



# **Association of the Directors of Public Health Yorkshire and the Humber**

## **2021 Sector-led Improvement Conference Brochure**

**Friday 10 December 2021**

**Virtual Conference via Zoom and Teams**



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# Conference Agenda

**09.30**      **Welcome and Introduction**  
**Professor Peter Kelly**, *Office of Health Improvement & Disparities Regional Director & NHS Director of Public Health (North East & Yorkshire)*

**09.40**      **Welcome to Yorkshire & the Humber**  
**Julia Weldon**, *ADPH YH Network Chair & Director of Public Health for Hull*  
**Louise Wallace**, *ADPH YH SLI Lead & Director of Public Health for North Yorkshire*

**10.00**      **Keynote Presentation**  
**Dr Jeanelle de Gruchy**, *Deputy Chief Medical Officer for England, Office of Health Improvement & Disparities*

**11.00**      **Comfort Break**

**11.10**      **Morning Breakout Sessions**

**12.10**      **Lunch Break and Abstract Presentations**

| Optional Lunchtime activities |                       |
|-------------------------------|-----------------------|
| Storytelling Activity         | Reflective Photo-Walk |

**12.50**      **Scene Setting for the Afternoon**  
**Julia Weldon**, *ADPH YH Network Chair & Director of Public Health for Hull*  
**Louise Wallace**, *ADPH YH SLI Lead & Director of Public Health for North Yorkshire*

**13.00**      **Liz Butcher Memorial Lecture**  
*“Exploring service user definitions and perspectives on recovery from problem gambling”*  
Introduced by **Corinne Harvey**, *Deputy Director for YH OHID*  
Delivered by **Magdalena Boo**, *Health Improvement Principal at Sheffield City Council*

**13.30**      **Keynote Presentation**  
**Professor Michael Marmot**, *Professor of Epidemiology at University College London*

**14.30**      **Comfort Break**

**14.40**      **Afternoon Breakout Sessions**

**15.40**      **Closing plenary**  
**Julia Weldon**, *ADPH YH Network Chair & Director of Public Health for Hull*  
**Louise Wallace**, *ADPH YH SLI Lead & Director of Public Health for North Yorkshire*

**16.00**      **Conference close**



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# Plenary Speakers

## Professor Peter Kelly



Peter is the Office for Health Improvement & Disparities (OHID) Regional Director and NHS Director of Public Health for North East and Yorkshire. He joined Public Health England (PHE) in September 2016 as Centre Director for the North East and in May 2020 took on his current role which, following the reforms to the public health system, is now within OHID.

He had previously been the Director of Public Health for Stockton-on-Tees Borough Council for 4 years. Before this he was a Director of Public Health for 11 years in various NHS posts in the North East of England, including two years as Acting Regional Director of Public Health.

His responsibilities include leading the provision of a high quality, responsive expert public health service to support the work of Local Authorities and NHS partners in the North East and Yorkshire.

Peter started his career as a medical statistician following completion of his PhD in statistics in 1987. He worked as a lecturer at Newcastle University Medical School until 1996 and was the founding director of the Centre for Health & Medical Research at Teesside University until 1999. He joined Pfizer Pharmaceuticals for a brief spell before joining the NHS in 2000. He also has four years' experience as an acute hospital non-executive director, including being the trust vice chair and setting up and chairing their original clinical governance committee. He joined Tees Health Authority in 2000 and has held senior public health roles in the North East since then.

## Louise Wallace



Louise Wallace is the Director of Public Health for North Yorkshire and took up the post in December 2020 on an interim basis and substantively in April 2021. Prior to this Louise was already working at North Yorkshire County Council leading on health integration.

This is not the first time Louise has been a DPH, as she was a DPH in Hartlepool from 2012-2017.

Louise is passionate about public health and improving and protecting the health of the population living across the beautiful county of North Yorkshire in moors, coast, dales and urban communities.

Louise is the Sector-Led Improvement (SLI) Lead for the ADPH YH network.



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## Julia Weldon



Julia Weldon has been Corporate Director of Public Health (DPH) and Adult Social Care at Hull City Council since November 2013 and Deputy Chief Executive for the last 2 years.

