



| ADPH
London

Annual Report 2024/25



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Message from our Co Chairs

2024/25 has been a pivotal year for public health in London, bringing both formidable challenges and exciting opportunities. Through ADPH London, we continue to advocate for our communities at the highest level while strengthening our collaboration with system partners.

The election of Sadiq Khan for a historic third term as Mayor of London in May, with renewed commitment to making London fairer, safer and greener for all, combined with Labour coming to power in July 2024, has brought better alignment between national and regional administrations. However, fixing the NHS being one of the new government’s priorities, a new 10-Year plan is being developed with a focus on three main shifts: moving care into the community, focusing on prevention, and modernising services through digital innovation.

This root-and-branch reform—marked by the planned abolition of NHS England—is being framed as the most significant decentralisation of power in NHS history. While its ambition is to empower Integrated Care Boards (ICBs), public health teams, and Health and Wellbeing Boards with greater autonomy, the implications for public health are complex. ICBs are facing a 50% reduction in running costs, to be achieved through streamlining, collaboration, and potential mergers. This creates a challenging financial environment and considerable uncertainty, which directly affects the capacity of our public health teams to deliver on expanding responsibilities. It is important that we are involved in the changes and taking opportunities to influence what the future system looks like.

Yet, within this disruption lies opportunity. Greater autonomy could enable more locally responsive, prevention-focused public health strategies. However, to realise this potential, public health must be adequately resourced and supported with a sustainable workforce. In this evolving landscape, working together as a cohesive public health system - across local government, the NHS, and communities—has never been more vital. It is important that we are involved in the changes and taking opportunities to influence what the future system looks like.

London continues to face deep-rooted health inequalities, exacerbated by economic pressures, housing insecurity, and the cost-of-living crisis. This continues to challenge us and drive us to make a difference and there have been some great examples of local initiatives right across London.

This year also saw the development and launch of the Why We Get Vaccinated campaign, a multi agency behaviour change initiative, co-produced with London communities, to address low vaccination in London, with notable disparities with certain ethnic groups and amongst the vulnerable. The campaign is part of the London Immunisation Strategy and another great example of successful collaboration through ADPH London.

Similarly, we have worked with a broad range of London partners to develop the Million Hearts and Minds Challenge, laying the groundwork to making a step change in heart health across the city, improving CVD outcomes and closing health equity gaps. We look forward to seeing it mobilised next year.

Another highlight of the year was the expansion of our smoking cessation programme through the London Tobacco Alliance, with the successful implementation of the pan-London digital app pilot, made possible by new central government funding. This demonstrates the power of coordinated action and innovation, to address a major cause of preventable death and disease in our capital and bringing the vision of a Smoke Free London by 2030 closer.

Through ADPH London we support the wider public health workforce with regular communications and through our thematic networks and communities of practice. These vibrant networks enable public health professionals and partners to share expertise and drive system-wide improvement. We actively promote thematic Lead roles when available, providing invaluable opportunities for current and aspiring DsPH to develop professionally and progress your careers.

As this report shows, the year has been marked by dedication, collaboration, and impact. Thank you to the ADPH London team, our thematic Leads, all DsPH members, and our partners - including the GLA, OHID London, NHSE, and UKHSA for your continued commitment to improving the health of Londoners.

Will & Nicole



Dr Will Maimaris
DPH Haringey



Dr Nicole Klynman
DPH Bexley



ADPH London Members

ADPH London is the regional membership network for ADPH UK. Our members include Directors of Public Health (DsPH) covering London’s 32 Local Authorities and the City of London, working across 5 NHS Integrated Care Systems (ICS), and the Greater London Authority.

Engagement is vital to the success of our work, with our members providing a wealth of knowledge and experience. Supporting our members is the primary role of the ADPH London Programme Team. Every year we ask for feedback to establish their needs and priorities and use responses to inform our workplan for the year. Our latest membership survey showed that DsPH benefit from their membership including peer support, learning from each other, connected with the health and care system, and being informed.

Over the last year we said goodbye to various London DsPH including Iona Lidington departing Kingston and Rachel Flowers from Croydon. Steve Whiteman departed his position as DPH Greenwich after 34 years (!) for a well- deserved retirement. Also retiring is Carole Furlong, departing Harrow DPH. All were active thematic area Leads who made big contributions to ADPH London’s workstreams.



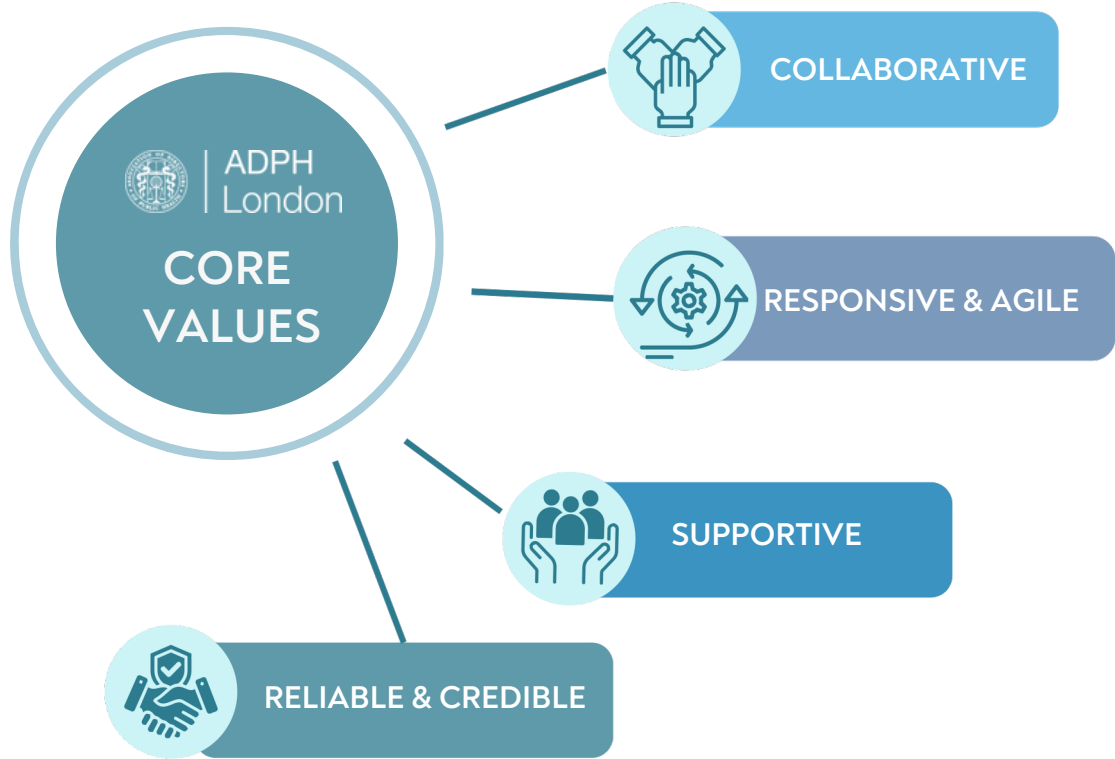
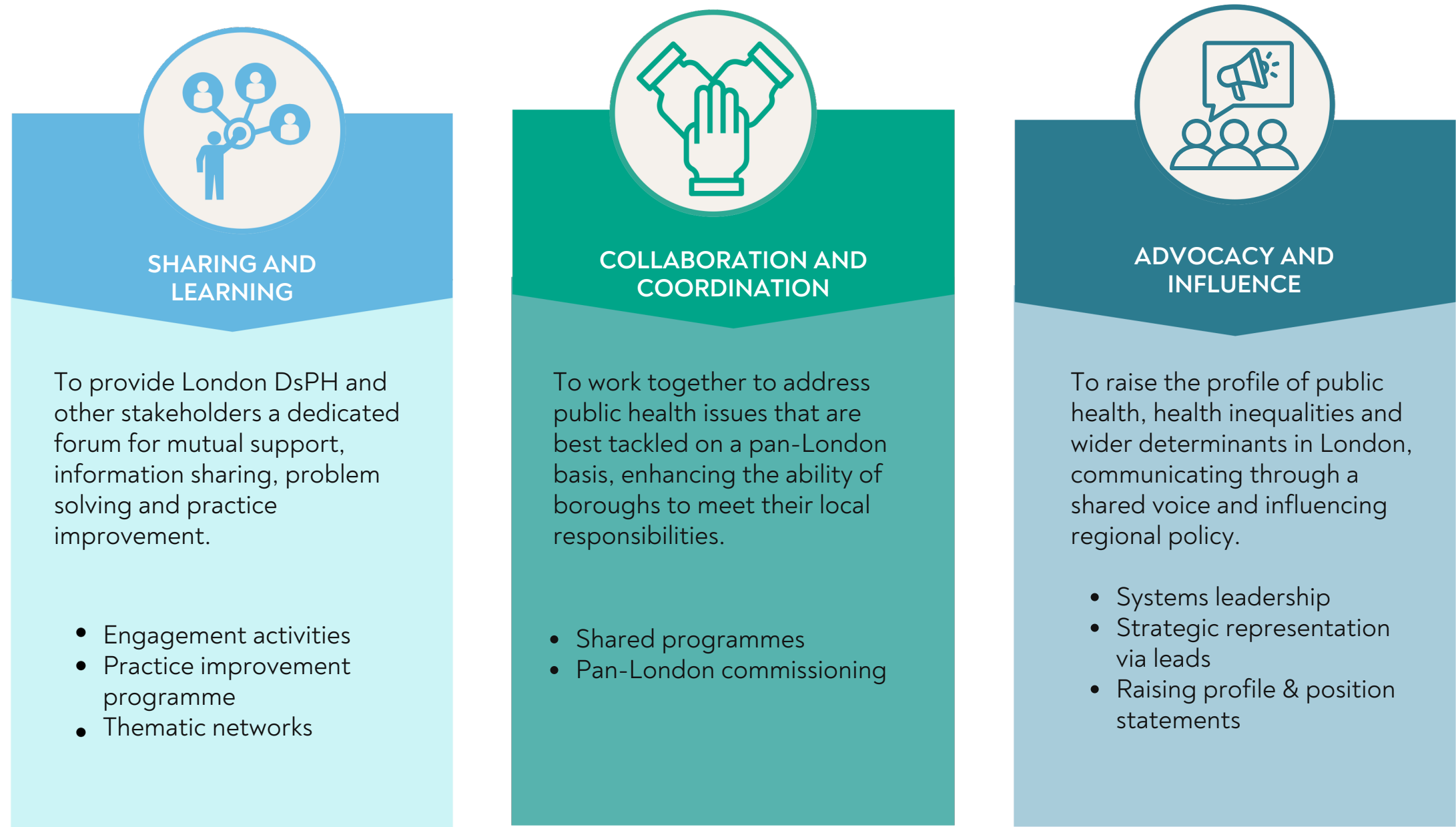
Quotes from ADPH London’s annual survey:

- “It’s a lovely friendly network - I feel totally supported to do my role”*
- “Constructive environment with peers to work through tough or complex issues, e.g. London commissioning.”*
- “The network provides me with space for reflecting, connecting and sharing”.*



Aims and Objectives

The London Association of Directors of Public Health (ADPH London) is a regional network of ADPH UK which supports our membership of London's DsPH to improve health and reduce health inequalities across the capital. Our strategic objectives are delivered as follows:



Our core values underpin our approach to working with our membership, partner organisations and the wider public health workforce.

ADPH London Leadership Team

Co Chairs



Dr Will Maimaris
DPH Haringey



Dr Nicole Klynman
DPH Bexley

The Leadership Team consists of a Chair or joint Chairs and up to 3 Vice-Chairs, elected by members on a bi-annual basis. Our next elections are due to take place in December 2026.

Our Co Chairs provide leadership and strategic vision to ADPH London and the Programme Office, to enable it to fulfil its core purpose. Their high level strategic awareness of public health issues affecting London and ADPH London members enables the voice of London’s collective communities to be represented at all important regional and national systems leadership forums.

Key to this is the team’s strong relationship with strategic systems partners, including London borough professional Associations, London Councils, OHID London, UKHSA London, NHSE London, and the GLA. Both Dr Will Maimaris and Dr Nicole Klynman sit on the ADPH UK Council, ensuring that ADPH London is represented at a National level.

Vice Chairs



Kirsten Watters
DPH Camden



Sangeeta Leahy
DPH Southwark

Our Chairs take overall responsibility for directing the work of ADPH London, based on agreed priorities with members and in response to emerging issues.

Our Vice Chairs, Kirsten Watters and Sangeeta Leahy, assist and support in the provision of leadership to ADPH London, the management of strategic relationships and direction of the programme.

ADPH London Programme Team

The ADPH London programme team, hosted by Haringey Council, supports the Leadership Team, London Directors of Public Health, Assistant Directors and Consultants in Public Health to effectively come together with public health systems partners through our regular meetings, networks and communities of practice.

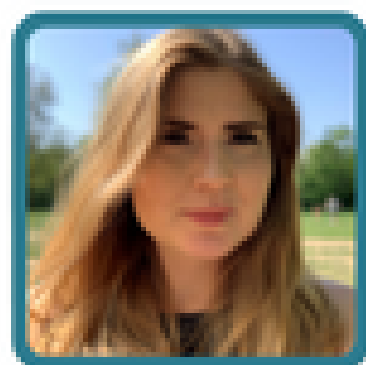
We support pan-London initiatives through collaboration, communication and overseeing ADPH London's shared programmes.



Anna Martinez
Head of Programme



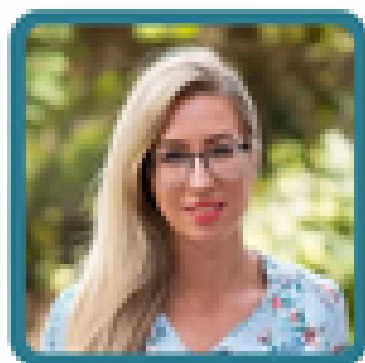
Emer Forrest
Deputy
Head of Programme



Jo Drazdzewska
Programme Operations
Manager



Joleene King
Public Health Strategist



Rosa Treadwell
Public Health Strategist



Sebastian Dennis Beron
Public Health Strategist



The team at a recent Public Health picnic at Alexandra Palace, Haringey.

