


C<sub>3</sub>elebrating

10

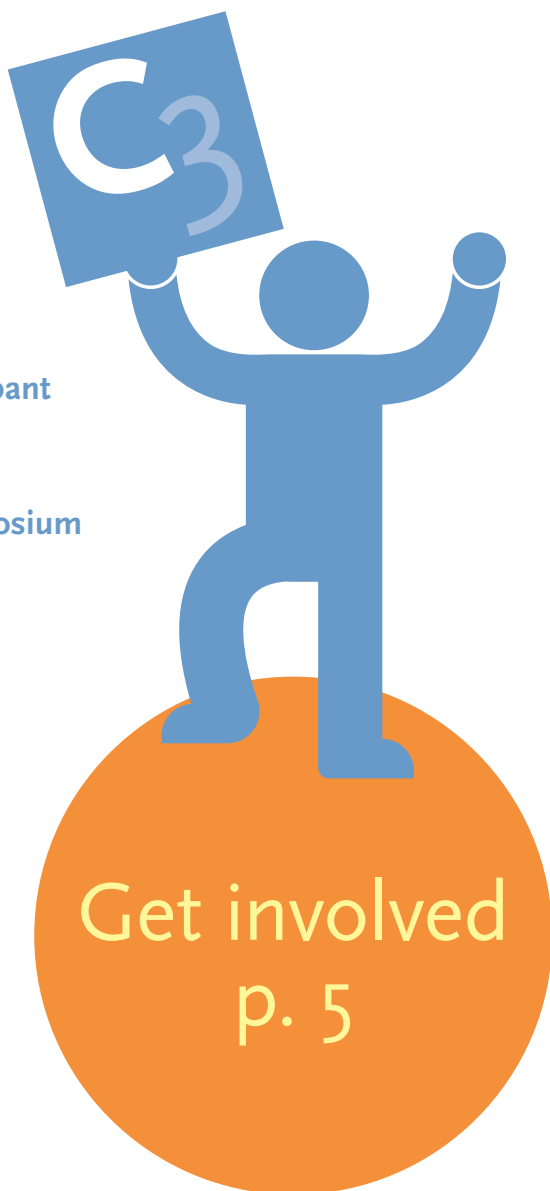
The zero of the '10' is a large white circle. Inside this circle is a smaller blue circle. Inside the blue circle is a white 'C' with a blue '3' next to it, forming the C3 logo.

YEARS




Annual Review 2019

# Contents

- 1 Then and now
- 2 Our vision and work
- 5 Get involved
- 6 Highlights from C3's 10 years
- 8 C3's 2019 global reach
- 10 Our health professionals programme
- 12 Meet Jennie: Health coaching participant
- 13 International Breakfast Seminars
- 14 London debut of the Wellbeing Symposium
- 15 Thank you
- 16 What's next?
- 17 Financial information



## Contact us

 @C3health |  +44 (0) 20 3096 7706 |  [info@c3health.org](mailto:info@c3health.org)

## Acknowledgements

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

# Then and now

In 2009 as an experienced nurse and health policy champion, I was both surprised and shocked to learn the stark facts about chronic disease: how prevalent worldwide, how discriminating, affecting the poorest countries and people, and how straightforward it should be to prevent!

Ten years on people are less surprised and actions are being taken, but with small effects and slow progress. Health services are failing to cope and short-sighted politicians prioritise building more hospitals and buying more expensive drugs, meaning a vision for prevention seems a long way off.

We at C3 have carved out a space where we are respected for bringing diverse people together to confront difficult challenges, rely on evidence, and encourage changes. We are very small, so we are increasingly concentrating on two areas where the opportunities to bring changes to scale are within our grasp.

Funding from the Burdett Trust for Nursing since 2013 has had a massive impact by enabling C3 to engage some of the world's 20 million nurses in preventing ill health, disability and premature death. C3 believes that nurses are uniquely placed to address this global challenge, but our work has revealed the poor health and risky behaviour in much of the nursing workforce. The Burdett funding has allowed C3 to expand its reach as a respected and knowledgeable voice in chronic disease prevention. We were honoured to be awarded the 2017 Archon Award for exceptional leadership in advancing health in the world. This year C3 had a strong presence at the International Congress in Singapore, speaking to over 5,000 nurses to create opportunities for them to share their expertise. Because of our partnership with the Burdett Trust, other funders, especially MAXIMUS, Pfizer, EASO and NHS England, have also supported our work which will continue to expand.

