

## Early Origins of Health

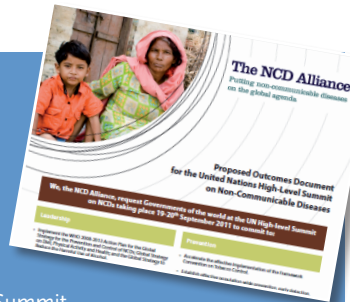


Participants at the Early Origins of Health meeting

C3 is working with Novo Nordisk, Johnson & Johnson and PepsiCo in exploring the early origins of health, focusing on young girls, pregnant women and young children. There is growing evidence that the first 1,000 days of life (from conception up to the age of two) have a crucial impact on health in later life. A first step has been a meeting of experts and like-minded companies, organised by C3, to examine the emerging evidence base and set priorities for sustainable change. The meeting brought together expertise from a wide range of areas including nutrition, maternal health, child health, the empowerment of women and community engagement.

## Tackling the Summit

C3 has been actively supporting preparations for the UN Summit on Non-Communicable Diseases this September. It is promoting the Summit strongly through the C3 website – including News Alerts on advocacy efforts, such as the 1500aday.org anti-tobacco website and the NCD Alliance's 'Proposed Outcomes Document' – and provides notes on important online meetings about the Summit, such as the monthly NCD Alliance Common Interest Group conference calls. [c3health.org](http://c3health.org) also lists all upcoming meetings preparing for the Summit and features a clock counting down to the Summit on the home page. C3 also attended the 'Bottom Billion' conference hosted by the NCD Alliance in Boston, at which the Summit was an important element of discussion.



## Building Trust

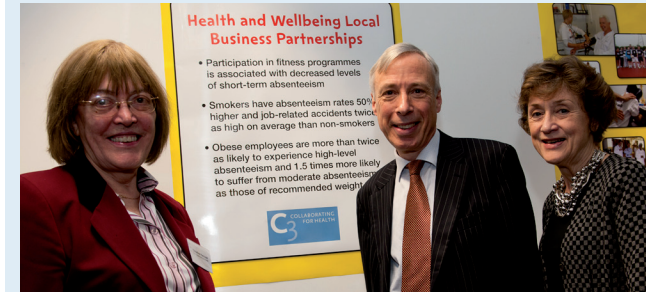
C3 was recently invited by Professor Diane Finegood to join the third Building Trust workshop in Canada. Building Trust is a Canadian initiative to coordinate action to tackle obesity, built on the premise that only by building real trust can partnerships work effectively, with proper dialogue central to achieving this. A previous workshop on obesity-related research showed that lack of trust between and within the different sectors – corporate, government, non-governmental and academics – was a major obstacle to collaboration, and Building Trust is now developing a protocol for partnership working.

## FAHRE ahead

C3 is working with FAHRE (Food and Health Research in Europe) to help tackle the significant challenges Europe faces over food supply and diet-related diseases. By the end of 2011, FAHRE is required by its funder, the European Commission, to produce proposals for improving how research into food and health is conducted. C3 attended the initial workshop in Berlin, part of an ongoing dialogue with key stakeholders to establish the priorities for action.

## WORKPLACE HEALTH

### Responsibility Deal



Christine Hancock, Lord Howe and Dame Carol Black at the Mars launch

Putting into practice the evidence on the importance of healthy workplaces, C3 has been working on a key strand of the government-inspired Responsibility Deal, coordinating an initiative in which major companies – Mars, Unilever and Novo Nordisk – share elements of their occupational health and employee wellbeing schemes

with small- and medium-sized enterprises (SMEs) in the local community. The first challenge was to encourage SMEs to sign up to improving their employees' health and wellbeing, and then to find imaginative ways to engage with staff.

C3 attended the launch of the Mars pilot, involving

companies near its headquarters on the Slough Estate: so far, 11 companies have requested health checks and NHS-funded health trainers for employees, and have also been invited to join Mars' Cook4Life demonstration and the Football Association's 'Just Play' scheme. Unilever and Novo Nordisk have had similar launches with healthy breakfasts, a Beat the Goalie competition and an invitation to join Novo Nordisk's Zumba dancing classes at its Crawley headquarters.

A feature by C3 on the ideas behind the Responsibility Deal has also appeared in the magazine *Nursing Standard*.

## Olympic masterclass



C3's Katy Cooper at the Olympic site

With just over a year to go to London 2012, C3 was invited to join a masterclass on occupational health at the Olympic site in east London

– a prime example of what can be done to ensure good health and wellbeing, even in the relatively dangerous setting of a vast construction project. As well as a bus tour of the Olympic site, there were presentations by the occupational hygienist and nurse who lead the service.

