



FACULTY OF
PUBLIC HEALTH

FPH and the General Election 2017

What FPH members can do locally to promote our national public health priorities

The General Election on 8 June is fast approaching and we're focused on ensuring that promoting and protecting the public's health and wellbeing remains at the top of every party's agenda. We've already set out in [Fit for our children's future](#) FPH's three main public health priorities for the next Government. Now we need your help to deliver the message in your local area to your Parliamentary candidates in the run up to voting and beyond.

Every FPH member can play a role, of whatever size, this campaign season. We're counting on you to work with us to make sure that the next Government uses this opportunity to think more about our long term health and works with people and communities to focus on preventing ill health and ease pressure on our overburdened NHS.

1. How can you act as a representative of FPH during the campaign?

As a registered charity, FPH is a non-party political organisation. This means that although we regularly engage with parliamentarians, FPH - or any member speaking on behalf of FPH - cannot endorse a political party or any specific candidate for political office. If you plan on representing FPH on your doorstep or in a public forum please:

Do:

- Say you are a member of FPH, the professional home for nearly 4,000 public health specialists
- Talk to or seek out candidates from all parties
- Stay on topic and message, using our [general election briefing](#) to help you

Don't:

- Engage in partisan political activity; for example, volunteering for a party on behalf of FPH
- Endorse a specific candidate or party, even if their position is in agreement with FPH's
- Discuss topics outside of FPH's remit

2. Opportunities to push our priorities locally

Your MP and other candidates will use these critical weeks before Election Day to meet as many constituents as they can and raise their profile. This means that they will be knocking on doors, phoning constituents, or attending events or hustings in your community. If you meet your parliamentary candidates, please:

- **Share our [General Election priorities](#) with them and ask them to publicly commit to seeing them through.** You may want to print out our briefing and take it with you to hand out. You will probably not have long to talk, so prepare a succinct 'elevator pitch'. We set out some suggested questions below to help.
- **Tell them about your experience.** Sharing your own local case-studies and data as they relate to our national 'asks' is a powerful way to show the positive difference they could make locally if they took action.
- **Write a letter inviting them to meet or to attend a relevant event (and [FPH's Annual Conference](#)).** Keep to one page, emphasising your three headline messages and any *brief*, local case studies. Attach our briefing, personalising it to your local area if possible.
- **Maintain your new relationship and help us build on it.** After the election, write a thank you or congratulations letter to your new or returning MP and urge them to set up a meeting with FPH. You will also want to follow-up on any commitments they made to you in person or in writing.

3. Some questions you might like to ask your local candidates

- Cuts to public health funding will significantly worsen the health and wellbeing of local populations and increase NHS pressure. Will you commit to redressing cuts in investment and to progressive increases?
- Public health specialist workforce shortages have implications for population (and patient) health. Will you redress this loss of life-saving expertise, and make the case to restore training and investment?
- We can harness the many opportunities to build on the health, social and environmental beneficial collaborations developed through the EU. Will you make the case to preserve and enhance the provisions of EU legislation on the environment, consumer safety, food quality, human and social rights?
- Childhood obesity is at crisis point. We need to give all children the best start in life. We welcomed the sugary drinks levy. Will you continue to support the levy, and build on it by making the case to stop the marketing of junk foods before the 9pm watershed on TV, and to tighten online marketing restrictions?

4. Feedback to us

Let us know your progress. We'd love to hear what responses you received, learn which messaging worked best, and discuss how we can support you to raise the profile of public health in your community and engage with FPH more closely. Please contact lisaplotkin@fph.org.uk, FPH's Policy Officer.

For further information - Please see our website www.fph.org.uk
or contact the Faculty of Public Health, 020 3696 1452