COLLABORATING FOR HEALTH



Annual Review 2020-21

Covid-19, a world of inequality

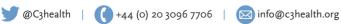
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Get involved

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Acknowledgements

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

Then and now

Obesity, diabetes and hypertension were noted in so many of those critically ill with Covid-19.

The world has almost exhausted words to describe 2020-21. Like most people I was shocked and scared as we saw the devastating impact of the coronavirus; it was like a flood sweeping all in its path. I wondered how a small charity focused on preventing chronic disease could survive this proper focus on a new infectious disease.

Then we began to realise the risks to chronic disease, C3's focus, were the very risks contributing to death and critical illness from Covid 19. First in Italy, then France and the UK, obesity, diabetes and hypertension were noted in many of those critically ill with Covid-19. As the horror of Covid-19 evolved, especially in Europe and the Americas, we also saw the virus's unequal impact amongst the poorest people and those with minority heritage.

C3's community engagement programme using CHESS® has worked in disadvantaged communities to support them to create and demand improvements. It was both important and difficult to continue the work, but we did! Communities in England and France learnt new digital skills while cautiously and safely engaging in plans to improve their neighbourhood.

2020 was Florence Nightingale's bicentennial year, designated by the World Health Organization as the first ever global 'Year of the Nurse and Midwife'. And what a year it was as nurses worldwide came face to face with many, sudden deaths and danger to themselves. Our work with nurses was affected but was also extremely relevant as we addressed the crescendo of mental ill health from the virus and continued our work on nurses' health and wellbeing.

C3 is used to working remotely with colleagues and a Trustee in the Americas but it has been challenging to shift our events and meetings completely online. We have moved into our new office in the Royal College of Physicians and are meeting as a staff team once more. The Board is relieved that all our staff have stayed well and proud of the way they have continued their work which has never seemed more important.



Christine Hancock, Director



bulilini

Sally Gilding, Board chair

4

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

> 74% all deaths worldwide, each year

41 million

people dying each year

17 million

people dying under 70 years old

\$47 trillion

estimated global cost to economy by 2030

Higher risk of becoming severely ill or dying from Covid-19

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Our vision and work

A world where no one dies from preventable chronic disease.

How do we get there?

C₃ brings together different communities to create changes that make it easier to live healthy lives by:



Smoking less

improving what they eat and drink





being more physically active

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.

C3 is working with 16 organisations in 7 locations across England and France, addressing obesity and unemployment using our CHESS®tool through the ASPIRE project.

OUR SERVICES Evaluation • Event management • Partnership



Businesses

C3 is unusual amongst health 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 100+ 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.

To date C3 has supported thousands of nurses with their health and wellbeing.

building • Strategy consulting • Workplace health • Writing

Visit c3health.org/our-programmes for more information

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Together, we can make it easier to lead healthy lives

FUND our programs. Join the 100+ organisations who have collaborated with us on a project or commissioned us to undertake work.

SUPPORT our events. Attend our popular free events, 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 Seminars, our highly regarded series bringing global experts to our network.

VISIT WITH US 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

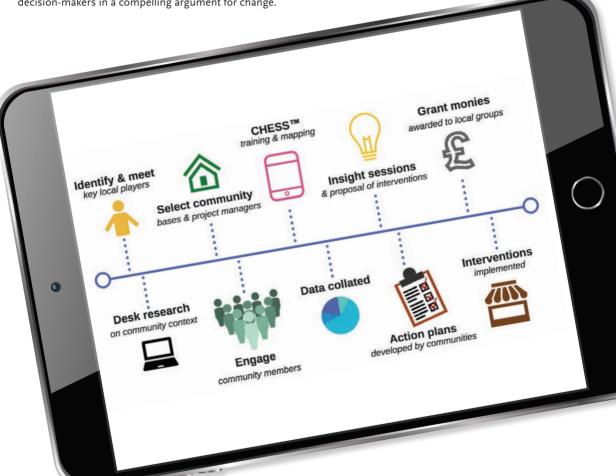
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What is C3's CHESS®?

CHESS® is an innovative, evidence-based approach that shifts decision-making to local communities by engaging them as 'citizen scientists' in an investigation about their health and built environment. CHESS® includes a mobile tool that aids local communities in identifying and mapping the barriers they face every day when making choices about living more healthily.

