



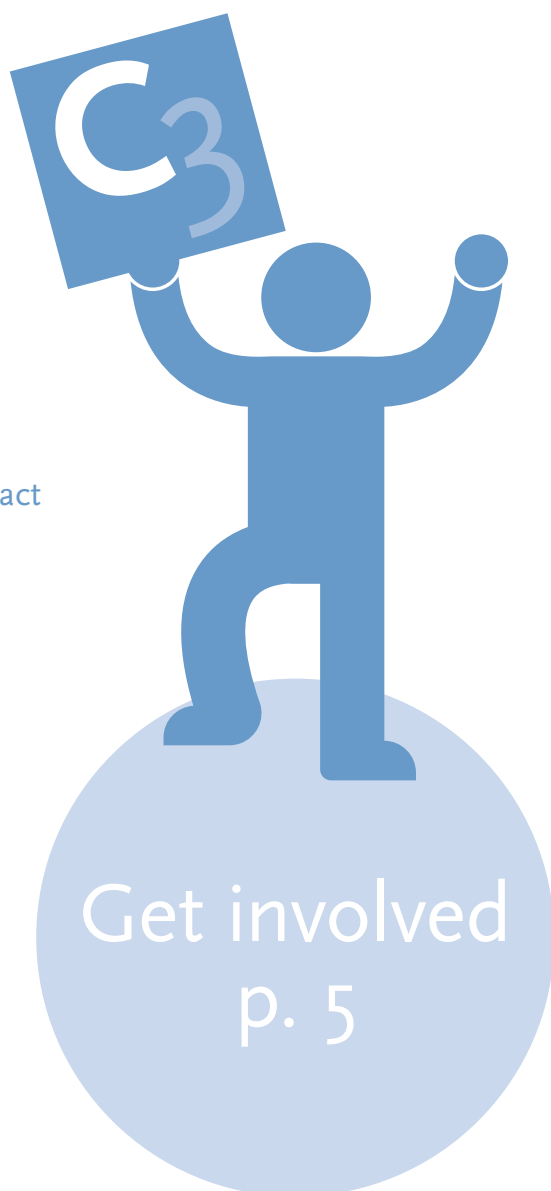
Annual Review 2022

**Connecting communities
Raising awareness
Changing lives**




A world where no one dies of preventable chronic disease

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Contact us

 @C3health |  www.c3health.org |  info@c3health.org

Acknowledgements

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

Annual Review letter from Chair and Director

2022 was the year when things were supposed to return to “normal” and we hoped the lessons of the pandemic would have been learned. The legacy of Covid has made people cautious and we have found engaging health professionals and local communities challenging. However, despite these obstacles, C3 has been more determined than ever to bring together people from different sectors to address the world's biggest killer, NCD. Connecting communities, raising awareness and changing lives. In 2022 C3 collaborated with communities, healthcare professionals and organisations in eighteen countries around the world and expanded our programmes, making oral health a priority in our fight against chronic disease.

Our work with disadvantaged communities in 15 areas of Britain and France continues to shock us when we see how hard it is for them to live a healthy life, but we've been encouraged by the impact our local project managers have had in making small but significant changes and to see the increase in confidence and the resilience shown by so many residents.

C3 has brought together healthcare professionals and local communities in two of our projects, Prevention in Action (PIA) and Queens Nursing in Scotland (QNIS). Through this work we provided health workers with a rare insight into the daily challenges their patients may face when it comes to making healthier choices.

Our team of health professionals has changed over this year as we've welcomed dental therapist, Molly Agarwal, and specialist nurse Lola Kehinde, while thanking Pat Hughes and Tom Sandford and definitely not saying goodbye. Our communications work has been boosted by the arrival of Paige Cowan Hall from Save the Children International.

Our mouths are the gateway to our health and with the same risk factors poor oral health is linked to other NCD. We've been pleased to partner with Colgate Bright Smiles, Bright Futures and work with nurses from around the world to make a difference in their respective countries.

Our EU project addressing obesity and unemployment has given us the opportunity to work with several new colleagues and we have especially enjoyed working closely with the successful Vivons en Forme programme.

Another consequence of Covid is the different way of working with fewer people in the office. Reluctantly, we left our offices in the beautiful Regent's Park and are using a co-working space near well-connected Kings Cross.

The whole team manages to meet monthly and with the Board we enjoyed two social evenings, so much more like “normal” life.