C3's community-engagement programme partners with local communities to identify barriers to good health and make use of a community's existing strengths to overcome them. Our experience to date using our CHES@ tool has been encouraging. This year it will see a significant scaling: we're part of an EU project working within 7 areas in southern England and northern France looking at overcoming the twin disadvantages of obesity and unemployment. IBM has also awarded us \$190,000 pro-bono work to make the CHES@ tool easier to use.

As C3 enters its second decade these programmes will enable us to impact the lives of vulnerable people and demonstrate practical steps to improve the health of the world.



*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

# Our vision and work

A world where people are not dying from preventable chronic disease because they find it easier to live healthy lives.

## How do we get there?

C3 brings together different communities to create changes that make it easier for people to:



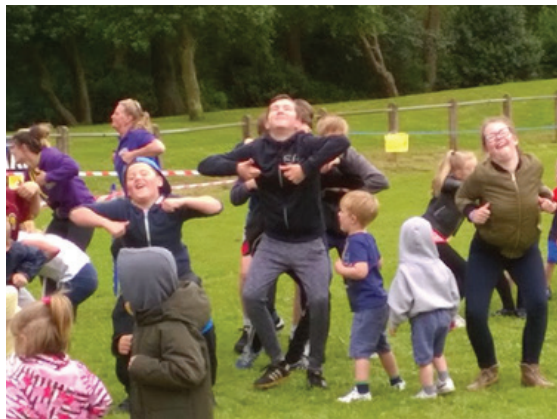
Improve  
what they eat  
and drink

Stop using  
tobacco



Do more  
physical activity

## Our programmes



### Local neighbourhoods

We use an innovative mobile tool (CHESS®) to equip local neighbourhoods 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.

**OUR SERVICES** Evaluation • Event management • Partnership



## 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.

We've worked with  
80+ organisations since  
our 2009 founding.



## Health professionals

We help health professionals, particularly nurses, 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.

building • Strategy consulting • Workplace health • Writing

Visit [c3health.org/our-programmes/](https://c3health.org/our-programmes/)  
for more information



You are doing  
fantastic work.

How would I  
describe C<sub>3</sub>?

Unique.

