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# BACAPH Strategy 2023-25

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## Introduction

### About BACAPH

The mission of the British Association for Child and Adolescent Public Health (BACAPH) is to improve the health and wellbeing of children and young people now and in the future. The organisation acts as a Special Interest Group (SIG) for children and young people's public health in both the Faculty of Public Health (FPH) and the Royal College of Paediatricians and Child Health (RCPCH). Crossing the parent organisations for paediatric and public health professionals, BACAPH provides a unique interdisciplinary perspective on the complex problems of child and adolescent public health.

### About the strategy

Now in its seventh year of operation, a process of refreshing the aims, objectives, and ways of working. COVID-19 has been a challenge for the organisation and its membership with paediatricians dealing with clinical issues directly and indirectly related to the pandemic and the public health community responding to the specific public health challenges of the pandemic.

The indirect impact of the COVID-19 pandemic on the health and wellbeing of children and young people has become starkly apparent. Mental health needs, obesity, poverty, education – all require urgent and focused attention from an organisation that can transcend professional interests, cross disciplinary boundaries, and speak with an independent voice.

### Alignment with FPH and RCPCH objectives

It is important that BACAPH supports its parent organisations to deliver on their strategic priorities. Care has been taken in the development of this strategy to ensure the workplan aligns with the respective organisational strategies (see Appendix 2).

### Process

The refresh of the BACAPH strategy was informed by two key exercises:

- 1) Mapping exercise of the current landscape in which BACAPH operates
- 2) Survey of current and potential BACAPH members

The mapping exercise and survey are summarised in this draft report, followed by a conclusion of key findings and recommendations for the refreshed strategy.

### Mapping exercise

The mapping exercise undertaken was an opportunity to take stock on some of the key players operating in the sphere of children and young people's health where there are lots of organisations and groups involved. As BACAPH is a small organisation, this helped inform possible collaborating organisations, for example many key partners are undertaking work in relation to child poverty, from FPH and RCPCH Special Interest Groups (SIGs), charitable organisations (e.g. Child Poverty Action Group) and in the health and care system (e.g. Integrated Care Systems). A summarised version of the mapping exercise is included in Figure 1 below.

