

A group of five runners is captured in silhouette against a bright, clear sky at sunrise or sunset. They are running on a grassy hill. The central runner is a woman in a light blue tank top and dark shorts, wearing sunglasses. To her left are two men, and to her right is another man. The background features several trees and a clear horizon line.

Public Health England

Stakeholder research 2015/16

26th January 2016



Ipsos Public Affairs

© 2015 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

Objectives and approach

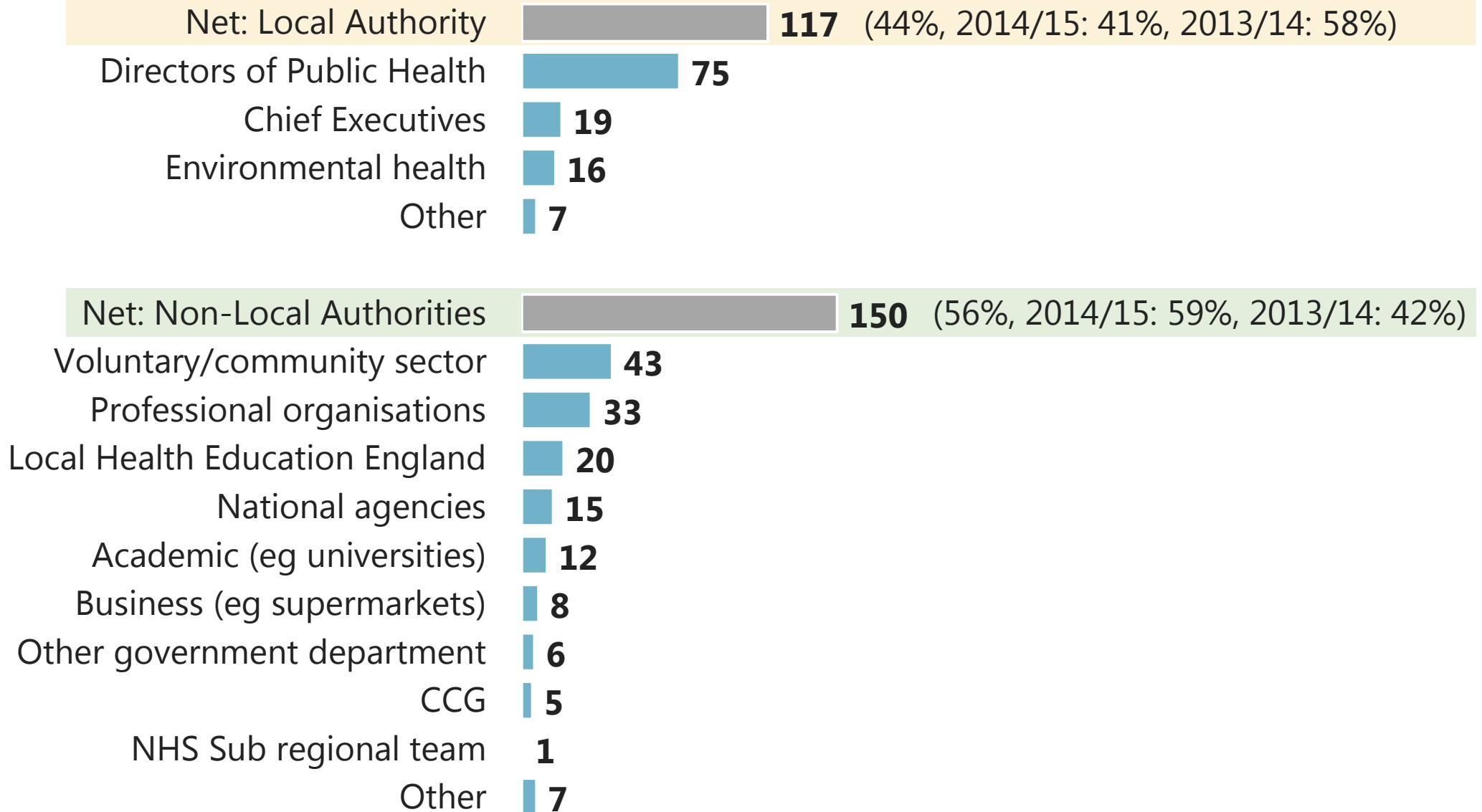
Stakeholder views on:

- **Working relationships**
- **Expectations of PHE**
- **PHE's priorities and focus**
- **Areas for improvement**

