

WINNERS' GUIDE

INTRODUCTION

This year marks the seventh UKPHR Innovation in Public Health Awards, and we were delighted to celebrate once again – this time online – at our Annual Conference on the 4th November. Thank you to everyone who joined us virtually and to all who submitted entries showcasing the remarkable work happening across the UK's public health community.

This guide highlights the winners and shortlisted projects in each category, together with contact details to help you explore ideas and connect with others who are driving change in public health practice.

Our 2025 conference theme was Modernising Public Health: Systems, Careers and Innovation- areas that are shaping the future of the profession.

As public health continues to adapt to emerging technologies, evolving workforce needs, and complex health challenges, the work recognised through these awards demonstrates how practitioners are leading the way with creativity, collaboration, and evidence-based innovation.

We would like to extend our sincere thanks to our conference sponsor, **University of the West of England**, and also to **Public Health Wales** who are an award category sponsor, for their generous sponsorship and ongoing support in celebrating excellence across the registered public health practitioner community.

Innovation has never been more vital. Whether harnessing the potential of AI, enabling professional growth, or addressing health inequalities, this year's winners exemplify what it means to make a meaningful, lasting impact.

On behalf of UKPHR, congratulations to all our winners and finalists. Your dedication, insight, and commitment to improving population health continue to inspire and strengthen the public health profession.

Jessica Lichtenstein

Chief Executive

UKPHR



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AWARD FOR COLLABORATIVE WORKING

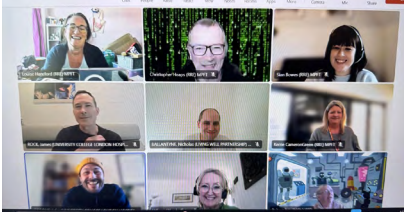
WINNER:

Wessex Clinical Van – Return to Care project

Sian Bowes, Elaine Pearce, Sean Caddy and Kerrie Cameron-Green, Wessex Clinical Van Midlands Partnership University Foundation NHS Trust, **Carina Hoerst and Annabel Powell**, UK Health Security Agency, **John Gibbons and James Rock**, University College London Find and Treat team, **Wendy Wilson**, University Hospital Southampton, **Chris Heaps, Robert Fair and Louise Hansford**, Hep C U Later Midlands Partnership University Foundation NHS Trust and **Dr Nick Ballantyne**, Living Well Partnership, Southampton

The Wessex Return to Care project united health services, researchers, and lived-experience advocates to re-engage with people previously diagnosed with hepatitis C. Through collaborative outreach and applied research, it removed barriers to care, prevented illness and transmission, and restored trust – a scalable model advancing equity through evidence-based partnership.

The project re-engages people previously diagnosed with hepatitis C but not treated. It brings together the Wessex Clinical Van, Hep C U Later, Southampton Hospital, UKHSA, UCL Find and Treat, primary and secondary care (including hepatology nurses and our GP Champion), and local drug services.



Two workstreams underpin the project. The first is a qualitative research study with UCL and UKHSA exploring barriers to re-engagement. Themes include stigma, fear of discrimination, and misinformation. The second workstream used a UKHSA dataset of 4,701 individuals diagnosed in Wessex. UCL linked 278 previously unmatched records to NHS systems, enabling targeted outreach. Through collaborative case reviews, outreach, and clinical engagement, 37 individuals have been re-engaged and 18 started on treatment. Approximately 125 health records have been updated. Insights have been shared with local commissioners to inform wider service planning.

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FINALISTS:

Leading systems change for smoke-free families: a place-based, equity-informed approach in County Durham

Andrea Bracewell and Katie Dunstan-Smith, Durham County Council

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Youth Nicotine Prevention Toolkit

Lizzie MacLeish and Sophie Jerrom, NHS Borders, **and Shona Easingwood**, Scottish Borders Council

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IMPROVING PUBLIC HEALTH PRACTICE TO REDUCE HEALTH INEQUALITIES

Sponsored by Public Health Wales



WINNER:

Black Health Improvement Programme (BHIP)

Sakinat Baiyewu, Mark Adusei, and Charles Kwaku-Odoi,
Caribbean and African Health Network (CAHN)

BHIP provides GP practice staff with hands-on training in Black culture and health, rooted in African and Caribbean life. It tackles unconscious bias, language barriers, and mistrust, sharpening every consultation and providing tips to speed up diagnosis. This training addresses the long-standing health gaps Black people face across the NHS daily.

