

# North East Public Health Workforce Development Strategy 2023-2026



March 2023

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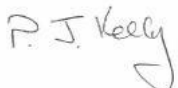
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This strategy was first published in January 2016 by colleagues from Health Education England North East (HEENE), Public Health England (PHE), National Health Service (NHS) partners and Local Authorities (LAs) as part of our collective commitment to improve health and reduce inequalities.

Since then, there have been significant strategic and organisational changes and also notable achievements in taking forward the actions identified in the strategy. However, whilst health is improving overall, the North East still lags behind the rest of England in health outcomes and there are still unacceptable inequalities in the North East, exacerbated by COVID-19.

A skilled and flexible workforce at all levels across the domains of public health – health improvement, healthcare public health and health protection and key functions of academic public health, public health intelligence and workforce development – is therefore essential and we will continue to work across organisational boundaries to enable this.



Peter Kelly  
OHID Regional Director  
and NHS Director of  
Public Health  
North East & Yorkshire



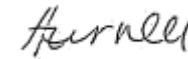
Gill O'Neill  
Lead DPH Workforce  
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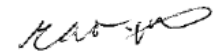
Liz Morgan  
Head of School of Public  
Health North East



Claire Sullivan  
Board member – North East  
Faculty of Public Health



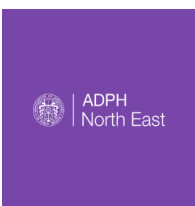
Leanne Furnell  
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Office for Health  
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Health Education England



North East and  
North Cumbria



UK Health  
Security  
Agency

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Our aim is to develop a skilled, flexible, multidisciplinary public health workforce to meet the needs of the North East in the 21<sup>st</sup> Century

### We will do this by:

- understanding the current public health workforce across the North East, to inform workforce planning
- ensuring the current and future workforce has the relevant skills and knowledge to undertake roles effectively, working with training providers to support the delivery of high quality training and education
- ensuring the North East can attract and retain public health staff; and that there is a clear succession plan for public health specialists and senior leaders, with skills across the domains of public health practice
- identifying opportunities for collective action across the range of organisations who employ staff undertaking public health roles e.g. LAs, OHID, UKHSA, NHS, Independent, Voluntary and Community sectors
- promoting the use of public health skills within the wider workforce, to ensure that every contact is a public health contact



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## National and Regional Organisations

### Office for Health Improvement and Disparities (OHID)

OHID has a focus on improving the nation's health and on levelling up health disparities. As part of DHSC, OHID brings together expert advice, analysis and evidence with policy development and implementation, to shape and drive health improvement and equalities priorities for government.

### Health Education England (HEE)

HEE is a Non-Departmental Public Body with responsibility for workforce planning, health education, training and development. Health Education England (HEE) and NHS England (NHSE) will come together in 2023 to form a new organisation that will be responsible for workforce, service and financial planning for the NHS.

### The North East and North Cumbria Integrated Care System

**(ICS)** is a partnership of organisations including local councils, voluntary and community services that provide health and care across our region. Led by the **NHS Integrated Care Board (ICB)** they are working collectively, joining up resources and expertise to provide the best health and care for local communities

### UK Health Security Agency (UKHSA)

UKHSA provides intellectual, scientific and operational leadership at national and local level, as well as on the global stage, to make the nation's health secure. UKHSA is an executive agency, sponsored by DHSC

### The Association of Directors of Public Health (ADPH) North East

ADPH NE is the membership body for Directors of Public Health (DsPH) in the North East. It represents the professional views of DsPH as the local leaders for the nation's health.

### Faculty of Public Health (FPH)

FPH is a membership organisation for public health professionals. It provides professional advice to employers and others and sets standards for the public health workforce, particularly the specialist workforce

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National stakeholder insight and analysis by OHID on workforce priorities has highlighted the following themes, which have clear alignment with our North East objectives:

### **Promote a diverse and inclusive workforce**

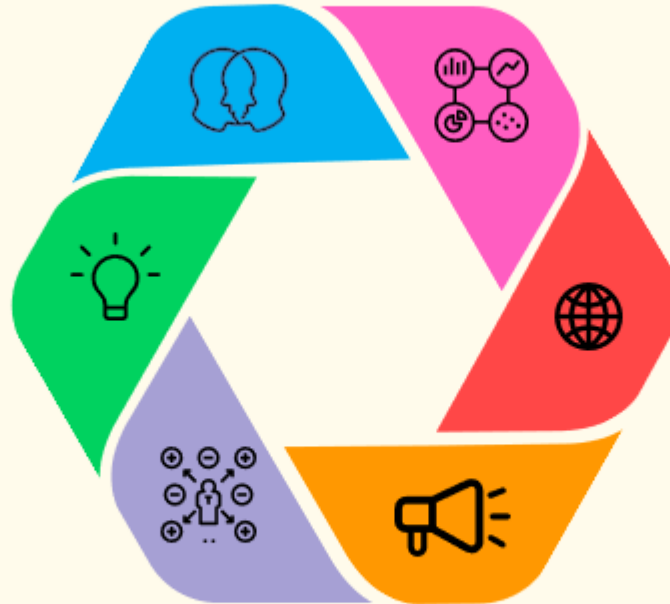
Prioritise equality, diversity and inclusion (EDI) to create a PH workforce which is both representative of the communities it serves and better prepared to address health disparities.

