



INSTITUTE OF
HEALTH PROMOTION
AND EDUCATION

Institute of Health
Promotion and Education Ltd
www.ihpe.org.uk

Annual Report Year Ended December 2020

Institute of Health Promotion and Education

Company Limited by Guarantee

Registered Charity: 1156738

REFERENCE AND ADMINISTRATIVE DETAILS

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| 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 |
| Accountants | M B L Chartered Accountants MBL House 16 Edward Court Altrincham Bus. Park Altrincham Cheshire WA14 5GL |
| Trustees serving in 2020 | Ms S Cheater MBE Dr A M Coufopoulos Ms A Towers Dr M Baybutt Ms C Jeavons Mr R Lansman Mr M R Oliver Dr P Owen Prof S Palmer Mr T Theaker Mrs S Thompson Prof S Tilford Dr M C Watson |

PRESIDENT'S REPORT

Sylvia Cheater MBE
MSc Cert. Mgmt (HSC), MIHPE

My final year as President of IHPE has been very rewarding if a little more challenging than I might have anticipated. Overall, it has been a successful year and this is thanks to our trustees who have worked hard to achieve progress for the Institute in many areas. I would like to thank all trustees for giving their time and expertise. I would also like to thank Professor Sylvia Tilford (past President) for her continued support to me during my third year. The commitment of all trustees has ensured that even during a global pandemic, IHPE has continued to fulfil its purpose. Throughout the year all activity has taken place online and trustees and members have embraced new ways of working with great success. In 2020 the AGM was for the first time held online because of the Covid-19 pandemic and I was pleased to note that we had more attendees than is usual.

The IHPE Newsletter was published bi-monthly throughout 2020 and is shared widely beyond our membership. It covers national and international issues and the back copies – available on our [website](#) – are a useful source of information. Its consistent high quality receives positive feedback from readers. My thanks go to Sylvia Tilford and the editorial team for ensuring that the quality and consistency of this important source of information is maintained.

Our sub-committees for finance, governance and communications have ensured that operational matters are dealt with in a timely and effective manner and their reports to the Board of Trustees ensure a robust governance process. Our website www.ihpe.org.uk was completely renewed in 2020 and members can now access the International Journal of Health Promotion and Education (IJHPE) online. Looking ahead, we have plans to extend the members only area. Prospective members can now apply online. New groups within IHPE's management and structure were established in 2020 and are starting to bear fruit. These will continue to support key health promotion professionals, keeping them up to date and providing fora for collaboration and networking.

The International Journal is a major asset of IHPE and this year I was pleased to welcome our new Editor, Dr Michelle Baybutt. Michelle is Associate Professor at the University of Central Lancashire and has an extensive health promotion background. We look forward to working with Michelle in the coming year and know she will bring a wealth of experience and knowledge to the role. A Journal sub-committee is planned to provide support for the Editor and to strengthen the link between the Board of Trustees and the Journal. The high quality of papers accepted has been maintained thanks to the contribution of peer reviewers and I would like to thank them for their hard work and support. The Journal is widely read around the world and this article – notably written by three Trustees – has, at the time of writing, had 9531 views, the highest for the Journal so far.

THOMPSON, S. R., WATSON, M. C. and TILFORD, S., 2018. The Ottawa Charter 30years on: still an important standard for health promotion. International Journal of Health Promotion and Education. 56(2), 73-84.

Pittu Laungani Award¹

The 2020 Award was shared by the authors of two of the papers in the Social Determinants of Health 2- part Special Issue. The guest editors were Dr Louise Warwick Booth and Dr James Woodall, both from Leeds Beckett University. The winners were:

Ebenezer Owusu-Addo, Andre M.N. Renzaho and Ben J. Smith for their paper ***'Factors affecting health sector involvement in public policies addressing the social determinants of health : a critical realist case study of cash transfers in Ghana.*** Vol 58, No 4, 180-198; and

Sudirman Nasir, Ashenaki Z. Keo, Rosalind Steege, Ralalicia LImato, Patricia Tumbelaka, Daniel G. Datiko, Syafruddin, Maryse Kok, Rukhsana Ahmed and Miriam Taegtmeier for the paper ***'Cultural norms create a preference for traditional birth attendants and hinder health facility-based childbirth in Indonesia and Ethiopia: a qualitative inter-country study*** Vol 58, No 3, 109-123

¹ This is an annual award for the paper judged to be the best by Trustees

IHPE continues to have a strong voice in many arenas and in 2020 contributed to discussion and debate on a range of health and health promotion topics. We continued to campaign for public health funding along with the Faculty of Public Health and the Association of Directors of Public Health. Responses to national and international consultations included:

Australian Injury Prevention Strategy 2020-2030 – IHPE response to the Australian Draft Injury prevention Strategy June (2020)

Dept of Health and Social Care UK: Advancing our health: prevention in the 2020s – IHPE response to the consultation document.