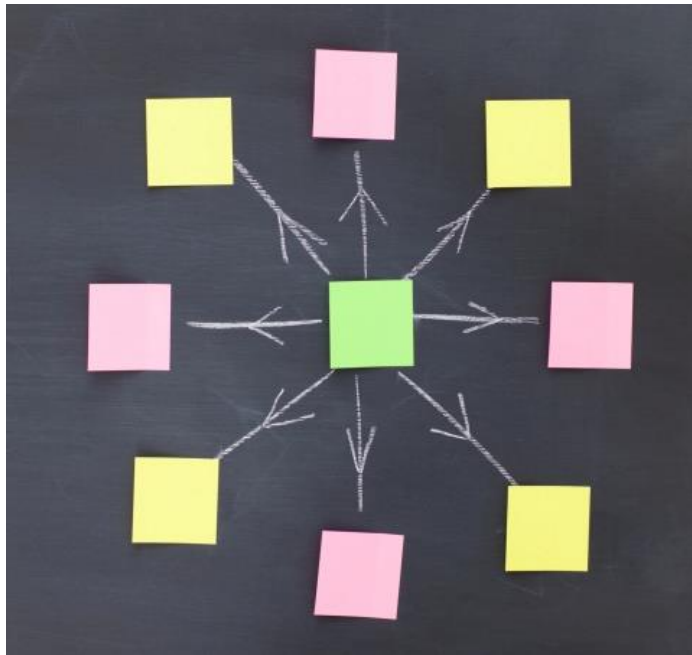
Third wave of research

- **3 immersion interviews**
- **Online survey with telephone chasers**
 - 267 completes (39% response rate)
 - 20 Oct – 27 Nov (primarily before CSR)
- **20 qualitative depth interviews**
 - Includes 5 Local Authorities
 - 30 Nov – 4 Jan (after CSR)

Some changes in sample profile



Working with you



You are highly valued

- The **go-to organisation** for public health expertise and advice
- A relationship some **stakeholders depend on**
- Increasingly **impactful**

*PHE are very important... **Their advice and guidance is important when commissioning.** They are our key relationship.*

Agency

PHE occupies a **unique space in health protection support**

...but not seen to be as distinct in **health improvement**

Which of the following words/phrases would you use to describe PHE as an organisation?

70%

say you are
Evidence-based

60%

say you are
Credible

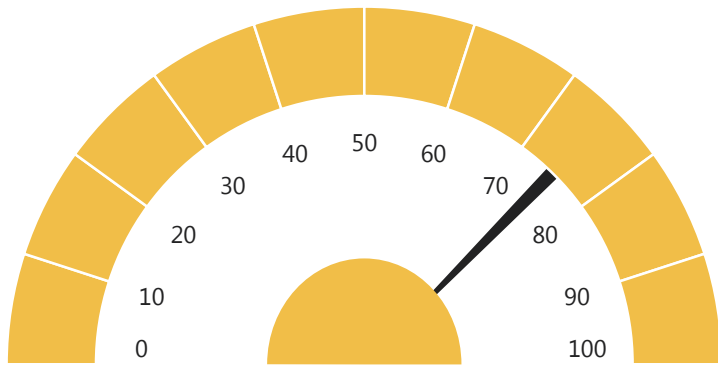
54%

say you are
Collaborative

Base: All participants who have contact with PHE (260)

Source: Ipsos MORI

Working relationships remain positive



76% describe their relationship as good

Some describe their relationship as exemplary

How would you describe your working relationship with PHE?

2015/16

30%

47%

2014/15

29%

50%

2013/14

32%

44%

■ % Very good ■ % Fairly good

*The **relationship with PHE is better than virtually any other government department** due to mutual regard, clear understanding as to what PHE is set up to do on our part and a clear understanding on PHE's part as to what the local boots on the ground look like.*

Professional Organisation

Base: All participants (2015/16: 267; 2014/15: 258; 2013/14: 299).

