



# ADPH Annual Report Competition

## About

### The report

Directors of Public Health in England have a statutory duty to write an Annual Public Health Report to demonstrate the state of health within their communities. It is a major opportunity for advocacy on behalf of the health of the population and as such can be extremely powerful both in talking to the community and also to support fellow professionals in public health. As the reports are aimed at lay audiences, the key feature of the reports must be their accessibility to the wider public which offers an opportunity for the DsPH to reconsider their rhetoric and focus on the key impact messages they want to convey.

### The competition

ADPH considers this a great opportunity to showcase the work of DsPH individually and collectively hence we run an annual competition to celebrate the successes of all our members while selecting the best few publications. Entries are judged by an independent panel who look for readability, accessibility and innovation as well as relevant and challenging content. There is a selection of strongest submissions from previous years available on ADPH website. In the past, ADPH was able to offer prizes for top places, but the true reward is the recognition for the work done to improve the health of the population among peer professionals.

### Why to participate

- To turn the statutory duty of DsPH into professional development
- To share best practice with colleagues
- To highlight the role of the DsPH disseminating your report through national channels
- To win – enabling local publicity to raise awareness

### How to participate

If you would like to enter the competition, please send us a weblink or a pdf by Friday 17<sup>th</sup> March, and post a hard copy to:

Kemp House, 152 City Road  
London, EC1V 2NX.

### The process 2017

- 17<sup>th</sup> March 2017 – deadline for entries
- March-April – shortlisting within ADPH team
- Early May – independent panel of judges to evaluate against the following criteria:
  - readability,
  - accessibility
  - innovation
  - relevant and challenging content
- 18<sup>th</sup> May 2017 – top three places are announced at the ADPH Policy Workshop and AGM

### Previous winners

Please see the examples of excellent reports from the past competitions [here](#).

## Testimonials

"I see my DPH report as a fantastic opportunity to draw attention to important public health issues in our local communities. It's a great way of bringing in information and contributions from a wide range of people, and always provides a platform for generating lots of discussion. The recommendations are helpful too, as they steer the priorities of local planning and action across the council, NHS and community sector."

Carole Wood, DPH in Gateshead

"Entering your Annual DPH Report for the ADPH awards is a great way to acknowledge the hard work of colleagues. If you are fortunate enough to have your Report awarded a distinction then it adds considerable local value to your recommendations. I would urge all DsPH to submit their reports for the ADPH competition."

Dominic Harrison, DPH in Blackburn

"Our PH team know that the DPH Annual Report will be entered into the ADPH competition and it provides that added incentive to be involved and creative, and to come up with a better product every year. The sense of achievement too from being shortlisted, or coming in at or near the top is a great reward and motivator. I use this approach shamelessly (and often successfully) every year."

Tom Scanlon, DPH in Brighton & Hove