A photograph of an older woman with short, grey hair, smiling as she exercises on a green outdoor machine. She is wearing a black jacket and pink gloves. The machine has a green vertical post and white handrails. In the background, there is a grassy area, a body of water, and a row of houses under a cloudy sky.

Annual Review 2018

Making healthy choices, easy choices

At the heart of IBM's core values is a commitment to innovation that matters. We couldn't hope for a better example than the work that C3 does [with CHESS™].

Learn about C3's innovative community-engagement tool (pictured on the front cover) on p. 14.

John Evans




Manager, IBM THINKSpace, Dublin

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Contact us

 @C3health |  +44 (0) 20 3096 7706 |  info@c3health.org

Acknowledgements

Particular thanks are due to Garth Stewart for the design and layout of this Annual Review.

A Global Crisis

The major causes of early death, disability and serious illness across the world are cardiovascular disease (heart attacks and strokes), cancers, chronic respiratory diseases and diabetes. These diseases are driven by the same things: tobacco use, unhealthy diet, physical inactivity and the harmful use of alcohol. These risk factors can be prevented. More and more people know these facts but have difficulty changing the way they live because of the environment where they live and work.

C3 is really beginning to understand more about the complex 'wicked' problem brilliantly described by Professor Diane Finegood in the last of 2018's International Breakfast Seminars. We know we have to make it easier for people to stay healthy by making it easier to access the things that lead to healthy behaviours. In 2018 we have shown how working with very disadvantaged communities has given them the tools to change the places where they live for themselves and make their communities more resilient; we have shown how we can help hard-pressed nurses live more healthily, and we have harnessed the support of businesses and especially IBM so that our work can reach more people.

Our biggest challenge is to keep the world focused on a problem that is serious, costly, and where progress can be made only if everyone works together. To build on C3's real achievements in 2018, we need more staff, more funds and more time! Real thanks are due to the small wonderful core team in England and Canada and our expert associates. We would also thank our enthusiastic Trustees and the many friends around the world who share our belief that we will make progress. 2019 is C3's tenth anniversary year and we believe we have cause to celebrate our past achievements and look forward to a healthy future for those who need it most.



Christine Hancock

Christine Hancock, Director



Sally Gilding

Sally Gilding, Board chair

4

big killers
(cardiovascular
disease, cancers,
type 2 diabetes,
chronic lung
disease)

71%

all deaths
worldwide, each
year

41 million

people dying each
year

15 million

people dying <70
years old

\$30 trillion

estimated global
cost to economy
by 2030

Get involved



Together, we can make it easier to live healthy lives.

COLLABORATE with us. Join the 80+ organisations who have partnered with us on a project or commissioned us to undertake work.

SUPPORT our events. Attend our popular free events, follow along at #C3events, or be one of our guest speakers.

JOIN our global network. Sign up for email updates, read our blog, and follow us on Twitter (@C3health) and LinkedIn.

SPONSOR C3's unique International Breakfast Seminars, our highly-regarded series bringing global experts to a UK audience.

VISIT us at our London office. We love meeting people who are as keen as we are to make healthy choices easy choices.

VOLUNTEER your time. We welcome interns, potential Trustees, and professionals wanting to share their subject-matter expertise.

Contact info@c3health.org to learn more about how to get involved



Our vision and how we work

C3 Collaborating for Health's vision is for a world where there are no premature or preventable deaths from chronic diseases because people find it easier to live healthy lives.

How do we get there?

C3 Collaborating for Health (C3) builds multi-seactor Collaboration to catalyse action within different communities, to address chronic diseases by promoting 3 behaviour changes:



Improving what
we eat and drink



No
tobacco

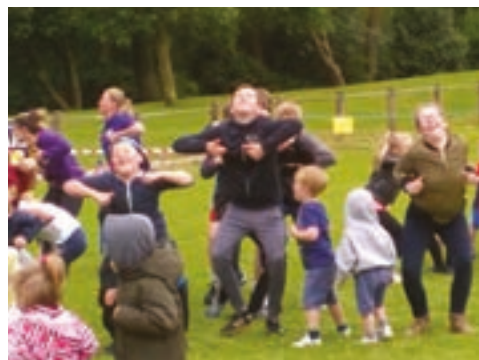


More physical
activity

Our programmes

Communities

We use an innovative mobile tool (CHESS™) to equip communities to collect evidence about their communities' strengths and the barriers they face every day when making choices about diet, activity and healthy living.



