

The Association of Directors of Public Health

Business Plan 2021-2024



Principles

- Influence through collaboration not confrontation
- Be as constructive as possible and as challenging as necessary
- Give effective support to members through understanding their needs
- Develop policy and advice based on evidence and a clear majority of member views
- Ensure a sustainable organisation through efficient systems and robust processes

Context

- COVID-19 and its impact
- English PH system reform and NHS structural changes
- Raised profile of Directors of Public Health and ADPH

Business Plan 2021-24

Charitable object	Work programme	Strategic aim 2021-2024	3-year objectives	Objectives 2021-2022
Facilitating a support network for DsPH to share ideas and good practice and support problem solving	DPH support	Consistently supporting all DsPH past, present and future	<ul style="list-style-type: none"> • Strong support offer for members from all countries and regions • Provision for continuing progression of experienced DsPH • ADPH as the leading organisation for DPH development 	<ul style="list-style-type: none"> • Deliver at least one joint 4-country project • Define a strategy for supporting experienced DsPH • Maintain the influence of the ADPH voice in national workforce discussions
Providing opportunities for DsPH to develop professional practice	Improving PH practice	Promoting and supporting demonstrable impact through Quality Improvement	<ul style="list-style-type: none"> • Strong ADPH-led governance for SLI in England • Wider understanding of the impact of QI programmes • Sector-led improvement approaches are business as usual for DsPH and their teams • Sector and system led improvement approaches embedded across all ADPH work 	<ul style="list-style-type: none"> • Ensure the national leadership of the ADPH SLI Programme Board • Define and embed the role of SLI in the new English PH system • DPH networks return to strong SLI programmes • Consider the role of quality improvement within all ADPH projects
Collating and presenting the views of DsPH on public health policy to stakeholders	Collective voice	Trusted to know our members and advocate their views	<ul style="list-style-type: none"> • Local PH views embedded across the new PH system including work with the NHS (including primary care) • Strengthened DPH whole system leadership role • Strong, active DPH networks with national links through ADPH Council • Levels of member engagement maintained post-covid 	<ul style="list-style-type: none"> • Maintain local to national connections with a strong DPH voice in whole PH system design • Produce a robust externally supported CSR submission • Ensure a strong, active engaged Council and strengthen representation and topic leads processes • Embed mixed virtual & f-f engagement with members
Advising on PH policy and legislation at a local, regional, national and international level	PH Policy	The authoritative national voice of local leadership for health and well-being	<ul style="list-style-type: none"> • Increased breadth of impact whilst maintaining high profile • A public health approach (including the reduction of inequalities) to post-covid recovery • Maintained local impact in health protection at local, regional and national level • Increased local PH impact on NHS work (inc Section 7A) 	<ul style="list-style-type: none"> • Further sustainable CYP collaboration from the ACES project • Influence and help design the agenda for national wider determinants & inequalities work • Maintain member briefing and national input on COVID • Publish a Health Protection position statement • Refresh the suite of position statements with new system, inequalities, recovery & SLI lens
	Governance & management	Strong, ethical and sustainable, providing continuity of offer for members and stakeholders	<ul style="list-style-type: none"> • Grant and sponsorship income increased to a steady 25%-35% of overall income annually • Well-managed transition post-covid and through Board and staff changes • Infrastructure (inc technology), governance, and internal processes support a growing, flexible dynamic ADPH • Well-managed transition to hybrid ways of working 	<ul style="list-style-type: none"> • Gain £100,000 from new project grants • Commission an ADPH Impact Report to inform future plans • Successful elections and changes to Board • Refresh all internal policies and protocols • Ensure ICT is fit for purpose and future-proofed • Embed project approach • Support staff well-being through transition