Black people in England still face some of the widest health gaps: Black women are almost four times more likely to die in pregnancy, and mental-health detentions run at triple the rate for White patients. Root causes include poor cultural competence and low trust between communities and primary-care teams.

BHIP, currently adopted by NHS Greater Manchester and Enfield, addresses a major cause of this gap. Delivered online in a one-hour, CPD-accredited session, it blends data, lived-experience clips and practical tips on language and bias. A four-tier accreditation ladder moves surgeries from awareness to audited outcome change: Bronze asks teams to sign a ten-pledge charter; Silver embeds twelve cultural-competence standards; Gold audits consultations and referrals; Platinum demonstrates measurable shifts in patient outcomes and workforce diversity.

In its first year 227 practices completed the core session, 99 gained Bronze and the first Primary Care Network achieved Silver. Staff knowledge rose from 5.45 to 8.12/10, while complaints of “feeling unheard” fell by a third.

Mapped to PHSKF descriptor B4.3, BHIP shows how ethical intent becomes daily practice. Because content and metrics are modular, any ICB can adopt it inside a quarter, turning inequalities into progress and delivering fairer, safer care nationwide.

Further information: bhip@cahn.org.uk

FINALISTS:

Bespoke Mental Health Training to Reduce Inequalities in Buckinghamshire

Rebecca Kineen and the Public Health team at Buckinghamshire Council

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Building Blocks of Health: Introducing Health Inequalities to Schoolchildren through Creative Engagement

Rob Anderson-Weaver and Lana Mullins, Portsmouth City Council

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COMMUNITY PUBLIC HEALTH HERO

Sponsored by University of the West of England



THE OVERALL WINNER OF THIS AWARD IS:

Aneurin Bevan University Health Board – Health Protection Service

Lisa Verallo, William Beer, Christopher Whitton, Alison Davidson and Kimberley Rennick, Aneurin Bevan University Health Board

The integrated health protection service in ABUHB combines operational, clinical and professional leadership from the Gwent Public Health Team, Vaccination Service and Health Protection Response Team. The close-working relationship between these divisions enables a collaborative approach to planning and delivery of efficient and essential health protection provision in the community.

The integration of a specialist health protection service was established to enable local health protection expertise. This is vital for safeguarding the well-being of individuals, communities, and populations against threats to public health.

This collaboration means we have the expertise and resilience to mitigate the risk of infectious diseases, environmental hazards, and other public health threats that can adversely impact our communities. The ABUHB Health Protection Service combines professional, operational and clinical functions:

The Gwent Public Health team includes health protection expertise via 2 UKPHR registered Senior Public Health Practitioners who support the coordination and leadership on health protection priorities in line with Welsh Government strategies; including Hepatitis B & C Elimination, outbreak and acute response, preparedness, reducing HIV transmissions, Sexual Health, and vaccination programmes.

Primary Care provides a core immunisation resource to support improving uptake rates, address vaccine inequities and mobilise a response. The clinical response service enables us to respond rapidly to outbreaks and incidents and the public health management of infectious diseases. This includes sampling, testing, treatment and support for vulnerable individuals and high-risk settings to reduce the risks and harms from communicable diseases (e.g. COVID-19 antivirals; TB treatment; post exposure prophylaxis, BBV screening in the community).

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BEST DIGITAL AND COMMUNICATIONS INITIATIVE

WINNER:

Delivering National Communications and Digital Resources to Tackle a Deadly Virus – Eliminating Hepatitis C

Deanne Burch, Edward Taylor, Hep C U Later, Candie Lincoln, Hep C U Later and NHS Addictions Provider Alliance, and **Grace Masinuka,** Inclusion, Midlands Partnership University NHS Foundation Trust

This project drives forward the World Health Organisation’s global goal of eliminating the cancer-causing hepatitis C virus. HepCULater’s Engagement Programme used digital tools and resources, social-media, and intensive engagement to raise awareness, improve testing, and support treatment among affected and often marginalised communities and professionals on a national scale.

The programme began with research, including scoping exercises across general practice, drug services, and emergency-departments; literature reviews; lived-experience insights; stakeholder mapping; and practitioner forums. A strong, recognisable brand was developed alongside a website, CPD-accredited training, toolkits, podcasts, how-to-videos, case studies, and empowering patient materials - these included QR codes linking to free self-testing kits. As a small team, the focus was on engaging professionals in contact with at-risk populations – raising awareness and equipping them with resources to improve care outcomes and drive testing and treatment – creating a highly motivated army of professionals committed to tackling hepatitis C. This enabled the programme’s reach to be significant, efficient and provide great value for money.