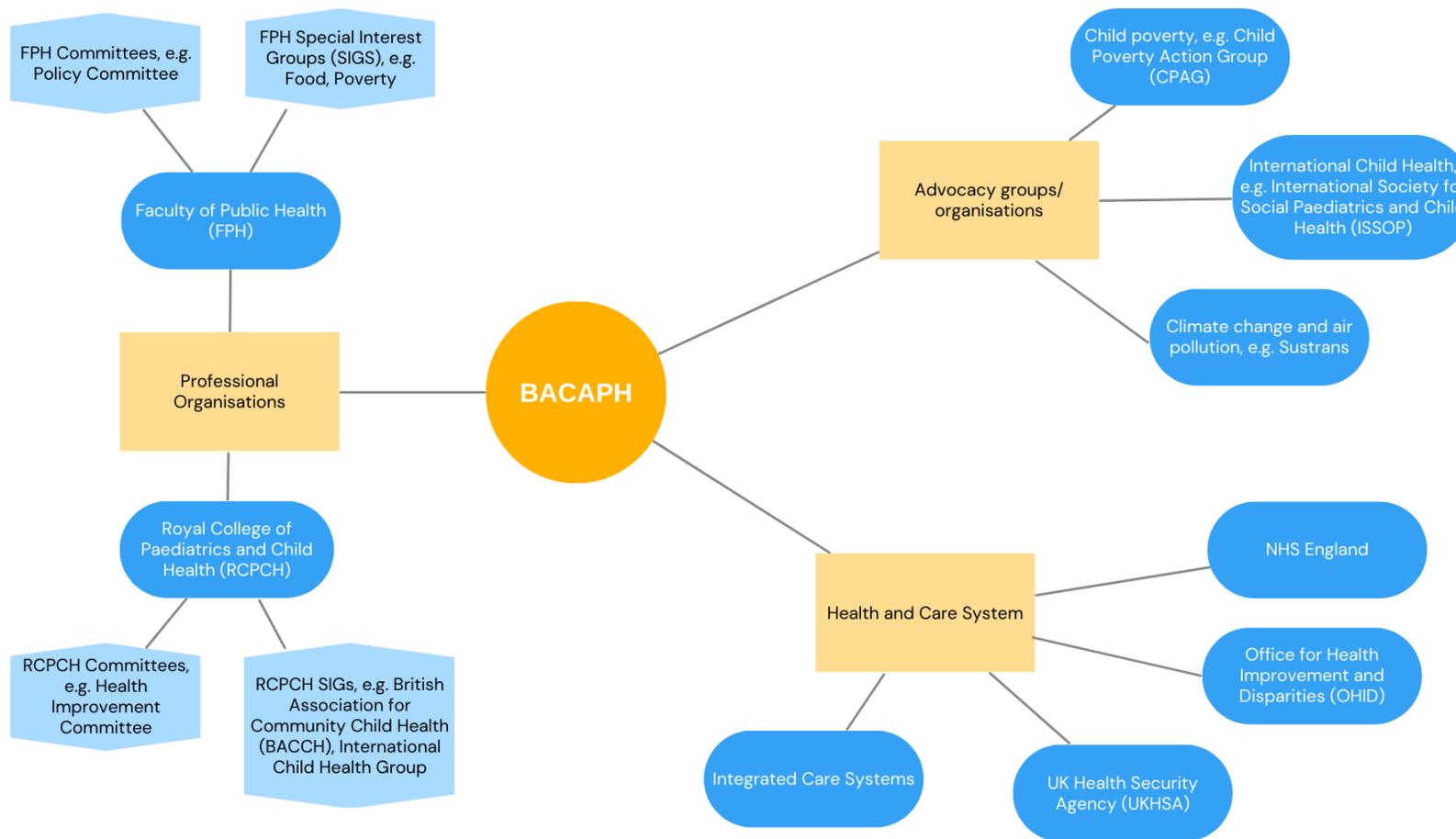


Figure 1: BACAPH 2023 Mapping Exercise

## Survey

A short survey was developed and circulated to the current BACAPH membership in January 2023 (approx. 115 members). An opportunistic sampling strategy was also adopted, circulating the survey across existing known networks to also capture the views of potential BACAPH members.

The full survey results can be found in Appendix 1.

## Responses

In total, 41 responses were received. Just under one-quarter (24%) were current BACAPH members. The ratio between public health and paediatric professionals was almost 2:1, which may reflect the networks in which the survey was circulated. In total, 10 responses (24%) were received from professionals working at Consultant-level (Paediatrics and Public Health) and 39% of responses were from specialty registrars (Paediatrics and Public Health).

## Type of activities/opportunities

Survey respondents were asked to select their top three preferences of the types of activities or opportunities that BACAPH members. "Professional education and development opportunities" and "advocacy on key child and adolescent public health issues" were jointly the preferred activities for over three-quarters of respondents (76%). This was followed by "opportunities to build networks with professionals working in a related field" (59%) and "development of policy position statements" (39%).

## Focus areas

As well as asking for preferences on the types of activities and opportunities on offer, the survey asked respondents for their preferences on policy areas of focus for BACAPH. "Child poverty" was the most selected option (61% of respondents), followed by "wider determinants of health" (56%) and "prevention" (41%).

## Ways of working

Respondents were also asked their preferred methods of communication and were able to select any of the four options displayed. "Email newsletters/bulletins" was by far the most popular option, with 39 out of 41 respondents selecting this method of communication. There was also a smaller but notable preference for "access to website with news and up-to-date practice resources" (39% of respondents). Very few respondents preferred communication via a members forum or via social media channels.

