

INSTITUTE OF HEALTH PROMOTION AND EDUCATION

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

Annual Report Year Ended December 2021

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

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Altrincham Cheshire WA14 5GL

Trustees serving in 2021 Prof. Patricia Owen

Ms. Sylvia Cheater MBE
Ms Angela Towers
Mrs. Susan Thompson
Dr. Anne Coufopoulos
Anne Whitcombe
Mr. Robin Lansman
Dr. Karen Neil
Mr. Stephen Palmer
Mr. Tim Theaker
Prof. Sylvia Tilford

Dr. Michael Craig Watson Dr Michelle Baybutt



PRESIDENT'S REPORT

Professor Patricia Owen PhD, MPH, BSc, Cert Ed (FE), RN, RSCPHN, MIHPE

I was honoured to take on the role of President in 2021 and my first year as President of the Institute of Health Promotion and Education has been very exciting as we have been planning events to celebrate the Institute's 60th year in 2022. All Trustees have put in a tremendous amount of work over the year to create a range of celebratory activities including a webinar, access to journal editions, awards to members and a Reception planned for October 2022 at the House of Commons. However, all of that will be reported next year but I wanted to mention it here as of course the planning commenced in 2021.

2021 has been another successful year for the Institute and I would like to thank all Trustees for their dedication and commitment to the work of the Institute. Of course, we still had to meet the challenges that arose because of the continuing Coronavirus pandemic and take account of the toll it has taken in different ways on Trustees, members and our wider community. For the Institute like most organisations, we continued to work virtually, and we had to hold the majority of our meetings and the AGM online. However again these were well attended, and I would like to thank to our administrative support Ally Phillips and her team, who makes sure all of our meetings go smoothly. I would also like to thank particularly our past president Sylvia Cheater, MBE, who has been a great support to me in introducing me to the role of President and also because she took over the reins of the role of Honorary Treasurer. I would also like to thank our other officer, Angela Towers, whose work as Honorary Secretary has assured that we continue to have the good governance that our Institute deserves.

We said 'au revoir' to two of our long-standing Trustees in 2021, Mike Oliver and Charlotte Jeavons who have over many years contributed enormously to the success of the Institute and I would like to take this opportunity to again send them our very best wishes for the future. Following these departures and joining the Board, were Anne Whitcombe and Karen Neil who already have made excellent contributions to the Institute's ongoing programme of work. We were delighted to also welcome Valerio Benedetto as sub-editor to the Journal and you can read more about the work of the Journal in the editor's report below which is so ably managed by Michelle Baybutt (editor), the Journal Sub-Committee members and supported by our friends at Taylor Francis. The team produced 6 excellent issues of the Journal which you receive as members both online and in print.

Trustees serve on a number of sub-committees of the Board, and I would like to thank them for continuing to support these which include: the Governance Committee, the Journal Committee, the Publishing, Communications and Marketing Committee, the Finance Committee and the Newsletter Committee. Additionally in 2021, we set up the 60th Anniversary task and finish group, to work with the other committees to plan the celebration events. Apart from planning the 60th anniversary celebrations, in 2021 the committees have worked on developing, implementing and monitoring the Risk Register, the Trustee Agreement and the Business Plan to mention a few key activities.

Developing our membership base is a key function of the Institute and 2021 bore fruit in relation to the improvements in how individuals could apply online to become members. The website changes that were undertaken in 2020 also continue to support members' interests and allow the Institute to showcase some of its aims and key activities.



PITTU LAUNGUANI AWARD1

The 2021 Award went to:

Ana C.L. Almeida and Peter Davey for their paper Integrating health promotion into sustainable development goal 11: major challenges and learned lessons from Healthy Municipalities, Cities and Communities (HMC) in Brazil Vol. 59 No. 5, 318-333.

In addition there were two papers which were Highly Commended;

Intima Alrimawi, Maha Atout, Michael Craig Watson, Carol Hall and Mutaz Dreidi for their paper Palestinian mothers' home-safety practices for preventing injuries to their young children: multiple case study approach Vol. 59 No. 1, 5 – 22

Meg Abercromby, Justine E Leavy, Jenny Tohotoa, Malena Della Bona, Lauren Nimmo and Gemma Crawford for their paper **Go hard or go home': exploring young people's knowledge attitudes and behaviours of alcohol use and water safety in Western Australia using the Health Belief Model Vol. 59, No. 3, 174-191**

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

IHPE continues to have a strong voice on many issues related to health promotion and education and alongside the journal the newsletter provides information to members and non-members alike. Thanks to Sylvia Tilford as chair of the newsletter group, and to all members of the group, in producing such informative and useful editions of the newsletter (six in total) over the year covering key UK and International issues. Advocacy and campaigning have always been a part of the work of the Institute and a good social media presence these days is necessary to achieve that. Michael Watson has been key as Communications Lead, in order to share information via our social media platforms which has been hugely successful. This has resulted for example, in our Twitter account now having 2,588 followers who have been able to receive more than 46,700 tweets on a range of issues which have focussed on public health funding, children's mental health, food poverty, health promoting schools and General Practice to name just a few. Thank you, Michael, for your work in the Institute's social media campaigns, publishing and communications.