CHESS™

evidence has raised over £2 million in funding for local communities to implement health interventions.

Businesses

C3 is unusual amongst organisations for working as a neutral partner to aid businesses who truly want to improve health and wellbeing. We assist in developing multi-sector partnerships, managing dynamic events, evaluating health activities, and undertaking research to inform strategic priorities and corporate social responsibility.



Nestlé UK & Ireland was shortlisted for a 2018 Food & Drink Federation Award with C3's communities project.

Professionals

We help professionals enhance their own knowledge and adopt healthy lifestyles, and support them in becoming advocates for their colleagues, patients, families and communities.

1,063 nurses downloaded the NURSING YOU app in its first year.

Workplace health

C3 brings together experts to determine best practice in this popular but under-evaluated field, and advises organisations of the latest evidence and methods to implement.

90% surveyed attendees said they were very likely to attend a C3 Workplace Health Movement meeting in the future.



C3
overview
(Since 2009)

80+
Organisations
partnered with C3

3,000
Professionals have
joined C3's global
network from 85+
countries

97%
Surveyed
attendees would
recommend
C3 events to
colleagues

Visit c3health.org/our-programmes/
for more information



C3's 2018 highlights



February: NURSING YOU launches at the Wellbeing Symposium. C3 partnered with MAXIMUS UK to bring this unique app designed by nurses for nurses. Publicised in the *Nursing Times* and *Nursing Standard*, nearly 100 nurses accessed the app in its first week.



May: Dr Joseph Ana energises International Breakfast Seminar attendees with his story about rebuilding a shattered health system caring for 3 million people in one of the poorest states in Nigeria. He also spoke about PACK (a project C3 collaborates with, p. 10) which is being used by 90% of Nigerian healthcare workers.



June: C3 publishes its report about a community consortium project using CHESS™ (p. 13) in a disadvantaged part of the London Borough of Tower Hamlets. It outlines community members' findings and recommendations for changes to improve local health and reduce inequalities.



July: The Food and Drink Federation shortlists C3's Healthy Communities project for their Community Partner Award. C3 staff and the local project managers were thrilled by the recognition and opportunity to attend the glittering awards ceremony.

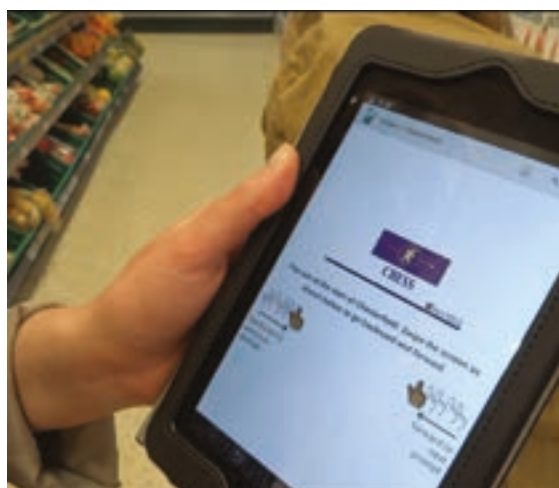


September: Tickets to C3's Workplace Health Movement meeting *Evaluating health outcomes in workplace wellbeing: does measurement matter?* "sell out" in less than 24 hours. 46 attendees heard Mike Whitmore of RAND Europe present about evaluation in workplace health.

September: Over 120 generous donors support C3's deputy chair, Caroline Stanger, and her walking partner Dr Lizzie Tuckey as they take on the Marathon Walk London. Together they raised over £7,500 for C3.



October: The final 2018 C3 International Breakfast Seminar takes place, described by several as C3's "best ever". Professor Diane Finegood gave an excellent, well-attended seminar, in which she described preventing NCDs as a complex (wicked) problem requiring a paradigm shift in the way we think about solutions, with a systems perspective being the first step.



November: IBM awards C3 a pro-bono consultancy workshop worth £23,000 to explore how to further develop our innovative CHESST™ tool (p. 14). This highly interactive day included two Glendoune community members from our very successful Healthy Communities project in Scotland.