Prior to joining Hull City Council, Julia held several Chief Officer roles including Director of Public Health at Redcar and Cleveland, with responsibility for the Tees Valley Shared Service, Teaching Public Health Director for Yorkshire and Humber and Training Programme Director for the Yorkshire and Humber Deanery. Julia was a member of the Due North Independent Enquiry commissioned by Public Health England

Julia represents the Yorkshire and Humber ADsPH at national level and is also the DPH Mental Health Champion and the lead for the Intelligence Community and Interest Group. She also Chairs the Coastal Communities Network for ADPH.

Julia has been Chair of the YH ADPH network during the COVID-19 pandemic.

## Dr Jeanelle de Gruchy



Dr de Gruchy started as England's Deputy Chief Medical Officer in October 2021. Dr de Gruchy supports the Chief Medical Officer on health improvement issues and is co-lead of the Office for Health Improvement and Disparities.

Dr de Gruchy did her clinical training in South Africa. She worked clinically in South Africa and then in the NHS and has over 20 years' public health experience.

Career highlights:

- President of the Association of Directors of Public Health for 4 years, including the first 3 waves of the COVID-19 pandemic
- Director of Population Health at Tameside Metropolitan Borough Council and elected chair of the Greater Manchester Directors of Public Health (2020 to 2021)
- Director of Public Health for the London Borough of Haringey and Chair, London Association of Directors of Public Health (2012 to 2014)
- Deputy Director of Public Health at Nottingham City NHS Primary Care Trust.



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## Magda Boo



Magdalena has substantial experience in leadership roles within the NHS and Local Authority. Her specialisms are research, stakeholder engagement, strategy and policy development, service re-design, and commissioning. Recent successes include co-authoring and publishing the Public Health Framework on Gambling Related Harm Reduction for the Association of Directors of Public Health (Yorkshire and Humber) and developing an evidence-based COVID-risk tool for employees which was adopted council-wide.

Magdalena worked in substance misuse from 2005-2014 which is how she came to know, admire, and respect Liz Butcher. Magdalena is now the Public Health lead for Problem Gambling for Sheffield City Council (currently working on COVID-response). The research presented today received the award of Distinction from University of Sheffield (Scharr) for the postgraduate dissertation for the Master of Public Health award and was being prepared for publication when the pandemic struck.

## Professor Michael Marmot



Sir Michael Marmot has been Professor of Epidemiology at University College London since 1985 and is Director of the UCL Institute of Health Equity. He is the author of *The Health Gap: the challenge of an unequal world* (Bloomsbury: 2015), and *Status Syndrome* (Bloomsbury: 2004).

Professor Marmot is the Advisor to the WHO Director-General, on social determinants of health, in the new WHO Division of Healthier Populations; Distinguished Visiting Professor at Chinese University of Hong Kong (2019-), and co-Director of the of the CUHK Institute of Health Equity. He is the recipient of the WHO Global Hero Award; the Harvard Lown Professorship (2014-2017); the Prince Mahidol Award for Public Health (2015), and 19 honorary doctorates.

Marmot has led research groups on health inequalities for nearly 50 years. He chaired the WHO Commission on Social Determinants of Health, several WHO Regional Commissions, and reviews on tackling health inequality for governments in the UK. He served as President of the British Medical Association (BMA) in 2010-2011, and as President of the World Medical Association in 2015. He is President of the British Lung Foundation. He is a Fellow of the Academy of Medical Sciences and Honorary Fellow of the American College of Epidemiology and of the Faculty of Public Health; an Honorary Fellow of the British Academy; and of the Royal Colleges of Obstetrics and Gynaecology, Psychiatry, Paediatrics and Child Health, and General Practitioners.



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He is an elected member of the US National Academy of Medicine and of the Brazilian Academy of Medicine. He was a member of the Royal Commission on Environmental Pollution for six years and in 2000 he was knighted by Her Majesty The Queen, for services to epidemiology and the understanding of health inequalities.

## Keynote Presentations

Both of our Keynote presentations will follow the following format:

**First 20 minutes** – The Keynote presentation

**Second 20 minutes** – Q&A using questions submitted by the attendees prior to the day (a form will have been attached to the email with this pack)

**Third 20 minutes** – Discussion between the Keynote speaker, Prof Peter Kelly, Julia Weldon and Louise Wallace around the topics in the Keynote presentation and the local (Yorkshire & the Humber) context



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# Breakout Sessions

There are six breakout sessions to choose from at this year's SLI Conference. Each session will run in the morning (between 11.10am and 12.10 am) and be repeated in the afternoon (between 2.40pm and 3.40pm), giving all attendees double the opportunity to join the ones they are most interested in.