Being an ADPH London Lead

Our ADPH London Leads are fundamental to how we participate and contribute as a key player in London’s wider health and care system. The roles are wide-ranging and involve either leading or sponsoring a particular project or initiative on behalf of the network, line managing an officer working within the programme, or providing a senior level strategic perspective at pan-London meetings. Traditionally DsPH and CsPH have taken on these roles, but we also want to support the development of future leaders and welcome senior public health practitioners to express an interest too.

Being an ADPH London thematic lead is a great opportunity to:

- Support ADPH London priorities and the wider public health system
- Play an active part in senior pan-London strategic conversations
- Grow your network and get to know system partners across London
- For Continued Professional Development

For details of current thematic lead opportunities, [please see our webpage](#).



Ysabella Hawkings
Senior Public Health
Strategist, Camden

“Being the chair of the ADPH London Communications Network has been a pleasure. I really enjoy hearing from colleagues across different boroughs and ADPH London programmes about what is happening across the city to improve health and wellbeing for all.

“The opportunities it’s provided to get involved in and lead London-wide projects has been really worthwhile and helped me to better understand the similarities and variation across London boroughs as well as how London work relates to national work.”



Melanie Smith
DPH Brent

“As I approach retirement, one of the aspects of work which I’ll be sorry to let go is my role as ADPH London Lead for Thrive LDN Mental Health programme. Our public health perspective is ever more critical within mental health, where the discourse is too often focused on the acute response to individual need at the expense of concern for inequalities, the societal determinants of mental health and the importance of the promotion of emotional wellbeing.

“Over the past few years, participation in the London PMH London Network has been a highpoint for me in terms of the range of topics we’ve covered along with the enthusiasm, commitment and creativity of those who have been kind enough to share their experiences and insights with us.”

ADPH London Thematic Leads

We currently have 44 active ADPH London thematic Lead roles. Theme Leads are appointed to support the network’s strategic objectives and leadership development. These roles are typically filled by London Directors of Public Health (DsPH), consultants, or senior public health practitioners on the basis of subject expertise or particular interest. They are a vital part of how our regional network functions, ensuring that DsPH are represented in shared public health agendas, and providing strategic input at pan-London meetings. We are grateful to all those who volunteer and commit their time and expertise in ensuring that the collective voice of our members is represented in all important forums. To find out about any current thematic Lead vacancies, [visit our webpage](#).

- Academic Research & Health:** Somen Banerjee, Tower Hamlets DPH.
- Air Quality & Climate Health:** Glenn Stewart, Enfield CPH, is the Air Quality Lead, and Claire Greszczuk, Newham Deputy DPH, is the Climate & Health Lead
- Children & Young People (CYP):** Kirsten Watters, DPH Camden - Sponsor. Abigail Knight, CPH Camden - Lead
- Communications:** Ysabella Hawkings, Snr Public Health Practitioner Camden (Lead)
- Community Engagement:** Janet Djomba, DPH Barnet - Lead for Community Engagement
- Cost of Living:** Anne Bowers, Newham - Lead for Cost of Living Response Programme
- Data & Intelligence:** Chris Williamson, AD - Place, Partnerships & Intelligence, Southwark
- Dementia:** Shannon Katiyo, DPH Richmond & Wandsworth
- Domestic Abuse / Violence Reduction:** Will Maimaris, DPH Haringey(Lead), Sue Matthews, CPH Redbridge (Deputy)
- Emergency Preparedness Resilience Response (EPRR):** Sangeeta Leahy, Southwark DPH (Lead), Shannon Katiyo, DPH Richmond & Wandsworth (Deputy)
- Finance:** Nada Lemic, DPH Bromley
- Health and Wellbeing of Asylum Seekers and Refugees:** Tara Piasetski, CPH Lewisham (Lead)
- Health Inequalities:** Catherine Mbema DPH Lewisham(Co Lead), Sandra Husbands, DPH Hackney & City of London (Co Lead)
- Healthcare Public Health / Population Health:** Will Maimaris, DPH Haringey (Co Lead), Imran Choudhary, DPH Sutton (Co Lead)
- Health Checks:** Nada Lemic, DPH Bromley
- Hepatitis C: Nicole Klynman, DPH Bexley

- HIV:** Jonathan O'Sullivan, DPH Islington
- Homeless Health / Rough Sleeping:** Sue Hogarth, Assistant DPH Camden (Co Lead), and Jeffrey Lake, Deputy DPH Westminster (Co Lead)
- Homeless Health / Temporary Accommodation:** Mike Brannan, CPH Barking & Dagenham
- Housing & Health:** Gladys Xavier, DPH Redbridge
- Immunisation & Vaccination:** Kirsten Watters, DPH Camden (Lead), Caroline Sharp CPH Hackney & City (Deputy Lead)
- Mental Health - Thrive LDN Lead:** *Vacant Lead Role*
- Mental Health - Good Thinking:** Imran Choudhury, DPH Sutton
- Million Hearts and Minds:** Will Maimaris, DPH Haringey (Co Lead), Imran Choudhury, DPH Sutton (Co Lead)
- Obesity:** Bimpe Oki, Lambeth CPH (Co Lead), and Jayne Taylor, Hackney CPH (Co Lead)
- Primary Care :** Nicole Klynman, DPH Bexley
- Prison Health:** Charlotte Ashton, CPH Islington (Lead)
- Screening:** Kirsten Watters, DPH Camden and Miriam Bullock, CPH Islington
- Substance Misuse:** Dudu Sher-Arami, Enfield DPH & Kerry Lonergan, Lewisham Dep DPH
- Sector-Led Practice Improvement:** Anna Bryden, DPH Ealing
- Sexual Health:** Ruth Hutt, DPH Lambeth (Co-Lead), Chris Lovitt, CPH Hackney & City of London (Co-Lead)
- Tobacco:** Somen Banerjee, DPH Tower Hamlets
- Workforce:** Sangeeta Leahy, DPH Southwark (Lead),)

Our Partners

ADPH London collaborates with partner organisations across London’s Public Health system to ensure the needs of all Londoners are represented.

System Partners

- NHS England London
- Office of Health Improvement and Disparities (OHID) London
- UK Health Security Agency (UKHSA) London
- Greater London Authority (GLA)
- London Councils
- The Faculty of Public Health
- Transformation Partners in Health and Care (TPHC)
- National Institute for Health and Care Research (NIHR)
- London Sexual Health Programme

Networks

- Association of Directors of Public Health UK (ADPH UK)
- Association of London Directors of Children's Services (ALDCS)
- London Association of Directors of Adult Social Services (ADASS)
- London Environment Directors Networks (LEDnet)
- London Planning Officers Society (POS)
- London Tobacco Alliance (LTA)



Association of
Directors of Public Health



UK Health
Security
Agency



Office for Health
Improvement
& Disparities



Transformation
Partners
in Health and Care

GREATER
LONDON
AUTHORITY



FACULTY OF
PUBLIC HEALTH

directors of
adass
adult social services



NIHR | National Institute for
Health and Care Research



ADPH
London

A Year in Public Health

Highlights of 2024/25

April 2024

The Health Foundation publishes **Health Inequalities in 2040** report that signals, without action, the UK's health will continue to decline, placing increasing demand on health and social care services and affecting productivity.



June 2024

The UK experienced a notable summer wave of COVID-19 infections with a 33% rise in cases and 24% increase in hospitalisation, linked to waning immunity, emergence of new FLiRT variants and social mixing during EURO 24



August 2024

Whooping cough cases rise to over 10,000 and UKHSA urges pregnant women to get vaccinated to protect their new born babies.



May 2024

Sadiq Khan secures a record third term in the Mayoral Elections. His campaign centred around a 'safer, fairer and greener capital', with a particular emphasis on health policies.



July 2024

The UK becomes the first country in the world to offer a national vaccination programme using the same vaccine to protect infants and older adults from RSV



September 2024

The Mayor of London launches an ambitious 10-year plan to clean up London's waterways, bringing together companies, government agencies, charities and campaigners to clean up the waterways for the benefit of all.

A Year in Public Health

Highlights of 2024/25

October 2024

A new report by the UCL Institute of Health Equity (IHE), **Structural Racism, Ethnicity and Health Inequalities in London**, concludes that racism damages health and wellbeing and drives inequality in London.

London's *Why We Get Vaccinated* campaign launches, a 3-year, behaviour change campaign co-produced with London's communities and ADPH London in partnership with UKHSA London, London Councils and NHSE London.



December 2024

CMO, Prof Sir Michael Whitty's annual report published, this year on Health in Cities. The report outlines a broad range of health opportunities and challenges for city populations.



February 2025

England's updated Public Health Outcomes Framework reveals rising obesity and smoking in early pregnancy, persistent school readiness gaps, and highlighted racism's impact on health inequalities in London.



November 2024

The Tobacco and Vapes Bill, the biggest public health intervention since the ban on smoking in public places in 2007, was introduced to parliament. The Bill is a key pillar of the Government's Health Mission to help people stay healthier for longer, reduce the number of premature deaths and raise the healthiest generation of children in our history.



January 2025

UKHSA reports a significant increase in cases of tuberculosis in England, although a low incidence country, cases risen from 8.5 per 100k population in 2023 to 9.5 per 100k population in 2024. Largest increase seen in London and West Midlands.



March 2025

Government announces that NHS England will be abolished and brought under 'democratic control'. The organisation will be brought into the Department of Health, and the move expected to free up money for frontline services.

One year on from the expansion of the Ultra Low Emission Zone to Outer London, new data shows that the ULEZ has substantially reduced harmful emissions leading to all Londoners breathing cleaner air, with more deprived communities seeing even greater benefits.



ADPH London 2024/25 - Highlights

Over the last 12 months there's been a lot going on! Here are just some highlights from an action-packed year.



The Public Health Tackling Racism and Inequality Network held their annual in-person meeting at NCVO on 16/04.
We held our Business Meeting on 24/04 at Coin Street, SE1, attended by Greg Fell, ADPH UK President, to talk about his first 100 days.

Steve Whiteman departed his position as DPH Greenwich after 34 years (!) for a well-deserved retirement.

The London Public Health Forum titled: Building Health Equity - Tackling Racism and Inequalities in London, featured a keynote by Prof Sir Michael Marmot, Director UCL Institute of Health Equity..



We held our annual Away Day for our members and team at County Hall, SE1. Focus of the day was EDIE and Workforce. We said goodbye to Iona Lidington and Rachel Flowers, departing Kingston and Croydon respectively.

ADPH London and OHID London host a pan-London workshop bringing together public health substance misuse leads for 'Working together to improve young Londoners access to drug and alcohol treatment' event'.



Ruth Hutt and Jason Strelitz step down as Co- Chairs as they both focus on their new commitments within their LAs. Catherine Mbema also steps down as Vice Chair. Huge thanks to all for their incredible leadership and support over the last 18 months.
An election is held and we welcome the New Leadership Team.



We held our Business Meeting at the NCVO on 12/09 It was attended by Jeanelle de Gruchy, Dep CMO England.

London's *Why We Get Vaccinated* campaign launches which is 3-year, multi-agency behaviour change campaign co-produced with London's communities and ADPH London in partnership with UKHSA London, London Councils and NHSE London.



We said farewell to both our Programme Operations Officer, Adanna Davis, and Public Health Strategist, Chris Billington, wishing them well with their next steps in their careers; Adanna to work in Sexual Health at LB of Newham, and Chris joining LB Southwark.



Soft launch of SmokeFree app digital pilot, coordinated by the London Tobacco Alliance (LTA), in collaboration with ADPH London, offering 2,500 premium licences for 24/7 smoking cessation support for Londoners.



As the end of the year approached, we welcomed Rosa Treadwell as our new Public Health Strategist. Rosa brings with her a passion for Public Mental Health, having been instrumental in establishing the annual London Great Mental Health Day, celebrated each year in January.



Our Business Meeting was held in Coin Street, attended by Kevin Fenton and Julie Billett, from OHID, who led a session on Finance, Leadership and Wellbeing.

We bade farewell to Carole Furlong, departing Harrow DPH who is retiring after a long career and welcomed her replacement, Laurence Gibson.

We welcomed back our Public Health Strategist, Joleene from maternity leave.



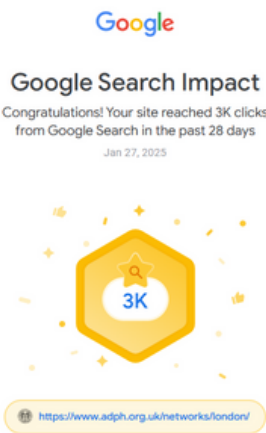
ADPH London in partnership with OHID London and DHSC hosted a first ever webinar on the emerging Public Health focus of Housing and Health. The event was attended by over 200 public health and housing professionals from London and across England.



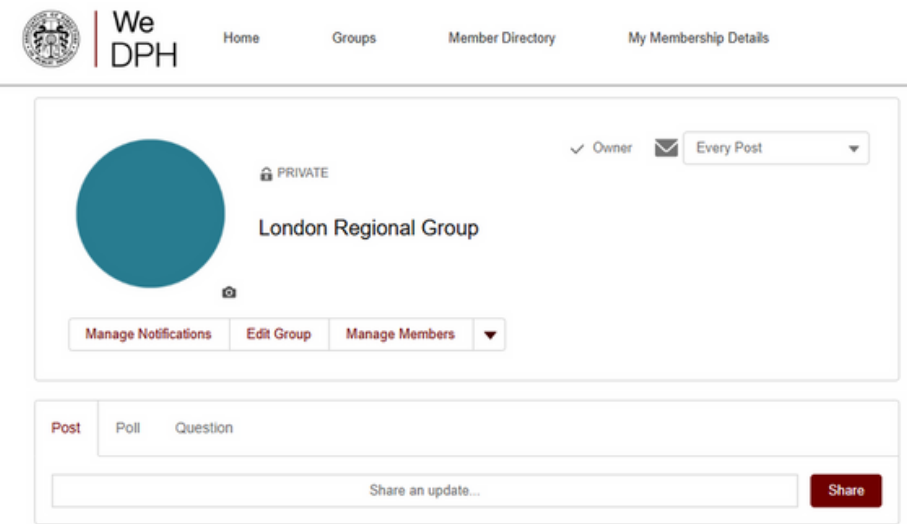
ADPH London Communications Channels



- ADPH London website continues to perform well with average of 1.2K unique visitors per month.
- Approx 835K impressions achieved over the year and 25.6K clicks.
- New record of 3,000 clicks achieved in Jan 2025



Our bi-weekly newsletter circulation has grown to 275 (+83) recipients across London’s public health teams and public health systems partners.



