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For me personally as Director of Public Health, it's that willingness to be humble. Yes, we are the experts, but we can't be experts for everything. This was a novel virus. We've had to learn about it as we've gone along. Our knowledge and understanding of transmission has evolved over the last 18 months. So, I think that willing to be honest with people, we're as honest as we can, and trusting people to take on board that information, and use it in the right way. Then, being humble enough I think both to recognise where we've got it wrong, and we've had to change advice, and humble enough to understand that it needed that city-wide response, and being able to. Not that I see myself in an ivory tower, I try to make myself and the Public Health team accessible, but we weren't remote, we made ourselves accessible,

and even though that felt scary at the start, because we've been bombarded with all of these questions. So, our early morning meetings were as much for us as a team to work through and think about how we were going to respond to these. That's really made major difference.

This is how we will now work on obesity, and smoking, and other infectious diseases. The way we approach flu this winter will be very different to how we approach the winter season, because now that we've got everybody involved and we've seen there's a genuine commitment for people to want to work together, we'll seek to carry that on, because it's worked so well in COVID. Why couldn't it work this well for other important campaigns?

What are the key points in this story extract?

How does it resonate (or not) with your own experience of the COVID-19 pandemic?



IDEAS
ALLIANCE