Sixteen submissions to the BMJ were made and published in 2020 (12 rapid responses and 4 letters) on a variety of important topics. This brings the grand total over the years to 100. My thanks go to Michael Watson, John Lloyd and other trustees for giving IHPE the opportunity to have its voice heard.

IHPE continues to expand its engagement and voice via social media, providing information and highlighting emerging health promotion and education topics. The Twitter feed @InstituteHPE has 2475 followers and a new LinkedIn page (Institute of Health Promotion and Education) was set up at the end of the year. Michael Watson is the face and main contributor to our Twitter account and I would like to thank him for his continued support of IHPE in this area.

The building of a strong membership base and maintaining good links with members remains an important objective. IHPE has continued to support health promotion practice through the actions of its individual members and by linking with relevant professional organisations. For example, IHPE is a core member of the Sex Education Forum and also works closely with ROSPA, the Faculty of Public Health, the Health Psychology in Public Health Network and the Association of Directors of Public Health.

Finally, I would like to take this opportunity to thank a great number of people for their help and support in 2020. Sue Thompson (Honorary Secretary) and Professor Pat Owen

(Honorary Treasurer), Angela Towers (co-opted Honorary Secretary, December 2020) and all Trustees who you will find listed at the front of this report. Dr John Lloyd, Honorary Vice President of the Institute continues to share his expertise and experience, contributing to the work of IHPE in a variety of ways. These are busy people who give freely of their time and skills to ensure that IHPE develops, expands and remains an effective influencing organisation.

HONOURARY TREASURER'S REPORT

Patricia A Owen
RN, SCPHN (HV), BSc, MPH, PhD, MIHPE

The Statement of Financial Activities, Balance Sheet and Notes will be placed on the website alongside this annual report. The coronavirus pandemic affected the activities of the group over the year, however the financial performance was comparable to the previous year in terms of income. In terms of expenditure a review of the Institute's insurance requirements was undertaken resulting in reduced premiums. Work was continued from last year on the website resulting in an enhanced offer for members although at some cost to attain. The financial committee met regularly to monitor income and expenditure throughout the year. The aims from last year have to be taken forward in 2021 despite the ongoing effects and uncertainty from the pandemic. These remain to be to further raise the profile of the Institute and continue to achieve its charitable objectives, to further develop the number of members and to ensure the Charity continues to have robust financial policies in place to protect the organisation and its members.

HONORARY SECRETARY'S REPORT

Susan R. Thompson
RGN, MPH, PGCHE, FHEA, MIHPE

The Institute continues to attract those practitioners and academics working within the field of health promotion and health education.

The year of 2020 was obviously a very challenging one for all those involved in health care and the Institute was no exception to this. However the Institute remained an attractive prospect for those working in health promotion and education, providing as it does relevant and up to date information and support for its members. Membership subscriptions were frozen this year and membership remained steady. The updating of the Institute's website was an important task, completed this year. This has provided a more user friendly route into the Institute for those contemplating membership as well as providing quality information and a format for showcasing publications, advocacy work and academic debates which are at the heart of the Institute's work.

NEWSLETTER EDITOR'S REPORT

Sylvia Tilford
BSc, MA, PGCE, Dip.HEd, FRSPH, MIHPE

The Newsletter has been published bi-monthly and sent out to members of IHPE and to a list of non-members. Recipients are encouraged to distribute further through their networks. Many of the individual items are also circulated through the IHPE Twitter postings. As in previous years we have reported on health education and promotion in the UK and also internationally and have aimed to cover a broad range of topics across the year. Given the Covid-19 pandemic during 2020 a significant number of items have related to this subject as well as the other aspects of health most directly affected. The newsletter has also publicised achievements of IHPE and, and from time to time has featured members. Previous newsletters can be a useful resource and they are stored on the Institute's website.

<https://ihpe.org.uk/resources/newsletter/>

Contributions from readers have been invited and feedback welcomed. I would like to thank the co-members of the Newsletter team - Dr Michael C Watson for his many contributions to the content of the newsletter - and to Ally Phillips for her professional support in finalising and distributing the Newsletter.

INTERNATIONAL JOURNAL OF HEALTH PROMOTION AND EDUCATION EDITORIAL BOARD REPORT

Dr Michelle Baybutt – Editor IJHPE

The Journal had a new editor in 2020 and we thank Ruth Cross for all her past work and support in the handover to the new editor.

