

**The Association of Directors of
Public Health
Annual Review 2023**





ADPH Annual Review

Foreword



Professor Jim McManus, ADPH President

As I come to the end of my first full year in office, I feel incredibly proud of what has been achieved by both our members and our staff. Despite a period of intense political change, we have built on our increased profile and influence to broaden our reach and improve understanding of the DPH role. Through strong partnerships with a wide range of organisations, we have continued to advocate for improved population health in key national conversations, persistently calling for long-term solutions that will support not only health, but also the UK economy. We have increased our engagement with the devolved nations and overseas territories, something we aim to build on even more in the coming year, and seen an increase of engagement with all our members. Meanwhile, staff expansion has meant that we are now able to deliver coordinated and targeted campaigns, using members' practice, experience and knowledge to inform our policy and public affairs work, backed by clear communications – a combination that makes ADPH a powerful force for good.

I would therefore like to thank each and every one of you for your part in the past year's successes, and, as you read through this Annual Review, to remember, as Helen Keller so rightly said: "Together, we can do so much."

This has been a year of significant change. Internally we successfully completed most of the Business Plan objectives despite four new babies and ten new members of staff. We launched a new website, held the first face-to-face meetings since pre-Covid-19 and restarted our regular Presidential visits to ADPH networks. We re-energised the Policy Advisory Groups (PAGs) and developed a Public Affairs strategy ready for the next general election and beyond. A busy year building back a stronger and more engaged ADPH team ready for an even busier year ahead. This year's objectives include: developing a programme of Masterclasses etc to support members; refreshing the What Good Looks Like series; creating a narrative bringing practice improvement, quality improvement and sector-led improvement into one cohesive framework; and embarking on a three-year project funded by The Health Foundation to form lasting collaborations with our partners. Our internal systems will continue to improve and our communications expand with our new members area, WeDPH. All that, along with our usual regular engagement with and support for members and advice and challenge to our stakeholders and policy-makers.

Nicola Close, ADPH Chief Executive

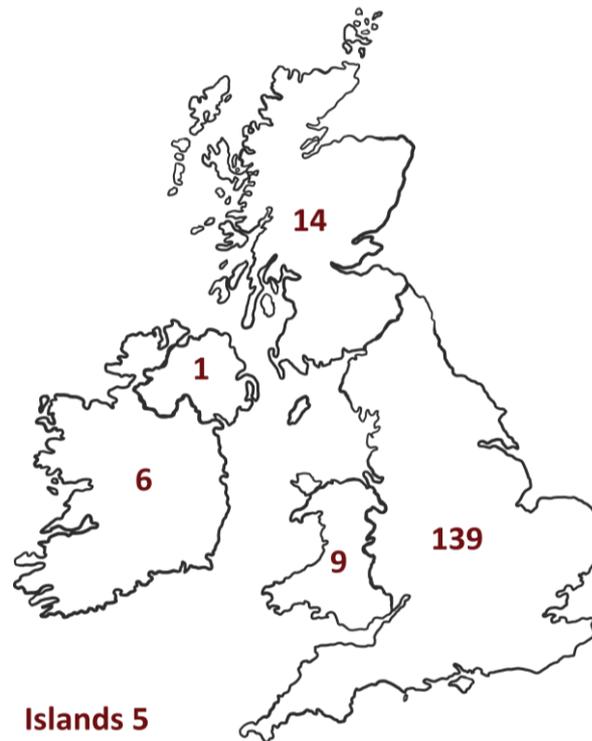


However, we can only achieve what we do because our Board is so enthusiastic and generous with their time and our members so supportive of our efforts. Thanks to them and my fabulous staff team.

