



The Association of Directors of Public Health

Business Plan 2024-2027

ADPH purpose

We support Directors of Public Health (DsPH) locally and give them a national voice

Principles

Members first – making life easier for DsPH

Professional with consistent quality

Seek all members' views creating consensus where possible

As constructive as possible and as challenging as necessary

Collaboration across Four Countries and Dependent Territories (4CDT)

Shared leadership - empowering DsPH

Organisational priorities

Commercial Determinants of Health

Public Mental Health

Work and Health

Context

Increasing inequality and poverty and decreasing healthy life expectancy

Constrained UK public finances

Global uncertainty and climate change

Devolution, Local Government Reorganisation (LGR) and NHS reform in England

Charitable object	Work programme	Strategic aim 2024-2027	Three-year objectives	Key results 2026-2027
Facilitating a support network for DsPH to share ideas and good practice and support problem solving	DPH development	Supporting all DsPH effectively, responsively, and compassionately	• Develop a consistent but flexible programme based on member needs • Develop and implement a plan for increasing sponsorship for the programme	• Analysis of Associate Members' needs completed and support offer expanded • Support for experienced DsPH embedded and peer to peer support for DsPH piloted • Clear routes for ongoing feedback on members' support needs established
Providing opportunities for DsPH to develop professional practice	Improving PH practice	Providing a professional practice improvement offer	• Provide a supportive environment and promote a culture of continuous improvement • Facilitate the exchange of good practice between members	• Joint approach to practice improvement popularised via socialisation of the Practice Improvement Explainer • Clear process and rolling programme for updating and creating new WGLL agreed • System for capturing, recording and sharing good practice in place
Collating and presenting the views of DsPH on public health policy to stakeholders	Collective voice	Ensuring the DPH voice has impact	• Engage stakeholders in a strategic and systematic way • Promote a PH system that empowers DsPH	• Engagement with 'high power, low interest' stakeholders increased • Relationships cultivated with a broader range of parliamentarians to ensure they are aware of and champion public health and the DPH role • Opportunities and challenges of devolution, LGR and NHS reform for DsPH in England explored and mitigated • Importance of public health data and intelligence promoted
Advising on PH policy and legislation at a local, regional, national and international level	PH policy	Being the go-to organisation for knowing what will work locally	• Rapid analysis and distillation of public policy for members • Move focus of proactive work to PH determinants	• Council review recommendations implemented • PAG engagement strengthened, including feedback loop to Council and wider membership • First group of position statements refreshed and process for ensuring they are kept up to date implemented
	Communications & engagement	Broadening our reach and deepening our engagement	• Know all our members and draw on their skills and knowledge • Ensure wider stakeholders and the public know who DsPH are and what they do	• Membership information refreshed and actively used across the team • Member engagement across the four nations increased • Associate membership engagement strengthened • DPH role promoted to stakeholders and the public • Communications channels to target key stakeholders mapped
	Governance & management	Providing an ethical, sustainable, and supportive work environment	• Develop a professional HR function encouraging staff development and wellbeing • Improve forward planning to ensure risks are minimised • Foster a culture of collaboration across the team towards a common goal	• New learning and development programme for staff developed • Strategic planning strengthened to ensure organisational stability through expected changes in leadership, finances and IT • Organisational resilience stress tested • IT strengthened to improve business efficiency