C<sub>3</sub> network member

# 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.

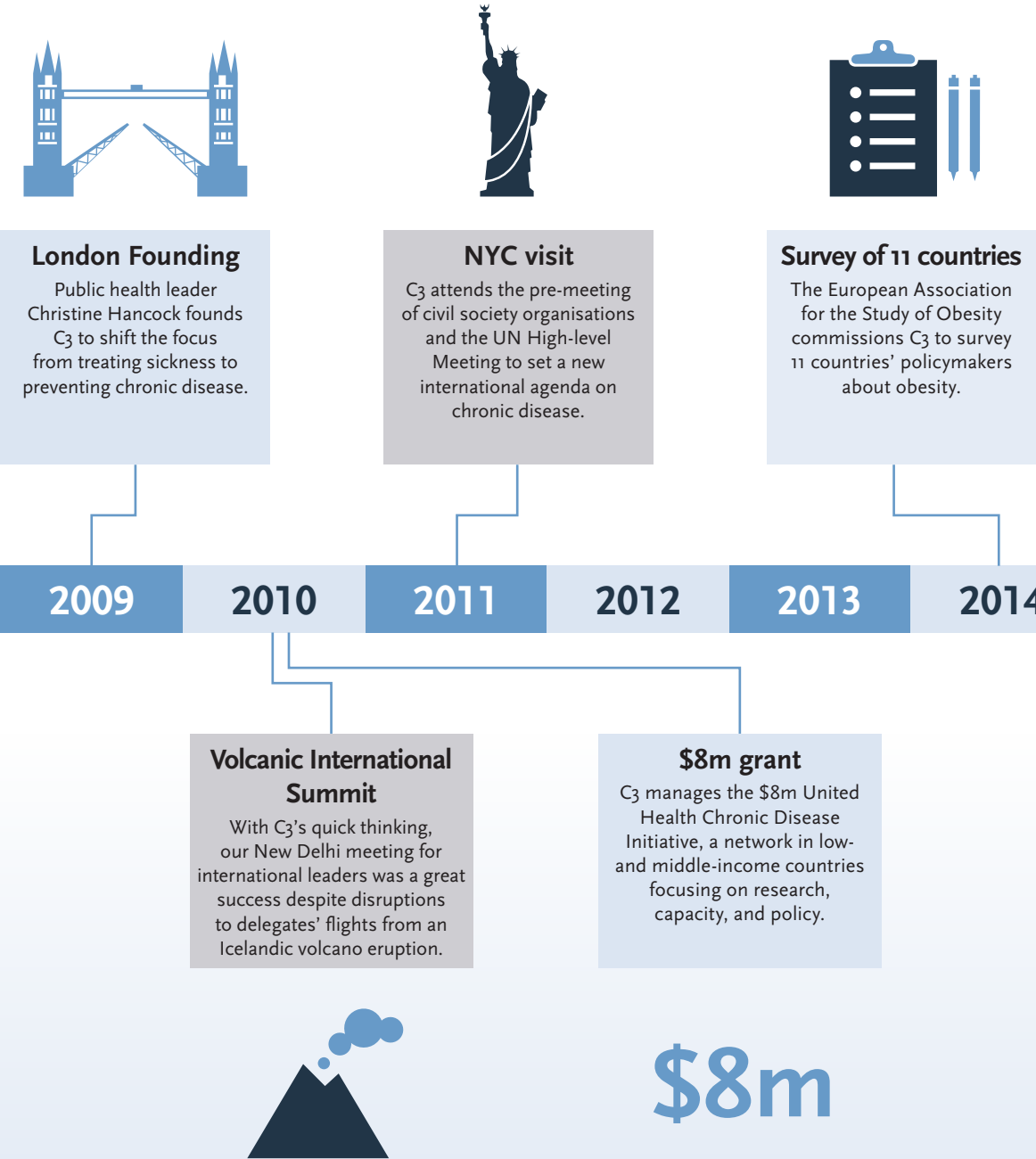
**VISIT** us at our London office. We love meeting people who are as keen as we are to make healthy choices easy choices.

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

Contact [info@c3health.org](mailto:info@c3health.org) to learn more about how to get involved



# Highlights from C3's 10 years







### 50th International Breakfast Seminar

C3 celebrates the 50th seminar of its unique and popular International Breakfast Seminar series.

### Archon Award

Sigma Theta Tau International recognises C3 with its internationally-renowned award for exceptional leadership in advancing health in the world.

### Building healthy communities

The Food & Drink Federation Awards shortlists C3's CHESSE® project with Nestlé, which engaged 5,000 community members in Scotland and England.

2015

2016

2017

2018

2019

2020

### Scoring countries on chronic disease

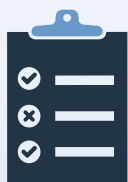
GRAND South & C3's NCD Scorecard launches in The Lancet. 23 countries' approaches to chronic disease are evaluated from interviews with multi-sector experts.

### National headlines

C3-led Healthy Weight Initiative for Nurses makes national headlines by finding that 1 in 4 nurses in England are obese.