## Summary of results

This was a small survey of current and potential BACAPH members so care must be taken not to over-extrapolate the findings. That being said, clear preferences emerged. Professionals working in child public health are looking for opportunities to improve their practice, build their networks and advocate on key child and adolescent public health issues. Perhaps unsurprisingly in the current cost-of-living crisis, child poverty and the wider determinants of health emerged as policy areas respondents felt were important to focus on. To keep current and potential members engaged, communication strategies are likely to have greatest impact if they are centred around email newsletters and an up-to-date website. Survey respondents were also asked if they would like to be more involved in the work of BACAPH and 29 out of the 41 respondents provided their contact details. These contacts should be followed up to support capability building with the organisation.

## Conclusion

One of the overriding messages emerging from discussions with partners in the mapping exercise of this strategy refresh was that the interdisciplinary nature of BACAPH provided a unique voice in a crowded landscape. Partners recognised the expertise, experience, and independence of the organisation. Partners also felt there was ample opportunity for BACAPH to be a valued seat at the table in the many and varied developments relating to children and young people's public health.

It is important at this point to reflect here that BACAPH is a small organisation. One of the principles of the strategy review was "less, done well, is more", recognising that the skilled Executive of the organisation have many competing demands on their time. One of the key recommendations in the following workplan reflects a need to start building capability within the broader membership of the organisation. Development of the engaged registrar workforce is also recommended to support in building capability and contributing to workplan, particular within public health registrars who may have more scope and flexibility within their training to incorporate this work. Further recruitment of new members, including those who expressed an interest via the strategy refresh survey may also add value.

The 2023/24 proposed workplan below doesn't just include building capability. Some small, focussed tasks around the three key priority areas of BACAPH are also included to help deliver some "quick wins", for example establishing a buddying system between paediatric and public health registrars.

Finally, communication forms an important component of the workplan. Regular, consistent communications (e.g. via email newsletters/bulletins) will help reengage members with the organisation. Ensuring new membership packs and the BACAPH website reflect the organisational aims and workplan will also be important for member and partner engagement.

What the workplan does not include is any specific reference to improving the financial sustainability of the organisation, such as reintroducing membership fees (which were stopped during the pandemic). It does not feel like the right time to recommend this, despite the many benefits this could realise, for example recruiting an administrator to coordinate activities and communications. This workplan has a clear focus on placing the organisation on firmer footing, improving communications and delivering on some focussed areas of work. Successful delivery of the workplan could support the organisation in securing future additional income, helping to increase the impact of the organisation in addressing the many challenges children and young people will face in the coming years.

## 2023/24 Workplan

### Vision and aims

The vision of BACAPH is to improve the health and wellbeing of children and young people in the UK now, and in the future. We will do this by:

- Using expertise in child health and **population health management** to support and influence the development of **integrated care systems**
- Promoting the development and implementation of evidence-based child public health programmes in key focus areas: **prevention and early intervention, child poverty and inequalities and climate change**
- Empower workforce to become effective advocates for children’s public health in our above key focus areas
- Use specific opportunities, including RCPCH conference, to promote research and professional collaboration to tackle important challenges in child public health: **reducing inequalities through clinical practice**
- Provide opportunities for professionals to build expertise, develop networks and improve practice, for example **joint training posts, SPIN modules**

