

## Record of proceedings

of UKPHR's Annual Meeting 2016 held on **Thursday 29 September 2016**  
at Royal Over-Seas League, Park Place, St James's Street, London SW1A 1LR

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### PRESENT:

Bryan Stoten (UKPHR retiring Chair), Claire Cotter (UKPHR Director), Jenny Douglas (UKPHR Director), Margaret Eames (Acorns PH Research Unit), Zaira Ejaz (UKPHR Administrator), Sylvia Godden (London Borough of Sutton), Ruth Goldstein (UKPHR Director), Jenny Griffiths (Individual), Frances Haste (UKPHR assessor), Louise Holden (PHE), Bob Hudson (UKPHR Director), Charlotte Jeavons (Greenwich University), Andrew Jones (UKPHR Director), Jane Kennedy (London Borough of Newham), Alan Kershaw (Professional Regulation), David Kidney (Executive Director, UKPHR), Jackie Landman (UKPHR assessor), Katrina McCormick (UKPHR Assessor), Anne McMillan (UKPHR Registrar), Graham Mockler (PSA), John Newton (PHE), Richard Parish (PHE), Sue Powell (UKPHR Director), Em Rahman (HEE Wessex), Onteeru Reddy (London Borough of Harrow), Anna Sasiak (PHE), Karen Saunders (UKPHR Director), Alix Sheppard (HEE EoE), Fiona Sim (RSPH), Esther van Sluijs (CEDAR), Viv Speller (UKPHR Director), Pav Sull (UKPHR Registration Services Manager), Branwen Thomas (HEE Thames Valley), Julie Truman (NHS GGC), Duncan Vernon (UKPHR Director), Anna Kirk (London Borough of Harrow), Gary Porter-Jones (PHW), Jennifer Ford (UK Health Forum), Kathy Elliott (UKPHR Assessor).

### APOLOGIES:

Linda Jones (UKPHR Vice-Chair), Sue Lloyd (UKPHR), Kelly McFadyen (PHW), Amy Nicholas (DH), Krishna Regmi (Univ of Bedfordshire), Patrick Saunders (UKPHR Director), Louise Wallace (UKPHR Director), Abigail Mullings (Scottish Government), Alexis Zander (University of Kent), Hannah Brisley (Kent County Council), Leonie Miliner (Association for Nutrition), Lisa Shendge (UKPHR RAC member), Paul Cosford (PHE), Paula Whitehouse (PHE), Teresa Owen (PHW), Tim Sims (Individual), Imogen Stephens (PHE), Sheila Merrill (ROSPA), Ros Dunkley (UKPHR Moderator), Lesley Maitland (Oxford University Hospitals NHS Trust), Angela Snowling (Slough Borough Council), Naresh Chada (Department of Health Northern Ireland), Alyson Learmonth (UKPHR Moderator), Janet Flint (HEE), Linda Somerville (Individual), Ruth Wallis (Southwark Council), Sally James (HEE West Midlands), Clare Black (Department of Public Health, Scotland), Allison Thorpe (Individual), Ged Fisher (UKPHR RAC member), Louisa Newman (PHE), Jane Thomas (UKPHR Assessor), Helen Donovan (Royal College of Nursing), Isobel Seccombe (Warwickshire County Council), John Middleton (Faculty of Public Health), Frances Cheng (UKPHR Assessor), Phil Mackie (NHS Health Scotland), Zafar Iqbal (Stoke-on-Trent City Council), Mark Cortnage (Anglia Ruskin University), Ruth Freeman (UKPHR Director).

### **CHAIR OF THE ANNUAL MEETING: Professor Bryan Stoten**

UKPHR's retiring Chair **Professor Bryan Stoten** welcomed everyone to UKPHR's Annual Meeting 2016. He stressed that effective public health practice required a competent, engaged core public health workforce. He said that in order to realise the commitment to the primacy of public health set out in NHS England's Five Year Forward View it would be necessary for this core public health workforce to engage the widest possible workforce beyond itself. He emphasised that the register operated UK-wide. He thanked his fellow Board Directors for their support during his time as Chair, he thanked the staff David Kidney, Pav Sull and Zaira Ejaz and he thanked UKPHR's wider networks of friends, workers and supporters and partner organisations for their co-operation.

The Chair proceeded to the formal business of the Company's Annual Meeting. The Annual Report and Annual Accounts of UKPHR were approved and the appointment of Directors by the Board at its AGM was approved (4 Directors retired from the Board today of which one, Claire Cotter, was re-appointed for a further term of 1 year; 3 Directors were appointed for terms of 3 years each, namely Jenny Douglas, Ruth Freeman and Andrew Jones). The retiring Directors Bryan Stoten, Linda Jones and Jeremy Hawker received a vote of thanks.

**Professor John Newton**, Chief Knowledge Officer at Public Health England gave a presentation entitled "Translating evidence into good decision-making". Arising from his presentation, there were 4 contributions from audience members. Three were questions about: problems local authorities had accessing NHS data; problems local authorities had accessing births and deaths data; and whether access to data could be facilitated by the more widespread use of confidentiality agreements. The fourth was a comment that PHE's Health Profiles had been useful in the context of setting up peer support systems in schools.

**Dr Esther van Sluijs**, Centre for Diet and Activity Research (CEDAR), University of Cambridge gave a presentation entitled "How to get the right evidence to the right audience". Arising from her presentation, there were 3 contributions from audience members. She was asked whether she felt that elected representatives of local authorities needed to have media training to instil confidence in presenting the case for public health and whether CEDAR provided media training and replied that media training could be beneficial, she had received such training, but CEDAR did not provide such training. She was asked if she detected scepticism among elected representatives for public health arguments and if so how this could be overcome and she said she experienced a range of responses from politicians and she felt that the work described in her presentation was the way to win sceptics over. She was asked about local authorities' difficulty in accessing research findings, particularly where they could no longer access Athens accounts, and she said that CEDAR published all that it could and mostly referenced its publications with research that was also published.

The presentations were followed by a **panel discussion** involving John Newton, Esther van Sluijs and Bryan Stoten. There were numerous contributions from members of the audience. Key issues touched upon during discussion were:

- (1) Scientific results needed to be contextualised for audiences including the public; this was especially so when public acceptability of the interventions that might flow from the evidence was a possible issue;
- (2) To present evidence in meaningful ways required the presenters to give thought to the likely attitudes and thinking of their audiences, which might include politicians and other decision-makers, media outlets and the public or specific populations;
- (3) More attention was needed to making the concept of public health graspable to decision-makers, including elected representatives of local authorities;
- (4) Public health had an input into aspects of policy-making which elected representatives do get, for example economic issues such as return on investment, impact on the economy and benefits and disbenefits;
- (5) Public health had links to all public services – such as education, housing and planning – and part of the responsibility of the core public health workforce was to help the people who worked in those services to see the links;
- (6) Sometimes calls for further evidence were simply excuses for inaction;
- (7) The accepted definition of public health practice referred to the science "and art" involved – appreciating and addressing sensitivities around use of language, political positions and public opinion were features of that art;
- (8) When the Royal Society for Public Health intended to release new evidence in support of its public health campaigns it funded surveys of public expectation ahead of publication.

The Chair thanked the presenters on behalf of all the audience and the presenters received a round of applause. The Chair also thanked the audience for attending. Richard Parish proposed a **vote of thanks** to Bryan Stoten for all the 4 years he had chaired UKPHR as well as for his chairing of this event and this was agreed unanimously.

The Chair closed the meeting which was followed by light refreshments and networking.