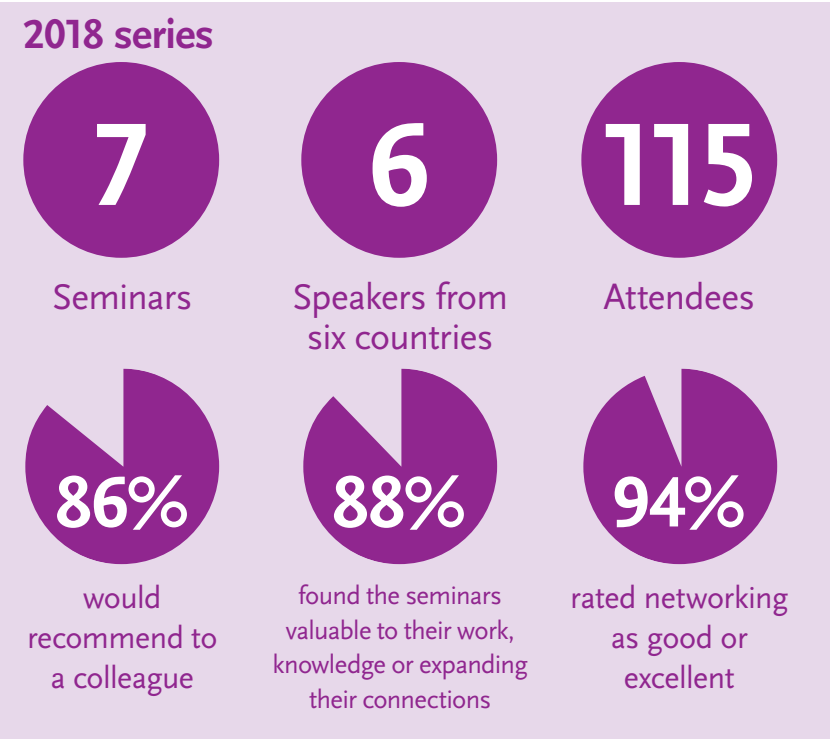


Sign up to receive our monthly e-newsletter updates at c3health.org

International Breakfast Seminars



Drawing on our global network of 3,000 people in 85+ countries, we invite experts to present their work to a diverse group of UK professionals. These popular seminars provide an intimate space for the speakers and C3's local network to share challenges and best-practice examples of chronic disease prevention from around the world.



