



Office for Health
Improvement
& Disparities



UK Health
Security
Agency



East of England
Population Health Research Hub
EoE PHResH



East of England Public Health Workforce Development Strategy

2023-2027



Context

The public health workforce in England is at a critical phase following the Covid-19 response, changes to the public health system architecture and the potential impact of current system reforms. Development of capacity and capability of the public health workforce remains a national, regional and local priority.

Our co-produced public health workforce development strategy builds on work done to develop our 2019 aims, builds on existing system practice and will add value at a regional level by highlighting common priorities, maximising limited resources, promoting opportunity for collaboration and reducing duplication of effort.

Our strategy supports us to:

- define the public health workforce and the emerging public health system in the East of England
- develop a shared vision and aligned workforce priorities across organisational boundaries
- identify opportunities to build on good practice already in place
- identify, develop, deliver and evaluate workforce development activity which responds to regional need

This strategy is not intended to replace or replicate workforce plans in other parts of our regional public health system. Instead it will strengthen and unite existing work, to create a coherent regional approach which capitalises on successes and removes duplication. Responsibility for development and implementation oversight sits with the East of England Office for Health Improvement and Disparities, whilst regional governance is provided through the multi-agency East of England Public Health Network.

Development Process

MAPPING

East of England public health system partners share workforce priorities under 6 priority themes informed by OHID national workforce stocktake. 17 responses, including 4 regional networks.

REFINEMENT

Common priorities considered and refined during cross-system workshop attended by 16 partners.

October
2022

Dec/Jan
2023

10
March
2023

March/
April
2023

DELIVERY

REVIEW

Responses reviewed and common system priorities identified.

CONSENSUS

Priorities sense-checked with system partners and regional groups and networks; strategy priorities agreed.

Development, implementation and delivery of this strategy is governed by the East of England Public Health Network.

Vision

Public Health in the East of England is an exciting and innovative place to work, where individuals are supported to develop, achieve and excel.

Mission

East of England public health system partners will work collaboratively to create a supportive working and learning environment which promotes continuous development, leadership, resilience, growth and system mobility. We will maximise the talent and potential of our workforce to ensure they are effectively trained and deployed to meet the changing needs of our regional population.

Values

- Trust
- Commitment
- Accountability
- Integrity
- Respect
- Transparency
- Fairness
- Equity
- Innovation

Workstreams

	Year 1	Year 2	Year 3	Year 4
1. Equality, Diversity and Inclusion				
1.1 Diversify regional public health entry opportunities, particularly from health and social care routes.				
1.2 Explore creative recruitment, including assessment of how and where we currently advertise vacancies, and identify opportunities to widen reach and align processes.				
1.3 Promote public health careers through schools, colleges and communities.				
1.4 Conduct demographic analysis of the EoE core public health workforce.				
2. Public Health Leadership				
2.1 Develop opportunities for placements, secondments, shadowing, attachments and projects across the regional public health system, including ICPs.				
2.2 Support and encourage practitioner and specialist registration (incl. continuing support for the UKPHR regional practitioner programme, StR and support for SRbPA).				
3. Talent and Experience Pipeline				
3.1 Increase use of public health apprenticeships (levels 3 – 7) and showcase regional case study examples of practice.				
3.2 Develop a regional approach to public health learning and development.				
4. Data				
4.1 Establish baseline, and ongoing analysis, of regional public health workforce numbers and skills, including core and wider workforce.				
4.2 Define an effective delivery model/framework for public health mapped against need, public health intelligence and insight to create a benchmark.				
5. Build Capacity for Innovation, Research and Evaluation				
5.1 Establish and strengthen partnerships with the East of England Population Health Research Hub (EoE PHResH), NIHR, regional universities and training providers to support the cultivation of high-quality evaluations and evidence informed policy and practice, and develop workforce research skills.				
5.2 Develop an understanding of differing approaches to addressing population health needs through ICSs to inform development of an effective public health delivery model and promote system mobility.				
6. The Wider Public Health Workforce				
6.1 Develop and embed an understanding of public health, health inequalities, MECC approaches and trauma-informed practice across all healthcare colleagues and frontline provider services.				
6.2 Create padlet (or similar) of core training for introduction to public health.				
6.3 Review public health curricula in medical, nursing, AHP and social work courses delivered regionally to explore opportunities for development.				

