



FACULTY OF  
PUBLIC HEALTH

# UK Faculty of Public Health Strategy 2020–2025

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# About FPH

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## 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.

# President's Foreword

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Public health is essential to all aspects of health and wellbeing and is crucial to reducing health inequalities and influencing the wider determinants of health. Public health's 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. These advances are the result of successful lobbying for public health legislation, working with policymakers and partners to address the wider determinants of health and empowering local communities. As the needs of the population have become more complex, so too has our approach to improving the public's health. Our public health training equips us to address current and new challenges, and public health works to ensure that resources are used wisely, represent value and contribute to reducing health inequalities.

New screening programmes have been introduced and existing programmes improved, new immunisations have been added to national programmes, informed by public health analysis. Mental health is high on the list of priorities across all four nations, with ambitious programmes taking a public health approach to improve the health and wellbeing of young people. Health care advances mean that there is hope for those who previously could not be effectively treated, and public health has informed judgements on value and the very difficult decisions on investment choices between health care interventions.

In the UK, however, health inequalities between rich and poor are widening, with poverty and homelessness increasing. Infant deaths are rising, early years health is worsening and life expectancy is stalling. Public health approaches to knife crime, gambling and drug misuse have been gaining recognition and should be embedded in all community strategies. There are unacceptably high levels of air pollution in many towns and cities and the serious adverse effects of this are now much better understood. We are seeing a fall in immunisation rates and screening uptake, which are vital for the prevention of disease and disability. And our health services do not take full advantage of preventing and controlling the premature onset of chronic and multiple diseases to the extent they should. We also need to protect the health of our environment and to live sustainably within the planet's resources. And 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 experts who identify and measure health problems and advise on policies and services which evidence shows to be effective. They are systems leaders, working with partners and policymakers from a wide range of backgrounds to ensure health is integrated into policies and programmes. They are vigilant in monitoring the population's health. They work with diverse communities to identify, celebrate and promote assets and participatory approaches to improving health, recognising the primacy of engaged and empowered communities as the cornerstone of our efforts to secure sustainable improvements in the public's health.

Our members also lead in protecting the health of the public - from infectious epidemics, physical and chemical threats, natural disasters and the threat of violence in both public and private spaces. Our expertise is essential to health and social care systems, enabling them to provide safer, effective, affordable services, preventing disease and promoting a culture of better health and fairer health outcomes; saving lives and saving money. We relentlessly shine a light on inequalities and bring our expertise to characterise their nature and burden whilst advocating for robust, evidence informed solutions to address them.

Our strategy is ambitious. We seek to equip current and future public health leaders with the technical and managerial skills and confidence they will need to deliver in uncertain times. Our strategy is about how we become a better organisation whilst 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. Our mission is to grow and support the next generation of health system leaders who will improve the health of the people and communities they serve. We commend this strategy to you.

**Professor Maggie Rae**  
FPH President

# Our vision

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*Better health for all –  
leaving no one behind*



# Our mission

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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

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Our charitable objects, which describe our aims, are:

**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**



# Key principles

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The key principles that will drive our work are:

## **A compassionate, responsive, member oriented service:**

- 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.
- Through our training, standards, workforce development and advocacy, be the key enabler for the workforce to deliver all of the below.

## **Effective systems leadership at home and abroad:**

- Position FPH as the leading professional body for population health/public health. Drive the agenda for health in all policies.
- 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.
- Build relationships and work effectively with and through a diverse range of strategic partnerships to improve health and reduce inequalities.

## **Advocacy for prevention and early intervention:**

- 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.
- 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.

## **Sustainable, community centred approaches to addressing inequalities:**

- Reduce inequalities in health by reducing inequalities in economic opportunity, educational attainment and environmental conditions.
- Apply an asset-based approach to improve and protect health, recognise our communities as a resource for health and maximise public engagement.
- Champion equality of opportunity and the rights of all minorities.

## **Maximising health impact:**

- Guide health services so that they are effective, efficient, represent value and meet the needs of the population, including the vulnerable and disadvantaged; optimising their impact on improving the length and quality of life for all and reducing health inequalities.
- 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 Northern Ireland Wellbeing 2026 plan.

