



Directors of Public Health
175 Years
— 1847 - 2022 —

ADPH Annual Conference 2022

Working with Business: the good, the bad and the ugly

Speaker Biographies

In order of appearance:

Prof Mark Petticrew

London School of Hygiene and Tropical Medicine



Mark Petticrew is Professor of Public Health at the London School of Hygiene and Tropical Medicine (LSHTM). He is Director of the NIHR Public Health Policy Research Unit. His main research interests are in evidence-based policymaking, and the evaluation of the effects on health of social and other policies. His work also has a strong focus on the commercial determinants of health – in particular, the influence of unhealthy commodity industries on health (eg through the promotion of tobacco, alcohol, and unhealthy foods). Recent research includes analyses of misinformation disseminated by alcohol industry corporate social responsibility (CSR) bodies such as Drinkaware UK and Drinkwise (Australia). He is a collaborator in the [SPECTRUM Consortium](#), which investigates the commercial determinants of health and health inequalities. He was a founding member of the Cochrane/Campbell Health Equity Methods Group, which develops methods of incorporating an equity perspective into systematic reviews.

Dr Nason Maani

School of Social and Political Science, University of Edinburgh



Nason Maani holds a Lectureship in Inequalities and Global Health Policy at the University of Edinburgh's Global Health Policy Unit. His research focuses on the commercial determinants of health, with a particular interest in how corporate actors shape discourse and public understanding. He has consulted and served as a member of expert advisory groups for the World Health Organisation (WHO) on this topic, and along with Mark Petticrew and Sandro Galea, is the editor of "The Commercial Determinants of Health", a textbook for Oxford University Press released in October 2022. He retains visiting academic positions at the London School of Hygiene and Tropical Medicine, where he co-founded the Commercial Determinants Research Group, and Boston University School of Public Health, where he completed a Commonwealth Fund

Daniel Hunt

World Health Organisation



Daniel Hunt is a consultant working on the commercial and economic determinants of health and increasing the political prioritization of noncommunicable diseases (NCDs), at the World Health Organization (WHO). In this role, he is contributing to the first-ever WHO Global Report on the Commercial Determinants of Health, due to be published in 2024, and supporting Member States to design stronger policy responses to mitigate against health externalities caused by economic unhealthy commodity industries. His research interests include explaining and monitoring cross-cutting industry lobbying and influence on public health policy in the UK, EU and globally, and describing efforts by industry actors to socially construct their products as desirable or beneficial. Prior to working for WHO, he worked for Cancer Research UK and Cancer Council Victoria.

Ailsa Rutter OBE FKC

Director of Fresh and Balance



Ailsa originally trained as a nurse and has worked in tobacco control since 1998. Her early work included heading up the Queensland Quit Campaign in Australia, managing Gateshead and South Tyneside NHS Stop Smoking Service and being Regional Tobacco Policy Manager for the North East. In 2005 Ailsa, working with others, launched Fresh the UK's first regional tobacco control programme and has been its Director ever since. In 2014 Ailsa was awarded a World No Tobacco Day Medal by the World Health Organisation, an OBE in the New Year's Honours 2017 for 'services to tobacco control'. She is passionate about this work, having prematurely lost her father and aunt to COPD. She has also been closely involved in the running of Balance, the North East alcohol

programme launched in 2009, became Director of Fresh and Balance in April 2021, and is proud of the brilliant dedicated small team who work with so many committed partners.

Amanda Healy

Director of Public Health, Durham County Council



Amanda took up the role of Director of Public Health in County Durham in May 2017 having previously been DPH in South Tyneside and is committed to improving and protecting the health of residents. She has worked on reducing health inequalities using an assets approach for over 20 years. County Durham is the lead commissioner for Fresh and Balance Northeast.

Amanda is chair of the North East Association of Directors of Public Health and co-chair of the Integrated Health Board Healthier and Fairer Sub-Committee.

Tom Lloyd Goodwin

Director of Policy and Practice, Centre for Local Economic Strategies



Since completing his PhD in political theory in 2009, Tom has worked with numerous organisations across local government, academia, the NHS and the voluntary and community sector. He has delivered an array of local economic development and health policy projects focused on addressing poverty, fostering social inclusion and promoting public health. Tom brings expertise in political theory, political economy, policy and implementation research to his role at CLES.

Jo Bibby

Director of Health, Health Foundation



Jo is responsible for leading the Health Foundation's Healthy Lives strategy to create the opportunities for everyone to lead a healthy life. Joining the Foundation in November 2007, Jo initially led the Foundation's influential portfolio of work in patient safety and person-centred care.