The Journal continues to maintain its high standards, with some excellent papers published, and we continue to see increases in submissions, usage and citations. In particular, in 2020, the number of article downloads increased significantly to 37,506, up from 26440 in 2019. Usage continues to be worldwide, with a noted increase in Australia during the year. We thank our publishers, Taylor and Francis, for their ongoing support and promotion of the Journal.

The number of submissions also increased significantly in 2020, to 256 from 153 in 2019. The submissions came from across the globe, with a significant number from Iran in the year. Given the increase in submissions the acceptance rate was 13%, a drop on 2019. We have had a new approach to some of the editorials this year, the purpose of which is to inspire contemporary and innovative contributions. Some have very appropriately and timely featured the covid pandemic and its various impacts.

Challenges around the quality of the language in some submissions and around the review time continue, but plans are in place to streamline the review process to help improve the latter and reduce the backlog of submissions.

THE INSTITUTE OF HEALTH PROMOTION AND EDUCATION LIMITED

Charitable Trustees and Directors

Sylvia Cheater MBE - President 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 was a trustee of HENRY 'better start brighter future' from 2010 until October 2019. She was awarded an MBE in 2016 for her voluntary work with women and communities in Cheshire.

Dr Patricia Owen - Honorary Treasurer PhD, MPH, BSc, Cert Ed (FE), RN, RSCPHN (HV), RNT, MIPHE.

Patricia has a career in nursing and healthcare education spanning over 35 years which has included a clinical career centred on older people's nursing, health visiting and the public health aspect of health care and an education career in a range of roles in several UK higher education institutions including Wolverhampton University, Derby & York Universities, The Open University. Currently Professor of Nursing and Head of the School of Nursing and Midwifery at Keele University, Patricia has current research interests around transitions in nursing. She has a special interest in the education of graduate entry nurses and supports the Graduate Entry Nursing International Network in her role as chair and co-lead for research.

Susan Thompson – Honorary Secretary RGN, MPH, PGCHE, FHEA, MIHPE

Sue has worked in the field of health promotion and public health for 30 years, within nursing, health promotion and academia. In her role as Assistant Professor at the University of Nottingham she is currently developing a new BSc (Hons) in Health Promotion.

She is the author of 'The Essential Guide to Public Health and Health Promotion' and has published a range of articles, delivered international conference papers and workshops. She is a fellow of the Higher Education Academy and has acted as an advisor on a range of Masters Public Health programmes. She is a recipient of the Lord Dearing Award for excellence in teaching and learning.

Angela Towers BSc(Hons), MA, MIHPE

Angela has enjoyed a varied career focussing on healthier, sustainable and accessible food systems, from policy development, operational delivery and academic perspectives in both the public and private sector. She worked for the Department of Health and the Food Standards Agency contributing to the development and delivery of a number of healthier eating, nutrition and food safety policies and campaigns. Stakeholder engagement and cross sector collaboration are central to Angela's approach. She has held lecturing roles at Liverpool John Moores University, in their department of Public Health, and at the University of Central Lancashire.

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

Anne Coufopoulos is currently Executive Dean at University College Birmingham, leading the School of Health, Sport and Food. Anne is also a Registered Dietitian.

Previously Anne was Associate Dean (Enterprise & Innovation) in the Faculty of Health and Life Sciences at Coventry University. Externally Anne is also Trustee of the charity HENRY which supports the whole family to make positive lifestyle changes to ensure babies and young children get the best start in life; She has worked extensively with vulnerable and hard to reach groups of society during her 20-year career as an academic and health professional.

Charlotte Jeavons
MPH BSc PGCert RDN SFHEA MIHPE

Charlotte worked in clinical dental environment before moving into dental public health within the NHS.

Currently Charlotte is an Associate Professor at the University of Greenwich, where she manages the public health team and their academic portfolio. She is also an Assessor with the UKPHR and a Senior Fellow of the HEA. Charlotte is an elected Council member of IHPE and of BASCD.

She gained a Master's degree in public health with Distinction in 2011 and completed her PhD in spring 2020. This focused on medical and public health ethics as applied to community dentistry.

Robin Lansman
D.O. BSO London 1988 AHP

Robin Lansman is Principal and Clinical Director of his community BodyBack-Up healthcare osteopathy practices. He is passionate about interprofessional collaboration and is founder of COGUK. His teaching at undergraduate and post graduate level ranges from clinical to health leadership skills.

