

Delivering Better Health for All



of the **UK Faculty
of Public Health**



**FACULTY OF
PUBLIC HEALTH**

Foreword

PROFESSOR JOHN R. ASHTON, CBE, PRESIDENT

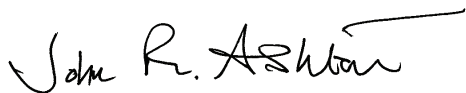
The greatest achievements in public health have been made through working collectively. Reductions in infant mortality, the reduction and, in some cases, eradication of infectious diseases, and increases in life expectancy have all been achieved through working together.

As our definition states, public health is **“the science and art of promoting and protecting health and wellbeing, preventing ill-health and prolonging life through the organised efforts of society.”**

Whether it is developing the highest standards of practice to ensure that those making decisions about our health and wellbeing are the most skilled, or producing evidence-based policy to drive forward positive change, delivering **better health for all is at the heart of what we do.**

This requires a scale of ambition that galvanises individuals, organisations and whole communities to work together to empower people to achieve their fullest potential for a healthy and happy life.

This strategy document sets out our ambition for the next five years. Working collectively with our members, our partners, and within and across nations, we can deliver better health for all.

A handwritten signature in black ink that reads "John R. Ashton". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Developing the strategy

DAVID ALLEN, CEO

This strategy represents a summary of collective ambition following extensive consultation with our members, staff and Board. The ambition we have set for FPH is bold and challenging: **to aim to maximise effective public health action at local, regional, national and global levels by drawing on and effectively supporting its members to deliver, influence and lead public health.**

We will do this through our four priorities of:

- Advocacy
- Workforce
- Standards
- Knowledge

Delivery of these will be supported by our four enablers:

- Membership
- Partnership
- Profile
- Global

Underpinning delivery of the strategy will be a strong and effective infrastructure that will ensure our resources are directed in a targeted and efficient way.

We need our members to play a leading role in delivering our strategy; their knowledge, skills and expertise will be essential to achieving the ambition we have, together, set for FPH.

We hope you will join us.

A handwritten signature in black ink, appearing to read 'David Allen', with a large, stylized loop at the end.

A framework for delivering our vision



OUR VISION

**Better Health
For All**

OUR MISSION

To promote and protect the health and wellbeing of everyone in society by playing a leading role in assuring an effective public health workforce, promoting public health knowledge, and advocating for the very best conditions for good health.

• OUR CHARITABLE OBJECTIVES

- Promote for the public benefit the advancement of knowledge in the field of public health.
- Develop public health with a view to maintaining the highest possible standards of professional competence and practice.
- Act as an authoritative body for the purpose of consultation and advocacy in matters of educational or public interest concerning public health.

Our strategic priorities

ADVOCACY

We will set an ambitious advocacy agenda with clear priorities and a strong evidence-base to drive positive changes in public health policy

by 2019

- Effect positive changes in public policy for the public benefit in prioritised areas
- Make significant progress towards achieving the priorities set out in our manifesto *Start Well, Live Better*
- Expand our influence on public health policy at EU level and internationally

STANDARDS

We will set high quality standards that assure effective public health functions

by 2019

- Be the professional home and established standard-setter and assessment body for public health specialists and practitioners in the UK
- Define excellence in specialist public health functions for every employer at local, regional and national level
- Set standards for practitioners based on Levels 5-9 of the Public Health Skills and Career Framework

KNOWLEDGE

We will act as a synthesizer of knowledge and evidence to speak as the independent advocate for population health

by 2019

- Increase the circulation and improve the impact factor of the *Journal of Public Health*
- Develop a series of member networks to develop, review and improve the evidence base
- Develop a signposting service, via our website, to evidence and centres of excellence

WORKFORCE

We will be the standard-setter and assessment body for specialists and practitioners in public health

by 2019

- Lead on public health specialty education and training to ensure the workforce meets the needs of employers
- Ensure robust systems of statutory regulation for public health specialists from backgrounds other than medicine
- Embed public health capabilities into the curricula of other clinical disciplines

Our enablers

MEMBERSHIP

Our membership will actively contribute to all aspects of our strategy

by 2019

- Double the size of our membership, including through launching new categories of membership and international expansion

PARTNERSHIP

We will put public health at the heart of wider agendas through strategic collaborations with other organisations

by 2019

- Embed a collaborative and partnership working approach in all our work
- Play a leading role in bringing together the UK public health sector under a common strategy
- Develop stronger global partnerships with key bodies

INFRA-STRUCTURE

A strong business plan, financial strategy and governance model to support delivery.

PROFILE

We will increase the profile of FPH, and our members, as an authoritative, credible, evidence-based voice of public health

by 2019

- Be recognised as a credible, authoritative, evidence-based voice of public health
- Utilise a UK-wide network of media spokespeople and advisors to communicate FPH positions
- Redevelop our website to improve accessibility and capability, and to create opportunities for greater engagement in FPH's work

GLOBAL

We will build global public health capacity through education, training and standards, and advocate for better global health

by 2019

- Be a global leader in advocating for 'better health for all'
- Support high standards of public health training, examination and regulation globally
- Support the development of the global public health workforce, including building the capacity of the UK workforce to engage in global health

Delivering the vision

Integral to our success is the passion and expertise of our members, and their commitment to supporting FPH to strengthen its reputation as an authoritative, credible, evidence-based organisation, working to ensure the highest quality of public health practice and knowledge.

With greater engagement from more of our members we can work together to realise our vision for FPH, for the wider profession and for people's health and wellbeing. There are lots of ways to support our work:

- **Lead or join a special interest group.** To find out more about SIGs visit www.fph.org.uk/about_us and follow the link to SIGs
- **Act as a spokesperson or advocate on public health issues.**
To find out more contact policy@fph.org.uk
- **Become an examiner** and help maintain the highest standards in our exams and curriculum. To find out more contact educ@fph.org.uk
- **Become an external assessor on senior appointment panels** and support career development and standard setting. Contact workforce@fph.org.uk to find out more
- **Submit an idea** for our award winning blog, *Better Health for All*, **or an article or feature idea** to *Public Health Today*, our magazine for members. Email policy@fph.org.uk
- Get involved with your **FPH local affairs committee** or **country committee**. Find your local FPH representative at www.fph.org.uk/board_and_executive and follow the link to 'elected members'
- **Look out for our monthly ebulletin and Policy in Action e-update** for vacancies of elected posts and other opportunities
- **Donate to us.** Help support our vital work through a one-off or regular donation, or via a legacy. To donate online visit www.fph.org.uk/support_us
- **Join FPH** as a member or associate. To find out ways you can join FPH visit www.fph.org.uk/members

About the UK Faculty of Public Health

The UK Faculty of Public Health (FPH) is committed to improving and protecting people's mental and physical health and wellbeing. Our vision is for better health for all, where people are able to achieve their fullest potential for a healthy, fulfilling life through a fair and equitable society. We work to promote understanding of public health issues and to drive improvements in public health policy and practice.

As the leading professional body for public health specialists in the UK, our members are trained to the highest possible standards of public health competence and practice, as set by FPH. With 3,300 members, in the UK and internationally, we work to develop knowledge and understanding, and to promote excellence in the field of public health. For more than 40 years, we have been at the forefront of developing and expanding the public health workforce and profession.

www.fph.org.uk

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