Year 1 Deliverables

EDI 1.2: Explore creative recruitment, including assessment of how and where we currently advertise vacancies, and identify opportunities to widen reach and align processes

- Meetings held with UKHSA, NHSE, OHID, Thurrock, Beds, Herts, Cambs & Peterborough
- JD/PS - opportunity to align language
- Social media emerging as key to wide reach in recruitment (advertising/application websites often stipulated in organisational recruitment processes, but promotion on social media with links to application platform is normally ok)
- New [Public Health Careers](#) workspace on FutureNHS platform developed by OHID Places and Regions network (requires a log-in but simple process – currently beta version and asking for feedback). This is designed to bring together information from a myriad of websites into one place. It will support members to promote PH careers, providing access to shared resources. Look out for launch comms in the coming weeks.
- RAG: GREEN

WW 6.2: Create padlet (or similar) of core training for introduction to public health

- Second draft Padlet out for comment through workforce steering group
- V1 feedback from 7 colleagues incorporated
- RAG: GREEN



Core Induction: Public Health in the East of England

Information and online/e-learning resources to introduce public health in the East of England system.

What is Public Health?



The East of England Public Health System



Health Inequalities



All Our Health



What is public health?



YouTube

What is Public Health?

The regional public health system



DOCX

Core Regional PH System Partners

Modern public health is a multi-disciplinary function demanding a range of skills and expertise, and it is often said that public health is everyone's business. The wider public health workforce comprises

Health Disparities and Health Inequalities: All Our Health



All Our Health: Health disparities and health inequalities

Elearning designed to give health and care professionals an overview of health disparities and health inequalities - including key evidence, data and signposting to trusted resources to help prevent

Introduction to All Our Health



YouTube

An introduction to All Our Health

All Our Health framework and e-learning



The Office for Health Improvement and Disparities' All Our Health framework is a call to action to all health and care professionals to



Year 1 Deliverables

EDI 1.4: Conduct demographic analysis of the EoE core public health workforce

- Lit review, incl. 2 recent reports out of London, suggest existing datasets limited, inaccurate, often incomplete & challenging to access
- Regional data is scarce and not held by PH services/teams (NHSE/local authority data difficult to disaggregate from wider workforce data)
- Meetings held: NHS EDI Lead (Deepa Nair); LKIS; Head of WF Data Analysis and Briefing at DHSC; & NHS WTE Workforce Planning
- **Suggest a shift in focus** – we don't need demographic data to know what good looks like and what we're trying to achieve.
- Suggest we instead develop and agree a set of key principles/actions to support EDI in the core regional PH workforce. One of these could be a commitment to recording team/service level demographic data to inform the bi-annual capacity review which longer-term will provide us with more comprehensive and consistent demographic data to support EDI planning.
- Alongside this, we will work with NHS WTE to develop the bi-annual capacity review to ensure it provides PH teams and services with useful information to inform workforce planning.
- RAG: **AMBER** *Change in workstream supported by steering group but will require PH Network approval in November*

Other Key Workforce Development Activity

1. Work underway with EoE Ambulance Service to pilot short PH placements raising awareness of health inequalities and the wider determinants of health, for those on their apprentice paramedic science degree programme (3 intakes of 30 per year).
2. New regional SRbPA support programme – second intake November 2023.
3. New regional FutureNHS workspace under development to promote and share resources on PH apprenticeships.
4. New regional MECC workspace on FutureNHS platform under development.
5. FPH recently launched their [‘What is public health?’](#) campaign with a series of webpages exploring definitions of public health, the makeup of the public health workforce, and key areas of work in public health.
6. Exploratory work underway with OHID EoE, regional academic colleagues, FPH and [APHEA](#) following a recent meeting with local authority colleagues to explore concerns around the skills MPH graduates are learning, and those required for local authority PH delivery.



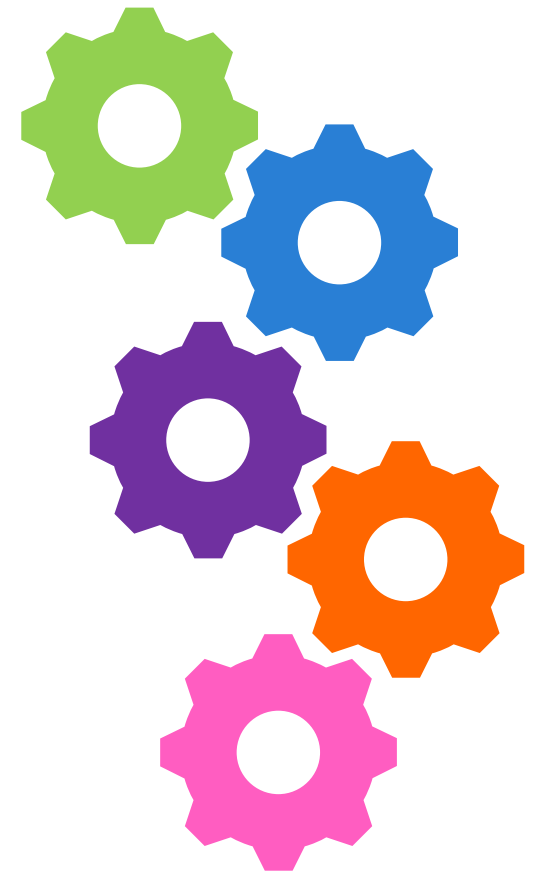
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