



The Association of Directors of Public Health

eDPH April, 2024

ADPH Activity

ADPH Council

We are delighted to welcome Allison Duggal (DPH Coventry) and Liann Brookes-Smith (DPH Sandwell) to the [ADPH Council](#) to represent the West Midlands. We would like to thank their predecessors Justin Varney (DPH Birmingham) and Stephen Gunther (DPH Stoke) for their time and contribution to the Council.

ADPH Values

Ahead of publishing our new Business Plan, we wanted to share our five core values, which are the driving force behind all we do:

- **Members first** – Directors of Public Health (DsPH) are at the centre of what we do.
- **Excellence** - we embrace change and innovate to improve, always striving for quality.
- **Collaboration** - we promote collaboration with partners, members and staff.
- **Inclusion** - we embrace the richness of humankind and plurality of views aiming to avoid inequity.
- **Professionalism** - we are effective, use resources efficiently and deliver value for money.

Commercial Determinants of Health (CDOH) | New resources

This month, we have endorsed two new resources to support public health teams to develop a consistent approach to managing commercial relationships to maximise benefits and minimise risk for population health. Both the [Good Governance toolkit](#) and [CDOH Essentials](#), developed by PH Registrars Anna Brook, Katherine Körner and others, are available to download from our [website](#).

Population Health Improvement UK scheme | Commercial determinants of health

ADPH is supporting a major new research project to investigate CDOH, led by the [University of Bath](#). The project brings together researchers from other universities, NGOs, public health professionals, local people and local government, and will look at what can be done to harness positive impacts as well as address the negative impacts of CDOH. The research cluster is one of four funded by the £35m Population Health Improvement UK scheme by [UK Research and Innovation](#) and will complement our [current project on CDOH](#).

English HIV and Sexual Health Commissioners' Group (EHSHCG) | Online Conference | 23rd April

On 23rd April, the [EHSHCG](#) held their first ever online conference. A range of fantastic speakers gave insightful presentations looking at the past, present, and future of sexual health, reaching over 200 attendees.

ADPH in the news

This month, our press and media features included:

- Articles in [Local Gov](#) news and the [MJ](#) about our [response](#) to the [announcement](#) from the Department of Levelling Up, Housing and Communities that large social housing providers and landlords would be held to account through routine inspections and gradings.
- Widespread coverage about our support for the [Tobacco and Vapes Bill](#), including articles in the [Daily Mail](#) and the Daily Telegraph, which published a [letter](#) of support signed together with a range of other health organisations.
- Widespread coverage of our [response](#) to the water fluoridation [consultation](#) in the North East across [national](#), [trade](#) and [regional](#) media.
- An article in [Perspectives in Public Health](#) by Greg Fell, ADPH President, on the importance of sustainable local government funding in tackling health inequalities.

This month, we also issued a joint [response](#) with the [EHSHCG](#) to a [report](#) by the [Women and Equalities Committee](#) into funding for Sexual Health Services.

Visit our [website](#) to read our latest statements and Greg's monthly Presidential [blog](#), which this month explores the progress made in sexual and reproductive health services over the last decade - and why that progress is under threat.

Quarterly update

The attached [report](#) gives a summary of our activity from January to March 2024, and includes details of some of our upcoming projects. If you would like to hear more about our work, please [contact us](#).

Meet our Members

Rachel Flowers

Director of Public Health, Croydon Council



Starting her career as an environmental health officer in the 1980s, Rachel has worked across the system from grass roots to national level, providing advice and expertise for a range of national policy and strategy, including health protection, workforce development and tobacco control. After over twenty years in local government, she moved to work in the NHS, gained registration on the UK Public Health register and became a consultant in public health before becoming joint DPH for [Newham](#) in 2009. As a member of the public health directors advisory group for the 2012 Act, Rachel helped navigate public health back to local government and then moved to work in Public Health England at a national level, being seconded part time to [the Greater London Authority](#) (GLA).

In February 2016 she was appointed DPH for Croydon, a role that has provided a wide range of joy and challenges, including experiencing three section 114s over the last three years and getting married in Croydon town hall in the latter part of the pandemic.

Rachel has extensive advisory experience and is a mentor in the ADPH mentoring scheme. She is also a general council member of the [Faculty of Public Health](#), the public health advisor on the [Medical Research Council's](#) Public Health Intervention Development Panel and the [ADPH London's](#) lead for Emergency Planning, co-chairing the London Health Partnership Resilience Board. She is also on the

[Chartered Institute of Environmental Health](#) public health advisory board and, in her spare time, is doing a Doctorate in Professional Practice looking at competencies and training for public health directors during major incidents.

News from around the UK

Practical guidance on how to undertake a Health Impact Assessment | April

[The Institute of Public Health \(IPH\)](#) has [launched](#) a new case study providing practical guidance on how to undertake a Health Impact Assessment (HIA). [‘Mellow Village: A Health Impact Assessment Case Study’](#) sets out in detail the process and steps required to apply HIA to a hypothetical proposal to develop a mixed-use urban neighbourhood called Mellow Village. The case study was developed as a support tool for using the updated HIA Guidance and will be of interest to local authorities, community organisations, and policy- and decision-makers at local and national level. The Mellow Village case study also complements a [free online course](#) introducing the basic principles of HIA.

