ADPH Business Plan 2017-20
2019-20 Targets

Association of Directors of Public Health

Promoting public health policy and supporting Directors of Public Health as local public health leaders.

Principles

Member engagement

Collaboration and 'no surprises'

Influencing from within the system

Context

Austerity

Public sector reform

Brexit and political uncertainty

Progress 2014-17

Work Programme	Strategic objectives 2014-2017	Achievements
Policy advice	Improve policy engagement in priority areas Increase collaborative work	• Strong prioritised Policy Advisory Groups • Collaboration through co-leading UKPH Network • Members of topic alliances • Robust partnerships with key stakeholders
Collective voice	Support ADPH Networks across UK Improve communications	• Networks in all English regions and Wales provided with logos, websites etc. • Regular communications with Council, members and stakeholders
Development of PH practice	Improve PH practice through DPH Networks Develop role of Associate members	• Sector-Led Improvement promoted through ADPH SLI Programme Board • SLI framework developed and disseminated • Associate membership increased
Governance and management	Maintain an effective Board Develop a sustainable organisation	• Strong and effective Board with clear remit • Three-year subscription agreement passed • Charitable status achieved – now independent organisation • Hosting with UKHF working well and synergistically

Charitable objects	Work programme	Strategic priorities	Objectives 2017-2020
Facilitating a support network for DsPH to share ideas and good practice and support problem solving	**DPH support**	Create a strong membership offer for all categories of members	• Embed Associate and Alumni membership • Create a fit for purpose planned programme of Masterclasses • Continue to provide key high-calibre all-member events • Support non-geographic networks of members where appropriate • Be aware of and explore other potential member benefits
Providing opportunities for DsPH to develop professional practice	**Improving PH practice**	Support and strengthen PH practice through sector-led improvement (SLI) and similar programmes	• Continue to strengthen geographic networks • Continue to develop and promote a robust framework for SLI • Develop ADPH as a centre for knowledge of local PH work • Publicise examples of local work across UK more widely
Collating and presenting the views of DsPH on public health policy to stakeholders	**Collective voice**	Improve engagement of members in all aspects of our work	• Strengthen induction processes for all members • Track and follow up engagement of all members • Achieve clarity and balance between national work and that of ADPH Networks • Maintain purposeful and relevant PAGs • Increase input from and relevance to members outside England
Advising on PH policy and legislation at a local, regional, national and international level	**PH Policy**	Increase ADPH influence and broaden profile Develop and disseminate a vision for local PH for the next 10 years	• Track and publicise ADPH impact and successes • Achieve balance between collaboration and unique voice of DsPH • Promote 'place' role of PH more widely • Develop and publicise a suite of papers on the future of PH
	Governance & mgt	Ensure a sustainable organisation Better use of new technologies	• Develop a strong effective ADPH Council • Maintain a strong effective Board and staff team • Discover non-subscription sources of funding • Develop new technological solutions • Improve web and social media presence

Targets 2019-2020

- Strengthen the Associate and Alumni member contribution to ADPH
- Deliver a series of workshops and masterclasses tailored to members' needs
- Collaborate to bring leadership development to DsPH
- Continue to improve and deliver strong ADPH flagship events
- Develop remote support elements (e.g. webinars)

- Strengthen links across the system for SLI (e.g. Oversight Board, LGA)
- Develop and promote a purpose and value statement for SLI
- Share existing tools and models across networks
- Develop a sustainable way of understanding local strengths and sharing them across members

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- Carry out a member survey
- Establish the new communications function with a focus on increasing ADPH visibility (loudness) in the first year
- Deliver communications training to Board, Council and staff
- Promote and strengthen member input to the ten new PAGs
- Tighten the collaboration with the non-English members

- Promote ADPH impact and successes externally
- Deliver the ACEs project (August 2020)
- Publish position statements on violence and health protection
- Develop and promote lines to feed into the Spending Review, Prevention Green Paper and implementation of the NHS Long Term Plan

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- Strengthen feedback between ADPH Council and the regional networks
- Review the business function
- Update HR policies and guidance including staff induction and handbook
- Implement the strategy for grants and sponsorship
- Scope the development of a new ADPH website and interactive space
- Develop the new three-year Business Plan 2020-23