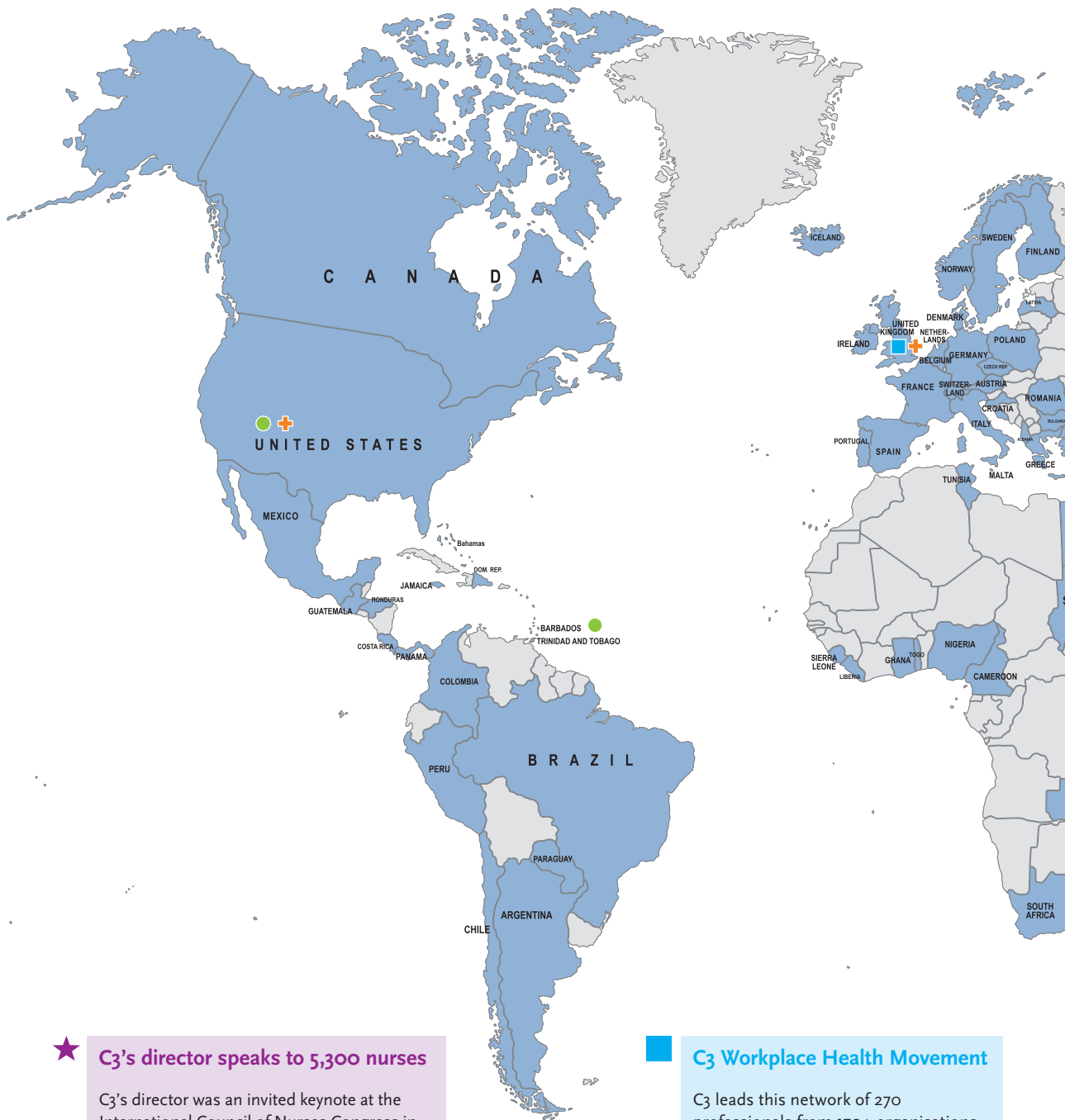
### Dreaming big with IBM

IBM creates a roadmap for refining C3's innovative community-engagement tool CHESSE® to guide C3's strategy to scale-up future programming.



Sign up to receive our monthly e-newsletter updates at [c3health.org](https://c3health.org)