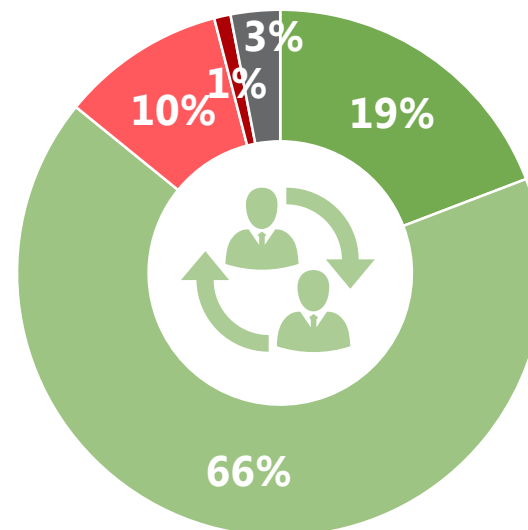
Source: Ipsos MORI

You show willingness to work in partnership

To what extent, if at all, do you think PHE works in partnership with stakeholders?

85%

say you work in partnership with stakeholders



- To a great extent
- To some extent
- Hardly at all
- Don't know/not relevant
- Not at all

There is a *good understanding and mutual respect of each other's positions*...We try to synchronise our work in the public domain so we don't fall over each other, and we work on a 'no surprises' basis.

Voluntary & Community Sector

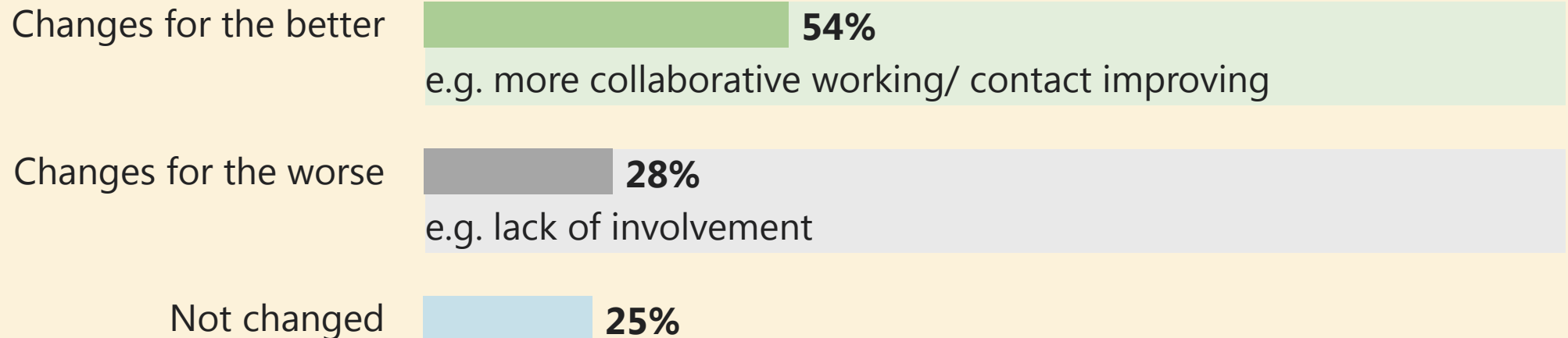
Base: All participants (267).

Source: Ipsos MORI

Mixed views held about changes to relationships

How has your relationship with PHE changed over the past year? Open ended

On the whole, stakeholders cite positive changes...



But relationships are complex, and stakeholders acknowledge this

[Our relationship] varies between the various directorates and teams we work with....Overall our relationships have developed, which we welcome.

Voluntary & Community Sector

*On a personal level, a good relationship has continued with great individuals. **PHE cannot be properly judged as one organisation;** bits work well and others do not, and the whole feels too big and forced together.*

