

INSTITUTE OF
HEALTH PROMOTION
AND EDUCATION

Institute of Health
Promotion and Education Ltd

Annual Report
Year Ended 31st December 2024

Institute of Health Promotion and Education

Company Limited by Guarantee

Registered Charity: 1156738

www.ihpe.org.uk

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 2nd Floor
Fairbank House
27 Ashley Road
Altrincham
Cheshire
WA14 2DP

Accountants DJH Wirral & Chester Limited
1 Abbots Quay
Monks Ferry
Birkenhead
CH41 5LH

Trustees serving in 2024
Ms. Sylvia Cheater MBE
Ms. Angela Towers
Ms. Anne Whitcombe
Prof. Stephen Palmer
Mr. Tim Theaker
Dr. Michael Craig Watson
Prof. Michelle Baybutt
Dr. Katherine Whittingham
Ms. Denise Penny
Mr. Paul Wright
Ms. Claire Cotter
Prof. Hilary Burrage
Prof. Elvis Tarkang
Prof. Holly Blake

PRESIDENT'S REPORT

Angela Towers - President BSc(Hons) MA, MIHPE

I assumed the role of President of the Institute of Health Promotion and Education (IHPE) in some trepidation – and excitement. The glorious 60th anniversary event held a couple of months before I took office reinforced to me the importance of our work and, importantly, confirmed to me that there are huge opportunities for IHPE to really champion and advocate for the importance of health promotion and education.

My first and most important task is to thank our immediate Past President, Professor Patricia Owen, for all her work over the past couple of years. Pat has remained focussed on supporting and developing the Institute as well as leading us through the Institute's 60th anniversary celebrations. Apart from Pat's dedication to IHPE, I am personally very grateful for her support over the past couple of years during my transition to President.

During the year there were some changes to the Board with both Dr Karen Neil and Robin Lansman stepping down from their roles as trustees, when their terms came to an end. I am very grateful for all their work and the extremely valuable contribution they both made to many aspects of IHPE's work during their terms.

We also recruited four new trustees to the Board and were pleased to welcome the following whose skills and expertise will be of great value to IHPE: Professor Holly Blake, Hilary Burrage, Claire Cotter and Paul Wright.

As many of IHPE's activities and work are now regularly reported on and widely available through our website, newsletters and social media activity, I will just mention in my report, here, a few key highlights. However, there is a summary of all our many achievements at the end of this report.

One of our key achievements was the finalisation of our forward strategy. Using our stated purpose - To advance Health Promotion and Education and its contribution to improving public health and reducing inequalities - Trustees worked collaboratively through a series of activities to develop and agree the strategy, which sets out, at high level, the objectives and priority areas for action for the next few years.

I was delighted to work with the Board on developing this and am grateful for all their input. As the only organisation in the UK focussed on supporting Health Promotion and Education the strategy sets out how we will use this focus to become a better voice, support and advocate for Health Promotion.



Advocacy is an important part of our role and a key element of this during the year was the production of our manifesto, which sets out a number of recommendations for prioritising action to improve health and reduce inequalities across the lifespan and within all communities. As with all systemic issues, there is no single magic bullet for improvement, rather a range of actions and approaches. IHPE believes that action in these areas has the potential to make a real and sustained difference. The overriding aim is the promotion of positive visions of public health. We have promoted our manifesto widely, with the aim that the health promotion community and wider stakeholder groups find it a useful resource when planning interventions and approaches. It is also a useful tool to inform others' advocacy work and policy development.

Our Position Statements are a further element of our advocacy, which are much used as resources by many stakeholders, and this year four have been produced:

- Manifesto (May 2024)
- Arts and Health (May 2024)
- School Nursing (July 2024)
- Road Safety (September 2024)

As usual these can be found on [here](#) our website.

Our continued social media presence and publications output would not happen without the ongoing work of our Honorary Communications Officer, Dr Michael Watson. Michael continues to ensure our ability to advocate for and promote health, punches well above our weight as an organisation. Our Newsletters, which provide up to date information about policy developments, events, campaigns and reports is circulated every 2 months to members and subscribers and I am very grateful to our Newsletter Editor, Anne Whitcombe, for ensuring this continues to be interesting and informative.

