

## WINNERS' GUIDE

### INTRODUCTION



This year marks the sixth UKPHR Innovation in Public Health Awards. We were delighted we could celebrate in person with all those in attendance at our sold-out Annual Conference on the 1st October.

Thank you so much to all of you who found time to enter. This guide summaries the winners and shortlisted entries in each category, together with contact details to enable you to follow up ideas that could be adapted by your own teams.

The awards shine a well-deserved spotlight on public health practitioners who are pushing the boundaries and transforming public health with creative, evidence-based innovations and really making a difference. And we would like to say a big thank you to Panoramic Health and Public Health Wales for their generous support.

We know that health challenges are becoming more complex by the day. Whether it's addressing the long-term impact of pandemics, tackling health inequities, or responding to the ever-evolving needs of diverse populations, innovation is not just a nice-to-have – it's essential. And those we're honouring have demonstrated exactly that.

On behalf of UKPHR, thank you for your vision, your dedication, and your unwavering commitment to making public health better for all.

**Jessica Lichtenstein**

*Chief Executive*

*UKPHR*

**UKPHR**

**Public Health Register**

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### COLLABORATIVE WORKING AWARD

Sponsored by Panoramic Health



#### WINNER:

#### Creating health promoting environments through outdoor advertising

Esther Hindley, Principal Public Health Programme Officer, Knowsley Council



Esther led on a regional population health intervention to reduce inequalities and improve health by implementing policies to restrict outdoor advertising of high fat, salt and sugar (HFSS) food and drink on Council sites.

Through Esther's work Knowsley became the first North West local authority to implement a healthier outdoor advertising policy, gaining significant media attention. Esther established the case for such a policy and its development by working collaboratively with industry experts, academics, Public Health teams, political and senior local authority officers. Over two years Esther's leadership has influenced other local authorities to adopt the same policy, creating a strengthened stance on advertising of HFSS. This

ambitious regional collaborative effort is the first of its kind with the potential to have a far bigger impact and reach on positive public health outcomes than working as a single local authority. It may ultimately influence private stakeholders to adopt a similar stance.

Further information: [esther.hindley@knowsley.gov.uk](mailto:esther.hindley@knowsley.gov.uk)

#### FINALISTS:

##### Buckinghamshire's Healthy Start Promotion campaign

Shanelle Akintomide, Public Health Practitioner at Buckinghamshire Council

Further information: [shanelle.akintomide1@buckinghamshire.gov.uk](mailto:shanelle.akintomide1@buckinghamshire.gov.uk)

##### South East 0-19 Workforce Project

Elizabeth Burchett, Workforce Development Manager, Office for Health Improvement and Disparities/ NHS England Workforce Training and Education

Further information: [OHIDSouthEastWorkforce@dhsc.gov.uk](mailto:OHIDSouthEastWorkforce@dhsc.gov.uk)

##### Health Talks for Youth Health Champions

Alix Sheppard, Public Health Practitioner

Further information: [alix@healthtalks.org.uk](mailto:alix@healthtalks.org.uk)

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### BEST DIGITAL INITIATIVE AWARD

**WINNER:**

#### Warm Wales digitally integrating Health and Housing Support project

**Joanna Seymour**, Director of Partnerships and Development at Warm Wales

Warm Wales, one of the oldest community interest companies tackling fuel poverty, operates across Wales and South West England. Recognising that health starts at home, Warm Wales integrates public health and housing to address root causes of fuel poverty and health inequalities. Their holistic, person-centred approach includes comprehensive assessments, tailored interventions, and three-way conversations with energy suppliers.

They have expanded their support using Access Elemental Social Prescribing software to enhance data collection, collaboration and data sharing. This innovative approach allows them to provide effective population health management and better support cohorts.

In 2023, they completed the Healthy Homes People Lives and Communities project, supporting over 5,500 residents with 5,042 interventions, training 675 frontline workers, and reaching 3,463 households with energy-saving advice. Since 2023, Warm Wales' expansion gathered an additional 3494 referrals, engaged 8,330 more residents, hosted over 4,900 attendees at advice and support events.