Local Authority

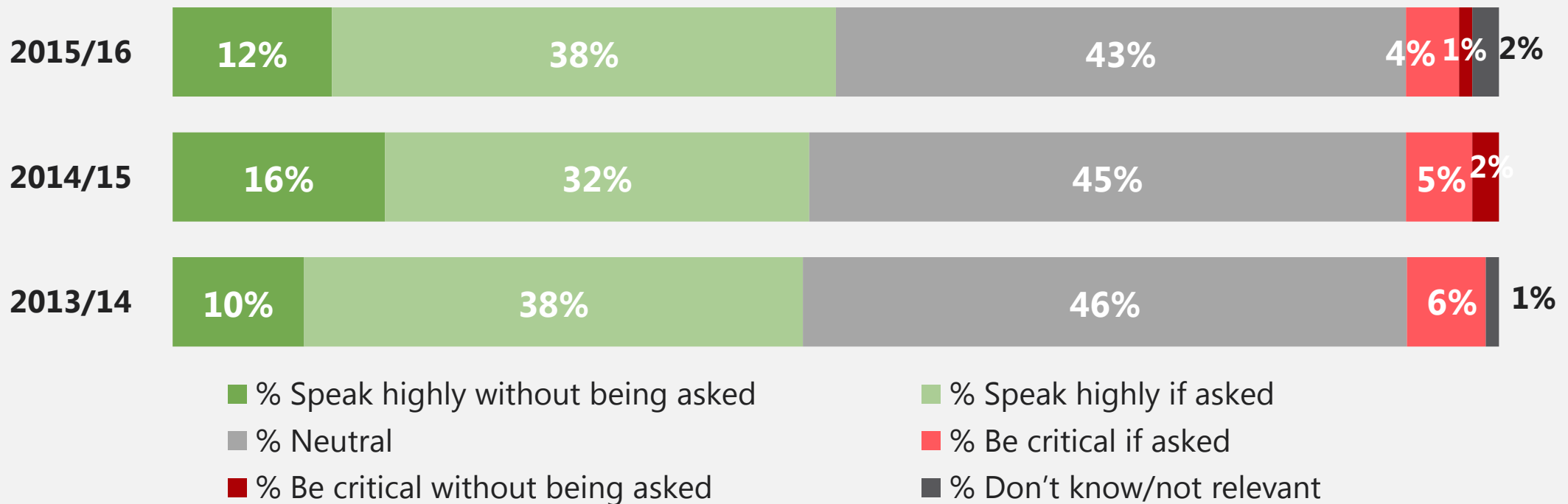
Base: All participants (267). It is possible for stakeholders' responses to fall into multiple categories.

Source: Ipsos MORI

However advocacy remains high

Which of these best describes the way you would speak of PHE to other people?

50% say they would speak positively about you



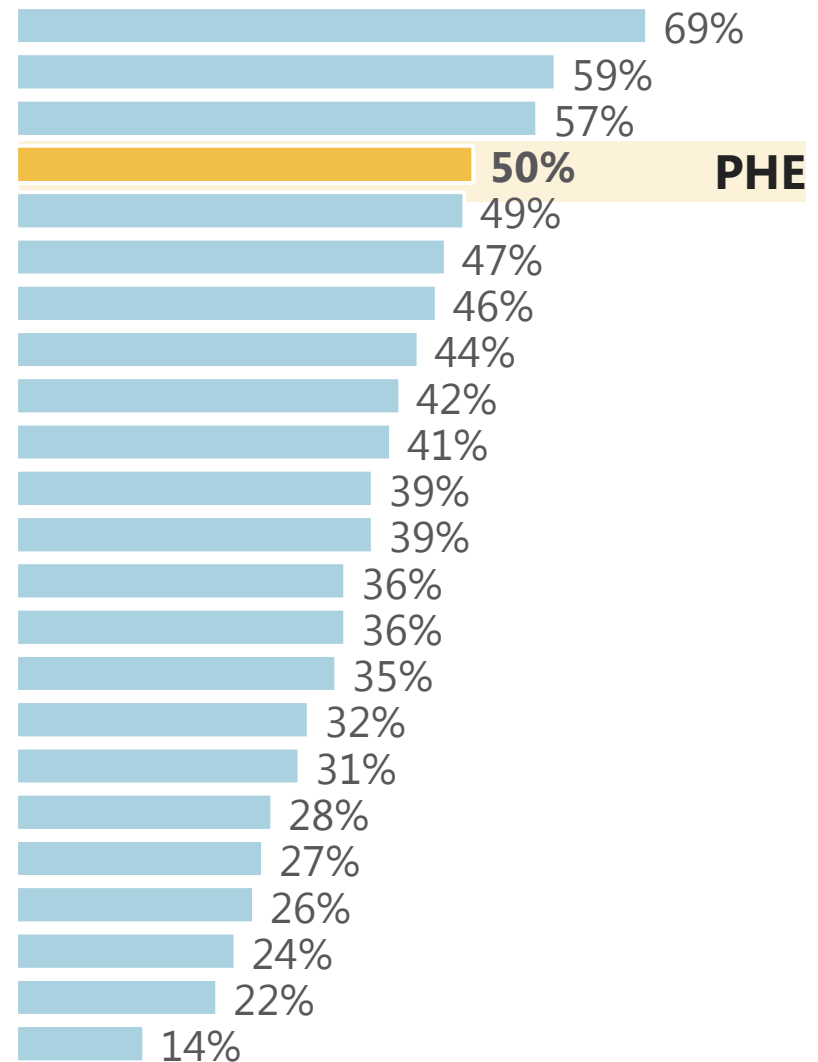
Base: All participants (2015/16: 267; 2014/15: 258; 2013/14: 299).