She has worked in health care at a local and national level for 25 years, including 10 years at the Department of Health. As Head of NHS Performance, she oversaw the implementation of the policy agenda set out in the NHS Plan. At the NHS Modernisation Agency, Jo led an international quality improvement initiative – Pursuing Perfection.

Before joining the Foundation, Jo was the Director for the Calderdale and Kirklees Integrated Service Strategy where she led a major service reconfiguration programme to deliver improvements in quality, safety and patient experience. She is also an honorary member of ADPH, trustee at the Centre for Homelessness Impact, holds a PhD in Medical Biophysics, and from June 2021, a non-executive director at Rotherham NHS Foundation Trust.

Dr Sandra Husbands

Director of Public Health, City of London & London Borough of Hackney



Dr Sandra Husbands is Director of Public Health for the City of London and London Borough of Hackney. Before coming to East London she was Executive DPH at Abertawe Bro Morgannwg University Health Board/Swansea Bay University Health Board, in South West Wales. Dr Husbands has over 30 years' experience in health care, research and academia in the UK and internationally. She has held a number of senior public health roles at local and regional level, in the NHS, local government and Public Health England. Sandra is devoted to unleashing the power of individuals and communities to improve their own health and wellbeing. She is committed to driving improved population health

through engaging communities and improving health care quality to achieve better outcomes for patients. Her particular interests are increasing health literacy, preventing and improving outcomes from long-term conditions and making better use of resources to improve outcomes.

Christina Gray

Director of Public Health, Bristol City Council



As the Director of Public Health for Bristol, Christina supports the local authority to take action to improve mental and physical health and wellbeing and reduce the gaps in outcomes between the most economically deprived areas and more affluent parts of the city. The Health and Wellbeing Board is one of the cities key boards within the Bristol One City Partnership, a coalition of civic and community organisations committed to improving the social and economic conditions within the city. With a background in social work Christina, along with the city she represents, takes a social justice approach to public health. Christina is currently an ADPH Council Member and the South West FPH Board

Member.

Louise Wallace

Director of Public Health, North Yorkshire County Council



Louise Wallace, Director of Public Health for North Yorkshire took up the post in December 2020 on an interim basis and then substantively in April 2021. Prior to this, Louise was working at North Yorkshire County Council leading on health integration. This is not the first time Louise has been a DPH, having been DPH in Hartlepool from 2012-2017.

Louise is passionate about public health and improving and protecting the health of the population living across the beautiful county of North Yorkshire in moors, coast, dales and urban communities.

Mark Thompson

Specialist Health Producer, Sky News



Mark Thompson grew up in Birmingham and studied psychology and sociology at Loughborough University. He started his career as a regional print journalist before joining CNN International, where he covered the global economic crisis. He spent eight years in Paris with France 24 reporting on the 2015 terror attacks before moving back to the UK to join Sky News. Mark was appointed the channel's specialist health producer during the Covid-19 pandemic.

Ruth Tennant

Director of Public Health, Solihull



Ruth has worked across a wide range of sectors, including the European Parliament, Audit Commission and King's Fund and has also held lay and non-executive appointments within the NHS in London. Ruth was Deputy Director of Public Health at Coventry City Council, Director of Public Health at Leicester City Council and is now Director of Public Health at Solihull MBC where she has responsibility for health and well-being, leisure services, skills, employment and inclusive growth. She leads resilience and emergency planning for Coventry, Warwickshire and Solihull and is also the health lead for the West Midlands Local Resilience Forum.

Ruth has a number of national roles including on the Board of the Association of Directors of Public Health and NHS Prevention Board.

Louise Aston

Wellbeing Director, Business in the Community (BITC), The Prince's Responsible Business Network



Louise is an award-winning workplace wellbeing campaigner, recognised by the Institute of Directors (IoD), the Society of Occupational Medicine (SoM) and the Reward and Employee Benefits Association (REBA).

Her background is creative, and she started her career as a fashion buyer for a major high street retailer. She transitioned into campaigning by taking health into fashion to support a skin cancer prevention programme, Sun Know How. She was creative director at the government's communications agency and led national campaigns FIVE A DAY and FRANK.

Louise has previously worked with Justin Varney, DPH Birmingham, to co-create a suite of health and wellbeing toolkits for employers. At BITC, Louise is working with business leaders to adopt a fresh approach to enabling sustainable mental health and wellbeing by putting thriving people at the heart of business strategy.

About Business in the Community

Business in the Community and our network of business members are leading a movement to create a fair and sustainable world in which to live and work. Formed in 1982, and with His Majesty King Charles III as our Royal Founding Patron, it is the largest and longest-established membership organisation dedicated to responsible business. They work and campaign with more than 600 members to continually grow responsible business practices, uniting their efforts for greater social and environmental impact in communities.