In fact, publications are very much a part of the educational, advocacy and campaigning work that the Institute undertakes and this year the Institute has had 11 Rapid Responses published in the BMJ along with 6 letters, an increase on the previous year. In addition, we are very pleased that we have added two more position papers to our growing field of instructive and helpful information. You can find our position papers on our website at ihpe.org.uk which this year has included a paper on health promotion published in May 2021, and one on autism published in October 2021. Both papers have received widespread comment and engagement and have contributed to discussions in the field.

IHPE is recognised as a key organisation in related national health promotion strategy or developments and in 2021 we were please to consult with Deloitte on their work around the future of public health, the National Accident Prevention Campaign evaluation and the National Home Safety Committee. We also responded to the Department of Health and Social Care's call on Transforming the Public Health system.



We are all grateful to you as our members for your support of the Institute's work and activity. I would like again to thank all of our Trustees and our Honorary Vice President, Dr John Lloyd who continues to share his expertise and support IHPE.



THE INSTITUTE OF HEALTH PROMOTION AND EDUCATION

The Institute was established over 50 years ago, in 1962, to bring together people on the basis of their common interest in Health Education and Health Promotion with a view to their sharing experience, ideas and information. It is now a company limited by guarantee and registered as a charity in England and Wales (charity number 1156738).

The IHPE charitable objects, which form the Institute's objectives are;

To contribute to the development of knowledge, attitudes and behaviours that maintain and promote health and well-being.

To support the promotion and use of services designed to promote health and prevent disease

To promote the development of environments conducive to the maintenance and promotion of health and wellbeing

To act as a voice, as and where required, in support of actions designed to promote individual and population's health

These objects underpin our vision;

To ensure that the public's health will be protected and improved, and positive health and wellbeing will be promoted. Inequalities in health between individuals, groups, and communities will be significantly reduced, and coordinated system - wide action to promote health will be in place.

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, in countries across the world (subject to qualifications and experience). As an **international organisation** we recognise the value in sharing good practice and evidence base across countries. The Institute provides a place to share expertise and experience with like-minded professionals and our official publication, the highly regarded and peer reviewed International Journal of Health Promotion and Education, supports this exchange of knowledge and experience.

Website: www.ihpe.org.uk

Membership information: https://ihpe.org.uk/membership/



HONOURARY TREASURER'S REPORT

Ms Sylvia Cheater MBE - President MSc, Cert. Mgmt (HSC) (Open), MIHPE

The Statement of Financial Activities, Balance Sheet and Notes are to be found on the website. Although some activities continued to be curtailed due to the ongoing coronavirus pandemic, the financial performance was comparable to the previous year with a small increase in income and an overall deficit of £1,528. The trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate those risks. The reserve bank account has been maintained with sufficient funds to mitigate identified risks and the Charity continues to have robust financial policies in place to protect the organisation and its members. The Finance Sub-committee met regularly to monitor income and expenditure throughout the year.

HONORARY SECRETARY'S REPORT

Ms Angela Towers BSc (Hons), MA, MIHPE

The Institute continues to attract those practitioners and academics working within the field of health promotion and health education. During 2021 we introduced a free of charge student membership and it is good to see students of health promotion and education signing up as members - they are of course, the practitioners of the future. Aside from the students, our membership remains steady, both from the UK and abroad, with a general, if slight, upward trend. Increasing our membership levels continues to be a key priority for Trustees.

During 2021 we focussed on Governance and introduced some new documents and policies, to help ensure the organisation is operating efficiently and within the required parameters. We have a Business Plan, which we further developed during the year, to help us focus on our key activities in the short and medium term, and a Risk Register which is regularly reviewed and acted upon to mitigate and manage any risks to the organisation. New for 2021 was the introduction of a Trustee Agreement, setting out roles and responsibilities, and this will be followed by a Trustee Induction and Training plan. Further Governance improvements are planned for 2022.