Overall, 2022 was a challenging but exciting year for C3 and we look forward to what 2023 brings.



Christine Hancock

Christine Hancock, Director



Sally Gilding

Sally Gilding, Board chair

Our vision and work

C3 Collaborating for Health's vision is a world where no one dies of preventable chronic disease because they find it easier to live healthier lives.

Our mission:

To make our vision a reality, C3 brings together different communities to create changes that make it easier for people to:



Stop using tobacco



Improve what they eat and drink



Do more physical activity

Why non-communicable disease (NCD)?

74%

all deaths worldwide each year

41 million

people dying annually

\$47 trillion

estimated global cost to economy by 2030

Non-communicable disease (NCD) also known as chronic diseases – cardiovascular disease, some cancers, diabetes and chronic lung disease – are the biggest cause of death globally every year yet most cases are preventable.

Health professionals

We help health professionals, particularly nurses, enhance their own knowledge, 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.



Local neighbourhoods

We use an innovative mobile tool (CHESS®) that enables local neighbourhoods to collect evidence about their communities' strengths and the barriers to making healthy choices about diet, physical activity and healthy living.

C3 worked with communities in 11 locations in England and France using CHESS to support local neighborhoods to take action to improve their health.



Businesses

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

We've worked with a 100+ organisations since our founding in 2009.



Our reach

Working with communities in



countries

Connecting with more than



people

Raising awareness in our



network



“ C3 has changed my perspective on how I see things in my own community. [People] really have no choice due to the paucity of resources around healthy eating and active living. ”

QNIS Community Nurse

www.c3health.org
[@C3health](#)



Get involved



Together, we can make it easier to lead healthy lives

FUND our programmes. 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.

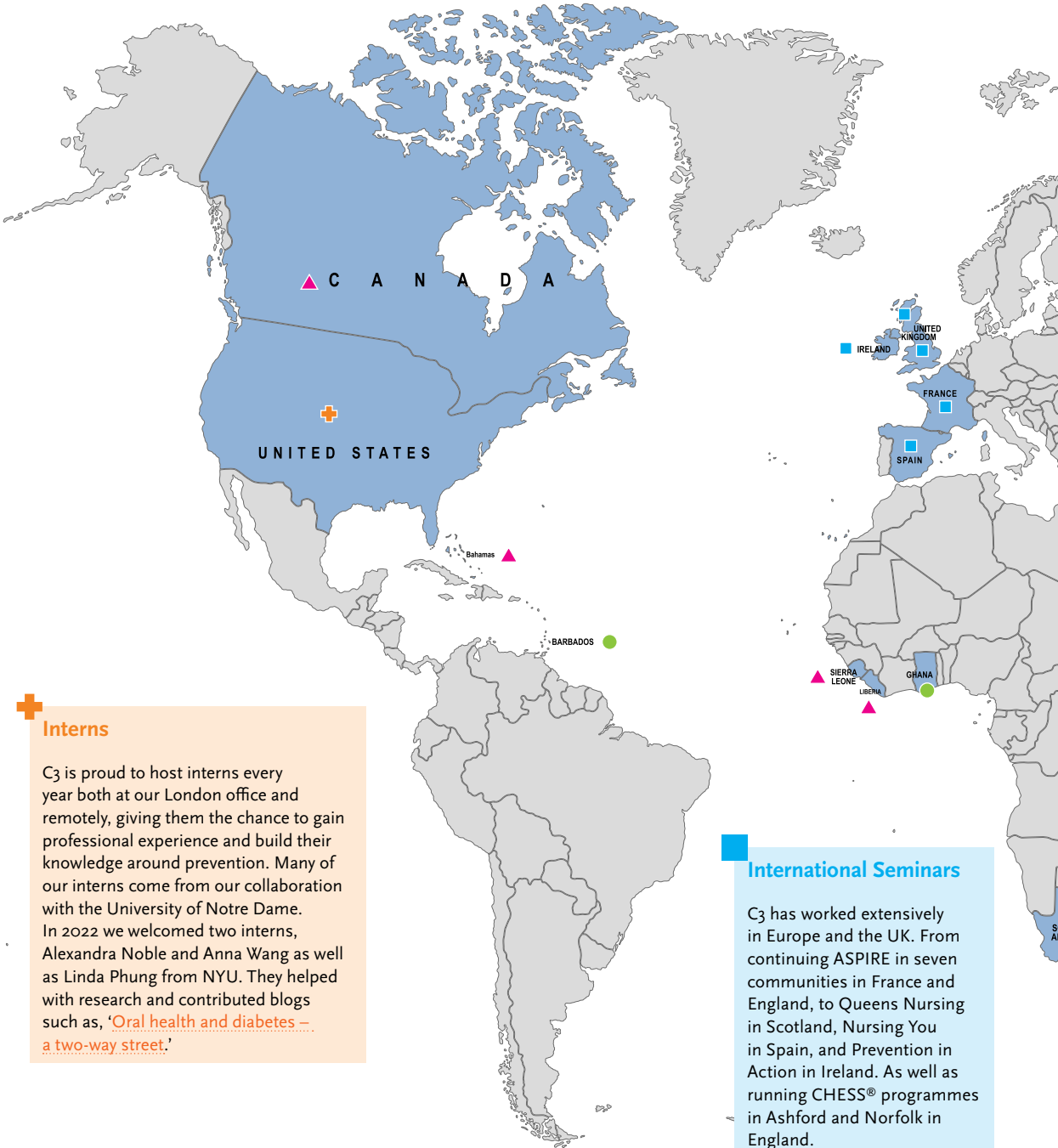
VISIT WITH US We love meeting people who are as keen as we are to make healthy choices easy choices.