### **Cultivate the next generation of leadership across the core public health workforce**

Support the development of system leaders and 21<sup>st</sup> century skills through upskilling and delivering a mentoring programme for the system

### **Attract and retain talent and experience throughout the public health pipeline**

Support the core PH workforce with clear pathways for development, address system mobility challenges and create entry-level opportunities e.g. apprenticeships



### **Enhance data to support workforce planning**

Improve data and insights of the public health workforce to better determine supply and demand pressures at national, regional and local level

### **Support innovation and research and evaluation of tools and products**

Promote new workforce development opportunities across the health and care landscape e.g. ICSSs – to improve capacity and skills in all parts of the health and care workforce.

### **Empower the wider public health workforce to strengthen upstream prevention**

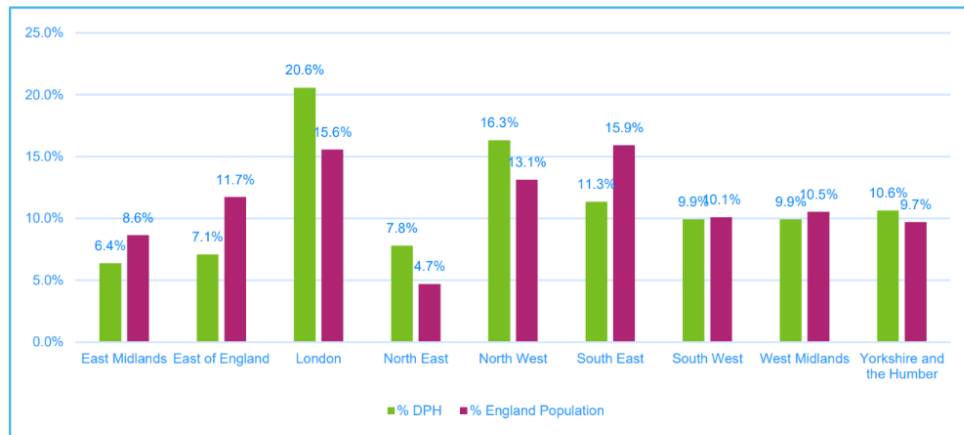
Build capability across the wider public health workforce, including the NHS, to strengthen upstream prevention and scaling of existing e-learning modules and tools.

## HEE capacity review - 2022

The North East had 11 Directors of Public Health in 2022 – 4.16 per million population compared to 2.50 DsPH per million population in England as a whole

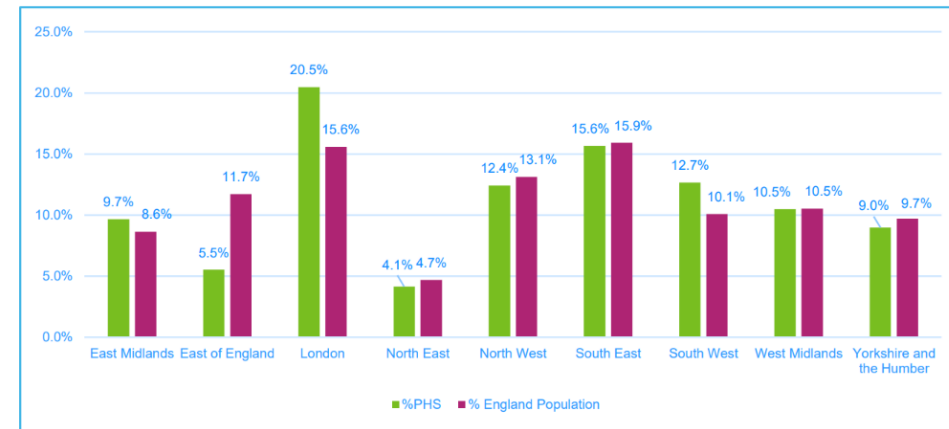
The North East had 18 FTE specialists in local authorities in 2022 – 6.80 per million population compared to 8.03 per million population in England as a whole

Director of Public Health vs % England Population



Please note population size is not an estimate of need and whether a region is appropriately resourced or not. Factors that should be considered alongside these figures are levels of deprivation and need within each region and individual demographics.

Public Health Specialist vs % England Population



Please note population size is not an estimate of need and whether a region is appropriately resourced or not. Factors that should be considered alongside these figures are levels of deprivation and need within each region and individual demographics.