Further information: [joanna.seymour@warmwales.org.uk](mailto:joanna.seymour@warmwales.org.uk)



**FINALISTS:**

#### Advancing Digital Health Equity Review

**Alisha Davies**,  
Head of Research & Evaluation at  
Public Health Wales

Further information:  
[alisha.davies@wales.nhs.uk](mailto:alisha.davies@wales.nhs.uk)

#### Aye Mind – Using a digital hub to plug the digital skills gap in Greater Glasgow and Clyde

**Laura Hills**,  
Health Improvement Senior at  
NHS Greater Glasgow and Clyde

Further information:  
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### EMPLOYER OF THE YEAR AWARD

**WINNER:**

#### Career Building Blocks

Workforce Development Group, NHS Greater Glasgow and Clyde

The public health directorate led workforce development group has supported Practitioner registration for over 14 years. They actively encourage registration through a number of initiatives such as the development of a SharePoint site where staff are kept up-to-date with the latest news, as well as learning and development opportunities to equip staff with skills and training to feel supported to do their job. They offer Peer Thinking Sets that give opportunities to develop and enhance listening and communication skills, and to reflect and think creatively. There are 22 named workforce champions dedicated to supporting local teams.

They have had a dedicated scheme coordinator who promotes and publicises the Practitioner scheme. Current registrants share their experiences to potential applicants as part of a portfolio ready initiative. The portfolio ready programme has been developed, piloted and delivered by the workforce development group champions.

The programme includes;

- Learning about UKPHR Practitioner Registration
- Understanding the requirement of being portfolio ready
- What is required once accepted onto the scheme
- Understanding the assessment and verification process
- Feeling more prepared and confident to apply for the next UKPHR Cohort

Further information:

[heather.sloan@nhs.cot](mailto:heather.sloan@nhs.cot)

**FINALISTS:**

#### Integrating Practitioner Standards for Public Health Success

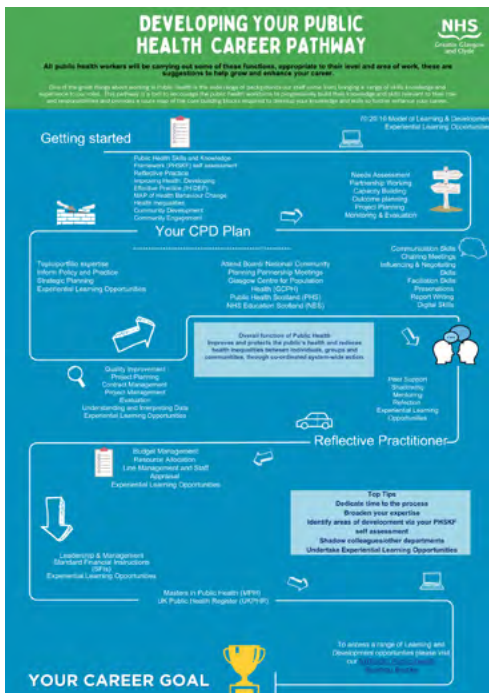
Birmingham City Council,  
Head of Research & Evaluation at Public Health Wales

Further information:  
[jo.tonkin@birmingham.gov.uk](mailto:jo.tonkin@birmingham.gov.uk)

#### Wigan Council Public Health Team

Wigan Council

Further information:  
[l.lindsay@wigan.gov.uk](mailto:l.lindsay@wigan.gov.uk)  
[l.wharleton1@wigan.gov.uk](mailto:l.wharleton1@wigan.gov.uk)



## WINNERS' GUIDE

### IMPROVING PUBLIC HEALTH PRACTICE TO REDUCE HEALTH INEQUALITIES

*Sponsored by Public Health Wales*



**WINNER:**

#### 'Tackling Damp & Mould! It's everyone's responsibility'

**Angharad Shambler**, Senior Public Health Strategist- Health Protection & Population Health Improvement at Haringey Council



Damp and Mould can significantly affect a tenant's physical health, with young children and those with long-term conditions particularly vulnerable. Haringey Public Health lead a collaborative project with the wider Council to tackle this issue.

The Haringey Health Protection Forum identified a number of public-health led opportunities with council partners to support the council's damp and mould response and reduce health inequalities. Overall, the aim was to raise awareness/educate front-line workers and residents on its health implications, how to prevent, council processes and other support services available.