93% believe that C3 seminars provide access to experts and perspectives that they would not find at other London-based events.

Contact us about sponsorship opportunities or being a guest speaker.



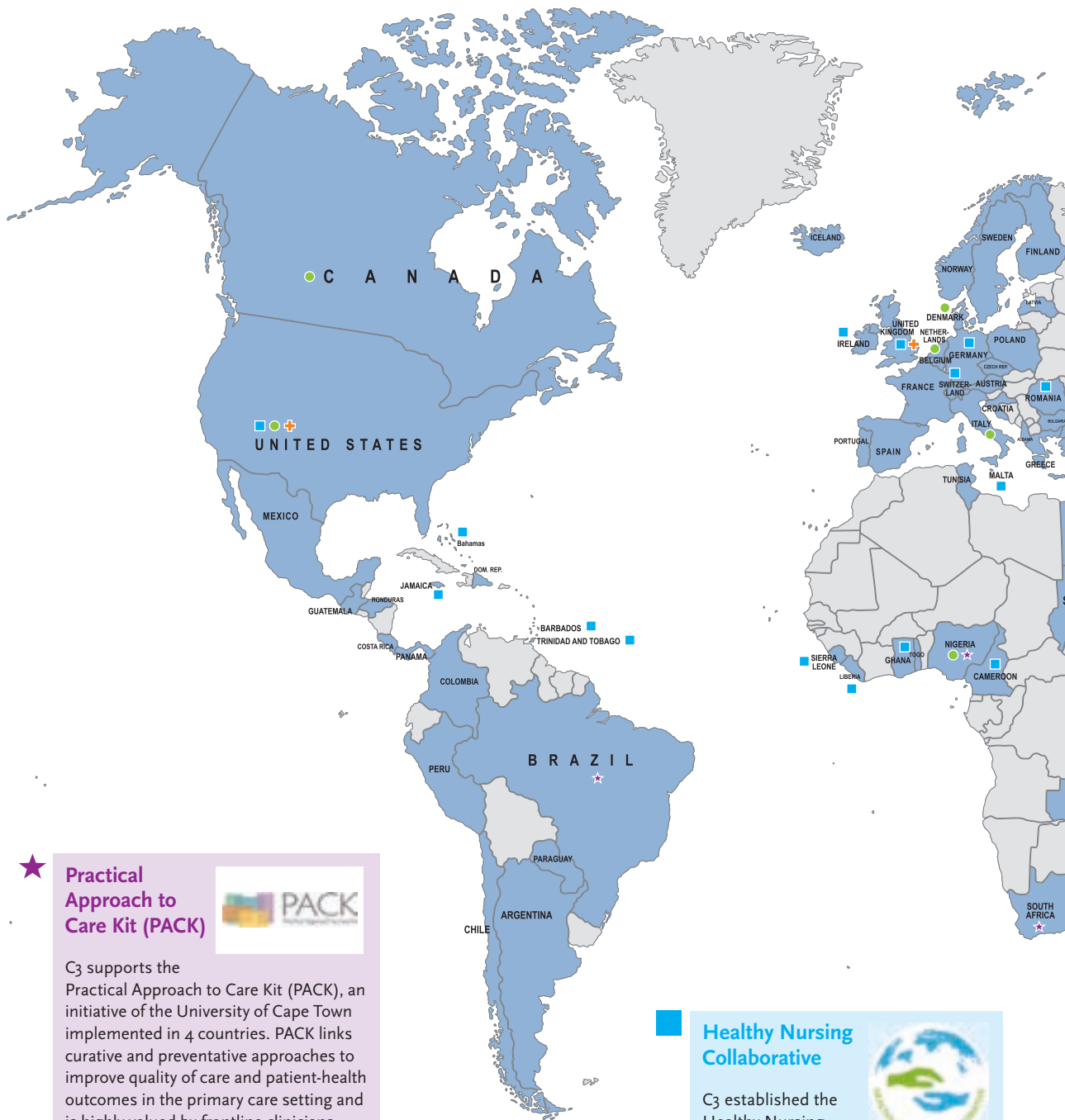
You are the only people I know who work on primary prevention with a real community focus (so not all about individual behaviour change, but actually working with and through community action).