Personal stories provide vital context about social, economic and health inequalities. These quantitative and qualitative results inform evidence-based recommendations, guided by public health expertise, for interventions that make it easier to be healthy. Communities receive small grants to implement some of their proposed solutions and present their recommendations to local decision-makers in a compelling argument for change.





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C3's 2020-21 highlights



April 2020: Our mental health project for nurses, Nursing Minds, is approved for funding. Submitted pre-pandemic, the need to support nurses' health becomes even more paramount over the course of Covid-19 (p. 16).



August 2020: IBM launches a prototype for a web-based version of our community engagement tool CHESS®, which includes a data dashboard and app for smartphone. Read more about CHESS® on p. 5.



September 2020: Our first community engagement walk for ASPIRE, our EU-funded project assessing barriers to good health in Aylesham, Kent is a great success. 14 community members join us for this COVID-safe event and leverage their findings to develop action plans for how they want to change their community.



November 2020: A stellar cast of leaders in tobacco control and prevention answer 80+ attendees' questions during our virtual Q&A seminar Tobacco on Covid-19: *Breathtaking Exploitation* for London Global Cancer Week. Her Royal Highness Princess Dina Mired, Dr Bronwyn King, founder of Tobacco Free Portfolios and Jose Luis Castro, President and CEO of Vital Strategies share with the audience about how tobacco companies are profiting from Covid-19.



February 2021: C3 finishes providing technical assistance on the development of chronic disease interventions to the Ministry of Health and governing body of Better Health Programme Malaysia. The intervention fieldwork starts March 2021.



March 2021: Our digital project with Pfizer, Share the Pressure, launches. Created by healthcare professionals to support patients with high blood pressure, the project includes a patient assessment where they can determine their 'heart age'.



September 2021: C3 completes a community engagement walk and follow up session with community members of Abbeville, France as part of ASPIRE (p. 12-13). The Abbeville community shared that they would like to create a community garden, form walking groups, and their local organic shop is campaigning for "ugly vegetables" that can be bought in their shop at lower price.



October 2021: Nurse leaders from the Bahamas, Botswana, Canada, Ireland, Jordan, Kenya, Lebanon, Liberia, Spain and USA meet during a C3-hosted steering group. Colgate-Palmolive has commissioned these meetings to develop action plans for the integration of oral health into systemic health and chronic disease prevention.

Visit c3health.org/blog to see what C3 is up to throughout the year.

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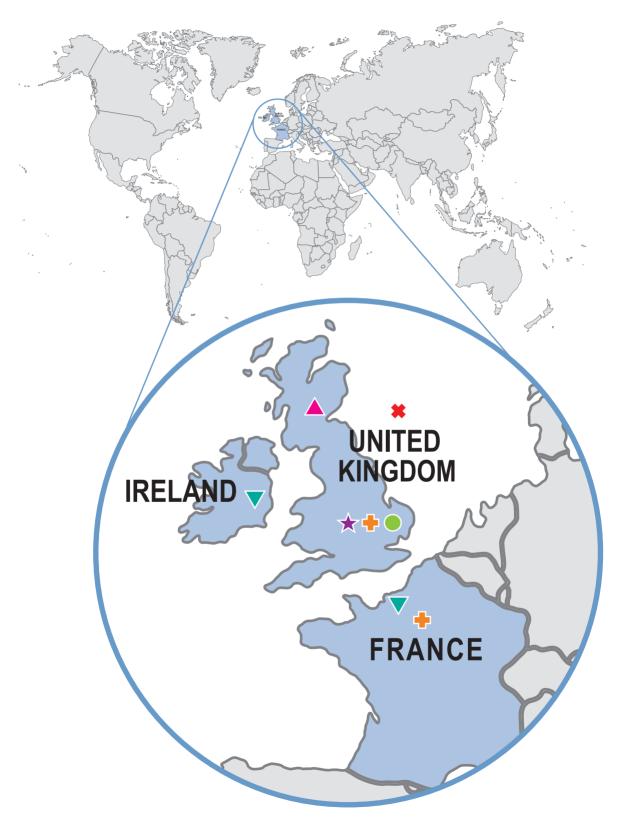
C3's 2020-21 global reach





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Close-up: C3 in Europe



Key for C3's work







Local neighbourhoods



C3 hosted a CHESS® walk in Ashford, UK with twelve young people aged 13 to 17. The theme was: 'How can we make Ashford a place where young people can live more healthily and feel safe?' The findings will be used to inform the local authority's initiatives through the Ashford Community Safety Partnership.