Source: Ipsos MORI

...and compares favourably to other public

sector organisations

Proportion saying they would speak highly without being asked/if asked



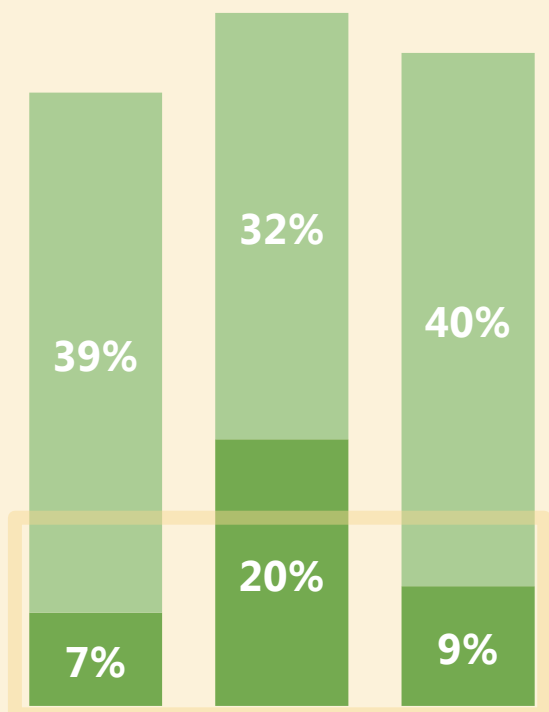
Base: Various public sector stakeholder surveys

Source: Ipsos MORI

The Local Authority (LA) perspective of working with you



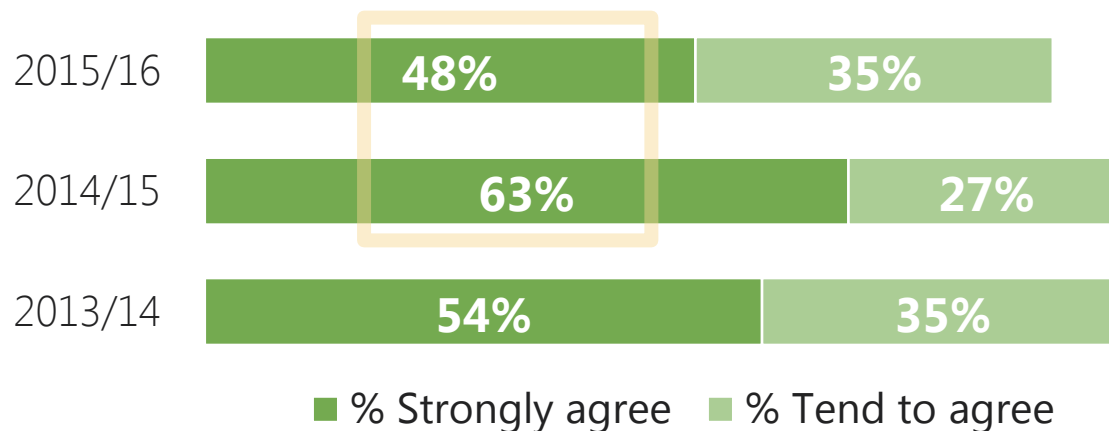
Spontaneous advocacy has fallen for LA stakeholders



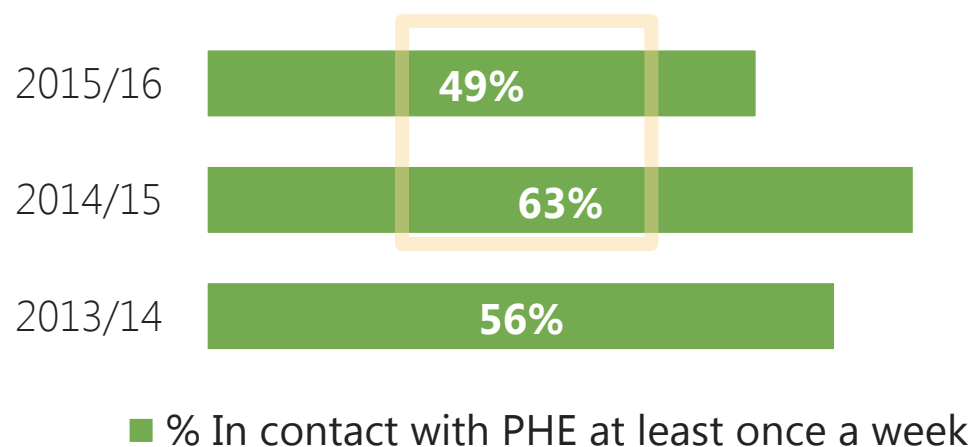
2013/14 2014/15 2015/16

■ % Speak highly if asked
 ■ % Speak highly without being asked

Fewer strongly agree they have a "clear point of contact"