# C3's 2019 global reach



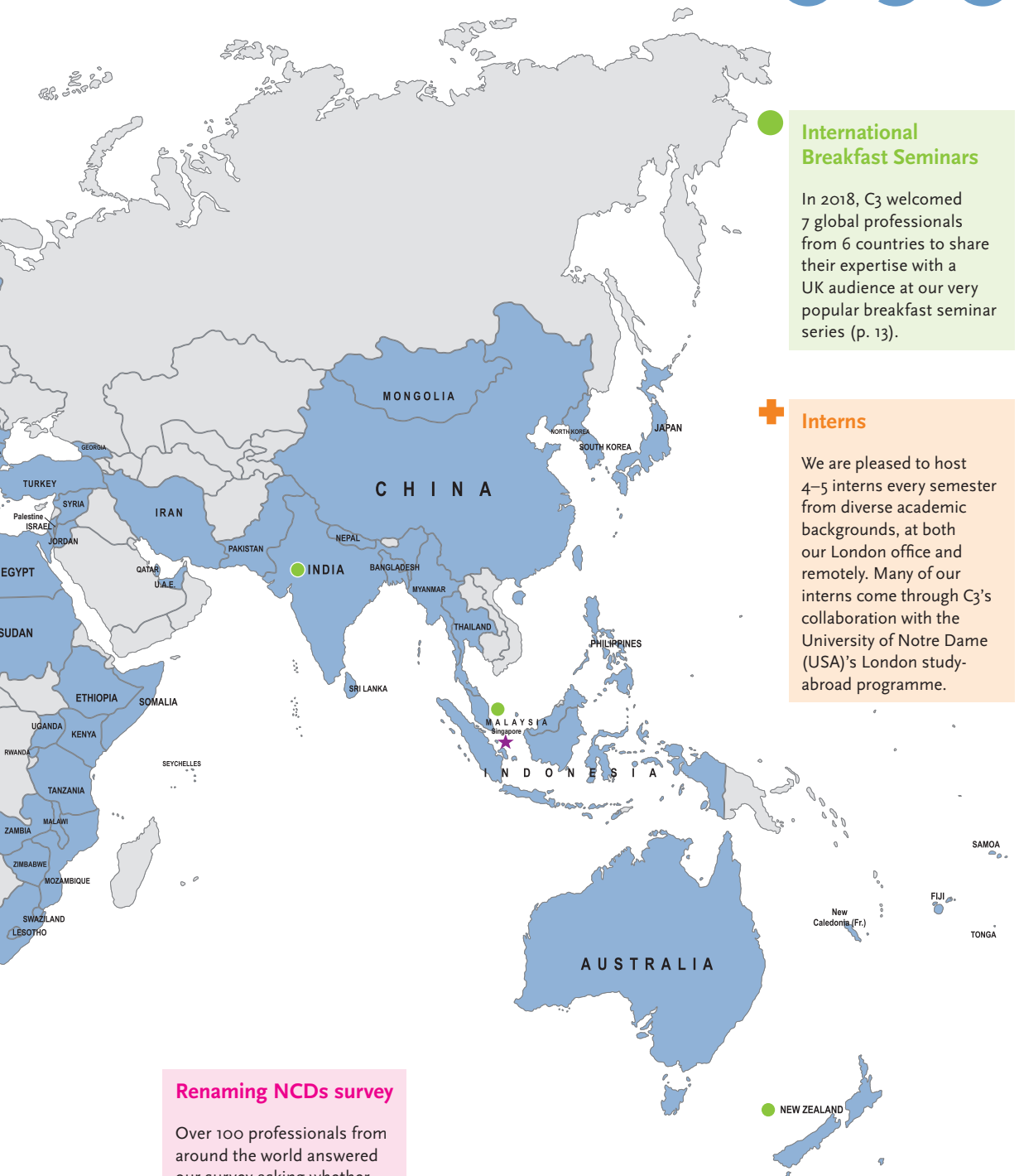
★

### C3's director speaks to 5,300 nurses

C3's director was an invited keynote at the International Council of Nurses Congress in Singapore where she spoke to 5,300 nurses from 140 countries on the importance of prevention. C3 also met WHO Director General Dr Tedros; had a stand speaking with hundreds of nurses about their health and the NURSING YOU app; and hosted a lively symposium with 80 nurses about C3's nursing work.

### C3 Workplace Health Movement

C3 leads this network of 270 professionals from 170+ organisations. For 2019 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, 97% of surveyed attendees would recommend these events to colleagues.



### 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. 13).

### + 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.

### Renaming NCDs survey

Over 100 professionals from around the world answered our survey asking whether non-communicable diseases need a new name. Most said: yes! We'll be building on this work in 2020 as a way to engage our global network.

Join C3's global network of 3,000 professionals in 85+ countries at [c3health.org](https://c3health.org)



# Our health professionals programme



## NURSING YOU app

In June 2019, we launched the second iteration of our NURSING YOU app with MAXIMUS UK. The updated app includes one-to-one health coaching, a behavioural change programme to better support nurses. Learn about one nurse's NURSING YOU journey on p. 12.