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



C3's 2022 global reach

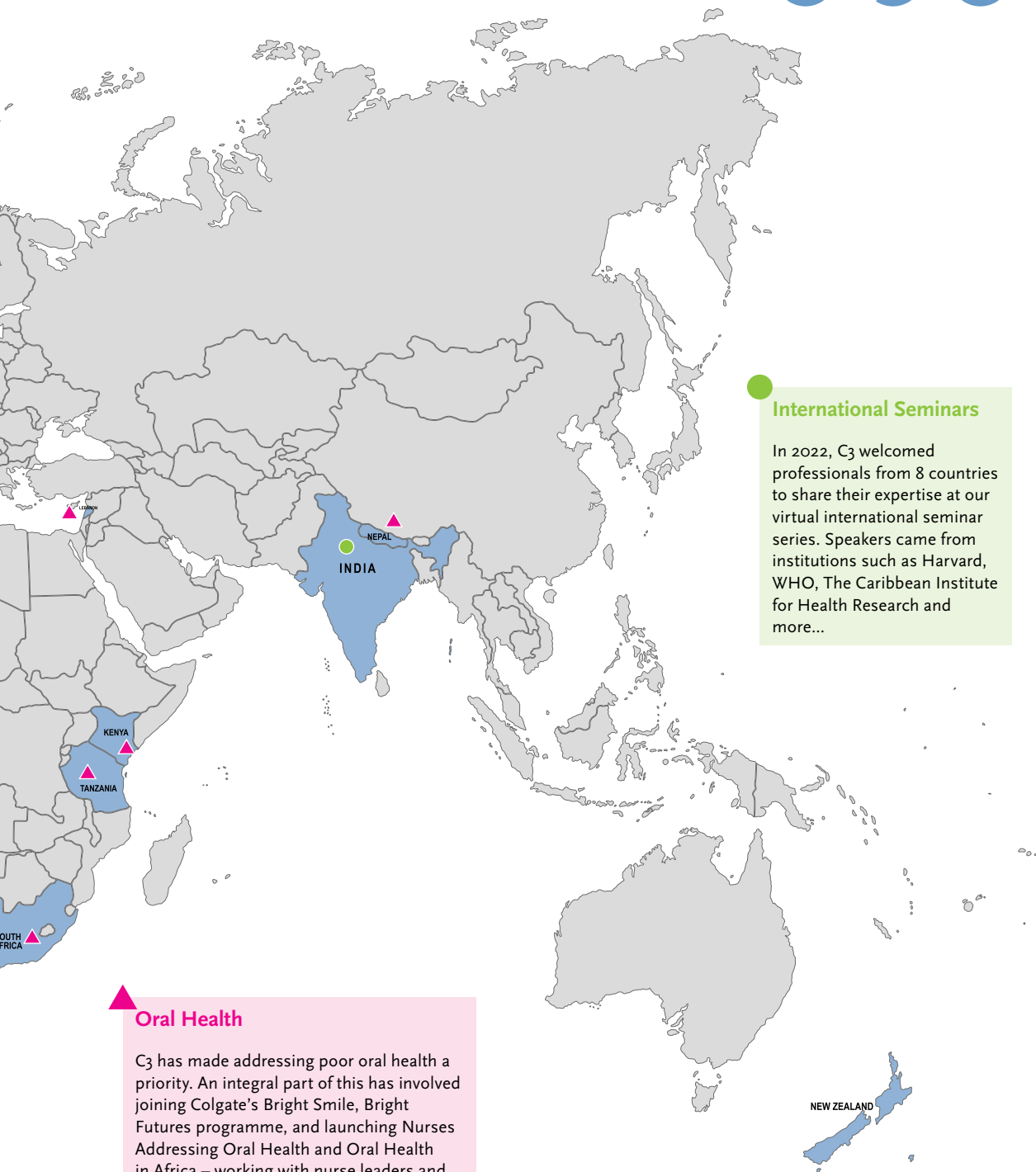


+ Interns

C3 is proud to host interns every year both at our London office and remotely, giving them the chance to gain professional experience and build their knowledge around prevention. Many of our interns come from our collaboration with the University of Notre Dame. In 2022 we welcomed two interns, Alexandra Noble and Anna Wang as well as Linda Phung from NYU. They helped with research and contributed blogs such as, [‘Oral health and diabetes — a two-way street.’](#)

International Seminars

C3 has worked extensively in Europe and the UK. From continuing ASPIRE in seven communities in France and England, to Queens Nursing in Scotland, Nursing You in Spain, and Prevention in Action in Ireland. As well as running CHES[®] programmes in Ashford and Norfolk in England.



International Seminars

In 2022, C3 welcomed professionals from 8 countries to share their expertise at our virtual international seminar series. Speakers came from institutions such as Harvard, WHO, The Caribbean Institute for Health Research and more...

Oral Health

C3 has made addressing poor oral health a priority. An integral part of this has involved joining Colgate's Bright Smile, Bright Futures programme, and launching Nurses Addressing Oral Health and Oral Health in Africa – working with nurse leaders and communities in more than 13 countries including the Philippines, Tanzania, South Africa, Nepal and Canada.

Join C3's global network of 2500+ professionals in 85+ countries at c3health.org



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.



Learn more
about CHESS®

Visit www.c3health.org/our-programmes/communities.



“

I always tried to gather information regarding my patients diet, level of physical activity and the built environment they live in but we have really limited time during consultations. It's not easy

”



Prevention in action (PIA)

C3's Prevention in Action (PIA) – a study funded by an independent medical grant from Pfizer and Viatrix – addressed gaps and barriers in knowledge around living healthily and making healthy choices among low-income marginalized communities and healthcare providers (HCPs). As part of PIA, C3 worked with communities and HCPs in Brent, England and Lens in northern France. [Download the PIA toolkit for free.](#)