- Hosted by ADPH UK, in addition to the National group, the London Regional Group is a secure platform for DPH peer-to-peer interaction.
- You can ask questions, set up a poll, reach out with a query or share insights.

 **We're on BLUESKY!**
@londonadph.bsky.social since November 2024



- Regular posts on PH emerging and topical themes
- Largely replaced X (Twitter) as main platform for engagement with public health community
- Grown from 783 followers to over 2k in past year!
- Supporting partnership work



- Commissioning of premium **KHub Digital Networks** platform as a secure virtual repository to support thematic networks and communities of practice.
- Facilitates collaboration and sharing of resources and best practice.
- Each network / CoP will have its own individual microsite.
- This will become the main location for sharing meeting notes and resources for networks and
- Migration of Network communities to commence in July 2025.



Shared Programmes

Through our shared programmes we work together to address issues which are best tackled on a pan-London basis and which enhance the ability of boroughs to meet their responsibilities locally e.g., through delivering efficiencies, sharing of best practice, reducing duplication, or improving coordination of work.

Priorities for joint work are decided based on their impact for London, added-value, and timeliness. The following shared programmes are being coordinated by ADPH London on behalf of London’s DsPH:













Aims & Objectives

Good Thinking provides free, 24/7, digital support to Londoners seeking mental health advice and help for themselves or others. We support individuals to look after their mental health and wellbeing in a way that works best for them, providing a range of tools, apps and culturally competent resources to help manage sleeplessness, anxiety, stress, low mood and other feelings.



Outcomes for 2024/25

- **Content**

Continued to review existing and co-developed new content (e.g., cost of living support, refreshed faith and belief resources). Workplace wellbeing training launched with suite of videos for employers. CYP content including exam stress, university support, climate crisis, new animation.
- **Comms and Engagement**

Paid ads resumed to grow traffic. Campaigns (e.g. Stress Awareness, World Mental Health Day), toolkits, newsletters delivered. Newham small grants pilot concluded and final report written.
- **Digital**

Self-assessment offer reviewed and not extended as did not show good value for money. Apps under review. Short quizzes replaced with new navigation tool for better, more personalised user experience. New app launched; Pathway Through Pain.
- **Impact and Governance**

‘Tracking Impact and Attributing Outcomes’ paper delivered, recommendations to be enacted in 25/26. Ensure continued alignment with London wide priorities and wider mental health governance.

Key Facts:
ADPH Lead: Dr Imran Choudhury, DPH Sutton
TPHC Lead: Dan Barrett, Director of Transformation:
Head of Programme Delivery: Jess Simpson



Plans for 2025/26

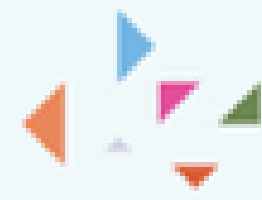
- **Content**

Continue to co-develop new content according to regional priorities, while reviewing existing content to ensure continued relevance. (e.g., cost of living support, refreshed faith and belief resources). Workplace wellbeing training launched with suite of videos for employers. CYP content including exam stress, university support, climate crisis, new animation.
- **Comms and engagement**

Paid ads continue to ensure traffic continues to grow with potential for targeted campaigns. Campaigns (including partnership campaign with London Tobacco Alliance), toolkits, newsletters to continue to increase awareness among stakeholders and Londoners. Learning from Newham small grants programme to scale. Continue engagement work with Digital Health Ambassadors for CYP.
- **Digital**

Complete app offer review and market analysis of alternatives. Build a reporting dashboard to better utilise google analytics and understand usage of the website.
- **Impact and Governance**

Implement recommendations of paper; ‘Tracking Impact and Attributing Outcomes’ to better demonstrate ROI and impact of digital resources. Improve capture of user feedback on the website. Ensure continued alignment with London wide priorities and wider mental health governance.



Looking out for friends and colleagues at work

Good Thinking's quick guide to supporting people you work with who may be struggling with their mental health.



Example of new branding developed for DO IT London



LSBU Good Thinking Office for Students

OFS BLACK STUDENTS MENTAL HEALTH PROJECT AT LSBU



Good Thinking @GoodThinkingUK · Apr 2

#StressAwarenessMonth is a chance for frank & open conversation about what causes stress and how it can impact on our thoughts, feelings & behaviours.

Understanding our triggers and recognising symptoms can be the first step to better #MentalHealth:

good-thinking.uk/stress



London HIV Prevention Programme



Aims & Objectives

Aim: To reduce the incidence of HIV in the capital

Objectives: To increase the awareness and uptake of the methods effective at preventing HIV to all Londoners and key populations disproportionality affected by HIV



Outcomes for 2024/25



Staffing

Significant staff changes took place, which involved the appointment of the new lead commissioner, a communications commissioning manager, and a senior commissioning officer. (July, Oct, Nov)



Campaigns

- Increased organic, evergreen content on social media, focusing on informative content for our target audiences. Spikes of campaign activity at key moments including:
- Targeted adverts throughout Pride month and over London Fetish Week, delivering over 3.6 million impressions and 1,772 clicks cumulatively
- Multilingual, geotargeted advertising leading up to and over World AIDS Day, resulting in over 2.3 million impressions, and 8000 clicks through to SHL.UK
- Spring campaign promoting HIV testing to key audiences including women and young men with bespoke messaging, and innovations on new platforms including podcast audio advertising, contributing to a record month for self-test orders.



Partnerships

'Significant work has been undertaken to develop and improve partnerships with key stakeholders who interact with the public – including GPs, pharmacies, councils and gyms. This includes providing relevant videos and resources, and communications packs for ongoing use and in particular for national campaigns such as HIV Testing Week.

Key Facts:

ADPH Lead: Jonathan O'Sullivan, DPH Islington
Lead Commissioner: Marc Thompson



Branding and Audience Insight Work

Mobilisation of new providers of the communications function - Unlimited Pablo creative agency and the7Stars media buyers. Significant work has been undertaken on a brand refresh, development of an updated communications strategy, and detailed audience insight work.



Impact

- Targeted and relevant campaign activity has driven record numbers of HIV self-testing kits. Orders in Jan-March 2025 (289) have exceeded total orders for both the whole of 2022 and 2023 and are set to pass total orders for 2024 (330) shortly. The programme is on track to exceed 1000 orders in a year for the first time since records began, providing significant cost savings to boroughs and an important service to London residents.
- The inclusion of multilingual adverts and social content has increased accessibility and awareness of HIV prevention options, and successful engagement with this content has laid the foundation for further innovations in this area in the upcoming year.



GBMSM Outreach Programme

- The GBMSM Outreach Programme's pilot to increase uptake of SHL testing kits, (Aug 2023 – Sept 2024) issued 687 STI kits, achieving a 98% return rate. This successful pilot service is now linked to the LHPP outreach programme, creating a cohesive network that enhances accessibility and support for GBMSM to engage with the SHL e-service .
- GBMSM outreach team at key community events – London Pride, Fetish week, UK Black Pride Bi Pride, Student Pride, Muslim Pride Trans Pride and local borough Pride events. The outreach team also identified and worked across new venues and spaces increasing engagement with GBMSM with intersectional characteristics.
- Procurement the outreach + engagement service 2025/27 was completed and the contract awarded to Metro Charity/GMI partnership. The new service was mobilised and scheduled to commence 1st April 2025

London HIV Prevention Programme



Outcomes for 2024/25 (continued)



Black Heritage Communities Programme

PHAST Consultancy was commissioned in September 2024 to conduct a rapid needs assessment, the outcomes of which will inform a programme of work scheduled to be commissioned in 2025/26.

The needs assessment undertaken was informed by the following elements:

- Desktop Evidence and Epidemiology Review
- Sector and VCS Engagement
- Resident Engagement

Summary of engagement

- Resident Survey 455 response
- Commissioners survey 30/33 commissioners responded
- HIV/SH providers 11 providers interviewed
- VCS providers (non-HIV/SH) 3 providers interviewed

The final report was delivered on 24 March 2025.



Plans for 2025/26



Delivery of GBMSM outreach and engagement service, with an increased focus on GBMSM with intersectional characteristics and the introduction of a peer champion model.



Continue to deliver evergreen content of the DIL campaign throughout 25/26, using key dates/events to increase coverage/reach.



Rollout of updated branding, including across website, social media, outreach work, and media campaigns (June 2025 onwards)



Innovations to engage key audiences, including multilingual website, multilingual videos, leaflets and posters, addition of photography including key target audiences, exploration of building of ambassador programme

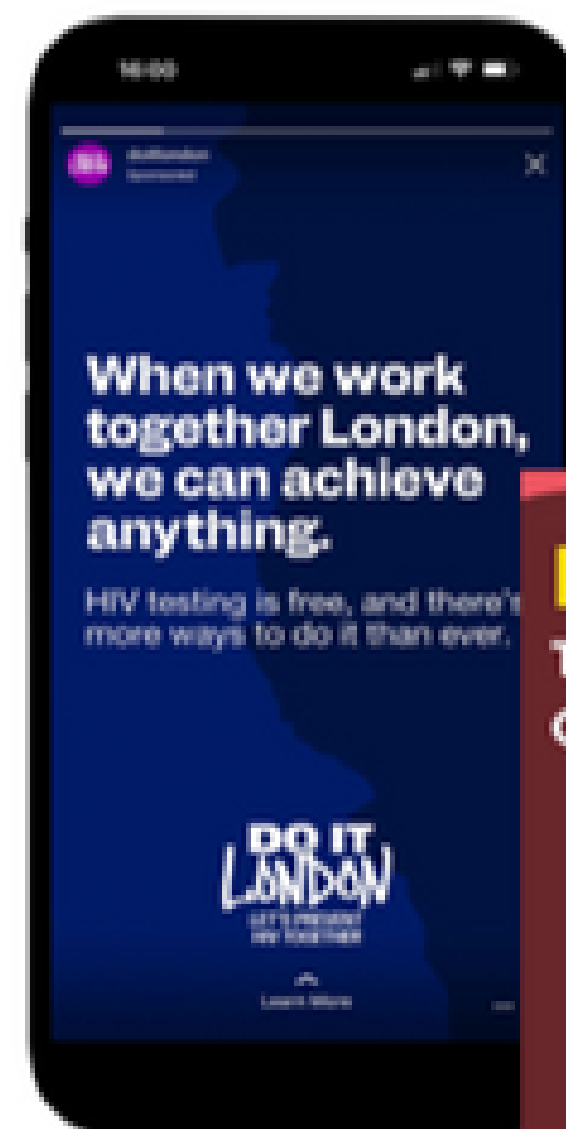


Publication and dissemination of report on needs and engagement with HIV services for Black Heritage communities in London. (June 2025)



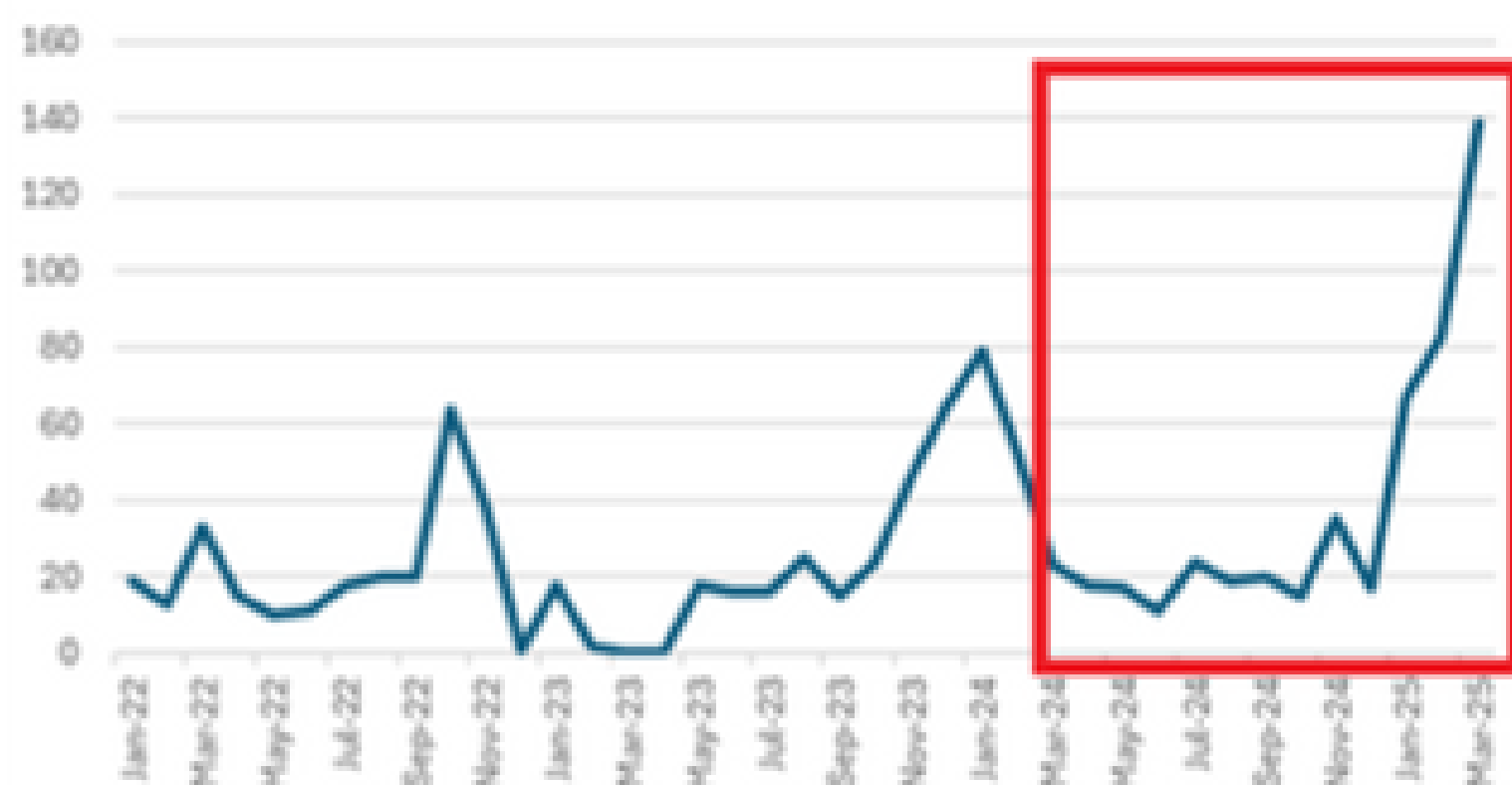
Design and mobilisation of the Black heritage HIV prevention and outreach programme inc. recruitment of programme lead, strategy development, key relationship building, and implementation of culturally appropriate interventions across London.



