



# UK Faculty of Public Health Strategy 2019-2025



FACULTY OF  
PUBLIC HEALTH

## About FPH

Protecting and improving the health of the public through the organised efforts of our members

The UK Faculty of Public Health is the professional standards body for public health specialists and practitioners. We have around 4000 members, in the four nations of the United Kingdom and overseas.

We define public health as the science and art of preventing disease, prolonging life and promoting health and wellbeing, through the organised efforts of society.



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# Introduction

Public health is arguably the most successful branch of the health professions. Its historic endeavours have led to enormous advances in the control of communicable disease, through immunisation, clean water and sanitation. There have also been successes in reducing smoking rates, accidental deaths and the burden of non-communicable disease. Our public health training equips us to address current and new challenges.

In the UK, health inequalities between rich and poor are widening, with destitution and homelessness increasing. Infant deaths are rising, early years health is worsening and life expectancy is falling. Poor public mental health is manifest in poor self-esteem, addictive behaviours, intolerance and violence. Air pollution caused by cars is getting worse and its adverse effects more fully understood. We are seeing a fall in immunisation rates and screening programmes, which are vital for the prevention of disease and disability, and our health services do not prevent and control the premature onset of chronic and multiple diseases to the extent they should. We also need to protect the health of our environment and live sustainably within the planet's resources. We must act now to secure the best possible health for future generations.

Preventing ill health is everybody's business. But this wide, societal effort is glued together by the public health system. Our members are the expert resources who identify and measure health problems. They advocate and implement the policies and services which their best evidence shows to be effective. They maintain vigilance to see how our health improves.

Our members are engaged in protecting the health of the public from infectious epidemics, physical and chemical threats, natural disasters and the threat of violence. They are also involved in health improvement - advocating policies and services which prevent people from becoming ill. Our expertise is essential to health and social care systems, enabling them to provide safer, effective, affordable health services, preventing disease and promoting a culture of better health; saving lives and saving money. We are here to deliver on the genuine desire of politicians of all political persuasions in all the administrations we serve, to prevent ill health. Prevention is better than cure, especially where there is no cure, as with the global burden of non-communicable chronic disease.

Our strategy is ambitious. We seek to equip future public health leaders with the technical and managerial skills they will need to deliver in uncertain times. Our strategy is about how we become a better organisation supporting our members. And it is about working in a stronger partnership with the national public health bodies of the United Kingdom and beyond, forging a unified voice for the profession in the interest of serving the public better. We commend this strategy to you. It is our path to grow the next generation of health system leaders who will improve the health of the people they serve.



Professor John Middleton  
FPH President



## Our mission

As the professional membership body for public health we will work to promote and protect human health and its wider determinants for everyone in society by:

- playing a leading role in assuring an effective public health workforce
- promoting public health knowledge
- advocating for the reduction of inequalities and for the very best conditions for health and wellbeing to flourish



## FPH charitable objects

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

# The key principles that will drive our work are to:

- Position FPH as the leading professional speciality for population health/public health.
- Maximise opportunities to improve the health of the public globally, through the initiatives of the four nations of the UK, including; NHS Long Term Plan, Scottish public health reforms, Public Health Wales 10 year plan, Prevention Green Paper and 'Making Life Better' the strategic framework for reducing public health inequalities in Northern Ireland.
- Improve and protect health through sustainable development principles. Pursue the Sustainable Development Goals for human health, ecosystems, climate and planetary health upon which we rely.
- Steer local, national and global health systems towards greater reliance on prevention and early intervention.
- Promote health as a fundamental economic benefit that enables communities to thrive.
- Apply an asset-based approach to improve and protect health, recognise our communities as a resource for health and maximise public engagement.
- Drive the agenda for health in all policies.
- Reduce inequalities in health by reducing inequalities in economic opportunity, educational attainment and environmental conditions.
- Harness the right to health in our campaigning and through the rule of law.
- Recognise that now is the time to advocate for policies and services to improve the health of future generations.
- Champion equality of opportunity and the rights of all minorities.
- Continue to serve all our members. It is through our membership (and partnerships) that we protect and improve the health of the public, in accordance with our charitable objects.