We are always keen to collaborate with partners and in November 2024 we were delighted to hold a webinar on 'Reducing Inequalities through our Healthcare Practice' in collaboration with the British Society for Lifestyle Medicine, which was very well attended. We were also pleased to work closely with the School and Public Health Nurses Association (SAPHNA) and provide considerable support for their campaign for a school nurse in every school.

Demonstrating our commitment to providing educational support and learning for those involved in health promotion we promoted our offer of free membership to students on IHPE recognised courses, and I am pleased to say we had a good take up. This cohort of people is very important as they, of course, are the practitioners, policy makers and advocates of the future, so worthwhile investing in.

Our journal, The International Journal of Health Promotion and Education, continues to do well, attracting papers from around the world. Maintaining a quality journal, with good quality papers and editorial, with 6 editions per year, is a significant amount of work. I am indebted to our Editor, Professor Michele Baybutt and sub-editor Valerio Benedetto for their ongoing commitment and enthusiasm for this, along with the sub-committee – Professor Stephen Palmer, Dr Michael Watson and Professor Sylvia Tilford. During 2024 we brought in a new assistant editor, Sam Crossley to help further. I was also pleased to be able to contribute a President's Letter to each edition on topics including childrens' health, road safety challenges, whooping cough vaccination and the need for secure and healthy homes.

Towards the end of 2024 we began some rapid but thorough planning for an exciting new initiative for IHPE: a series of five Masterclasses to be held throughout 2025, each focussing on a particular public health issue and led by an expert in the field. This was proposed and developed by new Trustee, Professor Holly Blake, to be delivered in conjunction with the University of Nottingham.

Underpinning all our outward facing activities, we also need to make sure that we are working efficiently and effectively as an organisation. This is especially important for us, as a charity and a membership organisation, and a great deal of work goes on behind the scenes to ensure this, with the sub-committees meeting regularly to drive our work forward. I am particularly grateful to Sylvia Cheater, in her role as Treasurer, and to Denise Penny, in her role as Honorary Secretary, for all their support and input, ensuring proper oversight for our organisational governance and finance. All of the work of the Board of Trustees could not happen without the excellent support we receive from Ally Phillips and her team, especially Nat. We are very grateful for their expertise, suggestions and help throughout the year.

I never fail to be impressed by just how much we at IHPE do. For a small group of volunteers, it is very impressive. All trustees give their time, commitment and spirit freely to IHPE. This is our greatest asset and I am extremely grateful for all their dedication, input and support. IHPE is in a strong position with a good forward strategy and with many potential opportunities ahead. I am looking forward to my second year of office as President and to working with trustees and others to make the most of those opportunities – health promotion has a key role to play and we need to make sure that is not lost.

THE INSTITUTE OF HEALTH PROMOTION AND EDUCATION

The Institute of Health Promotion and Education is a registered Charity and Limited Company managed by Charitable Trustees, each of whom has a proven track record within the field of health promotion and education.

The purpose of IHPE is to advance Health Promotion and Education and its contribution to improving public health and reducing inequalities.



IHPE is a recognised professional association offering 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.

You can find more information about IHPE on our [website](#).
[Click here](#) for membership information.

HONORARY TREASURER'S REPORT

Ms 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 financial performance of the charity improved in comparison to the previous year with an overall balance of income over expenditure of £668. A key focus of the year was building on the reception at the House of Commons, celebrating sixty years since the founding of IHPE.

The trustees have assessed the major risks to which the charity is exposed and are satisfied that systems are in place to mitigate exposure to the major risks. The Finance Sub-committee met regularly to monitor income and expenditure throughout the year.

The aims for the coming year will be to continue to raise the profile of IHPE and increase membership. This will be achieved through the delivery of the Strategic Plan. The contract with Taylor & Francis, the publishers of the International Journal of Health Promotion and Education (IJHPE) was re-negotiated by the Officers and will be renewed from 1st January 2025, the main changes being an increase in allocated support for the editorial team and an increase in the overall sale royalties.