And frequency of contact has dropped (also true for non-LAs)

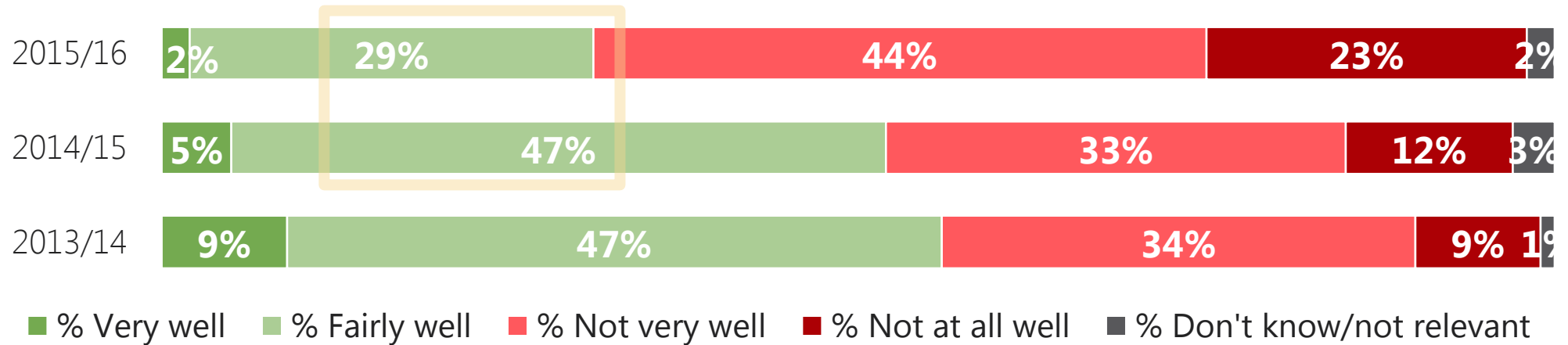


Base: Local Authority participants (2015/16: 117; 2014/15: 105; 2013/14: 174).

Source: Ipsos MORI

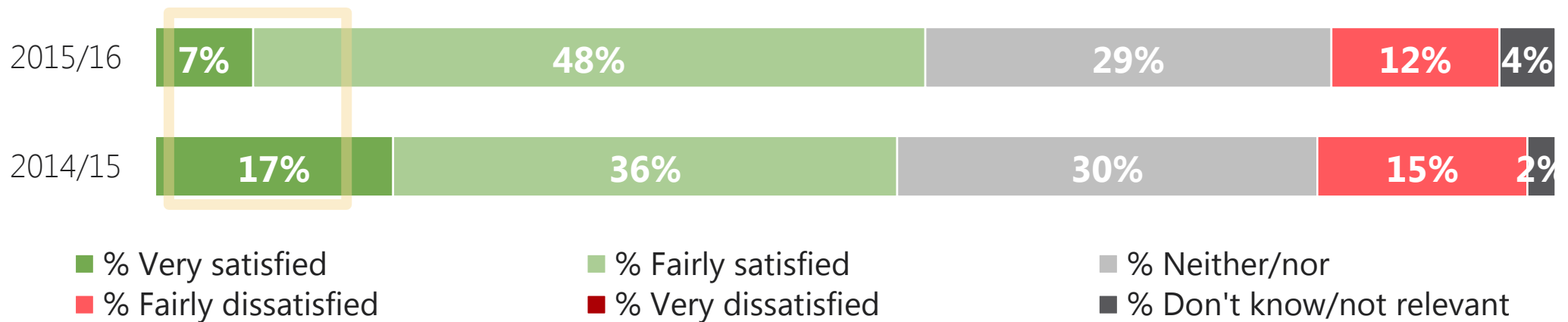
You understand their priorities less well...

How well do you think PHE understands the priorities of your organisation?