What makes Prevention in Action unique is that this is the first time C3 has brought together HCPs and local communities in one project.

C3 used CHES[®] (Community Health Engagement Survey Solutions) to engage with local communities and HCPs. CHES 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 their built environment (e.g., the shops, restaurants and parks in their neighbourhood). It provided a new lens for the communities to assess how their built environment can influence their choices and health. For HCPs the CHES process offered insight into the daily challenges their patients may face when it comes to making healthier choices. This prompted them to reflect on how much they consider the impact of the built environment when giving their patients recommendations, especially when it comes to managing long-term chronic illness.

Where and why?

C3 conducted PIA in neighbourhoods in Brent in England and Lens in Northern France.

Did you know...

- 56% of adults in Brent live with obesity or being overweight.
- Life expectancy in Lens is lower than the national average, and adult unemployment rates are almost twice as high as the average.





Prevention in Action – real world impact

In Brent, England The CHES[®] walk took place in Harlesden high street an area with a **very** high density of shops and restaurants. The CHES walk identified barriers, such as the issue of affordability and the food environment. It also fostered a deeper understanding of other significant barriers for residents to living healthier lifestyles, including access to information and a lack of knowledge and skills. The CHES strategy generated community-owned ideas for change to facilitate healthy lifestyles. The insight provided by CHES has informed the discovery phase of work in Brent and has been a lever for ongoing talks with Brent Council and community members subject to further funding.

“ I've never had a doctor
ask me about what I am eating ”

CHES highlighted the lack of information passed between health professionals and patients when it comes to patient's daily lives and how that impacts health. This further highlighted the importance of PIA's role in bridging the gap between communities and HCPs. In Autumn 2022, C3 worked with school pupils in Harlesden to further develop and refine the community ideas.