Note: the response rate was lower in 2022, which HEE hypothesised was due to including additional roles and the format of the questions. Consultation with stakeholders has taken place to inform future data collections.



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### Examples of achievements to date:

promotion of a wide range of CPD opportunities to the public health system

co-ordination of postgraduate CPD modules in public health at Newcastle University, funded by HEE

investment from HEE and NECS to scale up MECC

strengthening of the North East Practitioner Scheme, with increased support and a new Development cohort

increased public health capacity in the NHS through the appointment of Consultants in Public Health in NHS Foundation Trusts

engagement with LEP career hubs

Population Health Fellows recruited in the North East

support for public health apprenticeships, including a Public Health Practitioner (Integrated Degree) Apprenticeship delivered by University of Sunderland

focus on standard setting and a consistent approach to assessment by Educational Supervisors

support established for a cohort working towards Specialist Registration by Portfolio Assessment

training offer for public health consultants/ Educational Supervisors in coaching skills, funded by HEE

joint way of working agreed, to provide public health advice to the ICS, facilitated by Kings Fund

funding for health and healthcare inequalities, working with ICS, including a dedicated workforce post

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Consultation workshop 14 November 2022 highlighted the following, building on previously identified North East priorities in the strategy:

### Priorities

improve access to and understanding of breadth of public health careers

maximise potential of the diversity and reach of NHS and VCSE workforce

continued focus on CPD for practitioners and specialists

include public health in wider health and healthcare degrees

presentation of data and intelligence to support wider understanding and use by 'telling the story' simply and concisely

### Possible Actions

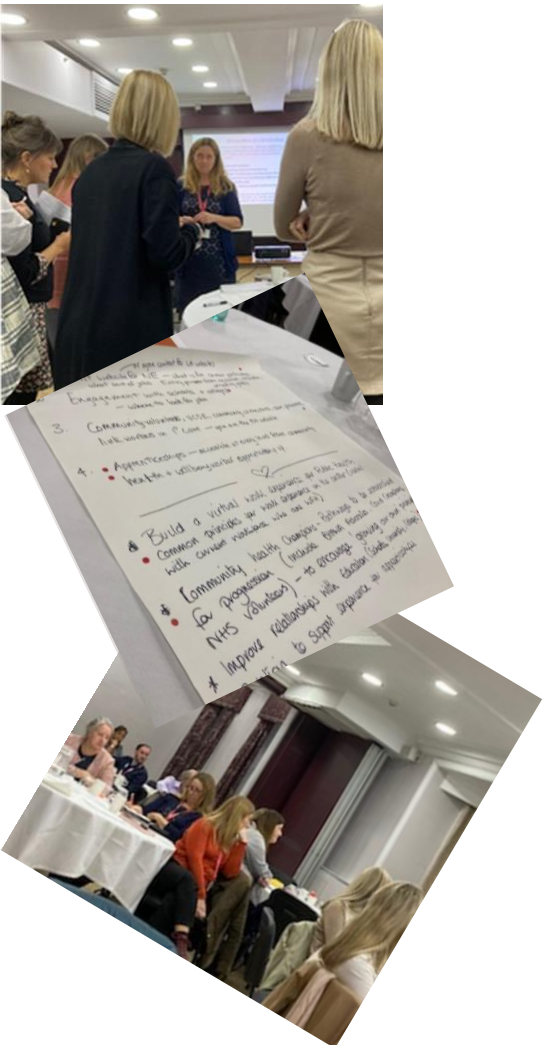
use of standalone or existing website/s including vignettes, infographics and vacancies

use of MECC and groups e.g. faith groups, community connectors. Include NHS and VCSE in all relevant communications and L&D

investigate ongoing funding sources

identify high priority undergraduate courses and map what exists. Agree core standards

joint work between analysts, PH professionals and communications specialists, with input from others e.g. Health Foundation, FrameWorks Institute, Health Literacy colleagues





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Consultation workshop 14 November 2022 (ctd):

## Priorities

values-based recruitment

strengthen the early stages of the career pathway for public health

widen scope of public health practitioner registration scheme

succession planning for consultants and Directors of Public Health

## Possible Actions

learn from where this is happening already e.g. Northumbria Healthcare NHS FT/North Tees & Hartlepool NHS FT – is it widening participation?

consider how to work more closely with schools, communities, volunteers, COVID champions and health advocates and promote relevant apprenticeships

increase participation from VCSE, NHS and other employers, including drug and alcohol workers

advocate for more specialist training places, continue support for Registration by Portfolio Assessment and increase support for experienced consultants beyond Aspiring DPH programme



# Implementation

The Action Plan which accompanies and details implementation of the strategy will be updated and routinely monitored by the Public Health Workforce Group

Please send any feedback and comments to [Denise.Orange@dhsc.gov.uk](mailto:Denise.Orange@dhsc.gov.uk)