Thank you for delivering this on time and to such a great standard.

Charlotte Augst

Partnership Director, Richmond Group

C3's global reach



Practical Approach to Care Kit (PACK)

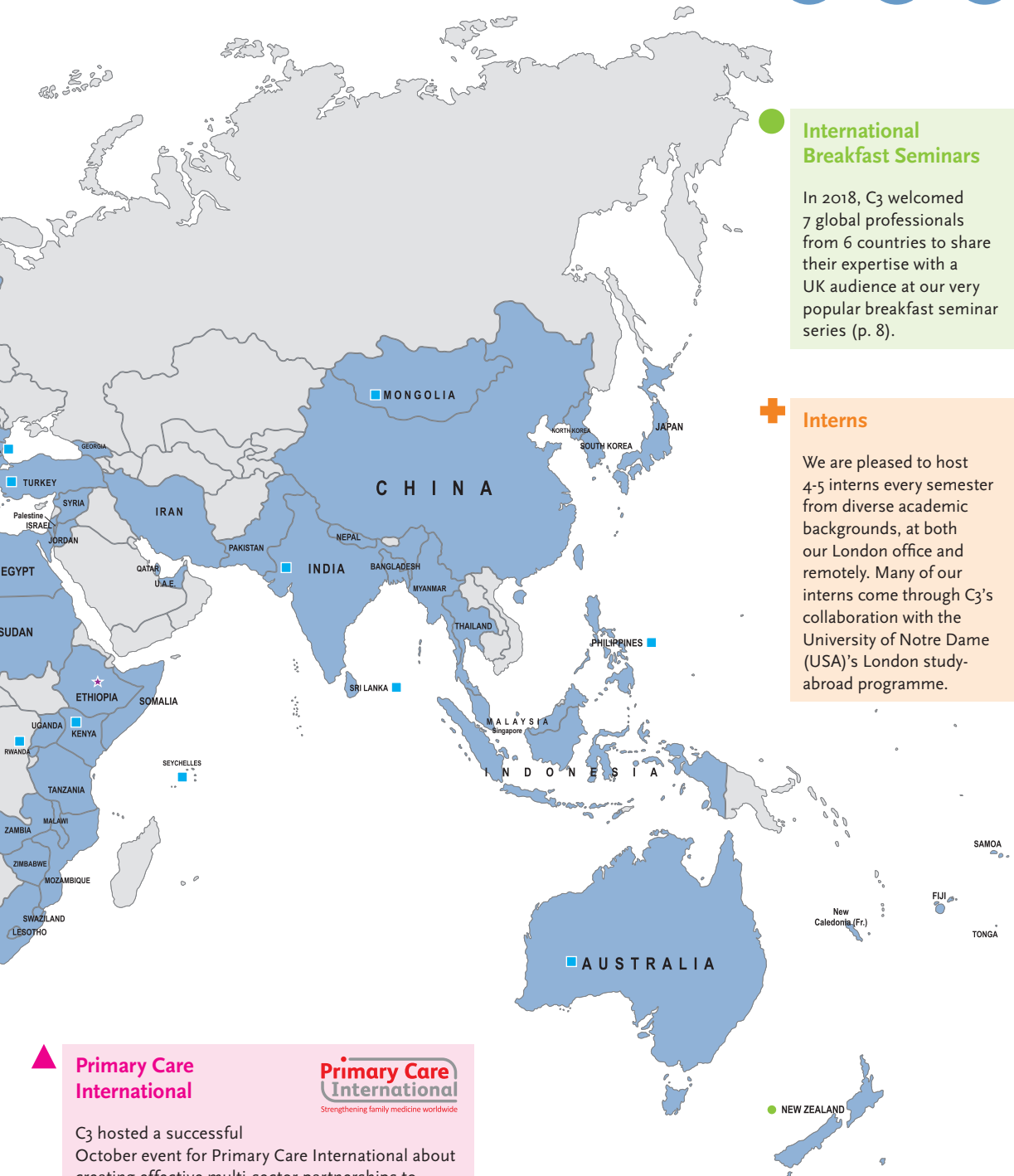


C3 supports the Practical Approach to Care Kit (PACK), an initiative of the University of Cape Town implemented in 4 countries. PACK links curative and preventative approaches to improve quality of care and patient-health outcomes in the primary care setting and is highly valued by frontline clinicians in resource-challenged settings. A cost-effectiveness modelling study published in the *Lancet Global Health* shows that PACK's South Africa programme can improve access to care for chronic diseases, save government money and is cheaper than using World Health Organization guidelines.

Healthy Nursing Collaborative



C3 established the Healthy Nursing Collaborative (HNC) in July 2017 through funding from the Burdett Trust for Nursing. HNC is a global initiative linking those interested in supporting nurses' health and prevention in practice. It includes a network of over 100 professionals from 27 countries.



International Breakfast Seminars

In 2018, C3 welcomed 7 global professionals from 6 countries to share their expertise with a UK audience at our very popular breakfast seminar series (p. 8).

+ Interns

We are pleased to host 4-5 interns every semester from diverse academic backgrounds, at both our London office and remotely. Many of our interns come through C3's collaboration with the University of Notre Dame (USA)'s London study-abroad programme.



Primary Care International



C3 hosted a successful October event for Primary Care International about creating effective multi-sector partnerships to tackle chronic disease in resource-poor settings. The event had a high turnout and keen interest and participation on the day. "I really enjoyed the networking breakfast, and was really impressed by the open and collaborative atmosphere that you fostered." – Amy Stoneham, Deputy Director, Thare Machi Education.

Join C3's global network of 3,000 professionals in 85+ countries at c3health.org



Our national reach

C3 Workplace Health Movement

C3 leads this network of 250 professionals from 170+ organisations. For 2018 C3 partnered with RAND Europe to curate a series of popular seminars in prestigious venues across London. Known as a forum for sharing practical tools in workplace health, 90% of surveyed attendees would recommend these events to colleagues.

UK NCD Civil Society Working Group

C3 was invited to join a civil society working group established by NCD Alliance and Cancer Research UK to advocate to the UK government in the lead up to the UN High-level Meeting on Non-communicable Diseases (NCDs), which took place in September 2018.

NHS England

NHS England is funding C3 to carry on our work with nurses' own health, by inspiring NHS England's 1,800 Nurse Ambassadors to improve their own health and wellbeing to then recruit and inspire others to do the same.