In Lens, France C3 engaged with community members in La Grande residence using the centre social Dumas (a public funded community centre) as a focal point from which the CHES walk began. C3 also managed to involve retired HCPs. The CHES tool enabled community members to capture quantitative and qualitative data regarding their built environment and encouraged them to share their experiences and observations.

Participants were enthusiastic about the CHES strategy and reported that it enabled them to be engaged in community life – and to work towards a common goal.

At the follow-up session participants reported that the CHES walk results aligned with their daily lived experiences. Participants designed ideas for change such as, providing a workshop on Nutriscore and other food labels to give people the tools they need to make healthier choices, organising more family events in the area to promote outdoor physical activity, and to educate young children on the impact of advertisement on their health and more.

“ I have got a supermarket loyalty
card and the points I earn are mostly to
buy products like fizzy drinks or ultra
processed food ”

The Prevention in Action Toolkit

In Ireland, C3 engaged with ten nurses who completed online training on the CHES[®] strategy. As a result of using CHES, nurses reported that:

- While they had some exposure in their training or afterwards on the social determinants of health it was limited, and none of them had any training on the built environment.
- Through CHES they learnt something new that could help them advise and manage their patients.
- They think health advice issued by HCPs should be relevant to the patient's life, health, and local environment rather than generic.

“ I think this is great. When I worked clinically, I talked to patients about physical activity and smoking but not about diet. This has highlighted to me I should be doing this. ”

Our work with the HCPs in Ireland, formed the foundations of C3's online toolkit. The toolkit was piloted and revised several times, tested with a multi-disciplinary group of HCPs from nursing, physiotherapy and dentistry. The final toolkit helps prompt HCPs to consider the influence of the built environment on their patients' abilities to make healthy choices. It also provides resources to support their patients modify behaviours such as, physical inactivity, smoking, diet and alcohol, all of which are risk factors for NCD (noncommunicable diseases).