## Nurses' health toolkit

NHS England commissioned C3 to inspire NHS England's 1,800 Nurse Ambassadors in improving their own health and wellbeing, to then recruit and inspire others to do the same. This has included a toolkit developed by nurses of nurses' health resources for Ambassadors.

## Convincing employers to better support nurses

The Burdett Trust for Nursing funded C3 to develop materials, informed by nurses themselves, to support those wishing to implement nurses' health initiatives at their organisations. Download the materials at [www.c3health.org/blog/7-steps-nursing-you/](http://www.c3health.org/blog/7-steps-nursing-you/).

## Obesity training for nurses

The European Association for the Study of Obesity commissioned C3 to teach an obesity training for 100 nurses at EASO's annual Congress in Scotland in April 2019. 95% surveyed rated the course highly and 98% reported learning from the course.





## Mental health webinar for nurses

C3, in collaboration with Pfizer, produced a webinar featuring 6 experts speaking to 46 attendees on how to address the mental health of nurses and their patients.

## Overarching nurses' health framework

For 4 days at RCN Congress, C3 had nurses complete a diagram of the different challenges they face to their health, based on the Dahlgren-Whitehead rainbow model of health determinants. We will use their answers to create an overarching nurses' health framework that nurses, researchers and employers can use to assess how best to improve nurses' health.

## A sensitive film

C3 launched its daring film 'No Yeah Buts: A Film About Supporting Nurses' Health' through an invite-only premiere at the House of St Barnabas. Attendees included the RCN President and Dr Steve Boorman. This use of drama was an innovative way to raise awareness about the sensitive issue of nurses' health and was received very positively. The film will continue to be shared through a 2020 campaign.

To find out more about our health professionals programme visit [www.c3health.org/nursing-you](http://www.c3health.org/nursing-you)



# Meet Jennie: Health coaching participant

Jennie is a Registered General Nurse and joined NURSING YOU in 2019.

## How did you hear about NURSING YOU?

"I discovered NURSING YOU following a Google search when I was looking for initiatives to help me lose weight."

## What made you decide to take part in NURSING YOU?

"When I found out that NURSING YOU was only available to nurses – it felt like a natural, almost perfect fit. Taking part in an initiative to improve my overall health and wellbeing alongside other nurses has sense of community to it."

## What do you like most about Health Coaching?

"The one-to-one sessions enable and empower me to achieve my goals. Not only does it help me prioritise things much better than ever before, but I feel supported all the way."

## How would you describe Health Coaching to someone thinking of signing up?

"Health coaching is a really positive experience for anyone needing support, guidance and an opportunity to explore themselves. The resources we all have within our reach is not always obvious. Health coaching offers a different way of looking at things and is tailored to individual needs."

## What's your ultimate goal?

"To be the healthiest I can be through diet, exercise and mental health support such as Mindfulness and Meditation."

## What have you achieved so far?

"I have lost weight, but more so, the foundations that are now in place will help me continue on this path of wellness for the months ahead. My eating patterns have changed, I don't have cravings for Carbs anymore. I eat in a more mindful way and plan ahead for those erratic days at work to stop me reaching out for a quick fix."

## With your end goal in mind, where do think you'll be this time next year?

"Injury allowing, I aim to be more physically active and I hope to have reached my target weight and maintain it."