Our members 2022/23



Numbers of DsPH by country



Governance and management

Summary

2022/23 has been a year of expansion for ADPH, with a number of new initiatives and resources alongside 'business as usual' arrangements, including:

- Election and subsequent confirmation of a new [President](#), [Vice President](#) and [Board members](#) at the AGM 2022.
- Implementing the Business plan for the year 2021-2024.
- Appointing [ten new team members](#).
- Facilitating the permanent move post pandemic to a hybrid working model by updating IT systems and hardware for additional security.
- Completing the externally funded communications programme, ensuring its function can be continued through members' annual subscriptions.
- Securing funding for the English HIV and Sexual Health Commissioners' Group ([EHSHCG](#)), English Substance Use Commissioners' Group ([ESUCG](#)) and new English Healthy Weight Commissioners' Group ([EHWCG](#)) through annual subscriptions following withdrawal of Local Government Association funding.
- Initiating a comprehensive review of our policies and protocols in order to improve efficiency.
- Successful completion of the 2021-2022 accounts, which were signed off without exception by our auditors, Begbies.

PHocus on future funding

In order to create wider long-term collaborations with stakeholders, we have secured funding from [The Health Foundation](#) for a three-year collaborative project that will focus on Healthy Places, Four Nations, and Commercial Determinants of Health, delivering outputs that support policy and practice locally.

What we did

We submitted a proposal to [The Health Foundation](#), outlining the aims over the next three years for each project, including:

- Costings for staffing, materials and meetings with stakeholders in all four nations.
- Details of targets and achievable outputs.

The impact

We will be working collaboratively with other organisations, building sustainable partnerships and producing outputs that support public health policy and practice locally. By focussing on these three areas, we will:

- Advocate to Build Back Healthier post Covid-19, strengthening our relationship with ADEPT.
- Increase member engagement across all four nations, sharing and learning from different approaches across the UK.
- Improve understanding about the Commercial Determinants of Health (CDOH) and how to tackle industry tactics.

Supporting our members

Summary

As members returned to being able to focus on a much wider range of issues and topics after the height of the Covid-19 pandemic, we have sought to ensure our support offer meets members' changing needs.

- We held Associate and New DsPH workshops to share ideas, resources and challenges in the role through insights from current DsPH.
- We held a joint webinar with [UKHSA](#) CEO Dame Jenny Harries on Covid-19 epi-data and vaccination, two masterclasses on psychology and resilience and a webinar on tobacco control.
- We held the Annual Public Health Conference in partnership with the [LGA](#) and [FPH](#) exploring the impact of the cost of living crisis on children and young people and asking what a new era for NHS and local government collaboration across public health might look like.
- To assist incoming DsPH and Consultants in Public Health via our mentoring scheme, we organised a webinar with our mentor facilitator to support our mentors, pairing 18 DsPH to mentees.

PHocus on flagship events

What we did

This year, in order to increase engagement with our annual Workshop in May, and Annual Conference in November, we focussed on issues that had relevance across all four nations.

- The annual DPH workshop explored CDOH and potential local, regional, and national initiatives to address them, while the annual conference explored the role of business in public health.
- We ran the DPH workshop virtually to increase engagement with our members across regions but held the Annual Conference face-to-face to give members an opportunity to meet again after over two years of restrictions.
- Each event enabled members to share good practice and celebrate their achievements with the [Annual Report Celebration](#) in May and the inaugural [ADPH awards](#) in November.

Impact

Taking this approach to our flagship events encouraged attendance and collaboration between members, striking a balance between sharing practical approaches and hearing from experts. As a result, we increased member engagement at the Workshop from 67 in 2021 to 101 in 2022 and welcomed 141 delegates (compared to 138 in 2019) to the Annual Conference.

Inspiring

The conference, was fantastic I had a great day, and the morning and afternoons sessions were really thought provoking.