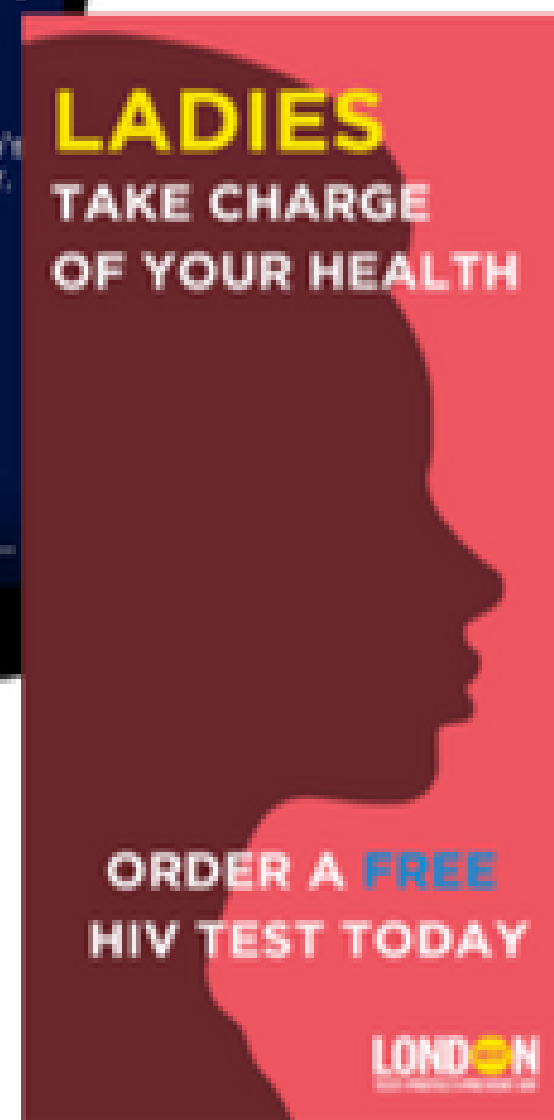


Example of new branding developed for DO IT London

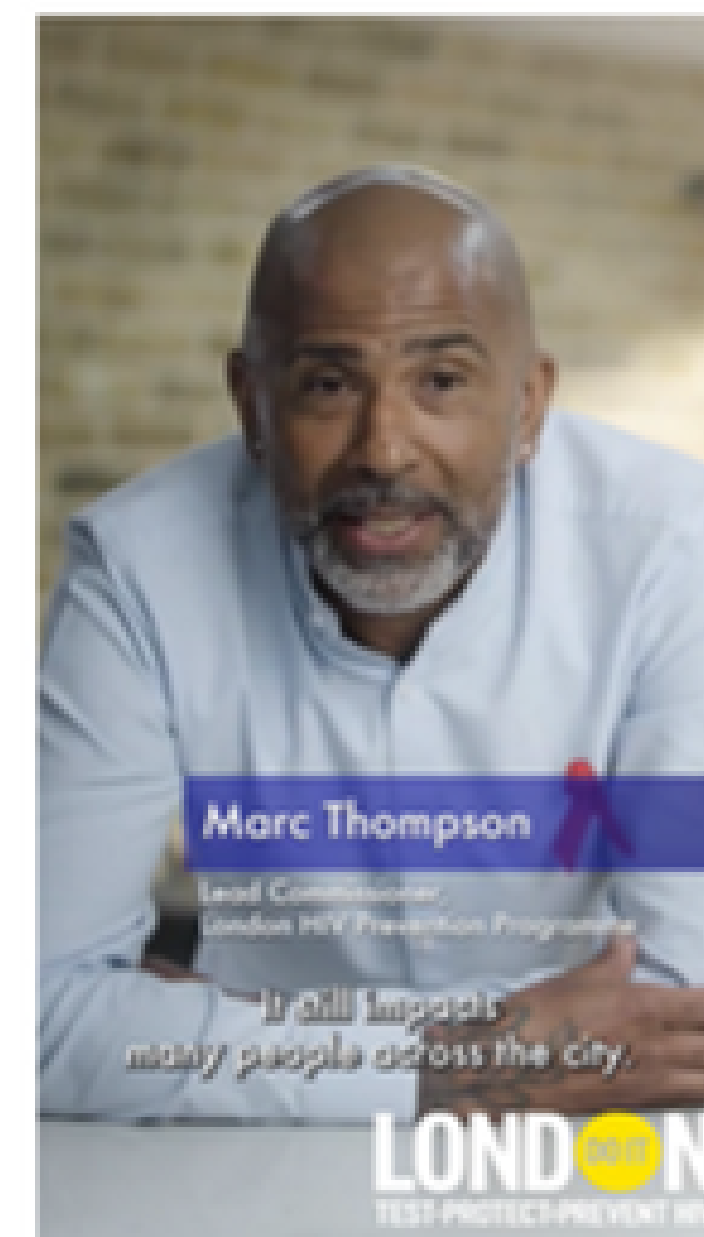
SHL HIV Testing Kit Orders via Do It London



Graph showing the record number of Do It London-associated testing kit orders



International Women's Day targeted campaign to encourage women to test



Series of prevention videos featuring the new Lead Commissioner, which received record engagement on social media.



2024/25 At A Glance

	Q2 2024	Q3 2024	Q4 2024	Q1 2025
Staffing		Lead commissioner appointed	Communications Commissioning Manager and Senior Commissioning Officer appointed	
Campaigns	HIV Testing Week activity in partnership with GPs, pharmacies, councils and gyms	Pride Month and London Fetish Week targeted adverts deliver over 3.6 million impressions	Multilingual, geotargeted adverts around World Aids Day garner over 2.3m impressions and 8k clicks	Spring campaign including new platforms e.g. podcast adverts contribute to record HIV test kit orders
Branding			Significant audience insight work undertaken including focus groups, surveys and audience testing	Brand refresh and Communications strategy update completed.
Programme & Outreach	GBMSM outreach pilot programme to increase uptake of SHL testing kits running (concludes with 98% return)	GBMSM outreach team at London Pride, Fetish Week, UK Black Pride, Bi Pride, Student pride, Muslim Pride, Trans Pride	GBMSM outreach team add key new venues	PHAST Consultancy deliver final report
Procurement	Procurement process for new Communications and Media agencies	Appointments of Communications and Media agencies, beginning of procurement process for GBMSM service	PHAST Consultancy commissioned to conduct needs assessment for London's Black heritage communities.	25-27 outreach and engagement service contract awarded to GMI partnership



Aims & Objectives

To work with smokers to make London Smokefree by 2030



Outcomes for 2024/25



London Tobacco Alliance: Strengthen key partnerships with existing and new stakeholders:

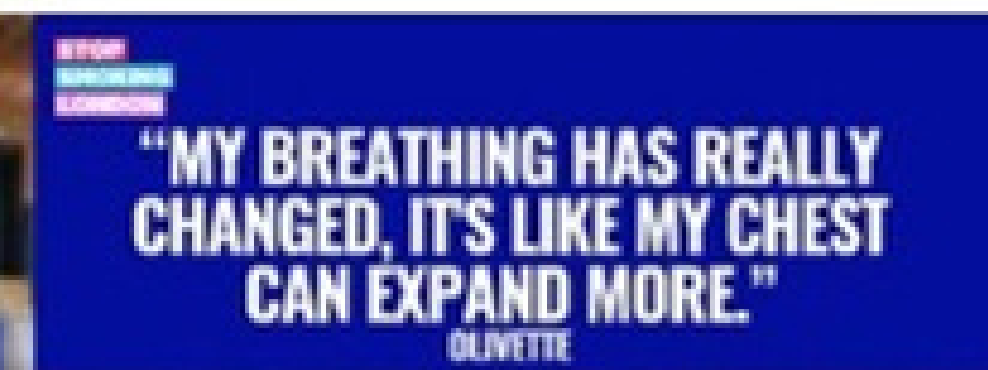
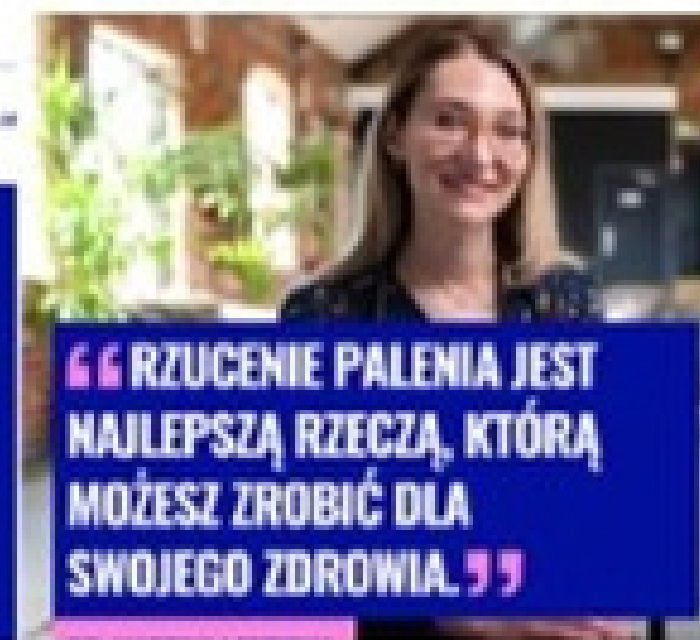
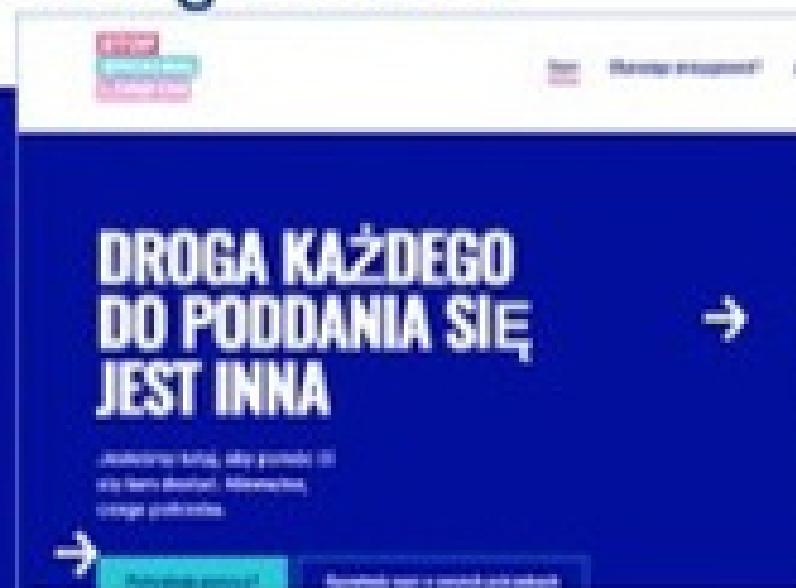
- Provided secretariat for quarterly **LTA Board** chaired by Kevin Fenton
- Ran monthly **London Tobacco Control Network** meetings (average attendance 65)
- Ran webinar on Evidence to inform Service Design for LAs around new monies in partnership with London Behavioural Science Public Health Network (BSPHN)
- Ran webinar for young people on Exposing Tobacco industry Tactics together with Partnership for Young London.
- Successful **London Smokefree Pregnancy week** Nov 2024 with supporting webinar for healthcare professionals
- Arranged **ministerial visit to Tower Hamlets** Quit Right Stop Smoking Service
- Established **Academic Network** with partners across London's 5 Centres of Nicotine and Tobacco Research
- Supported OHID webinar by presenting on **Supporting staff to be Smokefree**
- Ran staff smoking awareness sessions for Skanska construction, TfL, Met Police, London Ambulance Service and CLCH NHS Trust.
- Established young people network with Partnership for Young London
- Filming of illicit tobacco raids in co-production with London Trading Standards for Trading Standards week
- Established Task and Finish group to develop a toolkit support access to prescribed medications to people who smoke in London



Stop Smoking London: Extend resources for target audiences with high prevalence:

- Launched campaign to **engage Polish communities**: insights with smokers, communications toolkit with tailored messaging, and in language page on SSL website with very successful launch through Londons Polish language media
- Held **focus groups** with LGBT+ community through LGBT hero to co-design relatable materials for LGBTQ+ community
- Refreshed smoking and pregnancy content page on SSL website to support London Smokefree Pregnancy week
- Developed bespoke resources for Stoptober 2024 campaign with stakeholder comms toolkit, including new smoker success story videos and new downloadable hints and tips guide to quitting
- Published How to stop vaping guide to support former smokers that are now ready to stop vaping.
- Continued paid and organic social media campaigns to drive to website
- Monthly content added to Stop Smoking London website, including new content on smoking and; Heart, Alcohol, Men's Health, Diabetes, Asthma and Dementia

 [See London Tobacco Alliance Annual Report 2024/25](#)



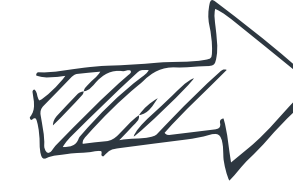
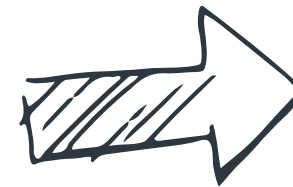
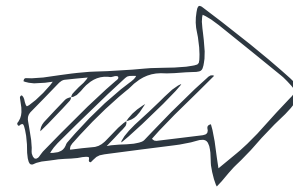
"We decided to support this cause as it is a very important topic, and it is a perfect timing. Congratulations, the creative assets are probably the best creatives we have ever received on a health initiative. However, the proof is in a pudding. The videos were watched already over 5,000 times, the article was shared far and wide to multiple social groups."