HONORARY SECRETARY'S REPORT

Denise Penny
Dip HE Nursing (Adult), Pg Cert, MSc, FRSPH, MIHPE, SFHEA

This year has marked continued advancement in strengthening IHPE's governance and strategic direction, building on the momentum generated by our successful 60th anniversary celebrations. The Governance Sub-Committee has met regularly, maintaining oversight of organisational activities and ensuring the Risk Register is consistently reviewed and updated, with key developments reported to the Board. A trustee recruitment campaign resulted in four trustees being co-opted and approved at the AGM. A Trustee skills audit is being undertaken, recognising the skills of trustees, and which will support the work of IHPE going forward.

Strategic planning has progressed well, with Trustees collaboratively developing objectives to guide future action plans. In parallel, efforts to streamline internal processes have moved forward, with Microsoft Teams being explored as the preferred platform for meetings and document management. A review of sub-committee roles identified several vacancies, prompting the drafting of a proposal to streamline the group structure and encourage wider participation. Collaboration remains a priority, with ongoing engagement with external partners continuing, and the exploration of a framework to support future partnerships.

Administrative improvements have included the clarification of communication channels, to ensure the members and trustees are kept up to date and engaged.

INTERNATIONAL JOURNAL OF HEALTH PROMOTION AND EDUCATION EDITORIAL BOARD REPORT

Prof Michelle Baybutt – Editor IJHPE
BA, MA, PrD

The International Journal of Health Promotion and Education (IJHPE) actively encourages the exchange of information and views by offering a platform for better interactions and dissemination within the Health Promotion and Education community. A wide range of robust studies were published this year covering a range of topics.

The Journal continues to maintain its high standards, with some excellent papers published. We continue to see global increases in usage and citations. The Journal metrics are published on the Journal website. This includes downloads, impact factor and submission speed and acceptance rate.

We thank our publishers, Taylor & Francis, and our reviewers, for their ongoing support and promotion of the Journal.

The International Advisory Board are a positive asset to the journal. They contribute to strengthening the journals development, reach and impact. Submissions from their academic research teams and invited editorials have now been published.

Dr Valerio Benedetto's role as Sub Editor leading reviews and advising on quantitative submissions continues to be enormously helpful – his support and commitment to the Journal continues to be fully appreciated. I am also indebted to the support and high-quality activities of the Assistant Editor, Sam Crossley, her work is also greatly appreciated. The continued support from the Journals Sub-committee (Dr Michael Watson, Professor Stephen Palmer and Professor Sylvia Tilford) underpins good decision-making and encourages innovation – appreciated by the Editors.

We have had a considerable number of posts on X and LinkedIn driving reach and impact. A huge 'thank you' to the Honorary Communications Officer and the wider Board of Trustees for continuing to promote the journal and manuscripts.

The Journal continues to be a very important part of the Institute's international activities.

You can find more information on the IJHPE [here](#).

NEWSLETTER EDITOR'S REPORT

Anne Whitcombe
MSc, AHEA, FRSPH, MIHPE
Newsletter Editor

Bimonthly issues of the newsletter were produced throughout the year.

The purpose of this publication is to keep our members and others informed of the Institute's activities and to share relevant news, events and campaigns that are happening across the field of health promotion. The newsletter provides a useful vehicle to widen awareness and engagement. We have again had increased interest over the course of the year with circulation numbers steadily growing.

Thanks are due to our Communications Officer, Michael Watson, our administrative team at Pink Spaghetti and all who have contributed to the content of the newsletter.

Issues of the newsletter can be found on [our website](#).

THE INSTITUTE OF HEALTH PROMOTION AND EDUCATION LIMITED

Charitable Trustees and Directors

Ms. Angela Towers, President
Ms. Sylvia Cheater MBE, Honorary Treasurer
Ms. Denise Penny, Honorary Secretary
Ms. Anne Whitcombe, President Elect
Prof. Stephen Palmer
Mr. Tim Theaker
Dr. Michael Craig Watson, Honorary Communications Officer
Prof. Michelle Baybutt, Editor IJHPE
Dr. Katherine Whittingham
Mr. Paul Wright
Ms. Claire Cotter
Prof. Hilary Burrage
Prof. Elvis Tarkang
Prof. Holly Blake

Biographies for all our Trustees can be found in the [About Us](#) section of our website.