Informative

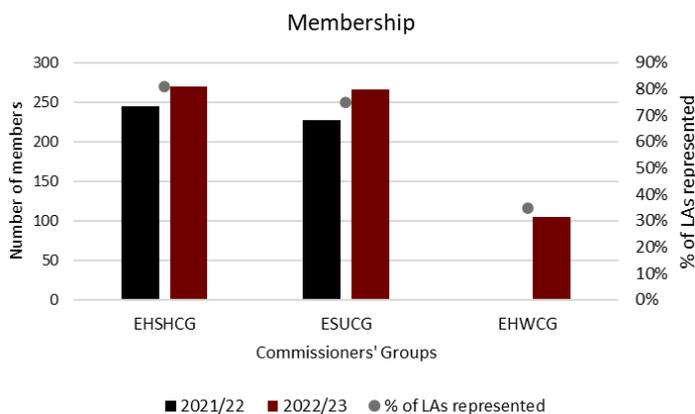
Best ADPH conference so far

Improving public health practice

Summary

This year has seen an increase in practice improvement activity across the [Networks](#), as well as the incorporation of the [Commissioners' Groups](#) (CGs) into the programme.

- DsPH involvement has increased, and SLI Leads for all Networks and CGs have been elected.
- A refreshed [Public Health Strengths and Risks tool](#) co-badged with [LGA](#) and [Solace](#) is now in use.
- We commissioned an [Impact Report](#) to review ADPH SLI work and how it has changed since the pandemic.
- We established social media channels for the ESHCG on [Twitter](#) and [LinkedIn](#).
- We established a new English Healthy Weight Commissioners' Group ([EHWCG](#)).
- We hosted four [ESUCG](#) and three [EHSCHG](#) national webinars which were well attended by members from all regions (on average 115 attendees).



CG outputs we have supported:

- [EHSCHG](#) and [ESUCG](#) Annual Reports.
- EHSCHG [self-assessment tool](#).
- Joint LGA/EHSCHG [report](#) on the future of sexual health services.
- ESUCG [Naloxone case studies](#).
- LGA & EHSCHG collaboration to produce [case studies of innovative practice in SRH](#).
- ESUCG's response to the Home Office Consultation on the Swift, Certain, Tough white paper.

PHocus on SLI national programmes

What we did

This year, both the national Vaccine Engagement Programme ([VEP](#)) and Suicide Prevention Programme ([SPP](#)) came to a close. To ensure learning from the programmes is captured, we supported the:

- Distribution of good practice guidance and case studies to our members and partners.
- Development of end-of-programme reports, which have been submitted to funders.

The impact

- The programmes enabled a more consistent SLI focus on these topics across the regions, and created spaces for Networks to share learning, and opportunities for challenge and feedback.
- We used insights and learning from the programmes to help inform our policy and influencing work, including input into national advisory boards.
- We continued to actively engage in quality improvement opportunities.

Policy

Summary

This year, we have increased engagement with members and external stakeholders on a range of issues.

- We have refreshed our suite of [Policy Position Statements](#).
- We established an Asylum Seeker and Refugee Dispersion Task and Finish Group to advocate for a better system to cater for the health and social care needs of asylum seekers.
- We submitted ten consultation responses on topics such as [public health system reform](#) and [national planning policy](#).
- We organised seven council meetings and 21 PAG meetings.
- We published a joint '[Statement on the Public Health approach to gambling](#)' with [FPH](#) ahead of the publication of the Gambling Act review.
- We sent a paper outlining DsPH recommendations, asks and offers on cardiovascular disease secondary prevention to the Chief Medical Officer (CMO) for England and NHS.

PHocus on our position statement review

What we did

This year, we have undertaken a review of our suite of [Policy Position Statements](#) to ensure they accurately reflect members' views in our policy and influencing work. The final papers will be published gradually over the coming months.

The project has involved:

- Researching policy background and context.
- Developing three new papers on Climate Change, Built Environment and Health Protection.
- Meeting relevant PAGs to seek their views on policy topics.
- Seeking views from members and partner organisations.

The impact

The project is a crucial foundation for informing our policy work over the next three years, including our three policy priorities: Poverty, Commercial Determinants of Health and Healthy Places, and will ensure that our input into national conversations is relevant and up-to-date.