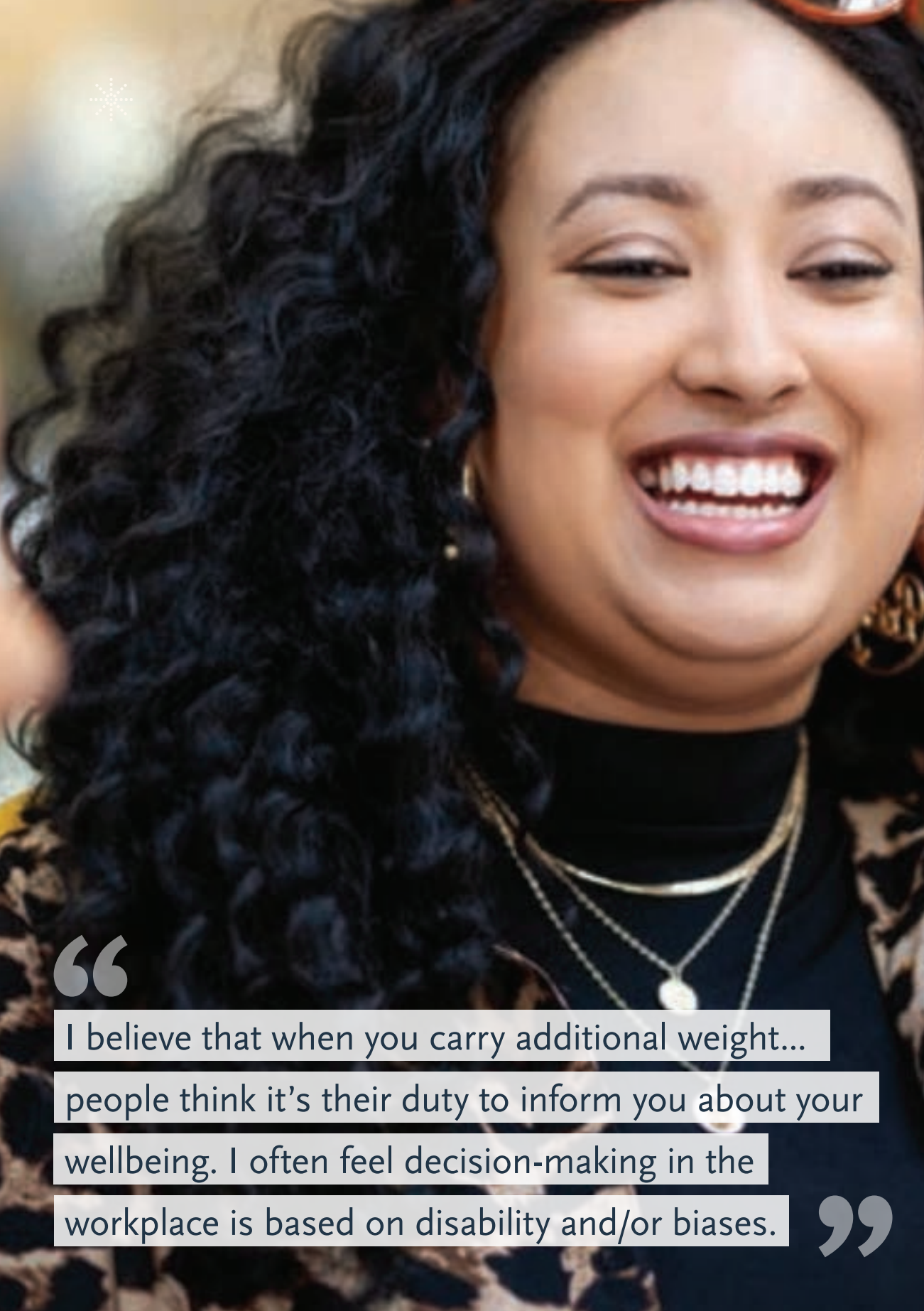
80%

of HCPs that used the toolkit reported that the resource was useful to them



Why not follow @C3health on X





“

I believe that when you carry additional weight... people think it's their duty to inform you about your wellbeing. I often feel decision-making in the workplace is based on disability and/or biases.

”

The ASPIRE practical guide

Obesity and weight-based stigma in the workplace

As part of [ASPIRE](#) – an [EU funded project](#) addressing obesity and unemployment in France and England – C3 in collaboration with [VIF](#), has written a [practical guide](#) to help employers better understand and prevent weight-based stigma, both in the recruitment process and within the workplace itself. Download the [practical guide](#) for free.

The guide helps employers and organisations prevent weight-based stigma in the workplace by:

- Offering insights from individuals with experience of weight-based stigma in the workplace.
- Providing personal stories that go beyond statistics to the human impact of stigmatisation.
- Positioning organisations as key actors in developing a more inclusive society as well as benefitting from increased diversity in the workplace.

Did you know...

Organisations with inclusive teams make better business decisions:

- 87% of the time
- twice as fast
- in 50% less meetings
- with 60% better results



The practical guide covers:

1. Obesity and health: being aware of generalisations
2. Overweight, obesity and physical ability
3. Personality traits: judgements and assumptions
4. Encouraging diversity within teams: an asset for organisations
5. Progression and promotion opportunities: including employees living with obesity and overweight
6. Experiencing or observing weight based stigmatisation or discrimination: how to take action



Visit c3health.org for more information



“ I have taken part in activities I’ve never done before, and got my body in positions I never thought possible! I’ve taken lots of people with me and hopefully enriched their lives ”

Lisa Malone, Medway

The ASPIRE toolkit

Making ASPIRE work for you

C3 collaborated with ASPIRE partner Vivons en Forme (VIF) to create [resources](#) that make it easier for organisations, communities and individuals to make long term behavioural changes. From a healthy cookbook, tips for buying better food for less, workshops and more, C3 has adapted multiple resources on food, physical activity, sleep and wellbeing.

The toolkit

To ensure our toolkit was adaptable across communities C3 created diverse resources – leaflets designed to help individuals, trainer guides for organisations to use as workshop templates, recipe booklets, games and more – all supporting people make small sustainable changes and lead healthier lives.



- **Healthy tips to fill your basket** will help you eat well for less. [Leaflet](#) • [Trainers guide](#) • [Understanding use by labels](#).
- **Get moving everyday** supports people to make being active a part of their daily lives. [Leaflet](#) • [Trainers Guide](#) • [Game](#)
- **Let's get cooking** teaches the basics of cooking. [Leaflet](#) • [Trainers Guide](#) • [Cupboard staples](#)
- **The easy recipes cookbook** is full of delicious healthy meals that feeds up to 6 people!
- **Improve your sleep** provides practical tips that make it easier to get a good nights rest. It's hard to take care of ourselves when we're tired. [Leaflet](#) • [Trainers Guide](#)
- **Take care of yourself** will help you relax your mind and body for a greater sense of wellbeing. [Leaflet](#) • [Trainers Guide](#)

Oral health: a C3 priority

C3 has long recognised that our mouths are the gateway to our health. Not only because of what we eat and drink and tobacco use but also because of the strong link between poor oral health and NCD. There are a billion new cases of oral disease every year and people in lower-and-middle income countries are disproportionately affected.