PUBLICATIONS AND NOTABLE IHPE ACHIEVEMENTS 2023

Advocacy/Campaigning (Examples)

- Continued to campaign on a wide range of issues including: accident prevention, children's health, homelessness, inequalities, safe and active travel, supportive environments, public health funding.
- Continued to campaign with colleagues in SAPHNA to have a school nurse in every school. (e.g. House of Lords event, journal articles)
- Continued to campaign with colleagues in IHV to increase the number of health visitors.
- Contributed to seminal RoSPA accident prevention report. (House of Commons launch.)
- Contributed to campaign on Arts and Health. (e.g. presentation at Djanogly Recital Hall, University of Nottingham)

Advice and Consultation

- Directly to individuals and organisations. (e.g. Lords, MPs and other key individuals.)
- Represented in national groups. e.g. OPSS - Consumer Reference Panel, National Home Safety Committee.
- Represented in local groups. e.g. Nottingham Neurodiversity Network.

Responses to Local, National and International Consultations (example)

- Government Consultation on developing a 10 Year Plan for the future of the NHS. 2nd December.

[Click here](#) to read Consultations and Responses

Position Statements

1. IHPE Position Statement: Road Safety (Sept 2024)
2. IHPE Position Statement: School Nursing (July 2024)
3. IHPE Position Statement: Arts and Health (May 2024)
4. IHPE Position Statement: Manifesto (May 2024)
5. Key IHPE Statements on Food and related issues (February 2024)

[Click here](#) to read Positions Statements.

Webinar

- Reducing Inequalities through our Healthcare Practice – BSLM and IHPE Joint Webinar. November.

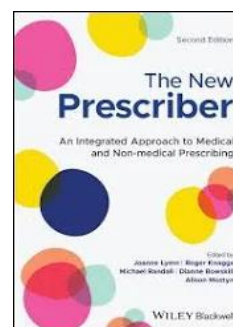
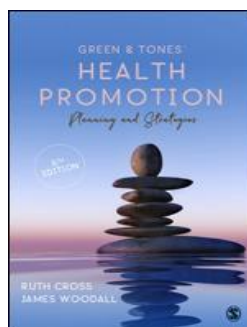
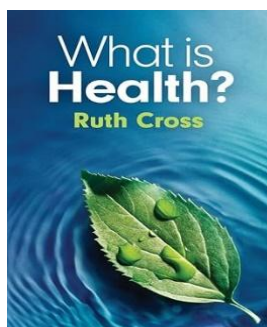
Presidents' Letters: International Journal of Health Promotion and Education:

1. Developing a strategy for the Institute of Health Promotion and Education (Angela Towers)
2. Our Children's health: investing in the future (Angela Towers)
3. A positive manifesto for health (Angela Towers)
4. Secure, healthy homes: a right for all (Angela Towers)
5. Whooping cough – timely vaccination is key to prevention (Angela Towers)
6. Addressing Road Safety Challenges (Angela Towers)

[Click here](#) to read Presidents' letters.

Books by Trustees and Members

- What is Health – Dr R Cross
- Health Promotion Planning and Strategies – Dr R Cross (Joint Editor)
- The new prescriber - has a chapter on Public Health – by Dr M C Watson and Dr K Whittingham.



Journal article

- Watson M C and Neil K E. Positive health promotion: the Ottawa Charter approach. Perspectives in Public Health. (Accepted June 2024)

British Medical Journal Rapid Response

In 2024 we submitted 19 (14 rapid responses and 5 letters) to the BMJ on a variety of important topics. Five letters is a good conversion rate and four of these were also published in the hard copy format. This brings the grand total over the years to 169 and together they provide a valuable resource for public health practitioners.