## Participant Profile

**Name:** Jennie

**Role:** Third level college nurse and GP Practice Nurse

**Location:** Dublin

**Age:** 52 years

**Total weight loss:** 10 lbs

**Wellbeing score:**  
34.78% improvement



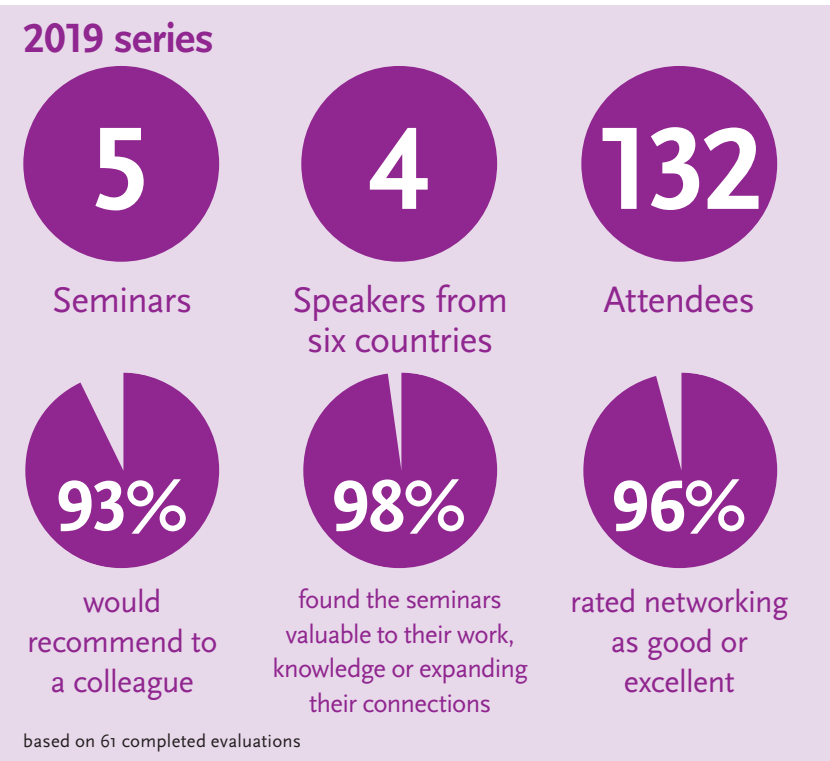
Are you a  
nurse or nurse  
employer?

Email [nursingyou@c3health.org](mailto:nursingyou@c3health.org)  
for the NURSING YOU app  
access code.

# 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.



**96%** 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.





# London debut of the Wellbeing Symposium



Over the past seven years, The Wellbeing Symposium has been going from strength-to-strength as a leading health and wellbeing event. In 2019, The Wellbeing Symposium made its London debut at the prestigious offices of global professional services network, Deloitte. C3 was excited to once again partner with Wellbeing People and Pillory Barn.

150 enthusiastic attendees representing international and national businesses, employers, academics, housing and community associations, public health and wellbeing professionals, and human resources directors debated, networked and learned from the best in health and wellbeing. Participants took away tools, techniques and opportunities to make improvements in the wellbeing of their community or organisation.

“Great location, lovely staff”

“Good mix of speakers and backgrounds”

“Very insightful” talks

106

organisations  
represented

150

Attendees

**Save the date! C3 is re-launching this event May 2021 as the C3 Wellbeing Forum in partnership with Wellbeing People.**





# Thank you

Thank you to everyone in our network for supporting us over the past 10 years. Here's to many more anniversaries!

And our warm wishes to our outgoing senior project manager, Hester Rice, who has been with C3 since its inception. We wish her all the best in her new home and future endeavours. Fortunately, she's not leaving C3 entirely, as she will stay on as an associate.

## 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*) – non executive director of Mid and South Essex Hospitals NHS Foundation Trust.
- **Zoe Bedford** – founder of ZPB Ltd and manager of The Cambridge Health Network.
- **John Grumitt** – vice president of Diabetes UK and chief executive of Changing Health.
- **Harpreet Sood** – physician and associate chief clinical information officer, NHS England.

Our thanks to outgoing Trustees Jane Holdsworth and Rachel Crossley, and a warm welcome to our new Trustees Tracey Koehlmoos and Susan Jobling.

## C3 also thanks the following people for their support:

Alex Swallow (communications); Beth Blowers (editorial); Carnstone: Glynn Roberts and Rosie Towe (consulting); Fabienne Poulet (fundraising); Garth Stewart (graphic design); inspire\*; Jenny Ousbey (communications); Mark Wakefield, John Evans, and John McGrath (IBM); 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: Allison LeHanka, Charlotte Langbo, Chloe Morton, Emily Cline, Jack Davies, Jessica Brock, Katie Steenvoorden, and Sophie Kosky-Hensman.