Screenshot from www.adph.org.uk/our-policies

Influencing: our Collective Voice programme

Summary

With the appointment of a new Public Affairs Manager, responsible for our Collective Voice programme, we have been able to improve the way we collaborate and engage with key public health voices across sectors.

- We successfully applied to be a Core Participant in Module One of the Covid-19 Public Inquiry.
- We have met with high profile parliamentarians from across the political spectrum and facilitated DPH representation at meetings hosted by parliamentary committees including the Health and Social Care Select Committee and the Alcohol Select Committee.
- We have developed the way we work with key public health figures in local government and the NHS, the CMOs, the UK's four public health agencies, professional bodies, providers and charities. This includes regular meetings with the CMO for England, [UKHSA](#) and [OHID](#).
- We have refreshed our Influencing Papers to ensure they are up-to-date, focusing on key topics such as Public Health Workforce, Data and Intelligence in the Public Health System, and Embedding Public Health into Integrated Care Systems.

PHocus on the Covid-19 Public Inquiry

What we did

In order to reflect the experiences of DsPH to the Independent Public Inquiry into Covid-19, we applied to become a Core Participant in Module One. Since being selected, we have focused on delivering our response to the independent public inquiry as effectively and efficiently as possible.

The most significant piece of work we have undertaken was the response to the 'Rule 9 Request' (a written request for evidence) from the Inquiry team. This involved:

- Developing a briefing document on the role of DsPH during Covid-19.
- Conducting a survey of members of over 40 written questions asking about their experiences.
- Holding a webinar for DsPH.
- Compiling and sharing the survey results.
- Collaboration with our Board, Council and legal team to ensure that members' views were accurately represented.

The impact

By seeking and collating the views of all DsPH, we sought to reduce the workload for individual DsPH. Our approach also enabled us to represent an overview, as well as pinpoint specific examples of effective local practice.

The work we have completed will be crucial in accurately articulating the role of DsPH and identifying changes that will help inform how to strengthen the UK's health protection system and future pandemic preparedness.

Communications and engagement

Summary

In order to broaden public understanding of the DPH role, we have focussed on reaching a wide audience on a bigger range of public health topics.

- We have secured over 1,000 [media mentions](#), with quotes in most national newspapers, BBC, ITV and Sky TV, BBC and commercial radio, trade press and magazines, including the New Scientist.
- We issued over 30 statements on a range of topics and led on the publication of consensus statements with key stakeholders on [Monkeypox](#) and the [PH Grant](#).
- The Presidential [blog](#) is now published as a regular monthly feature on our website.
- In January, we updated our ADPH [website](#) which has attracted 3.9K visitors and features PH news, information about ADPH and our members as well as a resource library and events calendar.
- We started a [LinkedIn account](#), gaining 1.1K followers in less than a year.
- Our [Twitter feed](#) now has 15.9K followers with an average of 4.7K impressions a day.

PHocus on #DPH175

What we did

2022 was the 175th anniversary of the first ever public health official, Dr William Duncan and, to mark the occasion, we held a year-long celebration that included:

- A special logo and Teams background designed to help publicise the anniversary to stakeholders.
- A member survey to capture the highs, lows and breadth of the role.
- The inaugural ADPH [Awards](#), with eight categories recognising members' contributions.
- A [timeline](#) of significant moments in public health history.
- A special interview session at the conference, chaired by a Sky News journalist.
- [Three short films](#), with perspectives on the DPH role past, present and future.
- A series of [essays](#) based on interviews with DsPH from all four nations.
- Highlighting anniversaries, good practice and key issues in the media throughout the year, including the President appearing on the [Training in PH podcast](#) to talk about the DPH role.

The impact

As well as increasing understanding about the DPH role, the project gave members past and present a chance to reflect and celebrate by highlighting past achievements and good practice. We also now have a range of resources to use to support future work promoting the DPH role.