# Our strategic priorities



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

<b>1</b>	<b>MEMBERSHIP</b>	We will recognise and promote our members as our greatest resource
<b>2</b>	<b>WORKFORCE</b>	We will ensure that we have a professional public health workforce that is able to meet future opportunities and challenges
<b>3</b>	<b>STANDARDS</b>	We will maintain and further develop high quality standards
<b>4</b>	<b>KNOWLEDGE</b>	We will act as a network of public health expertise, knowledge and evidence
<b>5</b>	<b>ADVOCACY</b>	We will deliver an ambitious and focused advocacy agenda
<b>6</b>	<b>GLOBAL</b>	We will build global public health competency and capacity
<b>7</b>	<b>ORGANISATION</b>	We will focus on financial viability and a strategic approach within the organisation
<b>8</b>	<b>PARTNERSHIP</b>	We will work in partnership with other organisations

# Membership

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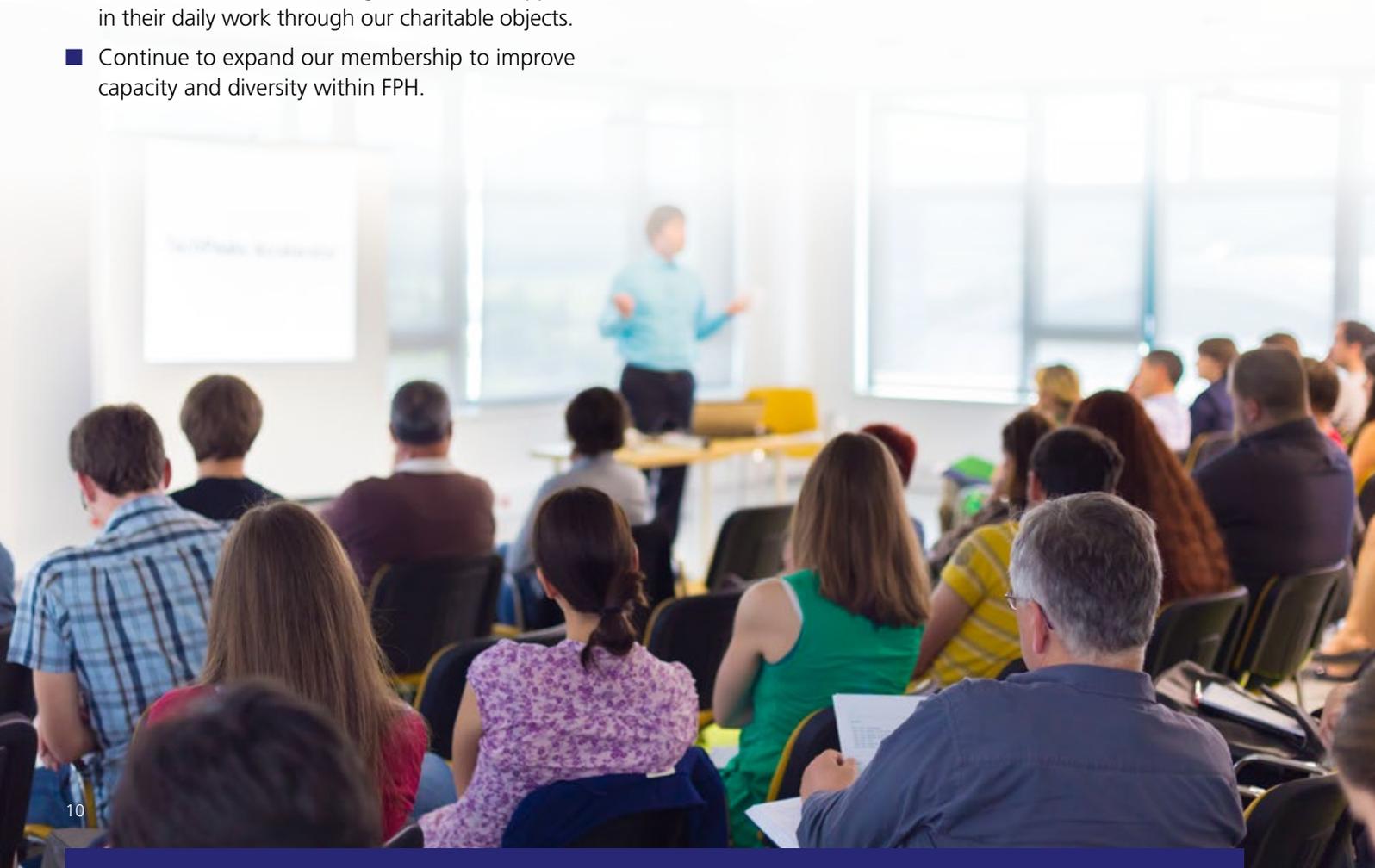
Members are at the heart of everything we do. We will recognise and promote our members as our greatest resource for improving the health of the public. We will enhance engagement with our members and provide them with increased support.