Marcin Batko
Journalist at Polish Express



Integrated Digital SmokeFree App Pilot Project Timeline

Shared Programmes



Announcement

Government announced additional new grant funding to support current smokers to quit smoking

Amounts to £10m p.a. across London.

Funding guidance supported:

- Jointly funding activity across a wider geographical area (eg London)
- Building capacity within the system to support more people to quit smoking
- Funding digital or remote support programmes

Proposal

Proposal for DsPH to contribute 3% of additional grant to fund integrated digital smoking cessation pilot for London.

- Complements existing services to add capacity to London system
- Offers 24-hour access to NCSCT trained smoking cessation advisors.
- provides user choice of NRT or vape delivered to their home to support their quit attempt.

Mobilisation

Gained agreement to fund from all 33 London boroughs

- Commissioned insights with London smokers into digital smoking cessation support - showed strong interest in app to quit smoking.
- Set up steering group of tobacco and smoking leads to support development of service specifications.
- Procurement process to commission provider of digital service.
- SmokeFree app selected as selected supplier.

Implementation

- Year 1 of pilot 2,500 licences pooled across London.
- Soft launch of service November 2024, with full launch including borough promotion of app from January 2025.
- All licences activated by March 2025

Integrated Digital SmokeFree App Pilot

Results

Although formal evaluation of the pilot is still underway initial findings show:

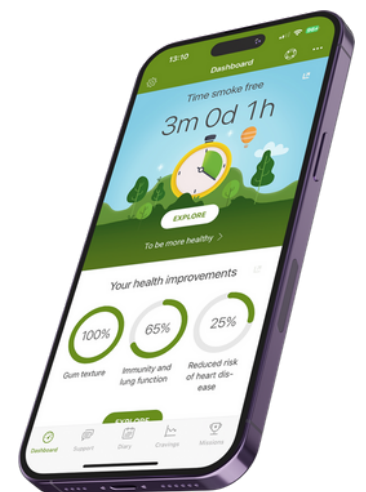
- Licenses activated by residents from every London borough
- App appealed to a broad range of users with use across all age groups and ethnicities
- There was high use of the service out of normal service hours
- Over 50% of users accessing the service between 5pm and 9am
- Over 50% of users lived in the most socio-economically deprived areas in London (IMDQ1 or IMDQ2)
- 40% of users successfully quit at their 4-week follow up
- Only 31% of service users choose to use a service provided stop smoking aid (NRT or Vape)

Challenges

- New commissioning process of health and social care services, Provider Selection Regime (PSR), implemented Jan 2024
- Update of internal processes by procurement and legal teams
- Requirement for in year mobilisation added urgency to the procurement
- Building support from finance teams due to year-on-year agreement for funding
- Rate of uptake of the offer was unknown

Next Steps

- Funding agreed for year two of the pilot from all 33 boroughs
- Licences are now ringfenced to individual boroughs
- Interim evaluation due July 25 and full evaluation due later in the year
- Re-procurement of the digital service now started
- Plan to extend contract to March 2028 (depending on agreed funding)
- Working with NHS London to allow additional funding for further access through primary care channels and targeted football club promotion.



	Q2 2024	Q3 2024	Q4 2024	Q1 2025
Supporting Networks	LTCN (monthly) Smokefree Councillor network (quarterly)	LTCN (monthly) Smokefree Councillor network (quarterly)	LTCN (monthly) Smokefree Councillor network (quarterly) Academic network (launched)	LTCN (monthly) Smokefree Councillor network (quarterly) Youth Vaping Network
Partnerships & Advocacy Smoking Cessation signposting and VBA awareness	Skanska 08/05/24 CLCH NHS Trust 10/06/24 TfL 20/06/24	Met Police 17/09/24	London Ambulance Service 23/10/24 Fast Track Cities 12/12/24	London Faith Forum 20/01/25
Advocating evidence-based practice / facilitating local approaches	Tobacco Ind Tactics webinar 20/05/24 Evidence to inform service design 18/06		Smoking in Pregnancy webinar 20/11	Varenicline Access Task & Finish group
Campaigns	No Smoking Day - National Campaign amplification 12/03/24		Stoptober Campaign 1/09 - 31/10 24 London Smokefree Pregnancy Week 18-22 November 24	Smoking in London's Polish community campaign, 1-31 Jan '25
Digital SmokeFree pilot for London	Procurement of digital programme service provider	Procurement of digital programme service provider	Soft Launch of SmokeFree app for London 18/11/24	Full launch of SmokeFree app for London 1/01/25



Aims & Objectives

Aim: To mitigate any further widening of inequalities between Black, Asian and Minority Ethnic communities and White British people by leading, supporting, and challenging the London public health system and key stakeholders.

Objectives: To deliver and influence actionable steps, built on five public health recommendations to reverse the disproportionate impact of inequalities through recovery and long-term strategies. The five themes for action development include; trust and cohesion, co-production with communities, improving ethnicity data collection and research, embedding public health in social and economic policy and diversifying the workforce and encouraging systems leadership.



Outcomes for 2024/25

- Pilot organisation for the Race Equity Maturity Index (REMI), a key activity for the London Anti-Racism Collaboration for Health (LARCH). ADPHL/PHTRI supporting the tool's development and evaluation ahead of regional rollout.
- Scoping and Commissioning of Enhanced Anthropology-Based Research (trust, cohesion and social capital workstream).
- Diversifying the workforce and encouraging systems leadership;
 - Completion of 2nd cycle Equality, Diversity, Inclusion and Equity (EDIE) training for public health professionals across LAs, GLA, NHS, and OHID London (June 2024). Expressions of interest from London PH teams and other regions to adapt/localise the training
 - Inclusive coaching pilot delivered to a small cohort of public health professionals. Expansion plans currently in progress.
- Community engagement and insights activities with VCSEs, for the co-production with communities workstream.
- Improving ethnicity data collection; ADPHL/PHTRI and NHS England (North West region) co-led a multi-regional workshop, aimed to foster cross-sector collaboration, identifying system-wide and thematic challenges, and exploring opportunities to align efforts and optimise existing resources (Jan-2025), next phase planning.
- Examples of PHTRI influencing, supporting, and/or complementing borough-level public health work in areas such as anti racism action planning, improving ethnicity data and workforce training and EDI recruitment.

Key Facts:

ADPH Co Leads: Sandra Husbands, DPH Hackney & City, Catherine Mbema, DPH Lewisham
Programme Manager: Safia Marciano



Communication and Engagement

Launch of podcast series feat.guest discussions on toxicology, equity and inclusion at UEL, public health leadership, anti-racism, behavioural science, and health inequalities, including those affecting Eastern European communities in the UK.



Plans for 2025/26

- Expansion of research, insights, case studies and strengthening our PH voice through journal publications 'think pieces'.
- Development of toolkits, frameworks, theories of change for system-wide use.
- Promoting the use of the REMI across public health, to identify gaps, sense-check and evaluate race equity maturity, incl. a peer-to-peer/service-led practice improvement exercise.
- Co-production; focus on measuring and evaluating co-production.
- Workforce focused; qualitative research, apprenticeships, reverse mentoring and influence in regional workforce EDI spaces e.g. the FPH EDI committee and London Public Health Workforce Collaborative.
- Improving ethnicity data; Influencing London and National data collaborative efforts i.e. through the London Health Equity Data Collaborative, scoping local issues and challenges via DsPH and data analysts and delivering/developing interventions to support the improvement of data quality, collection and disaggregation.
- Embedding public health in social and economic policy; addressing structural racism at a policy and institutional level e.g. linking the Institute of Health Equity (IHE) recommendations on structural racism (Oct.2024) to PHTRI programme objectives, in areas such as (but not limited to) leadership and organisational accountability, insufficient data, research gaps, evaluation, national advocacy and social movement to support anti racism.



2024/25 Highlights

London-wide race equity activities:
ADPH London/PHTRI participation in the Race Equity Maturity Index (REMI) pilot and representation at the LARCH annual conference



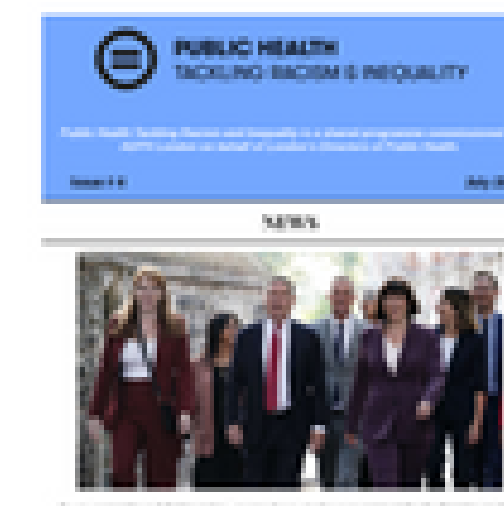
Diversifying the workforce:
2nd cycle EDIE training and Inclusive coaching pilot (with FMC and Leading Communities)



Co-production with communities:
Community engagement and insights with Black African, Caribbean, Asian and Eastern European VCSEs



New communication channels:
newsletters, podcast series, Podcast link blogs and LinkedIn



LinkedIn

Improving ethnicity data collection:
A multi-regional collaborative workshop in Jan 2025 with ADPH London and NHSE North-West Region.



Examples of impact:
Starting to see where the programme's objectives are influencing/supporting or complementing borough level public health work (list not exhaustive)



Camden





Aims & Objectives

Thrive LDN is a citywide public mental health partnership, working towards the shared mission of a city where every individual has equal opportunity for good mental health and wellbeing. We are supported by the Mayor of London and accountable to the London Health Board.



Outcomes for 2024/25



Population Mental Health Consortium

The Consortium launched its first year with key events including a Policy Roundtable, a Scientific & Policy Advisory Board chaired by Prof. Kevin Fenton and Clinton Farquharson and an Innovation Lab sandpit with Manchester University focused on the built environment, multiple & complex needs and mental health.



Climate and Mental Health Action Partnership

Endorsed by the Leaders Group in March 24, Thrive LDN launched a Climate & Mental Health Action Partnership addressing the links between climate, nature & mental health. A dedicated pan-London Climate, Environment & Mental Health Action Forum has launched to enable more effective, co-produced and joined-up action on climate, nature and mental health.



Support for Young Londoners

In February 25, findings from a participatory action research project with Toynbee Hall were published, exploring emotional support for young people during the cost-of-living crisis. Young Londoners also participated in the Thriving through Culture evaluation with the Baring Foundation and GLA Culture Team supporting children and young people through arts and creativity.



Suicide Prevention

'Tracking Impact and Attributing Outcomes' paper delivered, recommendations to be enacted in 25/26. Ensure continued alignment with London wide priorities and wider mental health governance.

Key Facts:

ADPH Lead: Melanie, DPH Brent

Thrive LDN Lead: Dan Barrett, Director Thrive LDN & Good Thinking



Crisis Response:

A public mental health response was stepped up in response to the war and violence in Israel and Palestine. In addition, we co-developed a report on supporting the mental health and Wellbeing of Hongkongers in London.



Great Mental Health Day

Thrive LDN facilitated Great Mental Health Day on 31 January 2025 in conjunction with Good Thinking. Over 150 organisations marked the day, more than 45 events took place across London & there were 12,000+ visits to our webpages through arts and creativity.

Plans for 2025/26



Public Mental Health Leadership and Mobilisation

- Delivering year 2 of the Population Mental Health Consortium.
- Working in partnership with SOAS University to help reshape mental health care in London and globally. This includes an ethnographic pilot on community resilience.
- Reducing suicide and self-harm in London through real-time data to identify trends and insights on suspected suicides and self-harm.
- Continuing to deliver and grow the Climate & Mental Health Action Partnership addressing links between climate, nature and mental health.
- Enhancing crisis response and recovery efforts, including trauma-informed practice training for local authorities and the VCSE sector.
- Deliver a programme of co-developed projects, supporting Londoners impacted by the cost-of-living crisis.
- Continuing to support the Mayor's mental health priorities, including supporting the delivery of the Health Inequalities implementation plan.



