



ADPH Impact Report 2022

Summary and key messages

The report

In 2022, we commissioned Shared Intelligence to assess the impact of our influencing work, based on a number of interviews with national stakeholders. The research took place in the context of Covid-19 at a time when ADPH and DsPH had never been more visible.

What it said

“The go-to organisation for a public health perspective.”

The report concluded that our engagement with the Government during the pandemic, had been ‘as constructive as possible and as challenging as necessary’, and that our influencing work over the last two years was ‘phenomenal’, ‘very credible’, and ‘extremely effective’.

It noted that ADPH had had unprecedentedly high levels of media coverage over the last two years and had been very selective about what public statements we made and about accepting interview opportunities. This, they said, had strengthened our reputation in Government.

It was felt though that collaboration with other organisations in the public health and local government families will, in future, be more important than ever and that there is a need for us to develop better links with Government beyond the Department for Health and Social Care.

Stakeholders also felt that ADPH should continue to work collaboratively in both local government and the national sphere and look to link up on programmes and establish joint activity on topics and to be agile and nimble in responding to political windows.

“ADPH has been keen to ensure that any challenge is matched by possible solutions.”

The report found that ADPH is seen as having been a robust advocate for action to protect public health and it is appreciated that, while articulating the voice of DsPH, ADPH puts public health and evidence-based proposals centre stage rather than simply representing the interests of a particular group of senior officers. It noted that ADPH proposals have not always been adopted, but they have nevertheless influenced the overall approach.

“Members feel listened to and better informed.”

Members reported being invested in ADPH and that they want to see it go from strength to strength. They also recognise and broadly support the ‘constructive where possible and challenging when necessary’ approach and understand the tactics associated with public and private statements. DsPH also said they felt listened to and better informed about the ADPH’s activity than in the past but there is an appetite for even more feedback and some members would like to see ADPH adopt a ‘tougher’ line.

What next?

As a result of the Impact Report, we have:

- Improved our horizon scanning processes to support our efforts to spot and respond to political windows
- Appointed a Public Affairs Manager to develop better links with Members of Parliament
- Continued to build and maintain positive relationships with key stakeholders to enable us to work collaboratively
- Improved how we communicate and share information with our members to ensure that they are fully informed