



ADPH Annual Report 2020-21¹

Activities, impact and progress

At the start of the year, ADPH put in place a COVID-19 Action Plan and Interim Management Plan to: support members, promote the DPH role and influence policy. Whilst the pandemic has presented logistical challenges and governance risks, ADPH has responded in an agile way to enable more engagement with members through virtual means, provide practical guidance and engagement opportunities and increase the profile and impact of DsPH in the media and at a national level. We are proud of what we have been able to achieve over the past year with members and excited about building on this during the year ahead.

External Impact (what we did with members)

Communications

- ADPH issued over 20 statements relating to developments with the COVID-19 pandemic on issues such as testing, contact tracing, lockdowns and system reform.
- Over 6,000 (up from 20 last year) ADPH media mentions including quotes and articles in a range of national and sector print and broadcast media.
- A series of high profile media pieces gained in the [Guardian](#), [New Statesman](#) as well as [sector press](#).
- Six [blogs](#) on the ADPH website on topics such as system reform, national lockdowns and data.
- Increased unique website hits to over 103,000 over the year (up from 54,000 last year) and impressions on Twitter of 5,500/day (up from 3,200/day last year).

Policy and influencing

- Publication of a proposed [model](#) for a place-based, locally-led Public Health System and accompanying [regional tier](#).
- Engagement with DHSC, PHE, NHSE and other partners to influence the design of the new public health system – for example, around areas such as data and intelligence, workforce development and ICSs – as well as to strengthen the role of DsPH and the link between national and local.
- Continued promotion of the DPH role in responding to COVID-19 and coordination of DPH input into national as well as representation on key advisory boards for example around social care, education, vaccination and the Test and Trace Programme.
- Improved collaboration with key public health players in local government and the NHS, the Chief Medical Officers (CMOs), the four public health agencies of the UK, professional bodies, providers and charities. This includes regular teleconferences with the CMO and PHE.
- COVID-19 explainer series published to support members, stakeholders, the media and the public. Topics include data, contact tracing, local outbreak plans, mass testing and vaccination.
- Guidance produced to support members in responding to the pandemic including: [Protecting Our Communities: Pulling together to achieve sustainable suppression of SARS-CoV-2 and limit adverse impacts](#) and [Living Safely with COVID: Moving toward a Strategy for Sustainable Exit from the Pandemic](#).
- Oral evidence provided to seven committee inquiries including to the Ministry of Housing, Communities and Local Government Select Committee inquiry on the local COVID-19 response, the Public Services Committee inquiry into lessons learned from COVID-19 and the Public Administration and Constitutional Affairs Committee inquiry into data transparency and accountability.
- Seven consultation responses submitted: including on COVID-19, ICS's, alcohol and obesity.
- Influencing work on the Spending Review and to articulate the cost pressures faced by public health and local governance in responding to COVID-19. Strengthened relationship with the Treasury.

¹ Apr 2020 – Mar 2021

Internal Impact (what we did for members)

Membership

In March '21 we had:

148 Full members

27 Affiliate members

145 Associate members

14 Alumni members

- Increased engagement with 96% of Full members participating in at least one aspect of ADPH work (an event, group or programme) and 71% actively contributing to ADPH work (policy outputs or events) over the year.
- Two rounds of ADPH presidential and staff visits to all ADPH Networks.
- All DsPH in England now Full Members.
- Ongoing conversations with DPH representatives from all UK nations exploring potential areas for collaboration across borders.

Support for members

- COVID-19 Support Directory available to match local public health teams in need of additional capacity with experienced public health professionals to support various aspects of the pandemic response.
- Annual ADPH Workshop held virtually with a session on poverty, inequalities and 'acting locally now'.
- Webinar for Associate members on COVID-19 recovery and renewal.
- Three rounds of Media Training workshops co-delivered with LGA, with great member engagement and evaluations.
- ADPH/LGA virtual Conference included sessions on health inequalities, the new public health system and the politics of the pandemic.
- Two-part Systems Thinking workshop delivered virtually.
- The third annual workshop for new in post DsPH delivered with positive evaluations giving foundation and support to our cohort of new DsPH from 2020.

Sector Led Improvement (SLI) and public health practice

- Delivery of a series of webinars to support the exchange of good practice on topics related to the COVID-19 response including testing and contact tracing, outbreak management and vaccination.
- Successful DPH Annual Report Celebration 2020 with 49 entries. The celebration highlighted elements of good public health practice across the country as well as the best overall reports.
- Delivery of national, regional and local support elements as part of the Suicide Prevention SLI project funded by DHSC and co-delivered with LGA, including delivery of Suicide Prevention Masterclass and publication of [Must-Know Guide](#) for elected members.
- SOLACE representative appointed to the ADPH SLI Programme Board.
- Working with SOLACE and LGA to influence the place of SLI in the new public health system.
- Coordination of the HIV and English Sexual Health Commissioners Group and English Substance Use Commissioners Group. Both networks taking forward an SLI approach in their work and reporting progress to the ADPH SLI Programme Board alongside the regional ADPH networks.
- ADPH SLI Programme Manager position appointed to consolidate and expand the ADPH SLI Programme.

Governance and management

- Successful move to homeworking supported by an 'Interim Management Plan' to address specific issues caused by exceptional pressures on the team and logistics, with a focus on staff wellbeing.
- Weekly Board and monthly Council meetings introduced to develop shared leadership and member input.
- Successful appointments and induction of Communications Manager, two Projects Coordinators and two Project Administrators.
- New offices in London have been secured on a two year lease to accommodate a larger team.