1. Watson M C, Neil K E and Tilford S. (2024) Child Health Action Plan: a multifaceted positive health approach is needed. British Medical Journal Rapid Response 15th January 2024.
<https://www.bmj.com/content/384/bmj.q68/rr>
2. Watson M C and Neil K E. (2024) The magnitude of the obesity epidemic should not be underestimated but tangible improvements in positive health are possible. British Medical Journal Rapid Response 30th January 2024.
<https://www.bmj.com/content/384/bmj.q134/rr>
3. Watson M C and Neil K E. (2024) Our leaders must implement comprehensive policies to reduce harm caused by homelessness, as a matter of urgency. British Medical Journal Rapid Response 13th February 2024.
<https://www.bmj.com/content/384/bmj.q247/rr-0>
4. Watson M C and Neil K E. (2024) Promoting swimming: a positive approach to public health. British Medical Journal Rapid Response 23rd February 2024.
<https://www.bmj.com/content/384/bmj.q393/rr>
5. Watson M C and Neil K E. (2024) Governments must do more to promote safe and active travel to improve health. British Medical Journal Rapid Response 8th March 2024.
<https://www.bmj.com/content/384/bmj.q522/rr>
6. Watson M C and Neil K E. (2024) Investment in a healthy childhood will have enormous returns. British Medical Journal Rapid Response 23rd April 2024.
<https://www.bmj.com/content/385/bmj.q877/rr>
7. Watson M C and Neil K E. (2024) A positive manifesto for public health. British Medical Journal Rapid Response 14th May 2024.
<https://www.bmj.com/content/385/bmj-2024-079389/rr-0>

8. Watson M C and Neil K E. (2024) Accident prevention: effective measures need to be implemented. British Medical Journal Rapid Response 10th June 2024.
<https://www.bmj.com/content/385/bmj.q1202/rr-1>
9. Watson M C and Neil K E. (2024) Bold action is needed urgently, to curb “vaping epidemic”. British Medical Journal Rapid Response 1st September 2024.
<https://www.bmj.com/content/386/bmj.q1877/rr-1>
10. Watson M C and Neil K E. (2024) Create supportive environments to promote health. British Medical Journal Rapid Response 24th September 2024.
<https://www.bmj.com/content/386/bmj.q2013/rr>
11. Watson M C and Towers A. (2024) Childhood obesity: positive change is possible. British Medical Journal Rapid Response 8th November 2024.
<https://www.bmj.com/content/387/bmj.q2457/rr>
12. Watson M C and Neil K E. (2024) Road safety in the UK: a preventable public health crisis. British Medical Journal Rapid Response 21st November 2024.
<https://www.bmj.com/content/387/bmj.q2498/rr>
13. Watson M C and Neil K E. (2024) Childhood obesity: a multi-faceted positive approach is needed. British Medical Journal Rapid Response 14th December 2024.
<https://www.bmj.com/content/387/bmj.q2783/rr>
14. Watson M C and Neil K E. (2024) Government must prioritise safe, healthy homes. British Medical Journal Rapid Response 20th December 2024.
<https://www.bmj.com/content/387/bmj.q2839/rr>

BMJ Letters

1. Watson M C, Neil K E, Tilford S. Labour’s child health action plan: a multifaceted positive health approach is needed BMJ 2024; 384 :q376 doi:10.1136/bmj.q376.
<https://www.bmj.com/content/384/bmj.q376?sso=>
2. Watson M C, Neil K E. Promoting swimming: a positive approach to public health BMJ 2024; 384 :q606 doi:10.1136/bmj.q606
<https://www.bmj.com/content/384/bmj.q606>
3. Watson M C, Neil K E. Homelessness is not a personal choice or inevitable. Our leaders must urgently implement comprehensive policies to reduce harm caused by homelessness BMJ 2024; 384 :q651 doi:10.1136/bmj.q651 **“Letter of the week”**
<https://www.bmj.com/content/384/bmj.q651>
4. Watson M C and Neil K E. Social determinants of health: a positive manifesto for public health BMJ 2024; 385 :q1275 doi:10.1136/bmj.q1275. **“Letter of the week”**
<https://www.bmj.com/content/385/bmj.q1275>
5. Watson M C and Neil K E. Create supportive environments to promote health. BMJ 2024; 387 :q2336 doi:10.1136/bmj.q2336
<https://www.bmj.com/content/387/bmj.q2336>

[Click here](#) for a link to Rapid Responses.

International Journal of Health Promotion and Education achievements

- Covered in the IJHPE Editor’s Report

Newsletter achievements

- Covered in the Newsletter Editor’s Report