The Breakout Sessions Form (attached to the email you received this pack with) gives you the opportunity to choose your preferred breakout session for both the morning and the afternoon slots. Please note that whilst we will try to allocate you to your most preferred sessions, we cannot guarantee your preferred choice.

More information on each of the six Breakout Sessions is provided here:

## **Breakout Session 1 – Climate Change & Sustainability**

**Led by Victoria Eaton (Director of Public Health in Leeds and ADPH YH Lead for this work)**

The aim of this session is to introduce the ADPH YH priority on Climate Change and Sustainability to the Public Health community, outline thinking to date, and to begin to build engagement & momentum for collaboration at a regional level.

Climate change is the biggest global health threat of the 21st century and the evidence is clear that it will have a negative impact on health and wellbeing in our lifetime as well as future generations. The activities that contribute to and drive climate change are the same things that drive poor health outcomes more broadly. By taking steps to address against climate change, we will also improve health and wellbeing and reduce inequalities. It's not enough, however, to think about the role of public health in addressing climate change, we are already seeing the impact of climate change on our communities; we must also act to mitigate the impact of climate change on health.

This session provides an overview of the challenge of climate change seen through a public health lens. We will hear examples of some of the great work, projects and approaches being championed across our region. The session will also set out the current thinking from Directors of Public Health on how we might work together on this agenda across the public health community in Yorkshire and the Humber. There will be an opportunity to give your views, contribute ideas, help shape, and get involved with this agenda at a Yorkshire and Humber level.

## **Breakout Session 2 – Inclusive and Sustainable Economies**

**Led by Deborah Harkin (Director of Public Health in Calderdale and ADPH YH Lead for this work)**

The aim of this session is to introduce the ADPH YH priority of Inclusive & Sustainable Economies to the Public Health community, outline thinking to date, and to begin to build engagement & momentum for collaboration at a regional level.



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COVID-19 has exposed the extent and depth of health inequalities in the region and country more broadly. As we emerge from the pandemic, poorer areas and populations remain at risk of becoming more disadvantaged as the economic consequences of the pandemic are realised. The links between health and the economy have never been clearer. Economic inequalities widen health inequalities and so as we look to build back fairer, we must consider how we work with partners to promote the development of inclusive and sustainable economies i.e., economies that work for everyone, with no one left behind.

In this session we will hear examples of some of great work, projects and approaches being taken forward across our region, as well as hearing from West Yorkshire Combined Authority about the importance of decent jobs and fair work, and how this is being taken forward in West Yorkshire, led by the Mayor, Tracy Brabin.

The session will also set out the current thinking from Directors of Public Health on how we might work together on this agenda across the public health community in Yorkshire and the Humber. There will be an opportunity to give your views, contribute ideas, help shape, and get involved with this agenda at a Yorkshire and Humber level.

### **Breakout Session 3 – Improving Life Chances for Children & Young People**

**Led by Sarah Muckle (Director of Public Health in Bradford and ADPH YH Lead for this work)**

The aim of this session is to introduce the ADPH YH priority of Improving Life Chances for CYP to the Public Health community, outline thinking to date, and to begin to build engagement & momentum for collaboration at a regional level.

Children and young people are living, learning, and growing up in an increasingly complex and challenging world, exacerbated by the wider impact of the pandemic. We know that what happens in early years and childhood impacts on health and wellbeing across the lifecourse, with social, economic, and cultural factors influencing educational attainment, employment prospects, physical health, and good mental wellbeing into adulthood. Every child and young person, regardless of the circumstances into which they are born, should have the opportunity to maximise their potential and future life chances. However, we know that there are significant inequalities. If there are inequalities at an early age which are not tackled, evidence from the Marmot review shows it is unlikely that this gap will be narrowed as children get older.

In improving outcomes for children and young people, the evidence base is clear in that empowering children and young people, placing them at the centre of all policy making, and providing children and young people with opportunities and a platform to express their views on the things that affect them, is essential.

This session provides an opportunity to explore further how we can engage and work with children and young people in our region, providing them with a platform and opportunities to influence decisions that affect them. We will hear examples of some of great work, projects and approaches



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being championed across our region. The session will also set out the current thinking from Directors of Public Health on how we might work together on this agenda across the public health community in Yorkshire and the Humber. There will be an opportunity to give your views, contribute ideas, help shape, and get involved with this agenda at a Yorkshire and Humber level.

