specialist, working in the Public Health Directorate of Stoke-on-Trent City Council. His current areas of focus, both in delivery and research, are in health literacy, workplace health and wellbeing and asset based community development. Mike is currently a trainee health psychologist, following an accreditation process as part of a Professional Doctorate in Health Psychology. Prior to working in Public Health, Mike spent over 20 years working in organisational change, in a mixture of private and public sector companies. He worked for several large companies and ran his own business for 9 years.

### **Susan Thompson – Honorary Secretary**

#### **RGN, MPH, PGCHE, FHEA, MIHPE**

Sue has worked in the field of health promotion and public health for over 25 years, within nursing, health promotion and academia. She is employed as an Assistant Professor at the University of Nottingham where she is Course Lead for the MSc Graduate Entry Nursing Programme. She chairs the International Graduate Entry Nursing Network which shares good practice within this specialist field of pre-registration nursing.

She has published a range of articles and delivered international conference presentations and workshops on public health, her book 'The Essential Guide to Public Health and Health Promotion' was published by Routledge in 2014. She is a fellow of the Higher Education Academy and acts as external examiner and advisor for two Masters Public Health programmes. She is a recipient of the prestigious Lord Dearing Award for excellence in teaching and learning.

### **Sylvia Tilford – President and Newsletter Editor**

#### **BSc, MA, PGCE, Dip.HEd, FRSPH, MIHPE**

Following sciences and psychology teaching in secondary and further education Sylvia was involved in health promotion teaching and research at Leeds Metropolitan University (now Leeds Beckett University) for over 30 years. She founded the Centre for Health Promotion Research and led on a wide variety of projects. She has also been a Visiting Professor at the University of Leeds and an Honorary Professor at the University of the Western Cape, South Africa. In South Africa she contributed to the MPH course including the development of distance learning health promotion materials and to conferences and workshops. She is co-author of books on health promotion theory and practice and mental health promotion and has also published on evidence based practice, school health promotion and workplace health etc. Continuing research interests are the



history of health promotion, mental health, and health inequities. She is practically involved in workplace health and community mental health initiatives.

### **Michael Craig Watson**

#### **BSc (Hons), PGCE, MA(Ed), MPH, PhD, MIHPE**

Michael Watson is Associate Professor in Public Health at the University of Nottingham. He was originally a teacher before gaining a Master's Degree in Health Education. He then moved into the NHS where he worked mainly as a Director of Health Promotion for different health authorities. The Director post involved: managing a department, initiating and leading multi-agency groups, and carrying out and advising on research and evaluation. At the University of Nottingham he has been involved in injury research for over ten years. He was a temporary adviser for the World Health Organisation (World Report on Child Injury Prevention). Besides injury prevention his research interests include: health promotion; public health and primary care; settings for health promotion; multi-agency strategies; and evaluation. He has wide ranging research experience including: RCTs; Cochrane systematic reviews; surveys; qualitative research and national evaluations. Publications include the following topics: needs assessment; mass media; diabetes; primary care; Tai Chi and accident prevention. <http://www.nottingham.ac.uk/healthsciences/people/michael.watson>

### **Dawn Wills**

Dawn Wills is the IHPE Council's administrative support. Through her freelance marketing role, she has worked with many membership organisations and charities within a range of sectors. Her activities include admin, copywriting and managing the online presence of IHPE. Dawn can be contacted via email at: [admin@ihpe.org.uk](mailto:admin@ihpe.org.uk).

### **The Institute**

The Institute was established over 50 years ago to bring together professional workers on the basis of their common interest in Health Education and Health Promotion with a view to their sharing experience, ideas and information. The Institute is a recognised professional association offering Member, Fellow or Associate membership to those engaged in the practice of Health Education and Health Promotion (subject to qualifications and experience).

Our members' interests are varied including: public health, health promotion, nursing, midwifery, health visiting, medicine, psychiatry, dentistry, nutrition, health coaching and training, stress management, psychology and teaching. The Institute has achieved a recognised role in the field of prevention and promotion of health and has been in the forefront of developments, with special contributions to the settings approach. This has been reflected in recent publications which have dealt with health promoting settings, models of management, and evaluation.