## **Our priorities to 2025:**

- Continue to ensure FPH membership is valued by both UK and international members, and is seen as essential to the public health workforce.
- Increase our engagement and improve our communication 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

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The UK has a professional public health workforce that embraces both expertise and wellbeing. 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 and partnership, 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, including public mental health, 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.
- Seek to establish a desired minimum number of consultants to aid workforce planning across the United Kingdom.
- 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

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Public health training and standards in the UK are recognised as being the best in the world. We will maintain and further develop high quality standards to ensure effective delivery of public health practice.

## **Our priorities to 2025:**

- Maintain and develop standards of public health specialty training through recruitment, curriculum, ePortfolio, examinations and the issuing of CCTs/ CESRs.
- Support and drive improvements in public health practice by continuously reviewing and developing our CPD programme.
- Maintain standards by continuing to ensure that public health professionals deliver quality-controlled expertise and evidence-based practice 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

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We are the leading experts on public health matters. 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, such as the “art” of public health, sustainability and working in complex systems, including the interrelation between physical, mental and social health and wellbeing.
- 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, and working effectively in a changing society and less predictable political environment.

## **Mechanisms for delivery:**

Special Interest Groups, Policy and Sub-Committees, Academic Research Committee, 2020 Curriculum Review, Education Committee



# Advocacy

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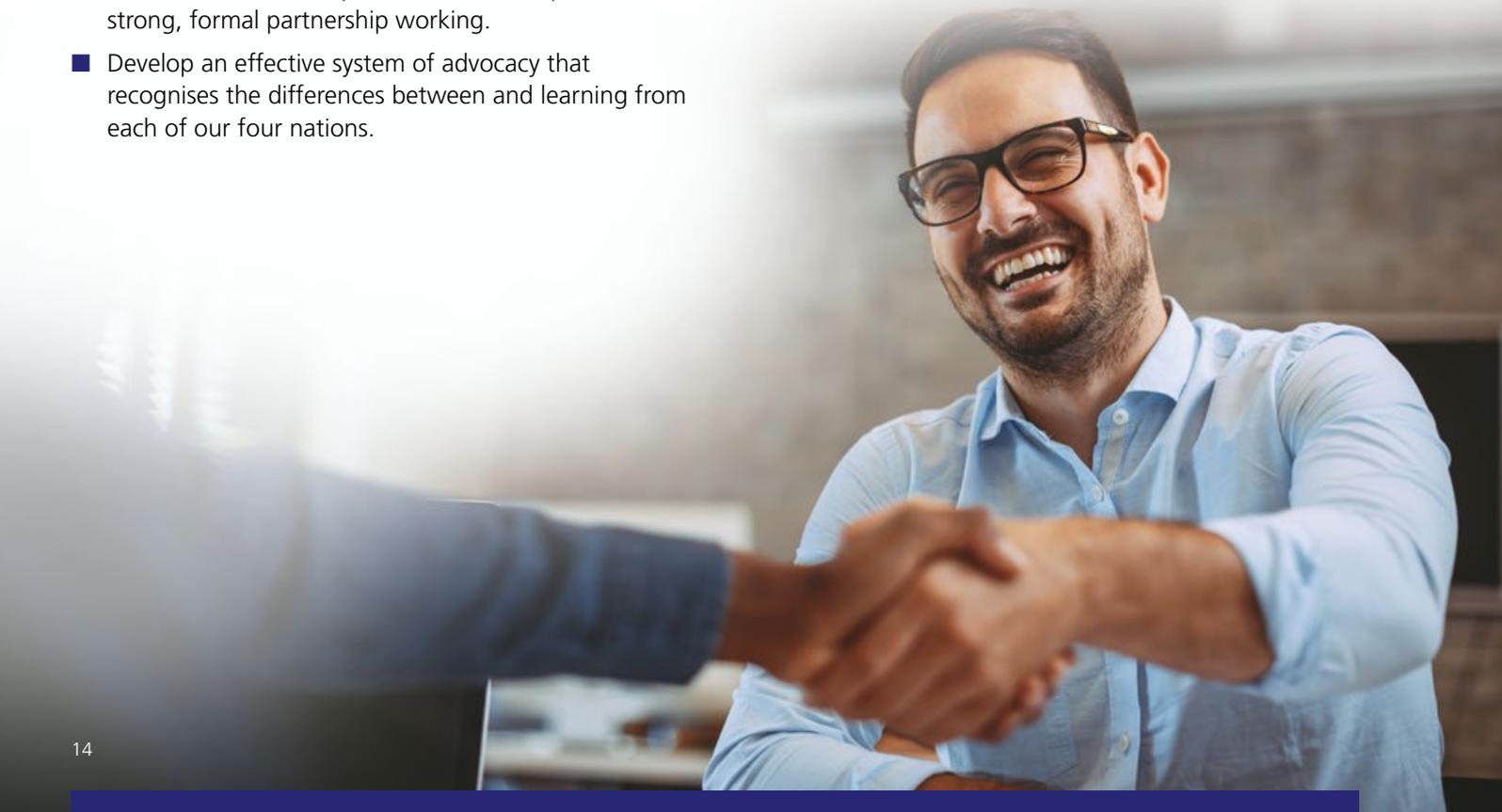
We will lead the way in public health advocacy. We will deliver an ambitious and focused advocacy agenda with clear priorities and a strong evidence base to drive positive changes in public health at a global, national and local level.