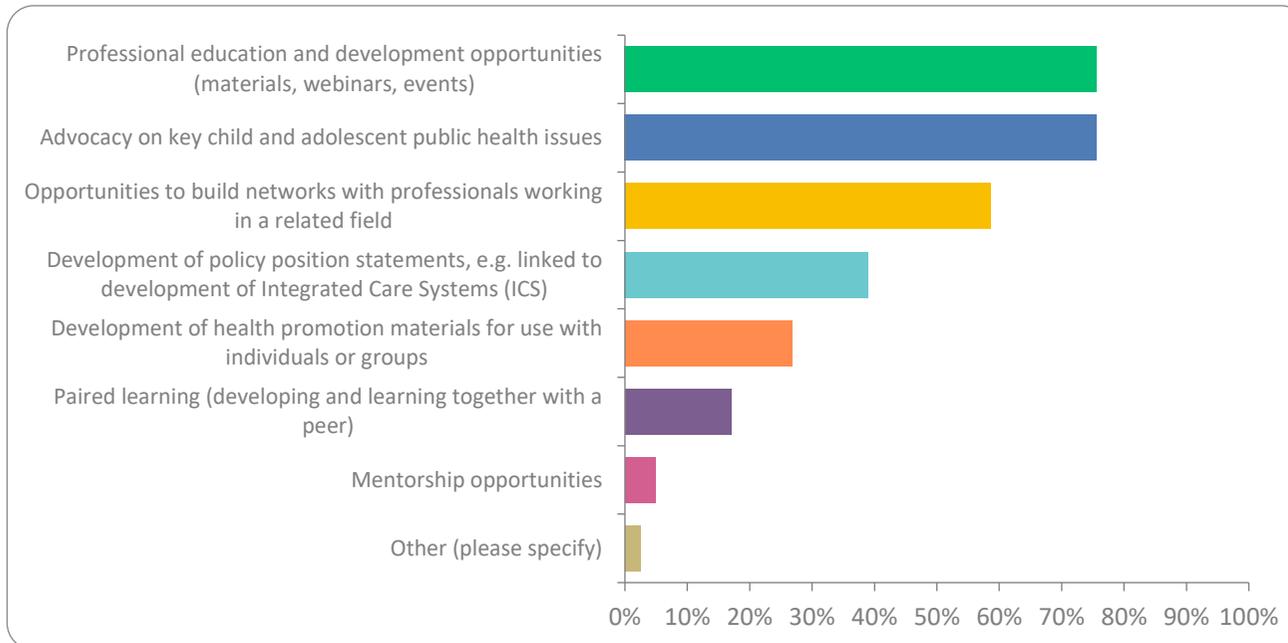
Activity	Outcome	Target date	Named lead	Progress to date	Outputs	Link to FPH strategy
Please indicate which specific actions the SIG will take	Please indicate what a successful outcome for this activity looks like	Ideally achievable in one year or less	Who is responsible for delivery?	Achievements so far & any work remaining?	Planned webinars, publications (dates)	E.g. B1, B2
Use expertise in child health and population health management to support and influence development of integrated care systems	Ensuring rights of CYP guide development of ICS  Relationships developing between BACAPH ICS CYP leads	March 2024	Rachel Gallagher/Simon Lenton/Joe Williams	Initial conversations had with partners as part of strategy refresh	Policy position statement	<b>D1, D2, E1, E2, H1, H2</b>
Promoting the development and implementation of evidence-based child	Unique interdisciplinary voice of BACAPH helps to influence	Ongoing development	Exec Team lead (based on topic area expertise)	Experience within the Exec team of development of	Policy position statement(s)	<b>D1, D2, E1, E2</b>

public health programmes in key focus areas: <b>Proactive and reactive statements on key policy focus areas</b>	positive health outcomes for children and young people			policy position statements/responses  StR network development – important as likely to support in production of any responses/position statements		
Empower workforce to become effective advocates for children’s public health in key focus areas	Relevant information and resources compiled in one place to support workforce to become advocates  Workforce using these resources to advocate on CYP issues	August 2024	Medical student placement (supported by Ingrid Wolfe)		Information and resources compiled on BACAPH website	<b>E1, E2, E3</b>
Use specific opportunities, including RCPCH conference, to promote research and professional collaboration to tackle important challenges in child public health: <b>RCPCH Conference</b>	Successful delivery of BACAPH session at RCPCH conference	May 2023	Rosie Kyeremateng	Well-established session held annually 2023 abstract submissions reviewed	BACAPH Conference session	<b>D1, D2, H1, H2, H3</b>