Reflecting the WHO's 2021 resolution urging a shift away from 'curative' approaches, to prevention, C3 is drawing on its extensive experience working with nurses to integrate oral health into general nursing education and practice.



Nurses addressing oral health

12 nurse leaders

12 countries

Tackling oral health worldwide

There are 28 million nurses globally and as trusted members of the community, nurses and midwives are in a unique position to raise awareness about the importance of oral health and provide oral health education to their families and communities. Since 2021 C3 has partnered with Colgate Bright Smiles Bright Futures to increase awareness within the worldwide nursing workforce by convening a global group of nurse leaders and experts from 12 countries – Spain, Ireland, Canada, USA, The Bahamas, Botswana, Sierra Leone, Liberia, Kenya, Philippines, Jordan and Nepal – to discuss the role of nurses in addressing and promoting oral health and disease prevention strategies. The members have shared real-life examples of oral health disease prevention, and identified opportunities for future action.

C3 held two global steering group meetings in 2022 of nurse leaders representing five of WHO's regions.

The work so far

Nurse leaders meet with Dr Habib Benzan:

Dr Benzan, professor of Epidemiology and Health Promotion at New York University, outlined the underlying reasons driving the growing global issue of oral health, recommendations for areas of focus for future policy, and the importance of integrating nursing into oral health. The key message was to inform nurses on the importance of integrating oral care into general healthcare.

C3 round table of nurse leaders:

On December 7th, 2022, members of the global group of nurse leaders from Liberia, Sierra Leone, Botswana, Ireland, The Bahamas, Philippines, Lebanon, Spain and Nepal shared ideas on the status of oral health in their respective countries as well as any policy recommendations and suggestions.

“ If the millions of nurses in a thousand different places articulate the same ideas and convictions...and come together as one force, they could act as a powerhouse for change. ”

Dr Haefden Mahler, WHO Director General (1985)

International and Workplace Health Seminars

International Seminars

Drawing on our global network of more than 2,500 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 Caribbean, India, France, and more, speaking on a broad variety of approaches and best practices when it comes to dealing with chronic disease prevention.

Workplace Health Seminars

For 2022 C3 partnered with the Society of Occupational Medicine to curate a series of virtual seminars on practical tools in workplace health.



2022
international
seminars

12

Seminars

9

Countries

800
+

Registrants



To watch recordings of our seminars, visit www.c3health.org/our-events/all-events



The 2022 C3 highlights

Africa oral health

A partnership was formed between C3 Collaborating for Health (C3); the Commonwealth Nurses and Midwives Federation (CNMF); and the World Continuing Education Alliance (WCEA) to develop oral health educational material for nurses and midwives. The project is part of Colgate's Bright Smiles, Bright Futures programme. Initially, the oral health project focused on nurses and midwives in three countries: Kenya, South Africa and Tanzania.

Winning Hearts and Minds (WHM)

WHM is a partnership between C3 and The Burdett Trust for Nursing that aims to gain an understanding of knowledge gaps in supporting smoking cessation in Mental health patients and address and reduce smoking in mental health (MH) units in England. People with mental health conditions are more likely than others to be smokers. Over 40% of people with a mental health condition smoke, compared to 14%. This puts them at higher risk of heart disease. C3 used surveys and interviews with MH nurses to gain an understanding of where there were gaps in knowledge and what needed to be done. Through this process, we learned there is a lack of knowledge about the significant threat to overall health that smoking presents, that smoking cessation is not perceived as a priority within MH units and that there is a lack of knowledge and confidence amongst MH nurses in implementing interventions to support smoking cessation.

Using this information C3 has been developing an educational programme for MH nurses that will consist of a digital toolkit, webinars and more.

Kings Lynn

C3 engaged with two communities in King's Lynn, West Norfolk, UK – South Lynn and North Lynn. Sixteen community members attended a C3 walk and insight session. They agreed that while they lived in friendly communities there needed to be more opportunities to connect with other parents and activities for children. The action plan the community created will inform Norfolk County Council and Norfolk and Waveney CCG – partner organisations – on how to make it easier for families in Kings Lynn to lead healthy lives.