## **Breakout Session 4 – LGA Support: Public Health and Prevention**

**Led by Caitlin Corley and Katerina Charalambous (Local Government Association)**

The aim of this session is to learn more about the LGA's free improvement support offer and consider whether you are making the most of it. You can have your say on the updating of the public health risk tool and self-assessment, learn more about the Health in all Policies agenda and hear the latest on the COVID-19 Learning Exchange – what do you already know? Have you started/joined a discussion there yet?

We know Local Authorities and Public Health teams are doing a lot of work around improvement and quality assurance. Please do join our session to find out more about how we can help you shout about the good work you are doing and the support you can take advantage of from the LGA. Warning to all those who join, there may be some subtle references to Strictly Come Dancing and maybe even I'm A Celebrity Get Me Out of Here.

This session will start with the opening credits, briefly outlining who all the 'dancers' are, and introducing the work.

The real stars of the show however are our associates, who will be facilitating discussions on our materials, offers, and toolkits which are currently being refreshed. This includes the Public Health Risk Tool & Self-Assessment, the refresh of Health in All Policies framework, and updated Prevention Matters training for elected members. Also, our bespoke support and other improvement work.

Judgement will come during a guided tour of the [LGA COVID-19 Learning Exchange](#). We want and need your input so we can make this a true one stop shop for shared learning & information and develop this to be a space for Public Health more broadly.

## **Breakout Session 5 – A New Social Guarantee**

**Led by Daniel Button (New Economics Foundation)**

This session will be led by the New Economics Foundation, a progressive think and do tank which works to transform the rules of the economy so that it works for people and planet. Anna Coote and Daniel Button will provide an overview of the social guarantee and we will think about how it links to each of the ADPH priority aims. We will hear about campaigns for [a Living Income](#) and for [Universal Basic Services](#), and consider what the public health community can do to support them.



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Too many people are unable to meet their essential needs and reach a socially acceptable standard of living. This was true before COVID-19 but has been intensified by the pandemic and the associated downturn. The implications of weak living standards are far-reaching, from widespread poverty to poor health and wellbeing.

As Britain's economy and society gradually reopen and we begin to recover from the COVID-19 pandemic, we face big questions about what should come next. What's needed now is a new Social Guarantee that enshrines every person's right to life's essentials. To make this guarantee a reality, people must have a fair living income – through a major overhaul of the social security system - and access to more and better public services that meet their needs.

## **Breakout Session 6 – Our Experiences Time Capsule**

### **Led by Ideas Alliance**

The aim of this session is to create a space in which people can share their own individual stories and reflections about the last 18 months and listen to other people's experiences via a storytelling activity. The activity will be structured around past, present, and future experiences & feelings.

Join us for a participatory storytelling activity in which you'll:

- Share your own reflections on the last 18 months – exploring different events and feelings at various points within the pandemic
- Listen to other people's experiences and see if they resonate (or not) with your own
- Decide on items to put in a "time capsule" that literally or metaphorically represent our individual and/or collective experiences

This session offers a real opportunity to "stop and take a breath" and to consider the last 18 months and how different our work and home life has been though this period.



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# Lunchtime Activities

We have 2 special activities that you are welcome to participate in during the lunchtime break of the conference. A full brief, including all necessary links for audio files, video tutorial, Mentimeter page, etc will be sent to you the day before the conference with the links for the conference itself (see the Links section below for more details).

As the day itself may be too busy to complete the activities during the lunch period, all links and the opportunity to participate and contribute to these will also remain open until the end of the following week (5pm on Friday 17 December). If you don't get the chance to do these activities on the day itself, please feel free to do so over the following week and still send in your contributions.

## COVID Reflections – Then, Now and The Future

Although we may have all been in the same storm during this pandemic, we haven't all been in the same boat. Some people weren't even in boats. Our experiences of COVID-19 are as nuanced and as different as we all are as people, yet this shared event is also something that connects us. This activity invites you to listen to people's experiences of the COVID-19 pandemic and then to reflect on your own experiences.

The activity should take between 15 and 30 minutes to complete.

To participate, you will need a smart device with internet access (such as a laptop, tablet, or smartphone). You may also choose to take notes for yourself and wear headphones if you prefer.