He coaches student HCPs for the Council of Dean's of Health 150 leaders inter-professional programme. Robin writes regularly for the national and medical press, and has spoken on BBC radio and television. He is a Past President and Press and media spokesperson for his professional association and now an expert AHP advisor to Public Health England on MSK.

Mike Oliver
BA (Hons), BSc (Hons), MSc, DHealthPsy, CPsychol, MIHPE

Mike is a registered Health Psychologist and Chartered Psychologist. He worked as a Public Health Programme manager at Stoke-on-Trent City Council and now runs his own health psychology business. Prior to this, Mike spent nearly 25 years in the private sector, of which 9 were spent running his own company, specialising in organisational change.

He is particularly interested in population level behaviour change and the social determinants of health. Mike has expertise in workplace health and health literacy. He is a steering group member of Health Literacy UK.

Stephen Palmer
PhD FIHPE (Hon)

Stephen is Professor of Practice at the Wales Academy for Professional Practice and Applied Research, UWTSU, and Adjunct Professor at Aalborg University, Denmark. He is Founder Director of the Centre for Stress Management.

Stephen is a former President of the Institute for Health Promotion and Education (IHPE) and currently an Honorary Vice President. In 2001 he was awarded Fellowship of the IHPE for his 'Outstanding contribution to the theory and practice of health promotion and education.' Stephen has been Editor and now Consulting Editor of the International Journal of Health Promotion and Education

Tim Theaker
Dip H E, MIHPE

Tim began his career in health education and health promotion in Environmental Health, he has subsequently worked at a local, countywide and regional level, managing teams of staff and is responsible for implementing and evaluating public health programmes, addressing inequalities and the broader determinants of health. Commissioning and performance managing public health and health improvement programmes and monitoring and evaluating their outcomes. He has managed a range of public health provider services including sexual health services & primary care services for the homeless. Particular interests include the prevention of coronary heart disease & the Settings Approach to Health Promotion.

Sylvia Tilford – Past President and Newsletter Editor
BSc, MA, PGCE, Dip.HEd, FRSPH, MIHPE

Sylvia worked at Leeds Beckett University (formerly Leeds Met University) for over 30 years and was subsequently a Visiting Professor at several Universities. At Leeds she was course leader for the MSc Health Promotion course and extensively involved in the curriculum development of health promotion in both schools and higher education, nationally and internationally.

In later years at Leeds she initiated and led the Centre for Health Promotion Research. Her publications have included co-authored books on health promotion theory and practice. Current research interests include mental health and the history of health promotion.

Michael Craig Watson
BSc (Hons), PGCE, MA(Ed), MPH, PhD, MIHPE

Michael is an independent public health consultant. In the NHS he worked mainly as a Director of Health Promotion for different health authorities. Director posts involved: managing a department, initiating and leading multi-agency groups, and initiating and advising on research and evaluation.

At the University of Nottingham, he has been involved in injury research for 20 years. He was a temporary adviser for the WHO and has also provided advice at national and local levels. He has been involved in research in different countries including: England; Iran; Malawi; Palestine; and Uganda. He is a regular contributor to debates in the British Medical Journal.

Dr Michelle Baybutt
Editor, IJHPE

Michelle is a Reader (Associate Professor) in Sustainable Health and Justice, Prisons Programme Lead in, and Co-director of, the Healthy and Sustainable Settings Unit at the University of Central Lancashire in North West England. Michelle has an extensive health promotion background working with people in prison and disadvantaged vulnerable groups in the wider community. She has qualitative expertise in carrying out methodologically complex and innovative research and consultancy in settings-based health promotion; has a specific interest in the connections between nature, health and wellbeing; and is module leader for Healthy and Sustainable Settings: Theory, Policy and Practice.

Ally Phillips

Ally is a marketing and project management professional, experienced in providing a wide range of business solutions. She has been running her own business for the past four years and has worked with IHPE since 2017. Prior to this, she worked within the financial services sector for over 12 years where she was a Vice President.

Ally has a proven track record of delivering results in a dynamic, motivating way with personality and integrity. She is highly organised, efficient, and honest, and has a strong desire to offer her clients excellent customer service.

Ally can be contacted via email at: admin@ihpe.org.uk.