Provide opportunities for professionals to build expertise, develop networks and improve practice: <b>RCPCH Population Health Management SPIN module</b>	Paediatricians able to access a Special Interest (SPIN) Module on population health management to support improved shared understanding of PHM. Increased knowledge and awareness applied to clinical practice	March 2024	Simon Lenton	Discussed at RCPCH Health Improvement Committee Feb 2023, initial discussions and draft developed	SPIN module	<b>D1, E1, H1, H2, H3</b>
Provide opportunities for professionals to build expertise, develop networks and improve practice: <b>Buddying system</b>	Established network between paediatric and public health registrars  Joint projects to support and further work of BACAPH	Ongoing	Exec Lead TBC/Joe Williams	Buddying system established; further refinement to identify shared priorities/tasks?	Shared projects/work	<b>C2, D1, D2, E1, H1</b>
Support for SIG: <b>improving BACAPH admin and communication functions</b>	Improved capability within the BACAPH to deliver on priorities: improved membership comms and engagement, updating website and streamlined admin processes	Ongoing	Medical student placement (supported by Ingrid Wolfe)	Student identified to support BACAPH	Updated website Shared drive established Updated process for new members Regular newsletters	<b>D1, D2</b>

## Appendix 1: Survey results

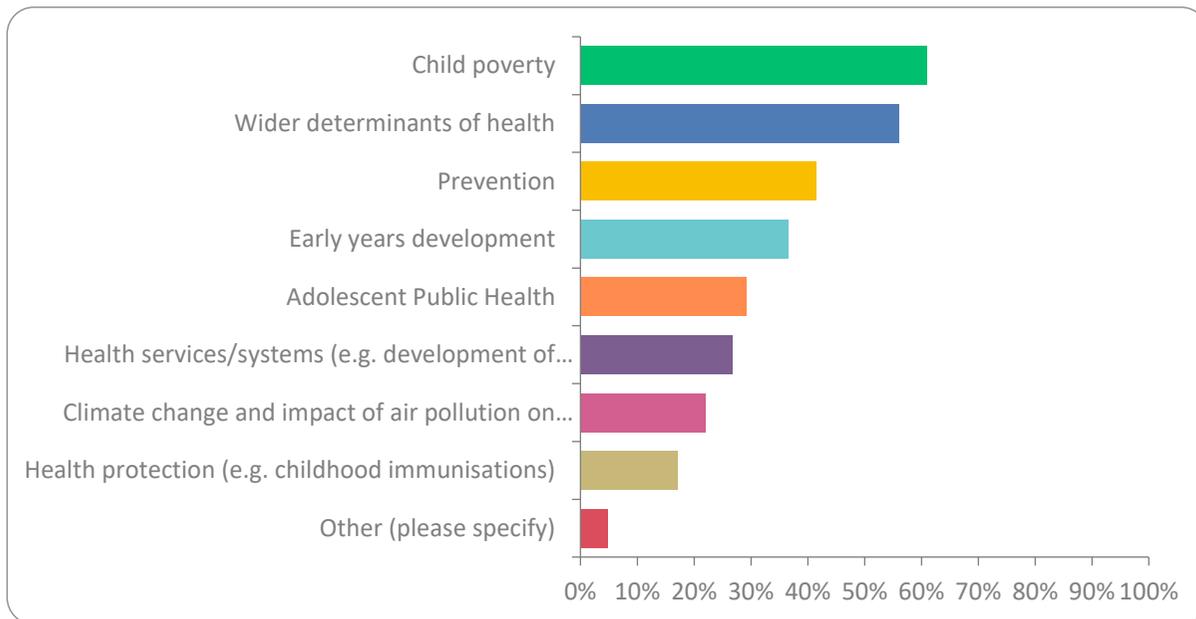
**Q1: As a small organisation, we want to ensure that the work we do best meets the needs of current and potential future members. What type of activities or opportunities would you find most useful (please select your top three preferences)?**



ANSWER CHOICES	RESPONSES	
Professional education and development opportunities (materials, webinars, events)	75.61%	31
Advocacy on key child and adolescent public health issues	75.61%	31
Opportunities to build networks with professionals working in a related field	58.54%	24
Development of policy position statements, e.g. linked to development of Integrated Care Systems (ICS)	39.02%	16

Development of health promotion materials for use with individuals or groups	26.83%	11
Paired learning (developing and learning together with a peer)	17.07%	7
Mentorship opportunities	4.88%	2
Other (please specify)	2.44%	1
<b>TOTAL</b>		<b>123</b>