NEWSLETTER EDITOR'S REPORT

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

The Newsletter has continued to be published bi-monthly and distributed to IHPE members, together with a growing list of non-members. Trustees have been encouraged to distribute further through their networks. Individual items have additionally been circulated through the IHPE Twitter and LinkedIn postings. The Newsletter has included regular features such as health promotion resources, books, consultation documents and IHPE responses in the BMJ alongside items on a wide range of health promotion issues, both national and international. Topics across the year have included health inequalities, air pollution, mental health, physical activity, food and health, healthy schools, malaria and covid-19. The Newsletter also publicised IHPE activities and achievements and, from time to time featured new



members. Contributions from readers were 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. At the end of the year Trustee Anne Whitcombe was welcomed to the team.

INTERNATIONAL JOURNAL OF HEALTH PROMOTION AND EDUCATION EDITORIAL BOARD REPORT

Dr Michelle Baybutt - Editor IJHPE

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 2021, there has been a further notable increase in downloads at 46,000 (from 37,506 in 2020 and 26440 in 2019) with the top downloads coming from the University of New South Wales closely followed by the University of Tasmania. Usage continues to be worldwide, with Australia continuing to lead, which aligns with number of downloads. We thank our publishers, Taylor and Francis, and our reviewers, for their ongoing support and promotion of the Journal.

The acceptance rate for 2021 was 16%, slightly up on 2019 (13%). The time between acceptance and publication has continued to increase with mean days being 29. There is currently enough backlog to fill 12.5 issues and therefore the IHPE have negotiated extra pages to future production. Citescore (Scopus) has risen from 1.0 to 1.5 and the estimated (mock) impact factor is 1.217.

Three new members have been recruited to the International Advisory Board in 2021 to help strengthen development, reach and impact of the Journal. The recruitment of Dr Valerio Benedetto as Sub Editor in taking a lead to review and advise on quantitative submissions has proved enormously helpful – his support and commitment to the Journal is fully appreciated.

Challenges around the quality and format of the language in some submissions and around the review time continue, but plans are in place with the publisher to streamline and improve the review process with their in-house team support and reduce the backlog of submissions by increasing number of pages. There have been some challenges with a change in staffing at the publisher which has resulted in some delays. These have been addressed and investigated with some continued monitoring in place currently.



THE INSTITUTE OF HEALTH PROMOTION AND EDUCATION LIMITED

Charitable Trustees and Directors

Patricia Owen - President 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 University, York University and The Open University. Currently she is Emeritus Professor of Nursing at Keele University and consultant for academic health provision Patricia has current research interests around transitions in nursing, use of technology in nursing and public health. She maintains a special interest in the education of graduate entry nurses and supports the Graduate Entry Nursing International Network.

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 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.

Angela Towers - Honorary Secretary 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, most recently heading up the national Food Hygiene Rating Scheme. 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.

Susan Thompson 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.

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

Anne 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.

Anne Whitcombe MSc, MIHPE, FRSPH, MCLIP, AHEA

Anne has worked in health promotion for over 25 years. As an information scientist, Anne managed health information services for both professionals and the public. She supported health promotion activities with evidence, evaluation and managed strategies for public health learning and development.

Strongly interested in the ways that learning and networking together build collaboration and good practice, Anne has coordinated training and facilitated professional network groups. She teaches and facilitates postgraduate modules in public health and health promotion with Robert Gordon University in Aberdeen and has a continuing interest in multidisciplinary learning, increasing common understanding and integrated working for promoting health.

Robin Lansman D.O. BSO London 1988 AHP

Robin 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.

Karen Neil BPharm, PhD, MRPharmS, MIHPE

Karen has been a Pharmacist for 27 years, working across disciplines of research, practice, and undergraduate education. She is co-author of the textbook Disease Management and recently received the GHP Health & Pharmaceutical award Most Innovative Health & Wellbeing Education Specialist 2020 (Midlands,) having specialised in health promotion and education.



She is a UK-registered mindfulness teacher and has been working in professional development at the University of Nottingham since 2012, offering mindfulness courses and wellbeing workshops to staff. This work was co-presented in a chapter for Mindfulness in the Workplace: An evidence-based approach to improving wellbeing and maximizing performance. Ed. Margaret Chapman-Clarke.

Stephen Palmer PhD FIHPE (Hon)

Stephen is Professor of Practice at the Wales Academy for Professional Practice and Applied Research, UWTSD, 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 – Vice President & 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 - Honorary Communications Officer 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 was involved in injury research for 19 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 BMJ.

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 2021

Position Statements - https://ihpe.org.uk/resources/position-papers/

- IHPE Position Statement: Health Promotion (May 2021)
- IHPE Position Statement: Autism (October 2021)

Publications

Contribution to Mindfulness Initiative Publication
Neil K E. (2021). The role of agency within health, and health within agency. In J.
Bristow (Ed.), Responding to Mindfulness: Developing Agency in Urgent Times - A
compilation of essays. The Mindfulness Initiative.