ASPIRE

C3 is one of 16 organisations partnering with communities in 7 locations across Southern England and Northern France to jointly address obesity and unemployment with 500+ community members through our project, ASPIRE (p. 12-13).

Lowestoft

Navigating changing Covid-19 protocols, C3 walked with community members around Lowestoft to evaluate their local food shops and restaurants. The findings informed a grant application and community action plans.

Healthcare professionals

Queen's Nursing Institute Scotland (QNIS)

Representing our first project that melds our healthcare professionals and community engagement programming. Normally CHESS® takes place with community members; in this QNIS project we are partnering with Queen's Nurses to teach them how to use CHESS®, so that they can see what barriers their patients are facing to implementing their healthy lifestyle recommendations (p. 17).

Supporting Nurses' Resilience

This project, based in Brent, Ealing and Harrow in northwest London, engaged healthcare workers who identify as Black, Asian and Minority Ethnic in discussions about their mental health and well-being in the wake of the COVID-19 pandemic.

Prevention in Action

Using CHESS®, this project based in 3 countries works to address gaps and barriers in knowledge among healthcare professionals as to the everyday challenges that low-income, disenfranchised, marginalized populations experience.

Share the Pressure

In partnership with health consultancies Younger Lives and Smart Health Solutions, Share the Pressure (STP) created a pilot training programme to allow for better collaboration on managing high blood pressure between nurses, pharmacists and patients. STP is part of Project chAnGE – a Europewide programme that was established under the European Innovation Partnership Action on Healthy and Active Ageing, in collaboration with Upjohn, a Pfizer division.

Nurses Addressing Oral Health

In 2021 a historic World Health Assembly resolution on oral health urged member states to address risk factors shared with chronic disease, and to shift their focus to the prevention of oral health disease. As a result, C3 is partnering with Colgate-Palmolive to recruit a select group of nursing leaders and international nursing representatives to dialogue and generate actionable steps for the 28 million nurses worldwide to play a key role in mitigating the burden of chronic disease through an oral health lens.

C3 convened a global steering group of nurse leaders representing 5 of WHO's 6 regions. The steering group attended a series of meetings on the issue oral health and the role of nurses, with speakers Professor Cynthia Pine CBE, the first woman to be Dean of a British Dental School and Stephen Ogweno, a nurse and population health expert, living in Kenya. As part of this work a symposium presentation was recorded and presented at the International Council of Nurses (ICN) Congress 2021.

Join C3's global network of 2,600 professionals in 85+ countries at c3health.org



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ASPIRE: Addressing obesity and unemployment

In September 2019, C3 joined 16 partners in England and France in the EU's ASPIRE project (Adding to Social capital and individual Potential In disadvantaged REgions), which has received more than €7 million from the European Regional Development Fund and is part of the Interreg VA Channel programme. It will run to Spring 2023 with a conference planned. ASPIRE's goal is to address obesity and unemployment holistically through diet, physical activity and employment support.

Obesity and unemployment: a vicious cycle

- Obesity rates in the UK and France have grown rapidly in the last decade.
- 28% of adults in the UK and 17% of adults in France are living with obesity.
- Obesity rates increase significantly when people are unemployed, with a US Gallup poll finding that rates increased to 32.7% after one year or more of unemployment.
- When people experience unemployment, their physical health suffers. People living with obesity then find it significantly harder to find employment and a vicious cycle is created.



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Medway

From Zumba classes, edible window boxes, and walks through lavender, our C3 facilitator in Medway has been getting the community moving.

"I really enjoyed the classes and am more toned and can feel I have worked hard but had fun at the same time." Zumba class attendee

Aylesham

Aylesham believe healthy eating. community cohesion, and employability are vital to creating a positive future for the community. After their CHESS® walk local residents considered ways to improve the health outcomes of the area, from skill swapping schemes, to forming a community allotment to grow food, and pushing for outdoor gym equipment.

Ham

Having done a CHESS® walk with a group of very enthusiastic community members in Ham city centre, community facilitator Magali has been holding regular cooking classes and nutrition workshops for the local community in Ham centre social.

Wimereux – Le Baston

The community in Wimeruex are taking a modern approach and developing an app so that local people can easily find out about nearby events and opportunities for being more physically active, eating better, and developing their career skills.

