



## Association of Directors of Public Health Policy survey 2014 – summary results

All DsPH across the British Isles (178) were sent the survey. 106 (60%) responded giving their views on the top priorities for ADPH. The survey was divided into sections on: children's priorities; other PH priorities; PH workforce issues; e-cig policy positioning and support for the LGA 100 days' initiative.

The outcome from e-cig collation of views is reported separately and forms the basis for our interim position statement.

### ***Policy priorities***

We offered 23 options drawn from previous member input and stakeholder priorities and asked members to choose their top 3; top 5 and top ten issues that they would wish ADPH to prioritise. 90 members answered this question.

1. *Minimum price of 50p per unit of alcohol*

70% of responders chose this as one of their top 3 issues  
It was in the **top 10 for 100%**

2. *Standardised packs for tobacco products*

52% chose this as one of their top 3 issues  
It was in the **top 10 for 94%**

3. *Amend licensing legislation to empower local authorities to control the total availability of alcohol, gambling, junk food outlets etc.*

43% chose this as one of their top 3 issues  
It was in the **top 10 for 91%**

As well as the 3 issues above, other topics registering 90% or more:

- *Actively encourage payment of the living wage*  
92% responders thought this was worth a top 10 place
- *Reinstate the tax escalator on all tobacco products and alcohol (at 5% and 2% pa ahead of inflation respectively)*  
92% felt this was in their top 10
- *Implement and resource a national fuel poverty strategy*  
92% felt this was in their top 10
- *Introduce governmental standards for salt, saturated fat and sugar reduction in the food supply*  
91% felt this was in their top 10
- *Implement workplace health initiatives (including a duty of care to support: a healthy BMI for employees; good mental health and wellbeing)*  
91% felt this was in their top 10
- *Ban 'junk food' companies from sponsorship of physical activity and sport (especially those targeted at children and young people, and create alternative funding streams)*  
90% felt this was in their top 10



## ***Other issues***

Respondents were asked to put forward other top ten issues. This opportunity was used by many to emphasise policy issues affecting children. Other issues were around welfare, employment and other economic determinants. Climate change was also mentioned as a significant omission from our list.

## ***Children's issues***

Asked for the top three choices for advocacy for the children's agenda we received 100 responses which show:

1. Implementation of the recommendations contained within the "1001 critical days" cross party report to ensure all babies have the best possible start in life (<http://www.andrealeadsom.com/downloads/1001cdmanifesto.pdf>) (63%)
2. Develop and implement an action plan for improving child and adolescent mental health services with a focus on prevention and early intervention to ensure parity of esteem for CYP (52%)
3. Meeting the targets set by the Child Poverty Act 2010 ([www.parliament.uk/briefing-papers/SN05585.pdf](http://www.parliament.uk/briefing-papers/SN05585.pdf)) (44%)
4. Introduce statutory and comprehensive PSHE programmes within all primary and secondary schools - supported by specialist teaching and monitored by OFSTED (41%)
5. Ban the marketing of foods and beverages high in fat, sugar and salt before 9pm on broadcast media (40%)

## ***PH workforce***

There was general agreement that we need to look at 'hybrid' and new roles for PH and integrated health and care roles.

Other major issues:

- ease of moving between PHE; LA; NHS etc for fully rounded career progression;
- development for DsPH – particularly around taking on new roles and responsibilities;
- different entry points and career paths for PH;
- advocacy for the role of DPH in LA to support succession planning.

## ***LGA 100 days***

Members overwhelmingly support the 100 days initiative. Of the eight recommendations, over 90% supported 3 and more than 80% a further 3. These 6 are around employment, tobacco and alcohol, sugar, living independently and education.

70% supported building more homes but only 30% supported using fuel duty to fix pot holes.

## ***Summary and actions***

As usual this survey will form the basis of the ADPH priority setting for the coming year. In particular it will inform collaborative work across the PH system and any advocacy work aimed at the new administration after the May 2015 general election.