

A Vision for the Public's Health



FACULTY OF
PUBLIC HEALTH

Pragmatic, evidence-informed recommendations to improve health and tackle inequalities in the United Kingdom

Our Vision for the Public's Health

Good public health is the foundation for increasing economic productivity, ensuring our health and care services are sustainable, maximising the potential of our children and ensuring everyone has a fair chance to live a long, fulfilling and healthy life.

At present we are paying a high price for poor health. We have record levels of long-term sickness, health and care services are unable to cope, millions of families live in poverty and children's life chances are compromised even before they start school.

The Faculty of Public Health (FPH) believes that bold action led by the UK government, the devolved administrations and local government to invest in good public health would make a profound and rapid difference to our society.

Within the first 100 days of the new administration, FPH calls for bold action on 7 key recommendations which would signal a clear commitment to population health and a desire to move with intention and pace:

Our priorities for the first 100 days

1. Deliver a bold, ambitious goal to improve the nation's health to sit alongside the net zero target and increasing economic growth as the key drivers of government policy over the next decade and beyond.
2. Implement fully the government's commitment to a smokefree generation set out in Stopping the start: our new plan to create a smokefree generation, with action to prevent smoking before it starts, support smokers to quit and stop vapes being marketed to children.
3. Establish a non-partisan, independent commission to review UK drugs legislation based on national and international evidence of what works in reducing harm.
4. Support inclusive and meaningful engagement with communities, prioritising co-production and community participation as a cross government commitment.
5. Commit to a new Child Poverty Act which commits to ending child poverty in all parts of the UK by 2030
6. Extend the National Living Wage to all employees of any age, replacing the National Minimum Wage that applies to workers aged 16-20.
7. Scrap the two-child limit and the benefit cap for universal credit, delivering significant income gains for many of the poorest families for a cost of £3bn.

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Our Recommendations: A Vision for the Public's Health

Looking to the challenges of the coming decades, the FPH has identified four priorities to advance public health, reduce inequalities and boost economic productivity, with 50 evidence-based recommendations for action.

The recommendations provide a comprehensive overview of actions required to improve the public's health in 14 domains. Each domain requires urgent and sustained policy intervention by all the governments of the UK, their partners in local government and the wider community.

This is a national call to action. At the heart of our vision is the belief that everyone deserves the chance to live a long and healthy life, and that it is unacceptable for people's life expectancy and health outcomes to be determined by their postcode, ethnicity or income.

Promote policies and programmes that support people and communities to attain optimal health and wellbeing

1. Creating a smoke-free generation
2. Reducing alcohol-related harm
3. Reducing drug dependence
4. Supporting a healthy, sustainable diet and physical activity across the life-course
5. Building a healthy workforce
6. Tackling health inequalities and their drivers

Tackle poverty to ensure everyone has the chance to live a long and healthy life

7. Addressing poverty and the cost-of-living crisis
8. Giving children the best start in life
9. Addressing the root causes of economic inactivity

Protect the nation from infectious diseases and prepare for health threats and emergencies

10. Taking action against climate-related health harm
11. Building health protection and pandemic preparedness

Increase investment in public health and prevention

12. Investing in the specialist public health workforce
13. Enhancing public health through fair funding of local services
14. Delivering population-level interventions and policies