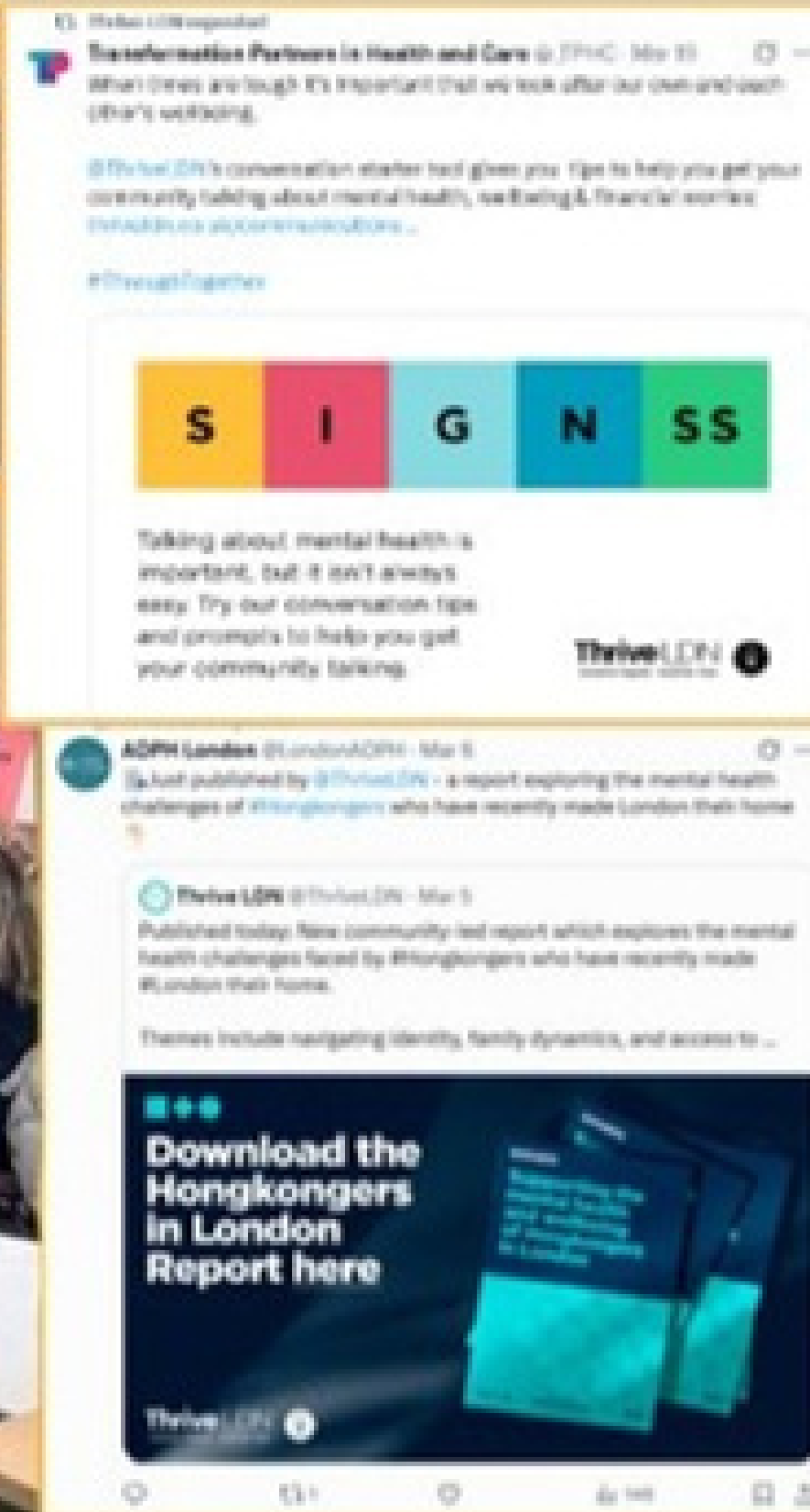
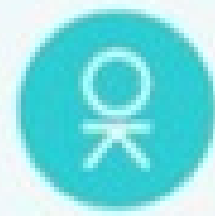
Communications and campaigns

Pushing for 500k Londoners having completed training through the #ZeroSuicideLDN campaign (currently £450k).



Impact and Evaluation

July 2025: Publish an impact report to ensure transparency and accountability.



Activity	Audience	Start date	End date
PHI-UK Population Mental Health Consortium	Research & academia Health & Care sector Lived experience	1 April 2024	31 March 2028
Climate and Mental Health Partnership	Public Health & Care Sector Research & academia	1 April 2024	31 March 2025
Suicide Prevention Programme	Health & Care Sector Research & academia	1 April 2024	31 March 2025
No Smoking Day - National Campaign amplification 12/03/24	Public Health & Care sector	1 November 2024	31 March 2025

Networks and Communities of Practice

We support 11 active networks / communities of practice on given public health priorities or themes, with a combined total of 733 members.

Members are mainly from London local authorities but also from public health partner organisations. Each one is chaired by a theme Lead and supported by ADPH London's Programme team.

- Children and Young People Network
- Children and Young People Mental Health Community of Practice
- Climate and Health network
- Public Health Communications network
- Community Champions Development Network
- Health and wellbeing of Asylum Seekers and refugees network
- Healthcare public health / Population health network
- Immunisations network
- Obesity network
- Public Health Tackling Racism and Inequality Network
- Public Mental Health Network

Our networks are thriving communities, where public health peers come together to share knowledge and learn from esteemed specialists in each thematic area. This is a great way to build your knowledge and network with public health professionals across London.

If you are interested in getting involved with any of our networks, contact us at: office@adphlondon.org.uk





Children & Young People Network



Key Contacts:
Workstream Lead: Abigail Knight, CPH Camden
Workstream Sponsor: Kirsten Watters, DPH Camden
Secretariat: Joleene King, Public Health Strategist, ADPH London



Aims & Objectives:

To provide strategic leadership and advocacy for children’s health in London, and work in partnership to address pan-London challenges to giving children and young people the best start in life.



Outcomes for 2024/25

- Hosted four network meetings, including an in-person meeting of the network to showcase the work of local authorities.
- Engaged with London level strategic Children and Young People work.
- Joined the Health Equity Subgroup and identified core topic areas.



Plans for 2025/26

- Continue to host the London CYP Network with one in-person network meeting.
- Convene a small working group to look at the issue of childhood poverty with a view to writing a response / position statement to the Childhood Taskforce on behalf of London Directors of Public Health.
- Support the work relating to tackling vaping amongst children and young people in London.
- Continue to engage with London-level strategic work around children and young people.
- Horizon scan for London and national-level issues and work related to children and young people to identify areas for championing, learning and sharing of best practice.
- Establish CYP Knowledge Hub (KHub), encouraging use and member engagement.

2025 Survey quotes:

“Being part of the Health Visiting / School Nursing roundtable meeting enabled me to make strong connections with colleagues who I now liaise with regularly on joint working themes”

“The CYP network has enhanced my knowledge and given me ideas.”

“Enabled a benchmarking exercise due to the links with other boroughs”



Children & Young People’s Mental Health Community of Practice



Key Contacts:
Community of Practice Chair: Dr Jackie Chin, CPH, OHID London
CoP Coordinator: Rosa Treadwell, Public Health Strategist, ADPH London



Aims & Objectives:

The Community of Practice aims to share knowledge, learn and provide a space to discuss children’s mental health at a borough, ICB and pan-London level.



Outcomes for 2024/25

- Quarterly CoP meetings saw a range of key topics including self harm and suicide prevention, research and resilient schools.
- The CoP collaborated with the Public Mental Health Network to host two in-person workshops focused on Suicide Cluster Response Plans and CYP MH suicide prevention.
- In conjunction with University College London (UCL), Mental Health Research For All and the Policy Lab, the CoP held an in-person CYP Collocative Conversation. This had a focus on community centred approaches. The April (2025) event secured high profile speakers from Scotland to level up London.
- Contributed to the NHS 10-year plan in a coordinated approach with UCL.
- An extensive CoP review was conducted in January 2025. It sought feedback on CoP effectiveness, efficacy, engagement, usefulness and impact. ASR CoP had second highest response rate out of all ADPHL’s Networks and CoPs.

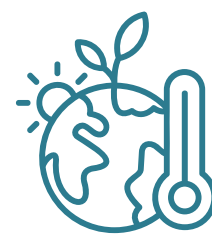


Plans for 2025/26

- Implement feedback from CoP review.
- Develop CYP MH case studies with UCL.
- Establish CYP MH Knowledge Hub (KHub), encouraging use and member engagement.
- Build member connection during and in between meetings through KHub and other methods.
- Conduct member representation analysis. Engagement efforts coordinated based on results to ensure all boroughs and ICBs are represented. Intentional CoP promotion will be undertaken.
- Host CYP MH CoP in-person event.
- CYP MH CoP will be a feature focus in ADPH London’s bi-weekly newsletter.

2025 Survey Quotes:

“As a result of this CoP, we have increased uptake of MH grant.”
“The most useful this about this CoP is hearing the breadth of work across London.”
“I attend the CoP to keep connected with practice across London, policy change and challenges.”



Climate and Health Network



Key Contacts:
Network Co Chairs: Claire Greszczuk, Deputy DPH, Newham, Emer O’Connell, CPH GLA Group Public Health Unit
Network Coordinator: Rosa Treadwell, Public Health Strategist, ADPH London



Aims & Objectives:

The Network seeks to develop the professional capacity of members through sharing knowledge and best practice and providing a space to seek guidance.



Outcomes for 2024/25

- Tri-annual network meetings saw a range of topics including COP28, heatwaves vulnerability and green infrastructure.
- Maintained bilateral communication with London’s Climate and Health Collaborative Advisory Group (CHCAG), updating and escalating climate matters as appropriate.
- September saw the CoP’s first in-person event since being established in 2022. Feedback showed it was well received.
- Interfaced with LEDNet to ensure strategic alignment.
- An extensive Network review was conducted in January 2025. It sought feedback on Network effectiveness, efficacy, engagement, usefulness and impact.



Plans for 2025/26

- Implement feedback from Network Review.
- Publish Active Travel and Health position statement.
- Continue to support London’s CHCAG.
- Collaborate with Thrive LDN’s Climate, Environment and Mental Health Forum.
- Grow Climate and Health Knowledge Hub (KHub) usage and member engagement.
- Build member connection through KHub and other methods.
- Climate and health will be a feature focus in ADPH London bi-weekly newsletter.

2025 Survey Quotes:

“Advice from network members helped gain senior stakeholder buy-in for a climate workstream”.

“I linked up with the borough lead who developed a heatwave JSNA which helped to make the case for pursuing something similar locally”.

“I feel better able to contribute in my borough because of this Network”.



London Public Health Communications Network



Key Contacts:

Network Chair: Ysabella Hawkins, Senior Public Health Strategist, Camden
Network Coordinator: Emer Forrest, Deputy Head of Programme, ADPH London



Aims & Objectives:

The Network brings together public health systems partners, programme leads, and communications leads across London’s 32 local authorities and the City of London. We aim to:

- Optimise the effectiveness of pan-London public health programmes.
- Consolidate our efforts across London by ensuring alignment on key priorities, campaigns and events.
- Facilitate planning for all involved in public health communication to achieve consistency in messaging.
- Provide peer support and sharing and learning from best practice.



Outcomes for 2024/25

- Quarterly meetings held giving programme leads and health systems partners an opportunity to brief LA comms leads on forthcoming campaigns and activities.
- Newsletters sent out to 88 subscribers with news and updates on priority public health campaigns and communications activity with links to resources and campaign toolkits.
- Newsletters sent out to 88 subscribers with news and updates on priority public health campaigns and communications activity with links to resources and campaign toolkits.
- The Campaigns section and Communications Calendar of the ADPH London website has emerged as one of the most visited web pages on our busy website.
- The communications network was instrumental to our ability to develop and mobilise the Why We Get Vaccinated campaign.



Plans for 2025/26

- Continue to promote public health campaign priorities, with particular emphasis on our shared programmes, to ensure strong support and consistency of messaging across London.
- Continue to host quarterly meetings with external contributors and partner agencies.
- Facilitate workshops to develop localised approaches to the Why We Get Vaccinated campaign.
- Grow our base of members to ensure that all boroughs across London are represented.
- Transition our membership to join our KHUB Digital Networks platform to engage and collaborate across London on important public health communications priorities.



COMMUNITY CHAMPIONS DEVELOPMENT NETWORK



Key Contacts:

ADPH London Lead: Anne Pordes (Bowers), Newham
Network Coordinator: Ieva Smilingyte, Newham
Network facilitator: Emer Forrest, Dep Head of Programme, ADPH London

Aims & Objectives:

Aim: A network comprised of Community Champions coordinators across London, enabling local areas to maximise the use of the Community Champions Model as part of their activities to reduce health inequalities.

Objectives: To continue to deliver value from two-way on-going dialogue between health system and local residents by:

- Maintaining a London community of practice for people working on Community Champions and other community engagement methods.
- Ensuring local practice is informed by latest priorities, policy and evidence.
- Ensuring national and regional policy is informed by insights from the network.
- Facilitating the monitoring and evaluation of the Champions and community engagement programme.
- Creating opportunities to work with wider London system.



Outcomes October 2023 - September 2024

- Hosting of monthly coordinators meeting with attendance of 15-30 people. Monthly network newsletters distributed to over 130 people.
- Established Knowledge Hub (KHUB) CCDN microsite for sharing information and collaboration. Wrote Champions Programmes business case for change and impact that Local Places can adapt.
- Hosted Celebrating Community Champions across London event at the House of Lords – 120 people attended, representation from 21 LAs.
- Hosted in-person Young Champions: designing an approach workshop to design the Young Person's Champions Model and to agree the priority health issues to share with adult champions – 20 young people across London attended, good representation from CYP system space.
- Established Young People Working Group to explore opportunities to bring young persons voice into champions programme and how adult champions can advocate for young persons health needs.
- *Handbook for High Quality Community Collaboration* moved from planning to action face – case studies selected, senior health system leaders interviewed, framing done.
- Exploring collaboration opportunities with ADPH London shared programmes
- Exploring involvement with pan-London campaigns, Million Hearts and Minds, *Why We Get Vaccinated*
- Created free training resource bank for network to use locally.
- Collaborated with the GLA to distribute Thank You letters from the Mayor of London to individual champions and groups also distributed Certificates of Appreciation for champions across London.



Plans for October 2024 - September 2025

- Continue hosting monthly network meetings and creating and distributing network monthly newsletters. Publish Handbook for High Quality community collaboration
- Deliver Smoking Cessation Very Brief Advice (VBA) training for community champions in collaboration with the London Tobacco Alliance.
- Evaluate the value of the CCDN 2 year programme with the potential outcome of programme extension until September 2025.
- Support London prevention campaigns, e.g. Million Hearts and Minds, *Why We Get Vaccinated*.
- Support ADPH London Shared programmes, e.g. Thrive LDN, Good Thinking, Stop Smoking London, achieve their priorities
- Map CCDN current structure – list of coordinators, programme remit: broad, theme orientated, mixed, engagement and communications channels with the communities, etc.
- Ongoing development of resources and dissemination of training and funding opportunities.



Health & Wellbeing of Asylum Seekers and Refugees



Key Contacts:

CoP Lead: Tara Piasetski, CPH Lewisham
CoP Co Chair: Priyal Shah, Head of Communities & Inequalities, NCL ICB
Network Coordinator: Rosa Treadwell, Public Health Strategist, ADPH London

 Aims & Objectives:

The Community of Practice aims to bring together colleagues working to support the health and wellbeing of asylum seekers and refugees across London, with the goal of improving their health and wellbeing and ensuring that the safety and dignity of these populations are being met at all times.

2025 Survey Quotes

“Due to sharing of good practice during CoP meetings, we have set up community kitchens for people living in asylum accommodation in our Local Authority after networking and learning from other boroughs”.