With gratitude to our  
principal 2019 funders  
and partners:



**MAXIMUS** | United Kingdom



The Berkeley Partnership  
Broadstone

Cancer Research UK  
Chamberlain Dunn

The College of Contemporary  
Health

European Association for the  
Study of Obesity

Health Education England

The House of St Barnabas

London Global Cancer Week

London South Bank University  
MATRIX Public Health Solutions

Mayer Brown

NCD Alliance

Pillory Barn Creative

RAND Europe

RSA

Sanofi

Smart Health Solutions, Inc.

SustainAbility

Wellbeing People

Willis Towers Watson

Younger Lives

# What's next?

Launching C3's Wellbeing Forum in partnership with Wellbeing People and Chamberlain Dunn.

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

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

Implementing CHES through an EU-funded project in seven areas of southern England and France.

Evaluating the impact of the second iteration of our NURSING YOU app and health coaching.

Disseminating our nurses' health film.

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

Addressing the severe impact of obesity and inequalities on COVID-19.

Working on an EU project with Younger Lives and Smart Health Solutions to pilot a scalable model for training clinicians (particularly nurses) to help people better manage their hypertension and diabetes, and to improve healthy ageing outcomes.

C<sub>3</sub>elebrating 10 C<sub>3</sub> YEARS

# Financial information

For the period to 31 December 2019

INCOME & EXPENDITURE	Unrestricted funds £	Restricted funds £	2019 total funds £	2018 total funds £
<b>Incoming resources</b>				
For charitable activities	179,971	164,096	344,067	323,992
Investment income	1	–	1	1
<b>Total incoming resources</b>	<b>179,972</b>	<b>164,096</b>	<b>344,068</b>	<b>323,993</b>
<b>Resources expended</b>				
From charitable activities	179,941	176,685	356,626	347,421
<b>Total resources expended</b>	<b>179,941</b>	<b>176,685</b>	<b>356,626</b>	<b>347,421</b>
<b>Net movement in funds</b>	<b>31</b>	<b>(12,589)</b>	<b>(12,558)</b>	<b>(23,428)</b>
<b>Fund balances brought forward at 1 Jan</b>	<b>(10,054)</b>	<b>–</b>	<b>(10,054)</b>	<b>13,374</b>
<b>Total funds at 31 December</b>	<b>(10,023)</b>	<b>(12,589)</b>	<b>(22,612)</b>	<b>(10,054)</b>

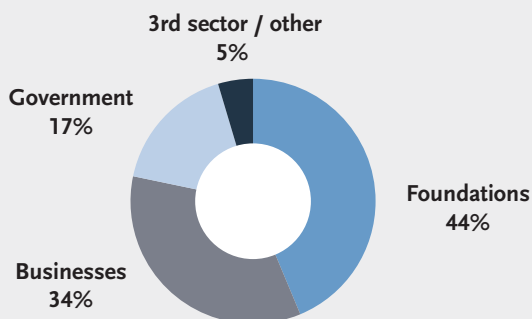
C3's main charitable activities were supported by the following organisations: Burdett Trust for Nursing, MAXIMUS UK, Medtronic Foundation, NHS England, and Pfizer.

SUMMARY BALANCE SHEET AT 31 DECEMBER 2019	2019 £	2018 £
<b>Current assets</b>		
Debtors	58,336	11,542
Cash at bank and in hand	3,766	76,021
Creditors: amounts falling due within one year	(84,714)	(97,617)
Net current assets	(22,612)	(10,054)
<b>Total net assets</b>	<b>(22,612)</b>	<b>(10,054)</b>
<b>Funds</b>		
Restricted funds	(12,589)	–
Unrestricted funds	(10,023)	(10,054)
<b>Total funds</b>	<b>(22,612)</b>	<b>(10,054)</b>

## 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 2019



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

Join us today:



@C3health



[www.c3health.org](http://www.c3health.org)



[info@c3health.org](mailto:info@c3health.org)



Director: Christine Hancock  
CAN Mezzanine, 7-14 Great Dover Street, London SE1 4YR, United Kingdom  
Tel +44 (0) 20 3096 7706 • [www.c3health.org](http://www.c3health.org) • [@c3health](https://twitter.com/c3health)  
C3 Collaborating for Health is a registered charity (no. 1135930) and  
a company limited by guarantee (no. 6941278), registered in England and Wales.