They launched targeted social-media campaigns addressing diverse communities and issues: stigma, liver cancer, people who use drugs, and more. They also amplified reach by collaborating with wider systems and organisations. Initially focused on general practice, antenatal, and emergency-departments, it expanded to engage universities, dentists, tattooists, and other sectors – ensuring no opportunity for awareness or testing was missed.



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FINALISTS:

The Power of a Personal Story to Help People Quit Smoking

Catherine Perry, Mark Smith, Deb Parsons, Jane Allwood, Colleen Newport, Cathy Fisher, Allen Joshy – John, Katie Haines, Laura Willis, Cardiff and Vale University Health Board

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Haringey Pupils Take a Stand Against HPV

Angharad Shambler, Dr George Parker, Robbie McDonald, Benjamin Seifert, Dr Lucy Gold, Damani Goldstein and Dr Charalambos Hadjicharalambous, Haringey Council, **Jude Haste, Rank and File Theatre, Miss Y Brown & Ms J Ajoku, Greig City Academy, and Carol Murphy,** North Central London Cancer Alliance

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BEST SUSTAINABLE INITIATIVE

WINNER:

Adoption and implementation of the NHS Healthy Weight Declaration**Northumbria NHS Trust HWD steering group**

HWD is a preventative framework adopting a whole-systems approach to promote healthy weight and overall good health and wellbeing in communities. Within our Trust geography 69% of people are overweight or obese and nationally this figure is increasing. This work supports creating healthy environments to support healthy weight.

The HWD was first launched in 2015 by Food Active, the North West of England Obesity Task Force. It's a preventative framework adopting a whole-systems approach to promote healthy weight and overall good health and wellbeing in communities. Northumbria Healthcare Foundation Trust launched it in November 2022 alongside Northumberland Council and North Tyneside Council, and are the first Trust to adopt the declaration post-pilot. The Trust's action plan being informed using data in order to tailor it to the needs of the organisation.

The HWD is a set of commitments, pledging support to achieve action on improving policy, prevention, and healthy weight outcomes for the benefit of staff, patients, and the wider community. It is a place-based approach to promoting healthy weight and the declaration is for strategic leadership, local awareness and driving activity. The team have recently completed a review of progress to date to capture the work over the last 3 years and develop new action plan for 2025-2027. The review highlights significant progress which is currently being formally evaluated by Northumbria University.



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FINALISTS:

Commissioning a Sustainable Mobile Dental Health Service (Dentaid) for Inclusion Health Populations in Wigan and Leigh

Anna Sheehan and Gill Kelly, Wigan Council

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Making Every Contact Count (MECC) in North East and North Cumbria (NENC) with the Department for Work and Pensions (DWP)

Craig Robson, Lisa Davies and Jill Harland, Northumbria Healthcare NHS Foundation Trust, and **Kay Charlton,** DWP

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EMPLOYER OF THE YEAR AWARD

WINNER:

City of Wolverhampton Council

The Public Health and Wellbeing division has a highly skilled Public Health team with a workforce of around 40 people. As system leaders, they work within One Wolverhampton place-based partnership with health, social care, and voluntary and community organisations to reduce health inequalities and ensure people live longer, healthier lives.

From the start of their employment journey at CWC, public health practitioners are made aware of the benefits of UKPHR registration and encouraged to collate evidence of practice for use in their UKPHR practitioner portfolio.

The practitioner learning hub promotes internal and external training events, tools and resources along with a CPD catalogue to record evidence of know how competence against the UKPHR practitioner standards. Matrix working across the local 'Top Ten' health priorities provides opportunities for staff to develop and show evidence of practice with peer support from experienced team members.

The Registrar led lunch and learn programme highlights local examples of public health practice which align directly with the UKPHR Know how / Show how standards. Practitioners complete a cycle of reflective learning and explore the relevant UKPHR standards.

Through an academic partnership, the University of Wolverhampton (UoW) provide learning sets covering data analysis, research techniques, and critical appraisal. Practitioners are actively using the learning from these to evidence portfolio 'know how' standards as part of their UKPHR registration journey.

Further information:

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OF THE YEAR AWARD



FINALISTS:

Knowsley Council

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Wigan Council

Further information:

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