# Our strategic priorities

Our resources and activities will be focused on delivering eight strategic aims:

<b>Membership</b>	We will recognise and promote our members as our greatest resource
<b>Workforce</b>	We will ensure that we have a professional public health workforce that is able to meet future opportunities and challenges
<b>Standards</b>	We will maintain and further develop high quality standards
<b>Knowledge</b>	We will act as a network of public health expertise, knowledge and evidence
<b>Advocacy</b>	We will deliver an ambitious and focused advocacy agenda
<b>Global</b>	We will build global public health capacity
<b>Organisation</b>	We will focus on financial viability and a strategic approach within the organisation
<b>Partnership</b>	We will work in partnership with other organisations



# Membership

We will recognise and promote our members as our greatest resource for improving the health of the public. We will enhance engagement with our members and provide them with increased support.

## **Our priorities to 2025:**

- Continue to ensure FPH membership is valued for both UK and international members, and is seen as essential to the public health workforce
- Increase our engagement with existing members to support them in their daily work through our charitable objects
- Continue to expand our membership to improve capacity and diversity within FPH

Mechanisms for delivery: Membership Strategy, Workforce Committee



# Workforce

We will ensure that we have a professional public health workforce that is able to meet future opportunities and challenges by implementing the FPH workforce strategy.

## Our priorities to 2025:

- Through senior public health appointments, continue to champion the unique value of public health specialists and work with employers and other stakeholders to ensure this is recognised and best used to meet the needs of the population
- Ensure that a flexible public health specialist workforce is trained, developed and strengthened to meet employer and the public's health needs in the future. We will work across current public, private, academic and voluntary sectors and identify new opportunities and needs for public health professional skills
- Work in partnership with the public health community to support the development of an effective public health practitioner workforce, and enable the wider workforce to deliver improvements to the public's health

Mechanisms for delivery: FPH Workforce Strategy, Education Committee, Expert external assessor role and oversight of Advisory Appointments Committees

# Standards

We will maintain and further develop high quality standards to ensure effective delivery of public health practice.

## **Our priorities to 2025:**

- Support and drive improvements in public health practice by continuously reviewing and developing our CPD programme
- Continue to ensure that public health professionals deliver quality-controlled expertise that is relevant to the current challenges to our health through our Good Public Health Practice framework, revalidation and professional appraisal systems
- Work with employers to set and maintain standards to support the delivery of professional public health practice

Mechanisms for delivery: Workforce Committee and CPD Advisor Work Plan

# Knowledge

We will act as a network of public health expertise, knowledge and evidence and use this across all of our work.

## **Our priorities to 2025:**

- Increase access to information and evidence amongst our members and the wider public health community, through our website, special interest groups and social media outlets
- Promote and synthesize the knowledge base needed for public health in the 21st century, including the “art” of public health, sustainability and working in complex systems
- Review the curriculum to ensure it provides future public health specialists with the knowledge and skills required for tomorrow’s challenges, including genomics, artificial intelligence, new digital and other technologies

Mechanisms for delivery: Editorial Board, Special Interest Groups, Policy and Sub-Committees, Academic Research Committee, 2020 Curriculum Review, Education Committee.





# Advocacy

We will deliver an ambitious and focused advocacy agenda with clear priorities and a strong evidence base to drive positive changes in public health at a global, national and local level.

## Our priorities to 2025:

- Working with our partners in national and local public health and health service bodies, we will increase our influence on policy making and services
- Working with our partners, we will build on the success of our recent policy work to deliver more effective campaigning for the health of the public. This will be undertaken through the whole policy function of the FPH, including the members, the committees and Special Interest Groups and with strong, formal partnership working
- We will develop an effective system of advocacy that recognises the differences between and learning from each of our four nations

Mechanisms for delivery: Policy and Sub-Committees and Special Interest Groups and all aspects of FPH – our Board and main Committees

# Global

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

## **Our priorities to 2025:**

- Promote competency-based training for public health capacity development globally, creating platforms for global engagement
- Advocate for improved health internationally through the work of FPH global public health Special Interest Groups
- Develop and promote public health training programmes, materials, examinations and regulations globally through strengthened partnerships

Mechanisms for delivery: Global Health Committee and country-specific Special Interest Groups



# Organisation

We will focus on financial viability and a strategic approach within the organisation to support delivery of our objectives.

## **Our priorities to 2025:**

- Deliver a financial strategy that is based on the principles of prudent, realistic and balanced budgets, and ethical investing
- Review current systems and governance structures to ensure they are effective and efficient
- As a progressive employer, ensure development and workplace support to enable our staff and members to deliver our strategic vision, as ‘one team’

Mechanisms for delivery: Risk Management, Audit and Finance Committee, Equality and Diversity Committee, Staff Forum, organisational values and Governance Committee





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