## **Our priorities to 2025:**

- Working with our partners in national and local public health and health service bodies and local government, 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, recognising that education, workforce and advocacy all overlap, including the members, the committees and Special Interest Groups and with strong, formal partnership working.
- 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

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We drive improvements in public health across the world. We will build global public health competency and capacity through education, training and standards, and advocate for better global health.

**Our priorities to 2025:**

- Contribute to the development of public health capacity by promoting competency-based training programmes that deliver high standards of public health practice assured through examination and regulation.
- Advocate for improved health internationally through the work of FPH global public health Special Interest Groups.
- Strengthen partnerships with public health bodies across the world to develop and support public health capacity and improve the health of the more than seven billion people with whom we share this planet.

**Mechanisms for delivery:**

Global Health Committee and country-specific Special Interest Groups

# Organisation

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We strive to be a well-run, highly agile and motivated membership 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 and invest in current systems and new technology, including communication 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

# Partnership

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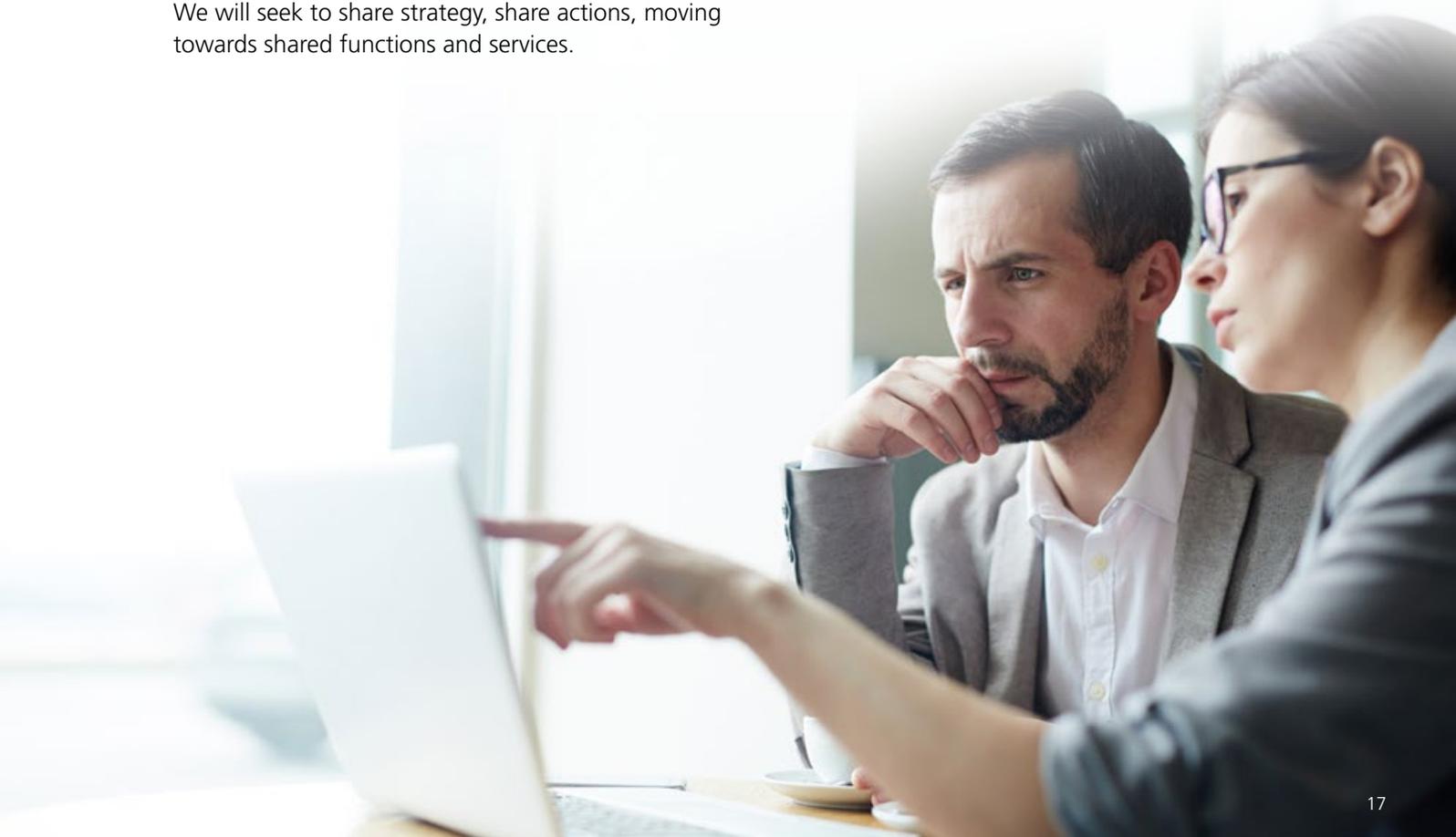
We are seen as the key partner in all aspects of public health. We will work in partnership with other organisations across the UK to enhance delivery of improvements to the health of the public.

## **Our priorities to 2025:**

- Work with our partners to deliver a united voice on public health with clear and consistent messages.