A collaborative team (Public Health, Environmental Health: Private Sector Housing, Social Housing and Fuel Poverty) delivered the

'Tackling Damp & Mould: It's everyone's responsibility" education sessions to over 200 front-line workers and HCPs, including early years, health visiting/social-prescribing, housing related services teams, GPs/Practice Managers.

Further information: [angharad.shambler@haringey.gov.uk](mailto:angharad.shambler@haringey.gov.uk)

**FINALISTS:**

#### The New Revised Health Equity Assessment Tool (HEAT)

**Jacqui Reid-Blackwood**, Public Health Programme Manager at OHID Midlands

Further information: [jacqui.reidblackwood@dhsc.gov.uk](mailto:jacqui.reidblackwood@dhsc.gov.uk)

#### A capacity building approach to self-harm training – the taboo and breaking down stigma

**Heather Sloan**, Health Improvement Lead for Mental Health Improvement Team at NHS Greater Glasgow and Clyde

Further information: [heather.sloan@nhs.scot](mailto:heather.sloan@nhs.scot)

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### COMMUNITY PUBLIC HEALTH HERO

#### WINNER:

#### The Isle of Wight Family Hubs Programme – Infant Feeding programme

Eleanor Reed

Eleanor used her knowledge of the evidence base for what works to increase breastfeeding rates, her understanding of the local epidemiology as well as historical context of what has been tried before to support families on the Island. She, and the team around her, had to work at pace at the start of the programme to write and begin to deliver a plan to increase support for breastfeeding for local families. She has been focused on achieving this through partnership working with other public sector organisations (such as maternity and health visiting teams) as well as voluntary sector (Barnardo's, Breastfeeding Network and Homestart). Links have also been made with the Perinatal Mental Health core strand, based on the links between breastfeeding, attachment and bonding and mental wellbeing, holding joint meetings with partners, jointly funding training and awareness

raising within a baby friendly venues scheme.

Consideration has been given to using the Family Hubs funding effectively and sustainably, in order that the legacy is felt beyond the life of the 3 year programme. An innovative Behavioural Insights community researcher programme has enabled the voice of local families to be incorporated into developing support for breastfeeding on the Isle of Wight.

Further information:

[Rebecca.perrin2@hants.gov.uk](mailto:Rebecca.perrin2@hants.gov.uk)

#### FINALISTS:

##### The Botanical Brothers Team

London Borough of Newham

Further information:

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##### The Public Health Champions

Health Talks

Further information:

[alix@healthtalks.org.uk](mailto:alix@healthtalks.org.uk)



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### BEST SOCIAL MEDIA CAMPAIGN

**WINNER:**

#### Public Health Wales and the Wales HIV Testing Week 2023

Wales HIV Testing Week is an annual campaign to increase testing for HIV in Wales. The campaign focused on increasing testing among audiences who're disproportionately affected, particularly gay men, people of Black African descent and migrants.

The approach highlighted that testing is free, confidential and can be done at home, and that it was a social norm.

The agency Golley Slater developed a creative approach that positioned the test kit as "the most important home delivery you can get". They produced a suite of social media content that was shared through our channels and included in a stakeholder toolkit.

Efforts to build knowledge of HIV testing and how to do it led to 310 downloads from the stakeholder toolkit, targeted digital advertising reached 893,749 (587,573 through Facebook and 306,176 on X, 14,152 video views across influencer partnership content, 7,861 video views across all organic (non-paid for) social media platforms, Twitter/X content alone generated 25,200 impressions, with a further reach of 8,000 on Instagram.

Further information: [samuel.humphrey@wales.nhs.uk](mailto:samuel.humphrey@wales.nhs.uk)

**FINALISTS:**

**Do it For Campaign – Telford & Wrekin Council Healthy Weight Team**

**Becky Procter,**  
Senior Health Improvement Practitioner at Telford & Wrekin Council

Further information: [becky.procter@telford.gov.uk](mailto:becky.procter@telford.gov.uk)

**Healthy Start Healthy Future programme**

**Rachel Reed,**  
Public Health Practitioner, Local Public Health Team, Cwm Taf Morgannwg University Health Board

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