“I have been able to raise issues in our local borough asylum seeker accommodation meetings because of this CoP”.



Outcomes for 2024/25

- Themed monthly CoP meetings saw a range of key topics including mental health, suicide prevention, safeguarding and universal access to vitamins.
- Maintained trilateral communication between ADPHL’s CoP, London Strategic Migration Partnership and the London Asylum & Health Task and Finish Group, updating and escalating asylum matters as appropriate.
- June 2024 saw the CoP’s first in-person event since being established in 2022. Feedback showed it was well received.
- Insights from the CoP have led to the development of successful professional networks as well as the creation of a Safeguarding Report.
- An extensive CoP review was conducted in January 2025. It sought feedback on CoP effectiveness, efficacy, engagement, usefulness and impact. ASR CoP had second highest response rate out of all ADPHL’s Networks and CoPs.



Plans for 2025/26

- Implement feedback from CoP Review.
- Conduct Regional Partner Review.
- Reduce meeting frequency to tri-annually, curating themed agendas with expert speakers and member presentations.
- Grow CoP usage of Knowledge Hub (KHUB) Digital Networks platform and member engagement.
- Build member connection during and in between meetings through KHub and other methods.
- Conduct member representation analysis. Engagement efforts coordinated based on results to ensure all boroughs and ICBs are represented. Intentional CoP promotion will be undertaken.
- Host a second in-person event.
- Health and Wellbeing of Asylum Seekers and Refugees CoP will be a feature focus in ADPH London’s bi-weekly newsletter.



Healthcare Public Health / Population Health Network



Key Contacts:

ADPH London Lead / Chair: Dr Will Maimaris, DPH Haringey

Network Coordinator: Joleene King, Public Health Strategist, ADPH London

 Aims & Objectives:

The HCPH and PH network is convened for system partners who work on major conditions and to reduce health inequalities in London. The aim of the network is to connect, engage learn, collaborate and/or co-ordinate action to improve population health outcomes and reduce health inequalities gap.

Our shared goals are:

- To improve the health of Londoners and reduce health inequalities providing a strong focus on prevention within health and care pathways.
- To build on existing efforts to reduce excess mortality in London region.
- Use collective London voice to advocate for individuals and communities experiencing inequities in healthcare.
- Identify and share best practice at local, placed based and regional level.



Outcomes for 2024/25

- Delivered biannual network meetings with one being in person in September 2024.
- Updated and finalised the Terms of Reference for the network
- Conducted an online network evaluation in Jan 25 to evaluate impacts of network and opportunities for improvement.



Plans for 2025/26

- Deliver two network meetings with one being in person in October 2025.
- Identify areas where the network could make a tangible contribution, such as the Million Hearts and Minds work
- Continue to build networks to include local authority public health professionals working on population health and healthcare public health as well as with public health professionals working within ICBs, NHS England and OHID
- Map out public health/population health offer in each ICB as is and through the ICB re-structures that are upcoming and update the DPH network.
- Introduce K-Hub as a place to store network presentations and relevant HCPH related documents

2025 Survey quotes

“Developed some local work as a result of shared practice.”

“Prompted me to initiate work in my area on population health management with the ICB”

“I have asked probing questions around activities for cancer screening and diagnostics in my area”



Immunisations Network



Key Contacts:
Chair and ADPH London Lead: Kirsten Watters, DPH Camden
Co Chair and ADPH London Lead: Carolyn Sharpe, CPH City & Hackney
Network Coordinator: Joleene King, Public Health Strategist, ADPH London

Aims & Objectives:

The purpose of this network is to:

- Allow opportunity/space for collaboration and be a vehicle for disseminating key information to immunisation leads pan London to support the health improvement agenda and addressing health inequalities.
- Share best practice and evidence base across London

Outcomes for 2024/25

- Held successful network meetings including one in-person event.
- Ensured that the London region was appropriately connected with the national immunisations networks.
- Acted as a link between the Network and London Immunisation Board.
- Conducted an online network evaluation survey to assess performance and identify opportunities for improvement.

Plans for 2025/26

- Reduce the network meeting from quarterly to bi annually, with an understanding that it can be stepped up if necessary, e.g., ad hoc meetings convened during a significant outbreak
- Hold an in-person Network event in September 2025.
- Continue to challenge, champion and interrogate immunisation delivery and performance across London.
- Ensure greater commitment and accountability on immunisation and inequalities within and across agencies.
- Where possible action the feedback received from the network survey as well as the discussion from the December 2024 meeting.
- Introduce K-Hub as a place to store network presentations and relevant immunisation related documents.
- Work closely with colleagues in UKHSA and NHSE to ensure there is a more joined up approach when working with schools

2025 Survey quotes

“Developed some local work as a result of shared practice.”
“Prompted me to initiate work in my area on population health management with the ICB”
“I have asked probing questions around activities for cancer screening and diagnostics in my area”

London Obesity Leads Network



Key Contacts:

Co-Leads: Bimpe Oki – CPH Lambeth / Jayne Taylor – CPH City & Hackney
Co-Chair: Dr Jackie Chin, CPH, OHID London
DPH Sponsor: Steve Whiteman, DPH Greenwich
Network Coordinator: Joleene King, Public Health Strategist ADPH London

Aims & Objectives:

Supporting boroughs and partners to establish a whole systems approach to reducing Obesity in London.

Outcomes for 2024/25

- Delivery of the London Obesity Leads Network and the Obesity Delivery Board with OHID, including one in-person meeting.
- Joint OHID/ADPHL series of webinars to support whole systems work on healthy weight:
 - Breast feeding Webinar
 - Healthy Start Scheme Learning event
 - Children’s healthy weight
 - Managing Takeaways near schools; A toolkit for local authorities
 - NCMP 2023/24 Data and pathway webinar

Plans for 2025/26

- Hold the quarterly London Obesity Leads Network meetings in conjunction with OHID, including one extended in person event.
- Continue to convene the London Obesity Delivery board but reduce the meetings to biannually, with a view that they can be increased if necessary.
- Strengthen and develop work with NHS colleagues re the roll out of weight loss drugs to ensure that borough level colleagues are involved, and pathways and learning are shared
- Strengthen work on the food environment i.e. webinars and sharing of best practice both regionally and nationally.
- Begin mapping of Whole Systems work across London (SLI activity) vb=v
- Horizon scan for London level issues and work around Obesity (adult and child) to help keep it on the agenda.
- Introduce K Hub as a place to store network presentations and relevant obesity related documents.

2025 Survey quotes:

“Better connection to obesity leads in other boroughs”
“inspired me to take forward work on healthy weight”
“Enabling a benchmarking exercise to be undertaken for a review due to the links with other Boroughs”



Key Contacts:

Co-Leads: Bimpe Oki – CPH Lambeth / Jayne Taylor – CPH City & Hackney

Co-Chair: Dr Jackie Chin, CPH, OHID London

DPH Sponsor: Steve Whiteman, DPH Greenwich

Network Coordinator: Joleene King, Public Health Strategist ADPH London



Aims & Objectives:

A supportive space to share and learn practice relating to inequalities amongst Black, Asian and Minority Ethnic communities. Encouraging members to bring ideas/suggestions for discussion, to feed into the wider ADPH London; Tackling Racism & Inequality Programme.

To empower, build resilience, advocate, campaign, raise awareness and influence policy.



Outcomes for 2024/25



Quarterly Network meetings, which included a three-part series; revisiting racism and anti-racist practices:

- Part 1: The urgent case for adopting anti-racism as a core lens in public health practice, with insights from Prof. Fenton, the IHE evidence review, and frameworks like the Equality Framework for Local Government and LARCH Race Equity Maturity Index (REMI)
- Part 2: Leading and driving change around anti-racism and best practice through shared learning from NHS North East London, LB of Camden and Haringey, highlighting shared challenges, strategies, action plans, and mobilising the REMI
- Part 3: Exploring what's needed for transformational change, with a focus on (and a member's personal reflection) on allyship, structural racism and the Health Innovation Network's anti-racism work.



Increased network membership (now approx 80 members) with representation from professionals across all levels of seniority, local authority public health and wider partners.



Strengthened network communications with the addition of a monthly newsletter and dedicated mailbox, to provide regular programme updates, policy developments, reports, events and other relevant information.



Plans for 2025/26



Seeking new opportunities to develop and/or join regional network spaces to enhance cross-sector collaboration and collective impact.



Focus on consolidating evidence on effective practice towards improved outcomes, and sharing insights on the impact of racism to inform public services policies and strategies to mitigate it.



To continue providing a safe space for members to:

- speak out on structural racism and the challenges faced across the wider determinants of health.
- keep this matter high priority and on the agenda in our practice.
- capacity building; skills, leadership and amplifying the public health voice.

2025 Survey quotes

"The resources and learning for the public health anti racism network have helped develop our local approach"

"Developing our PH EDI priorities which all staff within our PH division now have embedded in their 1:1s and appraisals"

"Helped influence the inclusion of EDI in pan London public health workforce collaborative action plan"



Public Mental Health Network



Key Contacts:
Network Co Chairs: Melanie Smith, DPH Brent / Jackie Chin, CPH OHID London
Thrive LDN Lead: Dan Barrett, Director Thrive LDN & Good Thinking
Network Coordinator: Rosa Treadwell, Public Health Strategist, ADPH London



Aims & Objectives:

The aim of this network is to provide strategic leadership, support and advocacy for pan-London initiatives to maintain and improve the mental health of Londoners.



Outcomes for 2024/25

- Consistently high attendance at quarterly meetings. Meetings saw a range of topics discussed including loneliness, Asylum Seekers and Suicide, the social determinants of mental health.
- Supported OHID in delivering pan-London Suicide Prevention Cluster Response and CYP Suicide Prevention workshops. The first of its kind in the capital.
- June 2024 saw the Network’s first in-person event since being established in 2020. Feedback showed it was well received.
- The Network continued to support it’s smaller, focused Children and Young People Mental Health and Suicide Prevention CoPs.



Plans for 2025/26

- Implement feedback from Network Review.
- Continued joint working with CYP MH and Suicide Prevention CoPs.
- Establish a PMH Knowledge Hub (KHub), encouraging use and member engagement.
- Build member connection during and in between meetings through KHub and other methods.
- Conduct member representation analysis. Engagement efforts coordinated based on results to ensure all boroughs and ICBs are represented. Intentional network promotion will be undertaken.
- Host the Network’s second in-person annual meeting.
- PMH Network will be a feature focus in ADPHL’s bi-weekly newsletter.
- Continue to provide leadership, support and expertise to the ThriveLDN and Good Thinking programmes.

2025 Survey quotes:
“Due to this Network, there is better collaboration during suspected suicide clusters.”
“This Network has inspired me to champion mental health and sign up to the mental health concordat.”
“I have been able to make connections with regional mental health partners.”

Practice Improvement



Sector-led practice improvement in public health is a collaborative, peer-driven approach to improving the quality, effectiveness, and efficiency of programmes and services, ensuring they meet the needs of the population. It can be delivered through a variety of activities including:

- Sharing of practice and learning
- Peer-to-peer support activities
- Utilising self-assessment tools
- Coordinating work through thematic networks and communities of practice.

In 2024/25 ADPHL explored the Local Government Association (LGA) Strength's and Risks Tool across London, in sub regions and locally. We held peer-to-peer sessions on 'Use of Resources' in particular diversifying the workforce and challenges with the Public Health Grant. The main activity for the year was a partnership workshop with OHID on improving young people's access and engagement with treatment services.





YOUNG PEOPLE'S SUBSTANCE MISUSE

- WORKING TOGETHER PRACTICE IMPROVEMENT FRAMEWORK

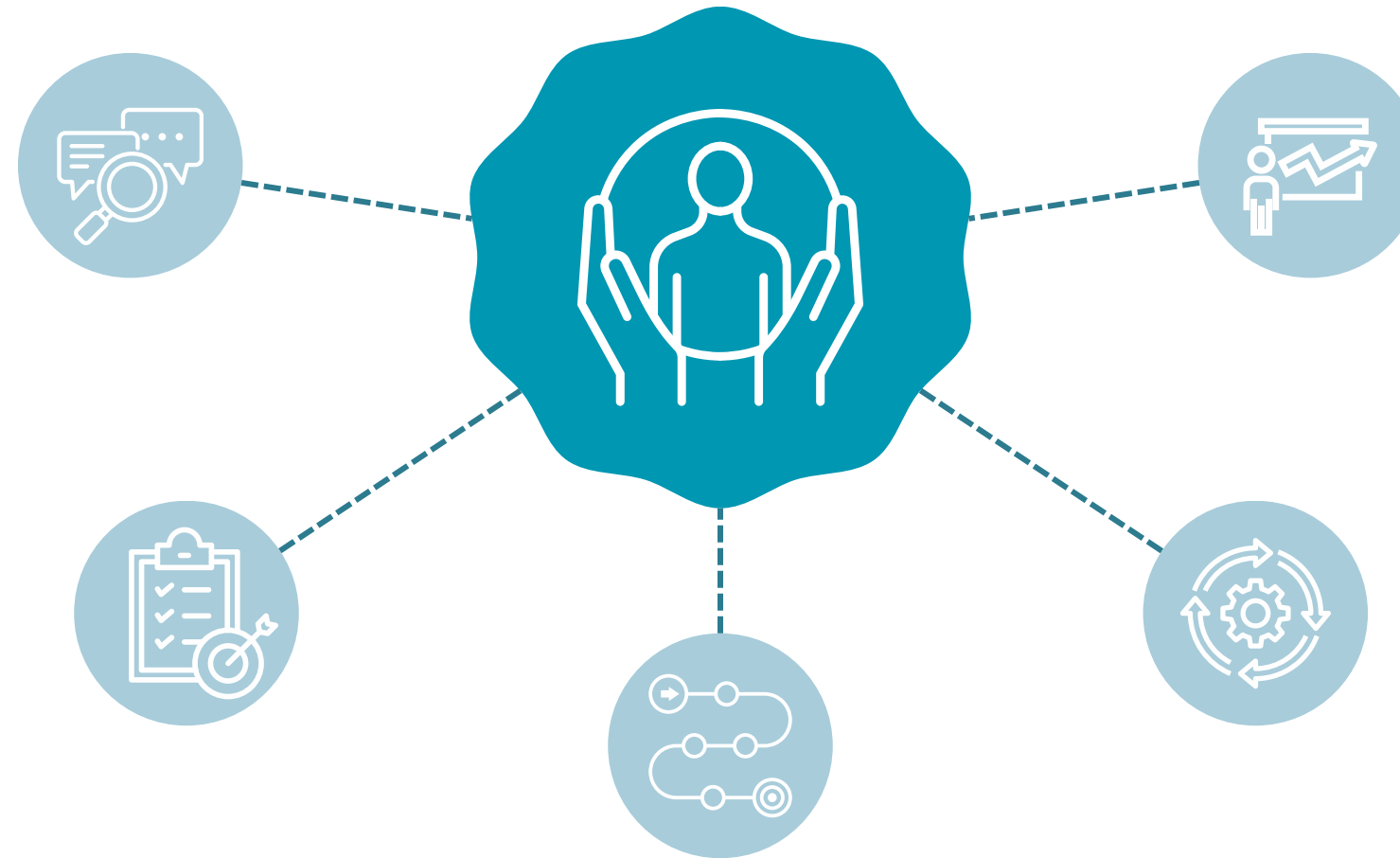
1 Context

Substance misuse among young people is shaped by complex factors such as mental health, trauma, poverty, and involvement with the justice system. Vulnerable youth often interact with multiple services, each offering a chance for early intervention. Effective outcomes depend on early engagement, integrated assessments, and joint working, and given the low numbers of young people accessing services across the capital, there is a clear need for better coordinated, multi-agency responses.