PUBLICATIONS AND NOTABLE IHPE ACHIEVEMENTS 2020

Position Statements

- IHPE Joint membership of the Inequalities in Health Alliance (November 2020)
- IHPE Joint representation on local public health funding to HM Treasury (October 2020)
- IHPE Second Joint Statement to the Government on Public Health Reorganisation (September 2020)
- IHPE Position Statement: Coronavirus disease (COVID-19) - Face Masks (March 2020)

Publications

Presidents' Letters: International Journal of Health Promotion and Education:

- The obesity epidemic: time for a positive healthy eating strategy
- Personal, social and health education in schools – a welcome improvement
- Health inequalities: progress has stalled in the UK
- Health inequalities – Covid-19 will widen the gap
- The Institute of Health Promotion and Education – an update
- Obesity crisis: comprehensive, committed and robust action needed

Responses to National and International Consultations (examples)

- Australian Injury Prevention Strategy 2020-2030 – IHPE response to the Australian Draft Injury prevention Strategy June (2020).
- Dept of Health UK: Advancing our health: prevention in the 2020s – IHPE response to the consultation document.

British Medical Journal Rapid Response

In 2020 we submitted 16 (12 rapid responses and 4 letters) to the BMJ on a variety of important topics. This brings the grand total over the years to 100.

1. Watson M C and Owen P. (2020) Inequalities in 2020: time for a health strategy that unites the country. British Medical Journal Rapid Response 15 January 2020. <https://www.bmj.com/content/368/bmj.m31/rr>
2. Watson M C and Lloyd J. (2020) Child Health in the UK: we need to help them survive and thrive. British Medical Journal Rapid Response 09 March 2020. <https://www.bmj.com/content/368/bmj.m849/rr>
3. Watson M C and Lloyd J. (2020) Health promoting hospitals – back to the future! British Medical Journal Rapid Response 12 March 2020. <https://www.bmj.com/content/368/bmj.m850/rr-0>
4. Watson M C and Lloyd J. (2020) Covid-19: we need to give testing the priority it deserves. British Medical Journal Rapid Response 29 March 2020. <https://www.bmj.com/content/368/bmj.m1222/rr-1>
5. Watson M C and Lloyd J. (2020) Improving health by creating supportive environments. British Medical Journal Rapid Response 21 April 2020. <https://www.bmj.com/content/369/bmj.m795/rr>
6. Watson M C and Lloyd J. (2020) Ageism in the UK: we need a fundamental shift in culture. British Medical Journal Rapid Response 27 April 2020.

- <https://www.bmj.com/content/369/bmj.m1545/rr-2>
7. Watson M C and Lloyd J. (2020) NHS staff: in the future we need to promote their health. *British Medical Journal Rapid Response* 30 May 2020.
<https://www.bmj.com/content/369/bmj.m2042/rr-0>
 8. Watson M C and Towers A. (2020) Childhood obesity crisis: a comprehensive strategy with high-level political support is needed. *British Medical Journal Rapid Response* 21 July 2020.
<https://www.bmj.com/content/370/bmj.m2881/rr>
 9. Watson M C and Lloyd J. (2020) Healthy eating strategy: needs to be bigger, positive and adequately funded. *British Medical Journal Rapid Response* 29 July 2020.
<https://www.bmj.com/content/370/bmj.m2994/rr>
 10. Watson M C and Tilford S. (2020) Health promotion at the crossroads with the demise of Public Health England. *British Medical Journal Rapid Response* 24 August 2020.
<https://www.bmj.com/content/370/bmj.m3263/rr-0>
 11. Watson M C and Jeavons C. Primary care under threat: time for the Government to address the urgent challenges. *British Medical Journal Rapid Response* 11 October 2020.
<https://www.bmj.com/content/371/bmj.m3793/rr-0>
 12. Watson M C and Coufopoulos A. Covid-19 test and trace: localised approach urgently needed. *British Medical Journal Rapid Response* 18 October 2020.
<https://www.bmj.com/content/371/bmj.m4027/rr>

British Medical Journal Letters

1. Watson M C and Owen P. (2020) Public health priorities for 2020. Inequalities in 2020: time for a health strategy that unites the country. *BMJ* 2020;368:m544
doi: <https://doi.org/10.1136/bmj.m544>
2. Watson M C and Lloyd J. (2020) UK infant mortality. Child health in the UK: we need to help children survive and thrive. *BMJ* 2020;369:m1412
doi: <https://doi.org/10.1136/bmj.m1412>
3. Watson M C and Tilford S. (2020) Health promotion is at a crossroads with the demise of Public Health England. *BMJ* 2020;370:m3750.
doi: <https://doi.org/10.1136/bmj.m3750>
4. Watson M C and Coufopoulos A. (2020) Covid-19 test and trace: localised approach urgently needed. *BMJ* 2020;371:m4389
<https://www.bmj.com/content/371/bmj.m4389>
(Letter & Letter of the week)

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**