You will be provided with the links to 3 audio stories:

- **Sophie's Story:** Sophie is a freelance journalist based in Wakefield. In her story, she shares her experiences of work, health and being a single mum during the pandemic.
- **Tony's Story:** Tony lives in East London and is a Consultant Participatory Facilitator and Trainer, and has a non-binary, vegan kitten. Tony talks about finding a better work-life balance and what helped with the uncertainty during the pandemic.
- **Sarah's Story:** Sarah is a freelance copywriter, project manager at a charity and mother to two toddlers. In her story, she talks about struggling with childcare during the pandemic and things that helped her find balance in life.

The activity asks you to listen to each story and spend some time reflecting on them and your own experiences. You can then share words or phrases with us via a link to a Mentimeter page which will collate everyone's responses in the form of a word cloud which we will share on the Conference webpage after the event.



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## Right Here, Right Now – A self-directed photo walk

Sometimes we don't really see what is right in front of our eyes. Sometimes looking at things we see every day from a different perspective helps us to see things in a different light. Sometimes it is good to remind ourselves to take notice of what is around us.

The activity should take between 15 and 45 minutes to complete, plus time to reflect and share your pictures.

The activity invites you to go on a short walk and look around your community: What are you seeing? How are you feeling? Through the medium of photography, the photo walk will ask you to look at where you live and/or work in a new light and through a different lens, capturing images that resonate with you. You could decide to walk a route you use regularly and look out for new things you've never seen before, or you could choose to take a new route and see what you discover.

The brief sent to you just before the conference itself will include a video tutorial to help you complete the activity as well as further instructions to guide you through the activity. There will also be a dedicated email for you to send in your images and any thoughts/comments/reflections you choose to share with us from your participation in the activity.

## Postcards – Shared Stories around COVID-19

Yorkshire and the Humber authorities have a wealth and depth of experience in tackling enduring transmission of COVID-19 infection within their communities and have learned, innovated, and adapted in real time as circumstances evolve. There is also strong foundation of joint working across the region and with partners. This provides a fantastic foundation from which to share learning of what has worked well and why, identifying common themes, as well as weaving together these individual stories to tell a powerful narrative of the region's response to COVID-19.

During the Summer of 2021, Directors of Public Health from across the Yorkshire and Humber Region were invited to share their experiences and stories of tackling enduring COVID-19 infection within their populations. These narratives, unravelled through discussion with the Directors and their colleagues, were then brought together into a single document to reflect these shared experiences across the region.

These postcards, produced for us by Ideas Alliance, represent a portion of these stories and experiences from these discussions, one for each LA area. They can be viewed on the 2021 SLI Conference page of the ADPH YH website from the morning of the conference (a link will be sent with other links, see the Links section below for more details).

Our thanks go to Richard James, Public Health Registrar (at Public Health England at the time), for conducting these interviews and transcribing the stories.



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# Abstract Posters

We invited people to submit abstracts around the three ADPH YH priorities (Climate Change & Sustainability, Improving Life Chances for Children & Young People, and Inclusive & Sustainable Economies). With a high number of submissions, a panel was formed to look at them all and then select a number for poster presentations.

All these poster presentations are showcased on the 2021 SLI Conference page of the ADPH YH website (a link to which will be sent to you the day before conference). You can browse and look through the fantastic posters describing the amazing work going on in our places there.

This page will remain open for browsing beyond the conference itself.

## Links & How to join the sessions

All the links will be sent out to all attendees by no later than 12noon on Thursday 9 December.

If you have not received your links by then, please contact [marc.hall@Hullcc.gov.uk](mailto:marc.hall@Hullcc.gov.uk)

The links will be as follows:

- A Zoom call link for the main session  
This call will be open all day and will include all elements of the conference except for the lunchtime activities and the breakout sessions.
- 2 MS Teams call links. One for each of the breakout sessions you are attending (one in the morning and one on the afternoon).
- Link to the 2021 SLI Conference page on the ADPH YH website where you can find additional information about the conference and a copy of this pack.  
Here you will also be able to view all this year's conference Abstracts in poster form and the 15 area-based postcards  
**Please note: this page will not be live (so cannot be accessed) before the morning of the conference.**
- Links to access the materials and submit pictures and comments whilst participating in the 2 lunchtime activities

## Feedback and Social Media

On behalf of the ADPH YH, we hope that you enjoy our conference, and we will be sending out some opportunities for you to provide us with your feedback towards the end of the conference itself.

Please feel free to share your participation via social media and spread the word about the work going on here in Yorkshire and the Humber and, where possible and appropriate, please use the hashtag at the bottom of the page so we can see how our conference is trending.



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