- Continue to increase the profile of the FPH as both an authoritative voice for public health and a collaborative partner.
- Explore how we can work effectively in partnership with other organisations to maximise our collective ability to protect and improve the health of the public. We will seek to share strategy, share actions, moving towards shared functions and services.

## **Mechanisms for delivery:**

Across whole organisation, including committees and with our partners



# Acknowledgements

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FPH would like to take this opportunity to thank everyone involved in drafting and editing the content of this strategy. We acknowledge with gratitude the significant contributions from a number of FPH members, colleagues, staff and partners. Your time and dedication is greatly appreciated.

FPH is a member-driven organisation and as such this strategy is their strategy. We will engage with our members throughout the cycle of the strategy and report on our progress through our Annual Report and other mediums. The FPH Board will review the strategy annually.

Threats to the public's health are appearing on a regular basis, for example Zika, Ebola and our latest challenge of climate change. We will be ready over the next five years to adapt the strategy in order to meet new public health challenges that may arise.

We welcome comments and engagement on the priorities and principles within the strategy, and rely on our members' advice and support in delivering it. FPH relies on our members to govern the organisation, plan its strategy and enable FPH to operate as the professional home for public health specialists. Our members develop and maintain our curriculum, design and deliver examinations, audit our CPD, support our training courses, and in many more ways help us deliver on our charitable objects and statutory duties as a professional membership body. To find out more about how to get involved see <https://www.fph.org.uk/get-involved-in-the-work-of-your-fph/>



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