Boscombe

Boscombe has shown how social events can help improve community health and happiness. Community art and street clean ups, adding wild play areas, and holding family food events have brought people together and transformed the area

Loos en Gohelle - Lens

In Lens and Loos en Gohelle improving wellbeing, relaxation, and self-esteem has been at the core of its community engagement. As well as healthy cooking classes showing how to make delicious and nutritious food, our C3 facilitator has run workshops on managing stress, and run meditative hiking sessions.

"I did not know that stress could have an impact on weight! I am very happy to share these things with other people within the community. It was good to talk." Participant of the stress workshop

Abbeville

Residents became 'citizens scientists'. They went on a walk of their local area to collect data. Using the CHESS® mobile app they assessed what in their local area influenced them to make healthy and unhealthy choices, and made a community plan of action to make being healthier easier for everyone.

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The People Behind the Project: ASPIRE in Lens and Loos-en-Gohelle, France

Stephanie Gailiunas is a social worker and Naturopath and is C3's Community Engagement Facilitator in Lens and Loos-En-Gohelle in France. As part of ASPIRE she has run workshops focussed on wellbeing, relaxation, and improving self-esteem to improve community health. Despite the difficulties Covid-19 posed she managed to partner with local authorities and ran 20 workshops in 2021.

g ON

What made you want to work with C₃ on the ASPIRE project?

As a social worker and Naturopath working in Lens, the ASPIRE project meets my personal values. I think that being engaged at a community level to bring people together around nutrition, cooking classes, and hiking is crucial to support people in leading a healthier life.

What impact have you seen from the project so far?

Participants realised that they could have a real positive impact on their health by changing some behaviours, they regained self-esteem and realised that little by little it was possible to make things change. A lot of work still needs to be done and more people need to be reached. However, through new local collaborations, we should be able to get more people from the local community onboard.

What has been people's response to ASPIRE?

A lot of participants said it is a real opportunity to have the ASPIRE project in the area as a lot of people are overweight or living with obesity. Local stakeholders say it helps a lot to have a local project related to health.

How has Covid-19 impacted the community and your work?

Covid-19 had a huge impact on the local community with people being lonely and isolated. Moreover, a lot of children put on weight during the period. It has been very difficult to mobilize people during most of 2021. But people are slowly coming back to be part of local activities. The local authority is eager to organise more family events that will help to bring people all together.

85% of participants

Surveyed reported an improvement in their overall health from taking part in the community action activities

100% of participants

Surveyed reported they learnt more about health eating and the importance of physical activity

72% of participants

Surveyed reported they now do more physical activity



engaging with the local community. She is living in the area and has a very good understanding of the barriers that makes it difficult to eat healthily in the neighbourhood.

A participant after a healthy eating workshop

The People Behind the Project: ASPIRE in Boscombe, England

Zoe Keeping is C3's Community Engagement Facilitator in Boscombe. She has lived and worked in the area for over 20 years. Zoe has previously worked as an advocate and social welfare law advisor with national charities Shelter, National Childbirth Trust and The Children's Society. From hiking to cooking classes, and reviving community gardens, Zoe has brought a community first approach to creating change and improving health in Boscombe.



75% of participants

surveyed reported eating more fruits and vegetables and doing more physical activity as a result of taking part in the Boscombe community action

What made you want to work with C3 on the ASPIRE project?

It was the first time I saw a job that was truly focussing on the needs of the local community. It really spoke to me that they were specifically looking for someone local, who was invested in the area and knew it. I love that I get to operate as a community worker but still be a part of the community.

What has been your favourite aspect of the project so far?

For me there is no one moment. The biggest thing for me has been the shift in the local community, seeing how people changed, where I have managed to gain their trust to the extent that they now feel comfortable enough to take action themselves. It has gone from a question of can you do this Zoe? Or can the council do this? To how can we as a community make this happen?

Out of all the activities you ran which is your favourite and why?

I loved the play areas, creating a space where families could have a wild play area, and take part in events that they couldn't normally afford. There are forestry schools, campfire sessions and wild play events for children in the area but the cost of admission is usually too high for those on a lower income. The beauty of our sessions is that everyone could go and enjoy them. Not only giving children the opportunity to go outside and play, getting physical exercise and connecting with nature but allowing parents and kids from different incomes to meet and socialise, helping break down barriers in the community.