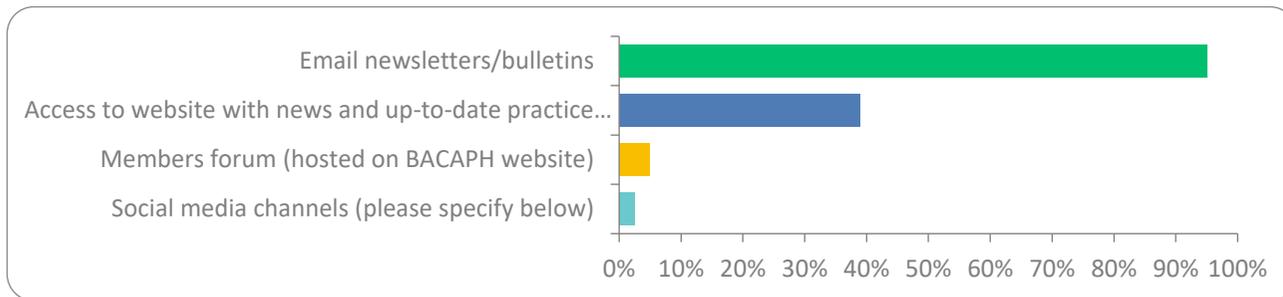
**Q2: Which of the following policy areas below would you like to see as focus areas for the work of BACAPH (please select your top three preferences):**



ANSWER CHOICES	RESPONSES	
Child poverty	60.98%	25
Wider determinants of health	56.10%	23
Prevention	41.46%	17
Early years development	36.59%	15
Adolescent Public Health	29.27%	12
Health services/systems (e.g. development of Integrated Care Systems)	26.83%	11

Climate change and impact of air pollution on child health	21.95%	9
Health protection (e.g. childhood immunisations)	17.07%	7
Other (please specify)	4.88%	2
TOTAL		121

**Q3: What is your preferred method of communication?**



ANSWER CHOICES	RESPONSES	
Email newsletters/bulletins	95.12%	39
Access to website with news and up-to-date practice resources	39.02%	16
Members forum (hosted on BACAPH website)	4.88%	2
Social media channels (please specify below)	2.44%	1
<b>TOTAL</b>		<b>58</b>

**Q4: Information about you. Are you a current member of BACAPH?**

ANSWER CHOICES	RESPONSES	
Yes	24.39%	10
No	75.61%	31
<b>TOTAL</b>		<b>41</b>

**Q5: If you are not a current member, would you be interested in joining BACAPH?**

ANSWER CHOICES	RESPONSES	
Yes	65.62%	21
No	3.12%	1
Unsure	31.25%	10
TOTAL		32

**Q6: What is your profession**

ANSWER CHOICES	RESPONSES	
Paediatrics - Consultant	14.63%	6
Paediatrics - Registrar	12.20%	5
Paediatrics - Nurse	0%	0
Public Health - Consultant	9.76%	4
Public Health - Registrar	26.83%	11

Public Health - Nurse	2.44%	1
Public Health - Practitioner	17.07%	7
Foundation Doctor	0%	0
Public Health - Allied Health Professional	0%	0
Paediatrics - Allied Health Professional	0%	0
Academic	7.32%	3
Other (please specify)	9.76%	4
<b>TOTAL</b>		<b>41</b>

**Q7: Which region are you based in?**

ANSWER CHOICES	RESPONSES	
North East (England) and Yorkshire	31.71%	13
North West (England)	21.95%	9
East Midlands	4.88%	2
West Midlands	0%	0
East of England	4.88%	2
London	14.63%	6
South East (England)	2.44%	1
South West (England)	9.76%	4
Scotland	2.44%	1

Wales	4.88%	2
Northern Ireland	2.44%	1
Rest of the world	0%	0
TOTAL		41

## Appendix 2: FPH and RCPCH Strategic Priorities

Faculty of Public Health focus areas 2022-25: [FPH Focus Areas 2022 - 25 - FPH](#)

RCPCH Strategy 2021-25: [Full RCPCH College strategy 2021-24 - web.pdf](#)