Membership subscriptions are eligible for United Kingdom income tax relief. Advantages of membership include:

- Free subscription to the ***International Journal of Health Promotion and Education***.
- Join a community of health promoters from a wide range of professional groups.

- Contribute to advocacy and consultations.
- Access to the members website, newsletter, special interest group forums, IHPE conferences and training events.
- Use the MIHPE nomenclature as part of your professional identity e.g. **John Smith BSc (Hons), MIHPE**

## Notable IHPE Achievements 2016

### Position papers

#### British Medical Journal

##### Letters

1. **WATSON M C** and **LLOYD J**, 2016. Need for increased investment in public health BMJ 2016;352:i761. (**\*Letter of the week**)
2. **WATSON M C** and **FORSHAW M**, 2016. Tackling the crisis in general practice. Prioritising prevention and health promotion BMJ 2016;352:i1333.
3. **WATSON M C** and **TILFORD S**, 2016. We need “healthy towns” across all of England BMJ 2016;352:i1760.
4. **WATSON M C** and **TILFORD S**, 2016. Directors of public health are pivotal in tackling health inequalities BMJ 2016;354:i5013. (**\*Letter of the week**)

##### Rapid Responses

1. **WATSON M C** and **LLOYD J**, 2016. RE: Public health—the frontline cuts begin British Medical Journal Rapid Response 31st January 2016.
2. **WATSON M C** and **FORSHAW M**, 2016. Re: Tackling the crisis in general practice British Medical Journal Rapid Response 22nd February 2016.
3. **WATSON M C** and **TILFORD S**, 2016. Re: Ten towns that promote health to be built in England British Medical Journal Rapid Response 6th March 2016.
4. **WATSON M C** and **LLOYD J**, 2016. Re: Taxing sugar British Medical Journal Rapid Response 21st March 2016.
5. **WATSON M C**, 2016. Re: True patient participation is difficult and takes dialogue. A plea for participation British Medical Journal Rapid Response 22nd March 2016.
6. **WATSON M C** and **LLOYD J**, 2016. Re: Government changes are jeopardising public health British Medical Journal Rapid Response 5th April 2016.
7. **WATSON M C** and **TILFORD S**, 2016. Re: GP services in England get multibillion cash injection in landmark deal British Medical Journal Rapid Response 25th April 2016.
8. **WATSON M C** and **LLOYD J**, 2016. Re: Report calls for bold action to prevent early deaths British Medical Journal Rapid Response 8th June 2016.
9. **WATSON M C** and **LLOYD J**, 2016. Re: Sixty seconds on . . . road traffic crashes British Medical Journal Rapid Response 14th July 2016.

10. **WATSON M C** and **LLOYD J**, 2016. Re: Clinicians underwhelmed by “watered down” childhood obesity strategy. LESSONS FROM RIO. British Medical Journal Rapid Response 23rd August 2016.
11. **WATSON M C** and **TILFORD S**, 2016. Re: Health must be embedded across all government policy, MPs say British Medical Journal Rapid Response 7th September 2016.
12. **WATSON M C** and **THOMPSON S**, 2016. Re: Over a third of children aged 10-11 in England are overweight or obese. British Medical Journal Rapid Response, 10th November 2016.
13. **WATSON M C** and **THOMPSON S**, 2016. Re: Government must not shy away from bold action on public health, says MP. British Medical Journal Rapid Response, 25th November 2016.

<http://ihpe.org.uk/rapid-responses/>

### **BMJ Article**

With quotes from President (Professor Sylvia Tilford) and Trustee (Dr Michael C Watson).

**Limb M.** Government’s response to inquiry on public health raises fears of more cuts. BMJ 2016;355:i6853

### **Contribution to consultations and inquiries**

All Party Parliamentary Group on Primary Care & Public Health  
PSHE provision in schools