Health Education England

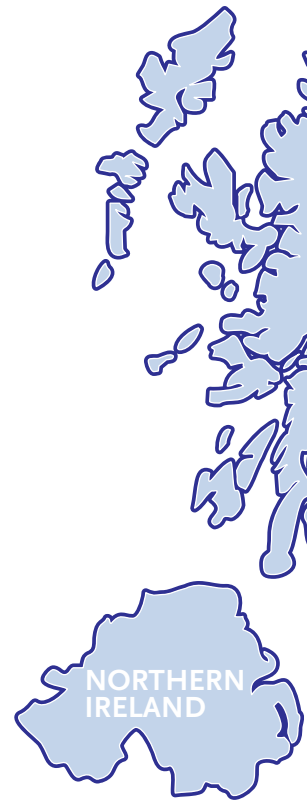
C3 has secured funding to make, distribute and evaluate the impact of a nurses' health film in collaboration with Human Story Theatre. The goal is to use drama to raise a significant but controversial topic – the issue of nurses' health, including weight. The drama will be publicly available in 2019.

NURSING YOU

In 2018, C3 launched its NURSING YOU programme working with nurses to improve nurses' health. As part of this programme, MAXIMUS UK adapted its digital wellbeing platform into a customised app to support nurses' weight-loss activities. 1,063 nurses registered on the platform during the 6-month pilot, with 71% remaining active (p. 16).

‘Thank you very much indeed C3 for all your hard work organising these very successful meetings.’

Professor John Wass, Oxford University (Obesity stakeholder event)





Early interventions, better lives for longer!

In early 2018, the Medtronic Foundation awarded \$50,000 to build on our Healthy Communities project's foundational work in Ovenden. This new project is in partnership with Ovenden's local project manager and Wellbeing People. Activities have included over 100 community members using the Wellbeing People's Interactive Health Kiosk, which helps individuals assess their health and areas of improvement.

Obesity stakeholder event

Novo Nordisk and Medtronic sponsored C3 to deliver the second and final meeting in a series of high-level meetings for 34 commissioners of obesity services, local clinicians and obesity experts to discuss the complex management of obesity and the need for change in commissioning of obesity services. Observed one participant, "The patient perspectives were very powerful, honest – they really help to change how we think."

Tower Hamlets project

In June, C3 published a report about a community consortium project using CHESSTM in the London Borough of Tower Hamlets. It outlined community members' findings from a community mapping exercise and recommendations to improve local health and reduce inequalities. These evidence-based recommendations will inform the next phase of this five-year project.

Wellbeing Symposium

C3 again partnered with Wellbeing People to co-organise this annual symposium, the only event of its kind that covers wellbeing in the workplace, community and for the individual. It was a great success with 240 attendees, and headline speakers such as Lord Richard Layard, known as the 'happiness guru'.

Refining our community-engagement tool



IBM awarded C3 £23,000 in pro-bono consultancy to explore refining our innovative community-engagement process, CHESSTM. CHESSTM includes a mobile tool that equips local communities in identifying and mapping the barriers they face every day when making choices about diet, activity and healthy living. In 2018, our 2016-17 Healthy Communities project using CHESSTM in Ovenden (England) and Girvan (Scotland) was shortlisted for a Food & Drink Federation award.

The workshop included participants from IBM, the C3 team, Glendoune community members, and key community health experts. Together we mapped out how the CHESSTM tool works and how best to refine the tool so that it can be brought to large-scale projects to reach even more communities.

IBM believes that by developing this strategic 'technology road map' we will be able to:

- increase the scope of our existing community-engagement work;
- streamline, through automation, the existing CHESSTM process;
- predict and measure results across multiple communities; and
- provide evidence to influence health policy.

How exciting is that!

Update: Healthy Communities project (Scotland)

From 2016-17, C3's Healthy Communities project in Girvan, Scotland, engaged with over 1,000 community members and saw the revitalisation of the Glendoune Community Association Board and community centre. The community has maintained their momentum by securing £5,000 to counter malnutrition in older residents.

Two community members, Mary and Wendy, who have continued this vital Girvan work and who attended the IBM workshop, provided an update in February 2019:

We are still working hard and planning different events – packed lunches for all the holidays [for schoolchildren]. A mad hatter's tea party for Easter Monday, soup and sandwiches for the elderly. Sporting activities, crafts, knitting and crochet and sewing workshops.

We had a coffee morning today which raised £200 for Dementia UK.

Loved our wee trip to London and the [IBM workshop]. It was really interesting to see and hear everyone's different perspective to all the tasks that was given to us. Also to give you all an insight into our deprived areas and how your funding has helped us tremendously. Both Wendy and myself have had a hard life but this has made us very strong women who do not give up very easily.