Best practice in occupational health management has been a key part of the Olympics business plan. The injury level has been relatively low with

no fatalities to date, but many of the workforce have poor lifestyles with 69% being overweight or obese. Around 30% of health problems on the sites have been poorly managed diabetes, uncontrolled hypertension and eye problems. But steps are being taken to address this, with a physiotherapist available and 'health weeks' organised to encourage workers to look after their health.

## Young Professionals



Young Professionals Chronic Disease Network meets in Boston

C3 is helping young professionals to get involved in the prevention and treatment of chronic disease through a new online, transnational advocacy network called the Young Professionals Chronic Disease Network. Set up by Sandeep Kishore and Karen Siegel, the Network has grown in just 18 months to over 230 individuals from well over 100 organisations in 30 countries – and it is still growing. Members include public-health and medical students, medical doctors and residents, researchers, sociologists, anthropologists, philosophers and architects. At its first face-to-face meeting in Boston (attended by C3), Network members discussed what will be the group's contribution to the UN Summit in September. C3 intends fully to support the work of the Network beyond the Summit.

## Shift into Sports



C3 is evaluating a new web-based programme to encourage shift workers to use leisure facilities, to which they often do not have access. Shift into Sports (SiS) was set up by the Mayor of London, Sport England and taxi company Addison Lee, and is operated by the UK's Fitness Industry Association. SiS is already working with employers of shift workers across the retail, transport, public services and communications sectors to create a national employers' network for the health and wellbeing of shift workers. C3's role is to provide an objective test of how effective SiS has been to date, and covers participants, employers and operators of leisure facilities.



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## The best of Bupa

C3 has been helping Bupa to take forward two important company initiatives: one encouraging staff to support the wider community and one to develop Bupa's sustainability strategy. C3's director Christine Hancock helped to judge a competition for Bupa staff to win a grant to aid community projects to be undertaken as part of the company's 2011 Global Challenge. C3 also co-hosted an 'Outside-In' roundtable on Bupa's sustainability strategy, bringing experts from outside the company together to look at sustainability issues – everything from how care homes can be made more financially sustainable to using its staff as ambassadors for a healthier lifestyle.

## About C3

C3 Collaborating for Health is a registered charity, based in London and working globally: [www.c3health.org](http://www.c3health.org). Its **vision** is for the eradication of preventable chronic diseases in the UK and worldwide, and its **mission** is to foster partnerships and build collaboration between the different organisations that, between them, can overcome the many barriers to a healthy diet, stopping smoking and being physically active.



# NEWSLETTER SPRING 2011

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## From alternative approaches to chronic disease to 'systems thinking' – C3's breakfast seminars continue to break new ground



Diane Finegood at the House of St Barnabas

Two recent International Breakfast Seminars held by C3 have upheld the event's reputation for attracting the best speakers and a lively audience, and for being challenging and thought-provoking. In January, Simon Stevens, key adviser on the NHS to former Prime Minister Tony Blair, and now executive vice president and president of global health at UnitedHealth Group, spoke on the need to look beyond the current structures of health care in the UK if chronic disease is to be effectively challenged. In the March seminar, Professor Diane Finegood, an expert on diabetes and obesity, explained how 'systems thinking' and using the 'Foresight map' could provide new solutions.

Simon Stevens drew on his US experience to propose new models for chronic disease prevention and management at a time when funding in the NHS is severely constrained. He suggested that the traditional relationship between secondary care and primary care has to change. The new GP Consortia model being proposed in the United Kingdom can learn from those doctors in the United

States who have grouped together into powerful commissioning agencies, with the new arrangements giving them both authority over the hospitals in commissioning decisions and enabling new approaches such as care technology in patients' homes. New payment models are being based on quality and efficiency of care and not just the episode of treatment. Multi-specialty doctor groups have formed, with specialists usually only found in hospital settings. Mr Stevens predicted that the trend would be towards patient self-diagnosis and prescribing, with clear clinical pathways for treating chronic and multiple conditions.

Professor Diane Finegood began by introducing the Foresight map, an example of an 'obesity system map' – it challenges traditional epidemiology, which defines the average person but ignores the complexity of individuals and the different forces at work on individuals. The Foresight map allows more than 100 variables, including genes and their influence, families, communities and even countries. As we have only limited capacity to make informed choices when the environment is so complex – often making decisions mindlessly – Professor Finegood highlighted the importance of reducing the complexity of our decisions, for example simplifying food labelling or the multiple messages that we receive from the media, social networking and from conversations. Real change depends greatly on trust both within and between sectors that influence individuals' health, as shown by her research (see 'Building Trust', below).