



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 Devolved Territories (4CDT)

Shared leadership - empowering DsPH

Priorities – year one

Commercial Determinants of Health (CDOH)

Healthy Places

Infants, Children & Young People

Context

Increasing inequality and poverty and decreasing healthy life expectancy

New Government

Austerity 2.0

Impact of climate change

Charitable object	Work programme	Strategic aim 2024-2027	Three-year objectives	Key results 2024-2025
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	<ul style="list-style-type: none"> • Develop a consistent but flexible programme based on member needs • Develop and implement a plan for increasing sponsorship for the programme 	<ul style="list-style-type: none"> • New support offer elements (targeting more experienced DsPH) developed and delivered • The annual programme of events implemented • Feedback loop strengthened to inform ongoing updates to the support programme • Three tactics for pursuing sponsorship developed and tested
Providing opportunities for DsPH to develop professional practice	Improving PH practice	Providing a professional practice improvement offer	<ul style="list-style-type: none"> • Provide a supportive environment and promote a culture of continuous improvement • Facilitate the exchange of good practice between members 	<ul style="list-style-type: none"> • Practice improvement narrative promoted including network visits and a workshop on the refreshed narrative • SLI Leads support forum established with at least two meetings in first year • Governance structures for the programme strengthened • Practice improvement map refreshed to support sharing across 4CDT • Two practice sharing events on timely public health topics/issues held • What Good Looks Like (WGLL) updated and promoted
Collating and presenting the views of DsPH on public health policy to stakeholders	Collective voice	Ensuring the DPH voice has impact	<ul style="list-style-type: none"> • Engage stakeholders in a strategic and systematic way • Promote a PH system that empowers DsPH 	<ul style="list-style-type: none"> • Detailed stakeholder analysis produced • Relationships established with new Government ministers and advisers to ensure they are familiar with ADPH and DsPH • PH system work linked by facilitating cross-Policy Advisory Group (PAG) meetings • Roundtable on public health funding hosted with key stakeholders • Update 'Where does specialist Public Health sit across the UK' explainer
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	<ul style="list-style-type: none"> • Rapid analysis and distillation of public policy for members • Move focus of proactive work to PH determinants 	<ul style="list-style-type: none"> • At least five timely briefings for members on relevant issues developed, highlighting the context, ADPH position and the impact/action needed locally • A process for ADPH position statements to become 'live documents' established • Policy strategy refreshed to focus on determinants and to strengthen Council and PAG engagement • Existing position statements grouped by determinants and any gaps identified
	Communications & engagement	Broadening our reach and deepening our engagement	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Engagement strategy developed and tested • ADPH membership systems and processes refreshed and all information current • Comprehensive social media analysis undertaken to identify gaps in reach • Comms strategy refreshed, reflecting analyses findings, to reach new and existing audiences (including the public) with relevant and targeted content
	Governance & management	Providing an ethical, sustainable, and supportive work environment	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • All HR systems reviewed and an integrated HR function created • Financial reserves built up to at least four months costs • Hybrid working review undertaken • Internal communications reviewed to improve whole team understanding • New cross team filing protocols developed