“At the heart of IBM’s core values is a commitment to innovation that matters. We couldn’t hope for a better example of this than the work that C3 does and we are excited by the potential to scale and enhance their activities through the application of technology.

It was a privilege to participate in the workshop and we are convinced that the inclusive, outcome-oriented approach that the team is taking will enable them to achieve great success whilst maintaining focus on their core objectives.”

John Evans, Manager, IBM THINKSpace, Dublin

What's next?

Thanks to IBM, we know what steps to take next to further develop our unique CHESS tool. If you or your organisation want to be part of this exciting innovation, please contact us at info@c3health.org.



NURSING YOU



NURSING
YOU

C3 COLLABORATING
FOR HEALTH

I'm taking the challenge
#nurseswin

When the C3-led project Healthy Weight Initiative for Nurses (WIN.) found that 1 in 4 nurses in England are obese, the C3 nursing team knew that this sensitive issue could remain unaddressed no longer. Since 2015, C3 has been working with nurses who are obese to create resources 'designed by nurses, for nurses'.

In 2018, C3 launched its NURSING YOU programme, which focuses on improving all nurses' health. It includes a nurse advisory group and a weight-loss resource hosted on the Royal College of Nursing's website. C3 also collaborated with MAXIMUS UK to create a digital wellbeing app. From February to September 2018, the NURSING YOU app allowed nurses to assess their health, set wellness goals and track their progress.

Main aims and outcomes

1. Create a digital wellbeing app to assist working nurses to adopt healthier lifestyles – in particular, weight management.

✓ **Achieved**

2. For 1,000 nurses to register on the app

✓ **Achieved** 1,063 nurses registered

3. For between 600-700 nurses to remain active by the end of the pilot

✓ **Achieved** 754 (71%) remained active

NURSING YOU



“MAXIMUS are at the forefront of delivering digital solutions to drive behavioural change that leads to improved health. We were inspired by WIN. from the outset and proud to work with C3 on NURSING YOU. Since launching the redesigned app in 2018, we have seen record numbers of nurses registering and we’ve been pleased by the positive reception the app has received.”

Paul Williams, UK Division President

What’s next

The Royal College of Nursing featured NURSING YOU in their January 2019 bulletin and continue to host NURSING YOU on their website. MAXIMUS has agreed to continue the NURSING YOU app, with the addition of live health coaching on weight-management advice and behavioural change for app users. The 6-month pilot begins spring 2019.



Are you a nurse or nurse employer? Contact us for the NURSING YOU app access code.

We were inspired by [C3's]
Healthy Weight Initiative
for Nurses from the outset
and proud to work with C3
on NURSING YOU.

Paul Williams

MAXIMUS UK Division President

What's next?

Managing the London debut of leading health and wellbeing event, the Wellbeing Symposium, with our partners Wellbeing People, Deloitte and Pillory Barn.

Hosting our dynamic International Breakfast Seminar and Workplace Health Movement seminar series.

Piloting and evaluating the impact of the third round of NURSING YOU, which will now include health coaching.

Providing a keynote at the International Council of Nurses Congress in Singapore.

Hosting a screening of the nurses' health film.

Managing an obesity training for nurses in partnership with the European Association for the Study of Obesity at the European Congress on Obesity.

Scaling up our community-engagement project to benefit more communities.

Taking forward IBM's suggestions on how to refine our community-engagement tool.

Engaging our global network in activities such as surveys and case studies.

Celebrating our 10th anniversary!

10

Thank you

We were overwhelmed by the generous support of the over 120 donors who helped C3's vice chair, Caroline Stanger and her walking partner Dr Lizzie Tuckey raise money through the Marathon Walk London. Thank you. And thank you to Caroline and Lizzie for 'practising what you preach' for the good of C3!

We are also grateful to Tall Horse Accounts Ltd. for hosting our Christmas donor appreciation evening.