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

- 1. The planet, people and public health. (Sylvia Cheater)
- 2. Building Back Fairer: investment is needed for the long term. (Sylvia Cheater)
- 3. Healthy ageing: we are all different. (Sylvia Cheater)
- 4. Health promotion: can the new Office for Health Promotion tackle the wider determinants of health? (Sylvia Cheater)
- 5. 'Change is inevitable...' (Patricia Owen)
- 6. Working together is key to tackling climate change and achieving the sustainable development goals. (Patricia Owen)

Responses to National and International Consultations (examples)

- Department of Health and Social Care call on Transforming the public health system (April 2021)
- Deloitte advice for their reports on the future of Public Health.

British Medical Journal Rapid Response

In 2021 we submitted 17 (11 rapid responses and 6 letters) to the BMJ on a variety of important topics. This brings the grand total over the years to 116.

- 1. Watson M C and Lloyd J. (2021) Food poverty should not be allowed to continue: government action is needed. British Medical Journal Rapid Response 20 January 2021.
 - https://www.bmj.com/content/372/bmj.n53/rr-0
- Watson M C and Lloyd J. (2021) Children's mental health: the government needs to be far more ambitious. British Medical Journal Rapid Response 02 February 2021. https://www.bmj.com/content/372/bmj.n258/rr
- Watson M C and Tilford S. Health in the UK: it is the best of times, it is the worst of times, it is an age of wisdom, it is an age of foolishness. British Medical Journal Rapid Response 15 February 2021. https://www.bmj.com/content/372/bmj.n376/rr-0



 Watson M C and Tilford S. (2021) Public health in England: a positive health strategy, independent structures and long-term funding are needed. British Medical Journal Rapid Response 18th March 2021. https://www.bmj.com/content/372/bmj.n662/rr-1

- Watson M C and Lloyd J. (2021) Re-creating health promoting schools will improve population health and help to reduce inequalities. British Medical Journal Rapid Response 25th April 2021. https://www.bmj.com/content/373/bmj.n1004/rr
- 6. Watson MC and Owen P. (2021) General practice on the brink: three key solutions the government must implement. British Medical Journal Rapid Response 18th May 2021.
 - https://www.bmj.com/content/373/bmj.n1187/rr
- Watson M C and Lloyd J. (2021) National Food Strategy: urgent and robust government support is needed. British Medical Journal Rapid Response 18th July 2021.
 - https://www.bmj.com/content/374/bmj.n1807/rr
- Watson M C and Tilford S. (2021) Children's health: opportunities to have a real impact. British Medical Journal Rapid Response 19th August 2021. https://www.bmj.com/content/374/bmj.n2032/rr
- Watson M C and Tilford S. (2021) Investing in public health is our best option for meeting current and future health challenges. British Medical Journal Rapid Response 25th November 2021. https://www.bmj.com/content/375/bmj.n2812/rr-0
- Watson M C and Tilford S. (2021) General practice and public health: from rhetoric to action. British Medical Journal Rapid Response 3rd December 2021. https://www.bmj.com/content/375/bmj.n2916/rr
- 11. Watson M C, Neil K and Tilford S. (2021) Children with autism and their families: greater support is needed. British Medical Journal Rapid Response 7th December 2021.

https://www.bmi.com/content/375/bmi.n2954/rr

British Medical Journal Letters

- Watson M C and Lloyd J. (2021) The BMJ Appeal 2020-21. Food poverty should not be allowed to continue—government action is needed. BMJ 2021;372:n343 https://www.bmj.com/content/372/bmj.n343
- Watson M C and Lloyd J. (2021) Children's mental health: the UK government needs to be far more ambitious. BMJ 2021;372:n573 https://www.bmj.com/content/372/bmj.n573.full
- Watson M C and Lloyd J. (2021) Creating health promoting schools will improve population health and help to reduce inequalities. BMJ 2021;373:n1290 https://www.bmj.com/content/373/bmj.n1290
- Watson MC and Owen P. (2021) General practice on the brink: three key solutions the government must implement. BMJ 2021; 373:n1482 doi:10.1136/bmj.n1482 https://www.bmj.com/content/373/bmj.n1482
- 5. Watson M C and Lloyd J. (2021) National Food Strategy: urgent and robust government support is needed. BMJ 2021; 374 :n2185 doi:10.1136/bmj.n2185 https://www.bmj.com/content/374/bmj.n2185
- Watson M C and Tilford S. (2021) Children's health: opportunities to have a real impact. BMJ 2021;374:n2304 https://www.bmj.com/content/374/bmj.n2304