What do you hope to see in the future because of this project?

A lot of my focus has been the legacy of ASPIRE. What happens after we leave. For me the most important part has been creating a sense of pride in the community. A big part of this has been reviving old community groups that will continue some of the work once ASPIRE finishes.

100% of participants

surveyed felt they learned more about their health due to taking part in the community action activities

88% of participants

Surveyed reported that taking part in the community action activities improved their knowledge of health challenges in their community.



Zoe has been an absolute diamond and has really progressed the community with their health and fitness plus the planting. ""

Boscombe resident

Follow our ASPIRE updates on our blog c3health.org/blog

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Nursing Minds

Even pre-pandemic, C₃ had grown alarmed about the increasing evidence that nurses' mental health was at risk and that they needed more support. After the Covid-19 outbreak, the importance of this project became all the clearer as nurses and all healthcare workers took on the extraordinary strain of dealing with crowded intensive care units and over-stretched resources.

With generous support from the Burdett Trust for Nursing, C3 launched a mental health and wellbeing resources toolkit designed by nurses, for nurses, with a particular focus on nurses identifying as black, Asian and minority ethnic. We interviewed experts and prominent nursing leaders about their views of where the profession has done well supporting nurses, where it continues to fall short, and their recommendations for action.

Interviewees noted that Covid-19 has given permission to change the ways in which the NHS works and there was a robust recognition, particularly amongst frontline staff, that things must change.

Nursing Minds Report 2020

Nursing Minds survey results (Summer 2020)



Participants



of respondents were female



41-50 years old



work either in general practices or in the hospitals



Majority worked more than their contracted hours



Respondents rated their mental health 6.3 out of 10 stars



Top 3 barriers to addressing their mental health: lack of time; lack of energy; lack of support

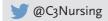


Do they feel employers care about their mental health?
On a scale of 1 = not at all interested to 5 = very interested, they rated their employers as 2.9

Are you a nurse or nurse employer?

Visit www.c3health.org/mental-health-toolkit to access the Nursing Minds toolkit.





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Queen's Nursing Institute Scotland

Bringing together our health professionals + community engagement programmes



Health professionals advise patients on *what* to do to be healthy, but who helps patients with the *how*? For many marginalised communities, significant environmental barriers prevent them from making healthy choices. What better way to demonstrate that to health professionals than to have them use our CHESS® community engagement tool?

This project with the Queen's Nursing Institute Scotland (QNIS) represents our first project that melds our healthcare professionals and community engagement programming. We are partnering with Queen's Nurses to teach them how to use CHESS®, so that they can see what barriers their patients are facing to implementing their healthy lifestyle recommendations.

After a delay from Covid-19, one of the Queen's Nurse was able to complete a CHESS® walk with community members that included 41 scans of local amenities in December 2021. Alison, delivered CHESS® in Inverclyde and said that the experience was transformative. The experience has "changed her perspective on how she sees things in her own community" and that "mindful walking of your community is really insightful". She believed that "the patients really have no choice" to make healthy choices. She lamented several times on the paucity of resources around healthy eating and active living and how her neighbourhood had changed over the decades with closed shops, abandoned buildings, and limited activities available.

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International and Workplace Health Seminars

International Seminars

Drawing on our global network of 2,600 people in 85+ countries, C3 has long invited experts to our London offices 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.

When the first Covid 19 lockdown began in March, C3 shifted online like many others. Thanks to this virtual format we had speakers joining us from homes and offices as far-flung as the United States, Australia, South Africa and New Zealand, speaking on a broad variety of approaches and best practices when it comes to dealing with chronic disease prevention.

Workplace Health Seminars

For 2020-21 C3 partnered with RAND Europe and the Society of Occupational Medicine to curate a series of virtual seminars on practical tools in workplace health.





















Thanks for keeping the contact and momentum and inspiration that the C₃ talks / events bring us – especially in this very difficult Covid year. I think the talks and events motivate many of us – even if we are "dispersed" all over the world.



To watch recordings of our seminars, visit www.c3health.org/about-us/publications-and-resources

Thank you

We are grateful to all those in our network who have checked in on us to see how we have fared during the pandemic.