A big thank you to C3's Board:

Our appreciation to our Chair and Trustees for guiding C3:

- **Sally Gilding** (*chair*) – corporate services and trust consultant, and non-executive director of Intertrust Trustees Limited.
- **Caroline Stanger** (*deputy chair*) – director of clinical leadership at Bupa.
- **Zoe Bedford** – founder of ZPB Ltd and manager of The Cambridge Health Network.
- **Rachel Crossley** – sustainable business and responsible investment consultant, and senior advisor to the Access to Nutrition Index.
- **John Grumitt** – vice president of Diabetes UK and chief executive of Changing Health.
- **Jane Holdsworth** – director of Sponsus Ltd and founding CEO of the European Hydration Institute (now CIEAH).
- **Harpreet Sood** – physician and associate chief clinical information officer, NHS England.

C3 also thanks the following people for their support:

Alex Swallow (communications); Beth Blowers (editorial); Carnstone: Glynn Roberts and Rosie Towe (consulting); Garth Stewart (graphic design); Ginger Liu (PR); inspire[®]; Jemima Fitzmorris (marketing); Jenny Ousbey (communications); Premier Choice Internet (website); Richard Smith (blogs); Selena Clarke, Heather Hanna, Joanne Loades, and Jeanne Davey (nursing advisory group); Tall Horse Accounts Ltd.

Thanks to CAN Mezzanine for hosting many of our events over the last year.

A special thanks to the interns who worked at C3 during the year: Charlotte Langbo, Emily Cline, Jena Yang, Jordyn Halpern, Laura Funk, Molly Marino, Sophie Kosky-Hensman, and Vatsla Sharma.

With gratitude to our
principal 2018 funders
and partners:



MAXIMUS | United Kingdom



AstraZeneca
Cancer Research UK
The College of Contemporary Health
Human Story Theatre
London South Bank University
MATRIX Public Health Solutions
NHS England
PeoplePlus
Pillory Barn Creative
Royal College of Nursing
The Health Insurance Group
Sanofi
Wellbeing People
Younger Lives

Financial information

For the period to 31 December 2018

INCOME & EXPENDITURE	Unrestricted funds £	Restricted funds £	2018 total funds £	2017 total funds £
Incoming resources				
For charitable activities	141,388	164,464	305,852	421,914
Investment income	–	–	–	–
Total incoming resources	141,388	164,464	305,852	421,914
Resources expended				
From charitable activities	161,055	183,852	344,907	408,715
Total resources expended	161,055	183,852	344,907	408,715
Net movement in funds	(19,667)	(19,388)	(39,055)	13,199
Fund balances brought forward at 1 Jan 2018	13,374	–	13,374	175
Total funds at 31 December	(6,293)	(19,388)	(25,681)	13,374

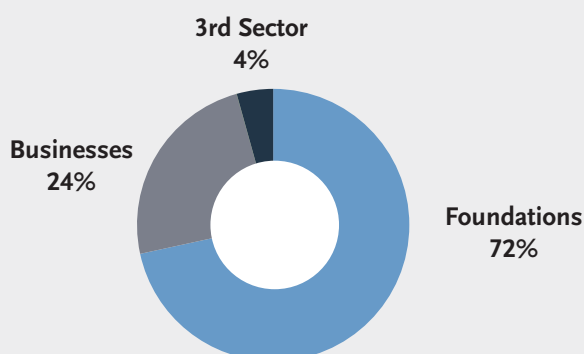
C3's main charitable activities were supported by the following organisations: Burdett Trust for Nursing, The Health Foundation, Novo Nordisk, MAXIMUS UK, The Young Foundation, Medtronic Foundation, The Health Insurance Group, NHS England, Younger Lives, College of Contemporary Health and Sanofi.

SUMMARY BALANCE SHEET AT 31 DECEMBER 2018	2018 £	2017 £
Current assets		
Debtors	12,371	68,080
Cash at bank and in hand	75,491	28,978
Creditors: amounts falling due within one year	(113,543)	(83,684)
Net current assets	(25,681)	13,374
Total net assets	(25,681)	13,374
Funds		
Restricted funds	(19,388)	–
Unrestricted funds	(6,293)	13,374
Total funds	(25,681)	13,374

Trustees' Statement

The information provided in these financial statements is a summary of the draft statutory accounts, which at the time of printing had not been signed off and filed. These summarised figures may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. For further information, the full annual accounts should be reviewed. These can be obtained from the charity's offices at 7-14 Great Dover Street, London SE1 4YR.

Our funding sources for 2018





Together, we can make it
easier to live healthy lives.

Join us today:



@C3health



www.c3health.org



info@c3health.org



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a company limited by guarantee (no. 6941278), registered in England and Wales.