Nursing You in Spain

NURSING YOU is a mobile enabled website tool that was developed through a collaboration between C3 and Younger Lives and funded by Viatrix. It covers all elements of health and wellbeing for nurses (including obesity & mental health) and approaches wellbeing from the nurses' point of view. C3 brought together an expert group of Spanish nurses that initially reviewed the English version at a roundtable meeting with C3 and Younger Lives, and provided feedback around the need for, and acceptability of such a platform for Spanish nurses. Dr. José Luis Cobos Serrano, Deputy Secretary General of the Spanish General Council of Nursing also attended this round table. Using this feedback and after multiple focus groups the Nursing You platform was translated and amended for Spanish nurses to support their selfcare.

www.c3health.org
@C3health



What's next?

To finalise ASPIRE in the seven areas in England and France, providing practical material communities can continue to use to improve their health and attend the final ASPIRE conference in Lille, France.

As part of Nurses for Healthier Communities (N4HC), C3 will work with nurses to lead and deliver health promotion activities in their communities such as, healthy cooking classes, mental health and wellbeing workshops, free toolkits and more.

As part of our Winning Hearts & Minds work C3 will deliver expert-led webinars to nurses on cardiovascular disease, mental health, and smoking cessation and design a toolkit to help mental health nurses support their patients to stop smoking.

C3 will attend the 2023 ICN Congress in Montreal and deliver a symposium to advocate for nurses addressing poor oral health. As part of Africa oral health C3 will extend to Botswana, Malawi, Rwanda, Ghana, Uganda and Zambia – training parents, nurses and midwives on oral health and NCD prevention.

Hosting international seminars in 2023, C3 will partner with The George Institute for Global Health, inviting speakers from across the globe to discuss different regional responses to preventing NCD. The George Institute is a leading independent global medical research institute with major centres in Australia, China, India and the UK.



Thank you

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** – Adviser to Board, Future Care Capital
- **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.
- **Mark Wakefield** – Chair of Lawrence's Larder and Open Kitchen

C3 also thanks the following people for their support:

Beth Blowers (editorial); Garth Stewart (graphic design); inspire*; Qlic (website); Tall Horse Accounts Ltd.

A special thanks to the interns who worked at C3 (or remotely!) during the year: Alexandra Noble, Anna Wang and Linda Phung.

With gratitude to our principal 2022 funders and partners:



Ashford Borough Council
Health and Europe Centre and partners in the ASPIRE project
London Global Cancer Week
MATRIX Public Health Solutions
NCD Alliance
Norfolk Council
New York University (NYU)
Royal College of Physicians
Smart Health Solutions, Inc.
Spanish Nursing Council
Vivons en Forme (VIF)
Wellbeing People
Younger Lives

Financial information

For the year ended 31 December 2022

INCOME & EXPENDITURE	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
Incoming resources				
Charitable activities	184,784	494,859	679,643	677,369
Investment income	12	–	12	16
Total Income	184,796	494,859	679,655	677,385
Resources expended				
From charitable activities	156,677	494,859	651,536	589,940
Total resources expended	156,677	494,859	651,536	589,940
Net movement in funds	28,119	–	28,119	87,444
Fund balances brought forward at 1 Jan 2021	51,306	–	51,306	(36,138)
Total funds at 31 December	79,425	–	79,425	51,306

C3's main charitable activities were supported by the following organisations: InterReg, Burdett Trust for Nursing, Pfizer, PricewaterhouseCoopers, Colgate, Viatris, Norfolk council and the borough of Ashford.

SUMMARY BALANCE SHEET AT 31 DECEMBER	2022 £	2021 £
Current assets		
Debtors	342,627	198,325
Cash at bank and in hand	16,971	116,669
Creditors: amounts falling due within one year	(255,980)	(230,168)
Net current assets	103,618	84,825
Creditors: amounts falling due after one year	(24,193)	(33,519)
Total net assets (liabilities)	79,425	51,306
Funds		
Restricted funds	–	–
Unrestricted funds	79,425	51,306
Total funds	79,425	51,306

Trustees' Statement

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 SBC House, Restmor Way, Surrey SM6 7AH.

Together, we can make it easier to lead healthy lives

Join us today:



@C3health



www.c3health.org



info@c3health.org



Director: Christine Hancock
C3 Collaborating for Health, SBC House, Restmor Way, Wallington, SM6 7AH
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a company limited by guarantee (no. 6941278), registered in England and Wales.