



The Association of Directors of Public Health

Business Plan 2021-2024 – year 3

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

- Raised profile of Directors of Public Health and ADPH
- Impact of COVID-19 and the 'new normal'
- NHS increasing pressures and prevention remit
- Inflation and public service reductions

Business Plan 2021-24

Charitable object	Work programme	Strategic aim 2021-2024	3-year objectives	Objectives 2023-2024
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"> • Complete needs analysis and develop a plan to support all members • Implement a broader longer-term programme of support
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"> • Explore ways of showing impact of QI • Develop narrative to position QI, SLI and PH audit as one system and promote • Work with Policy to develop WGLL with QI tools • Input to THF project
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"> • Develop a long-term strategy and plan for influencing an increase to the PH grant • Implement the public affairs strategy and broaden ADPH influence • Ensure the DPH voice is heard in the Covid-19 Public Inquiry and clear recommendations for improvement communicated
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"> • Work with Improving Practice to refresh the suite of WGLL and develop new topics • Finalise and promote a 'manifesto' ready for the General Election • Develop new position statements as required • Input to the THF project
	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"> • Complete the work on policies and protocols • Launch 'We-DPH' and develop to members needs • Review and improve our resource storage and archiving • Develop the Business Plan for 2024-2027 • Support staff well-being and development
	Comms & Engagement		<ul style="list-style-type: none"> • Work across team to ensure wide engagement in all work programmes • Work with all projects to ensure promotion of ADPH work 	<ul style="list-style-type: none"> • Continue to broaden the reach of ADPH Comms • Ensure maximum engagement for We-DPH • Further improve all-member engagement