2 Scope

Identified as a key practice improvement opportunity, ADPHL have developed a the Young People's Substance Misuse Practice Improvement Framework which aims to improve access to- and engagement in- substance misuse treatment services.

It focuses on developing strong partnerships and effective referral pathways into treatment by providing an opportunity to increase the number of young people in services. It is not a formal audit, but rather a mechanism for self-reflection and improvement.



3 Developmental Process

The framework was developed following a [London Regional Practice Improvement Event](#) hosted by ADPH London, in partnership with OHID, in the summer of 2024. The conference was attended by commissioners, providers and public health leads, who identified the referral pathways and multi-agency partnerships as an area for improvement. It was reviewed and tested through a series of five sub-regional workshops in the spring of 2025 attended by those core colleagues.

4 Overview

The framework is a series of statements and prompt questions for each theme allowing the user to identify strengths and areas for further development, concluding with an 'Action Plan' to help guide improvement.

5 Use

The framework should be used as part of a local authority practice-improvement exercise to open discussions about current provision, identifying barriers, opportunities, and actions. Local authority commissioners should complete the framework in consultation with providers and other key stakeholders, and critically, the Framework and its process should be championed by the Director of Public Health. Following initial completion and the identification of actions, it is recommended to review the Framework annually to monitor progress.

Partnership Working

ADPH London works in close partnership with a range of other London-wide programmes and initiatives, providing PH advice, facilitating engagement and decision making with DPH and providing programme support. Below are some examples of our partnerships in 2024/25.

- London Million Hearts and Minds Challenge
- *Why We Get Vaccinated* Campaign
- London Public Health Forum
- Specialist Registration by Portfolio Assessment (SRbPA) Placement Pilot
- The London Sexual Health Programme

London Million Hearts & Minds Challenge

Key People:

ADPH London: Dr Will Maimaris, Co Chair ADPH London, DPH Haringey & Imran Choudhury, DPH Sutton

OHID London: Julie Billett, Deputy Regional Director, OHID London

Transformation Partners in Health and Care:

Background:

Cardiovascular disease is a leading cause of premature mortality, morbidity and reduced quality of life among Londoners, impacting not only physical health but also mental well-being. However, much of this burden is preventable through effective interventions. Through heart health prevention, and the detection and management of CVD and its risk factors there is significant potential to save lives, enhance overall well-being, tackle health inequalities, and produce broader benefits for local health and care systems and society more widely.

To strengthen this work, London's Health and Care Leaders are collaborating to create a new 5-year London-wide health movement focused on improving heart health awareness, engagement and outcomes.

The London Million Hearts & Minds Challenge aims to address this challenge by:



Promoting heart health awareness



Reducing CVD-related adverse outcomes



Bridging gaps in health equity across the city

This initiative seeks to create a city-wide movement engaging Londoners in improving heart health.

By leveraging evidence-based strategies and community involvement, we aim to amplify the impact of existing programmes and drive collective action.

Through collaboration with diverse stakeholders, including citizens, businesses, and academic institutions, we can foster a culture of prevention and empower individuals to take control of their heart health.

London's *Why We Get Vaccinated* Campaign



Key People:

ADPH London: Ysabella Hawkings, Snr Public Health Strategist, Camden (Co Lead)
 London Councils: James Odling-Smee, Director of Communications & Partnerships (Co Lead)
 DPH Sponsor: Kirsten Watters, DPH Camden, ADPH London Immunisations Lead
 ADPH London Facilitator: Emer Forrest, Deputy Head of Programme

ADPH London is working in partnership with London's public health systems partners: UKHSA London, London Councils and NHSE London to develop the *Why We Get Vaccinated* community engagement campaign. Launched in October 2024, this is a new three-year, multi-agency behaviour change initiative that has been co-produced with London communities.

The need for this campaign is clear. Vaccination is one of the most cost effective interventions to prevent disease – keeping our communities safe and well, yet vaccination coverage in London remains lower than the national average with notable disparities across different boroughs, certain ethnic groups, and among vulnerable populations, including those in more deprived areas. Additionally, London faces unique challenges such as high population mobility and increasing demand on healthcare services, which further complicate efforts to maintain high vaccination rates.

Why We Get Vaccinated seeks to address these challenges by promoting vaccinations throughout the life course. It aims to build trust and understanding between health partners and the communities they serve by featuring real people including residents, healthcare professionals, and community leaders from across London.

This campaign is a key deliverable of the **London Immunisation Strategy**, and part of the **London Vision** to make London the world's healthiest global city. It provides a consistent, unified message about the importance of vaccinations. It has been designed to provide flexibility so every ICB, local authority, and community group can use it in the way that works best for them. It will complement, not replace, individual vaccination campaigns.

The campaign has been funded thus far by NHS England and UKHSA with funding secured for the evaluation by our partners at the University of Nottingham. Plans are in place for London's DsPH to provide funding for adaptation of the campaign to address local priorities. The campaign team will work with local public health teams in participating boroughs to develop localised assets and implementation plans to reach priority cohorts.

Get Involved!

There are many ways that members of London's Public Health teams can get involved with this important campaign via the following forums /workstreams:

- Steering Group
- Evaluation workstream
- Design workstream
- Community engagement workstream

If you are interested in joining one of these work streams, email: office@adphlondon.org.uk



The London Public Health Forum

The London Public Health Forum is led by the Office for Health Improvement and Disparities (OHID) London in partnership with the Faculty of Public Health, ADPH London, UK Health Security Agency, the Greater London Authority (GLA) and NHS England London.

Chaired by Professor Kevin Fenton, these high profile events offer an opportunity to come together as a public health community to discuss strategic, urgent and critical public health issues in our city.

The Forum allows us to collaborate, strengthen networks and share innovative solutions to improve the health of all Londoners and reduce health inequalities.

The Forum is an opportunity to hear from prominent and world-renowned system leaders, speakers and thinkers to discuss how to best tackle key public health challenges in London.



On Wednesday 9 April, the Public Health Forum returned for a deep dive into the issue of tackling racism and ethnic inequalities in London to build health equity.

The session featured Professor Sir Michael Marmot, Director of the UCL Institute of Health Equity as the keynote speaker, following the publication of IHE's report into structural racism in London, presenting a comprehensive review of how structural racism contributes to persistent and avoidable health inequalities among ethnic minority communities in London.

The session also featured an expert panel with Dr Sandra Husbands (DPH Hackney & City and Co Chair of the ADPH London PH-TRI programme), Professor Habib Naqvi MBE, CX NHS Race & Health Observatory, and Jabeer Butt OBECX Race Equality Foundation.

The session included colleagues from the wider NHS as well as health system partners and drew a record attendance of just under 500 attendees.

The London Public Health Forum Presents:

Building Health Equity: Tackling Racism and Ethnic Inequalities in London

Wednesday 9 April 2025
10:00 – 11:30

Keynote address: Professor Sir Michael Marmot, Director UCL Institute of Health Equity

In partnership with:

Office for Health Improvement & Disparities | UK Health Security Agency | ADPH London | GREATER LONDON AUTHORITY | NHS

Please use **#LondonPHForum** when posting about the event on social media

Full details, including recordings of this and previous London Public Health Forums on other high priority public health topics for London, as well as details of upcoming Public Health Forums are available on our website.

[Click here](#) or scan QR code opposite to access.



Specialist Registration by Portfolio Assessment (SRbPA) Placement Pilot

Background

The SRbPA Route provides a pathway to specialist registration for experienced public health professionals who have not followed the training route. It focuses on retrospective assessment of an individual's knowledge, skills, and experience against the UKPHR's 'Knowledge' and 'Show How' competencies. Some practitioners working towards their Portfolio Pre- Application have reported gaps in their competencies which they are unable to fulfil within their own organisation. Practitioners agree that a placement may be the only viable option to fill a specific knowledge or skills gap that cannot be addressed within their current role.

Pilot

This 1-year pilot, commencing 1 April 2025, aims to provide candidates with structured opportunities to bridge competency gaps while supporting public health efforts in London. The London Support Programme has identified candidates who would benefit from the approach. Over the next 12 months this pilot will support 100% of the candidates to complete a hosted placement by liaising with the candidate and host organisation, with 50% in place by 6 months of initial application.

Funding

The placements are an informal, non-funded arrangement; no salary reimbursement is required. Candidates remain employed and paid by their current organisation. The host organisation incurs no financial obligation beyond offering work supervision. The placement is voluntary and informal, not requiring contractual changes.



Governance & Accountability

The pilot will be overseen by NHSE WTE as part of the existing UKPHR Portfolio Development Programme. The Delivery Partners will provide operational and strategic direction. Progress will be reported formally to the Public Health Workforce Collaborative once a year, and updates provided to ADPH London via the Leadership Team.

Monitoring & Evaluation

NHSE will lead the pilot monitoring uptake, placements and evaluation. The NHSE representative will be in contact with the host organisation at beginning, middle and end of the placement and with candidate halfway through placement. At the end of the placement, participants will be invited to both complete an anonymous survey and to join a group discussion to collect feedback.

NHSE will compile End of Pilot Report including case studies, qualitative and quantitative measures and recommendations for the future of this initiative. The report will be published on the ADPH London website and shared with stakeholders.



The London Sexual Health Programme

The London Sexual Health Programme (LSHP) is a collaborative partnership of 31 London local authorities, hosted by the City of London Corporation, working closely with the NHS to ensure high-quality, accessible sexual health services for all. LSHP is committed to innovation and efficiency, developing sustainable solutions that enhance service delivery, improve access for residents, and support the long-term health and wellbeing of London's diverse communities.

The programme is supported by an ADPH London DPH and CPH Lead for Sexual Health, who provide advice and guidance from a local authority public health perspective. The DPH lead also chairs the LSHP Board.



SEXUAL HEALTH LONDON



The LSHP manage Sexual Health London ([SHL.UK](https://shl.uk)), an innovative online service commissioned by 30 London local authorities, designed to provide fast, convenient, and confidential sexual health support. The service is intended for individuals without symptoms of a sexually transmitted infection (STI) or other health needs that require an in-person clinic visit.

In addition to STI testing, 18 London authorities also offer residents access to routine and emergency contraception through the online service.



Mona Hayat
Director of Sexual Health
London Sexual Health
Programme

"The London Sexual Health Programme and SHL.UK are excellent examples of how London-wide collaboration, supported through our close working with ADPH London on public health deliverables, delivers real impact for residents. By working collectively across boroughs and services, we are able to provide equitable, accessible and sustainable sexual and reproductive health services that reflect the needs of Londoners."

Through SHL.UK, the programme has significantly improved accessibility, efficiency, and impact, delivering a model that is not only successful but also sustainable.

Partnership and strong system leadership are vital to achieving the best outcomes in public health, and we are proud to contribute to this shared endeavour."

ADPH London Priorities for 2025/26

Over the next 12 months we will continue to provide DsPH and their teams opportunities to improve public health practice. This includes coordinating our themed networks and communities of practice, ensuring they provide value and impact. We will look at ways to improve member engagement, for example by bringing networks together for special themed meetings such as ‘back to school’ planning session in August for the CYP and Imms networks. We will also introduce the KHub platform to facilitate sharing of ideas, resources and collaboration within networks and communities of practice.

Other practice improvement activities include the development and roll out of the ‘Self Assessment Framework’ designed to improve young people’s access to and engagement with substance misuse treatment services. We will host an event in collaboration with OHID London to explore the actions identified by local authorities to improve their numbers into treatment. Also this year in partnership with UKHSA, we will bring together London’s Health Protection leads for the first time for a practice improvement event to explore the new Health Protection Assurance Framework.

As part of our portfolio of shared pan-London programmes, we will continue to provide assurance and coordinate funding. Following the publication of the 10-year health plan, its emphasis on prevention and prioritisation of cardiovascular disease, we will support the *Million Hearts and Minds Challenge* initiative to ensure high quality public health input and engagement. Other priorities include the support of the *Why We Get Vaccinated* campaign, the London Inpatient Detox Programme, and the re-procurement of the Sexual Health London e-services.

To fulfil our commitment to developing the public health workforce, in partnership with the London NHS England Workforce Training and Education Directorate, we will launch and evaluate the pilot for the Public Health Specialist Registration by Portfolio Placement Programme.

Finally will continue building on our strong collaborations across the London public health system, ensuring that DsPH play a part in systems leadership forums. We will strengthen our collective voice in priority areas including active travel, sexual and reproductive health, youth vaping and child poverty.



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For any additional information on any of our programmes or networks, please visit our website: www.adphlondon.org.uk
For any individual reports, please contact office@adphlondon.org.uk



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