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, Intertrust Trustees Limited.
- Caroline Stanger (vice chair) associate partner, IBM, and non-executive director, NHS.
- Zoe Bedford founder and CEO, ZPB Ltd.
- John Grumitt Chair iDEAL Diabetes, Hildon Health and IVF babble, ambassador Diabetes UK.
- Susan Jobling professor, Brunel University London [resigned 2022].
- Tracey Pérez Koehlmoos Professor & Director of the Center for Health Services Research, Uniformed Services University of the Health Sciences.
- Harpreet Sood physician and associate chief clinical information officer, NHS England.

C₃ also thanks the following people for their support:

Beth Blowers (editorial); Fabienne Poulet (fundraising); Garth Stewart (graphic design); inspire*; Mark Wakefield, John Evans, and John McGrath (IBM); Premier Choice Internet (website); Tall Horse Accounts Ltd.

A special thanks to the interns who worked at C3 (or remotely!) during the year: Amanda Jarosik, Morgan Heileman, Rafael Kuk, Lauren Aucoin, Rosie Murton and Ashley Williams.

With gratitude to our principal 2020 and 2021 funders and partners:



















Ashford Borough Council Cancer Research UK Chamberlain Dunn Health and Europe Centre and partners in the ASPIRE project London Global Cancer Week Malaysian Ministry of Health Maximus MATRIX Public Health Solutions NCD Alliance NHS England PricewaterhouseCoopers (PwC) **RAND** Europe Research Triangle Institute (RTI) Smart Health Solutions, Inc. Society of Occupational Medicine UK Foreign, Commonwealth and **Development Office** Wellbeing People Younger Lives

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What's next?

Continue working with communities in 7 locations in France and England as part of ASPIRE.

Complete our Prevention in Action community work with healthcare professionals in England, Ireland, and France. Share the learnings in a toolkit for healthcare professionals on how to better understand what barriers their patients face.

Continue connecting nurses with a dedicated support network around Covid-19 and chronic disease health risks, to then engage with their communities to help protect themselves from Covid-19 complications.

Host the nurses' oral health steering group and develop the action steps for global nurses to integrate oral health with chronic disease prevention.

Adapt our NURSING YOU app, a health and wellness resource for nurses, for nurses in Spain.



Financial information

For the year ended 31 December 2021

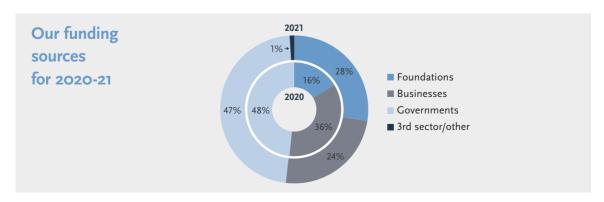
INCOME & EXPENDITURE	Unrestricted funds £	Restricted funds£	2021 Total funds $ ot\! \pounds$	2020 Total funds £
Incoming resources				
Charitable activities	289,575	387,794	677,369	459,119
Investment income	16	_	16	13
Total Income	289,591	387,794	677,385	459,132
Resources expended				
From charitable activities	202,146	387,794	589,940	472,658
Total resources expended	202,146	387,794	589,940	472,658
Net movement in funds	87,445	_	87,445	(13,526)
Fund balances brought forward at 1 Jan 2021	(36,138)	-	(36,138)	(22,612)
Total funds at 31 December	51,307	-	51,307	(36,138)

C3's main charitable activities were supported by the following organisations: InterReg, Burdett Trust for Nursing, Pfizer, PricewaterhouseCoopers, Colgate, Viatris, Suffolk & Ashford County Councils.

SUMMARY BALANCE SHEET AT 31 DECEMBER	2021 <u>£</u>	2020 <u>£</u>
Current assets		
Debtors	198,325	230,020
Cash at bank and in hand	116,669	109,494
Creditors: amounts falling due within one year	(230,168)	(325,652)
Net current assets	84,826	13,862
Creditors: amounts falling due after one year	(33,519)	(50,000)
Total net assets	51,307	(36,138)
Funds		
Restricted funds	_	-
Unrestricted funds	51,307	(36,138)
Total funds	51,307	(36,138)

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 1 St. Andrews Place, Regents Park, London NW1 4LE.



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Together, we can make it easier to lead healthy lives

Join us today:



@C3health



www.c3health.org



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C3 Collaborating for Health is a registered charity (no. 1135930) and a company limited by guarantee (no. 6941278), registered in England and Wales