And they are less strongly satisfied with your support

Overall, to what extent are you satisfied or dissatisfied that PHE supports you in your work?



Base: Local Authority participants (2015/16: 117; 2014/15: 105; 2013/14: 174).

Source: Ipsos MORI

Local relationships are developing but there is a disconnect with PHE nationally

Nationally PHE feels remote....

- a lack of **acknowledgement** of LAs at national level (e.g. in announcements);
- a lack of **consultation** (although recognise this is difficult); and
- an **approach** to public health that doesn't speak to LAs.

*Nationally, it feels that there is **a separate world called PHE Public Health** which seems to be operating semi-independently.*

Local Authority

*The **lack of notice in relation to national announcements** (e.g. e-cigs) is very frustrating. PHE does not appear to be working in partnership with Local Authorities.*

Local Authority

*They have a definition of public health which is straight such as smoking, obesity, but **Local Authorities are managing things in a different way** by looking across the whole of the council.*

Local Authority

Locally relationships are developing....

Examples of **relationships becoming stronger at Centre level...**

...but more independent LAs **need less support from PHE** as they become more confident in their roles

*"PHE are becoming **less important as we become more established.**"*

Local Authority

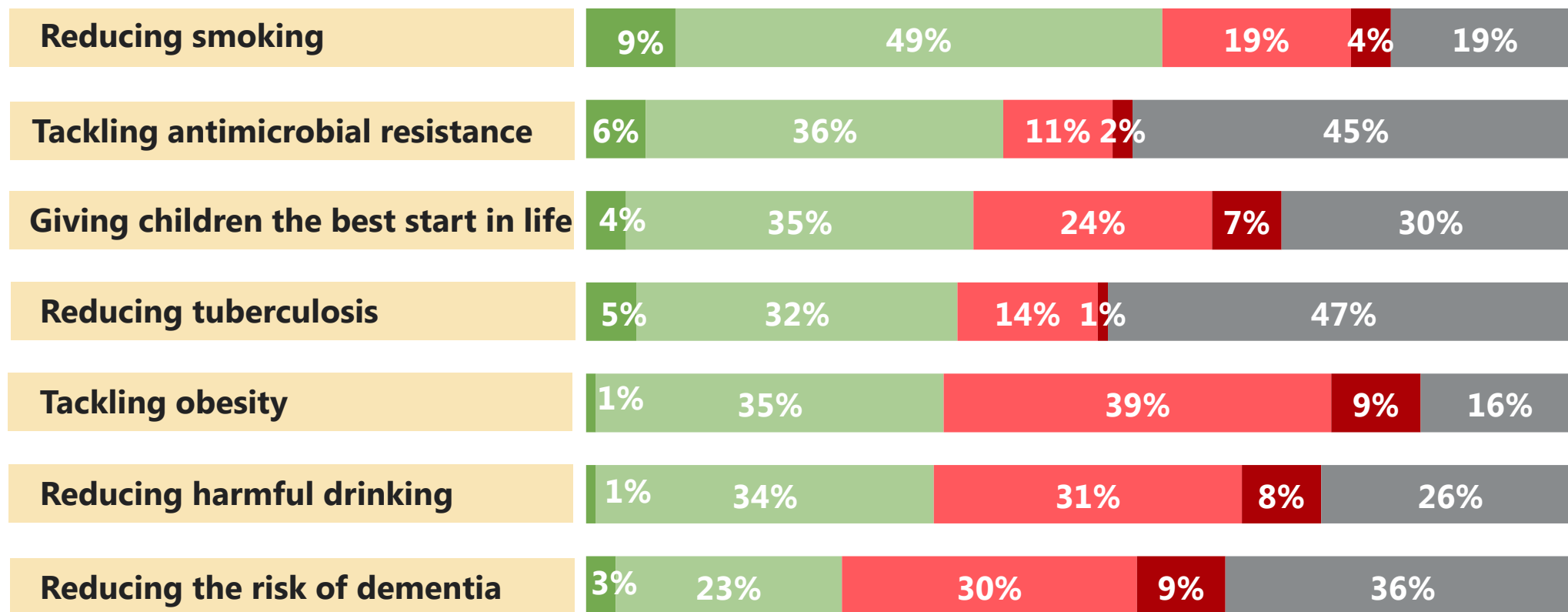
Source: Ipsos MORI

What you do



Lots are unable to comment on progress against your priorities, though you are seen as most effective on smoking

How effective, if at all, do you think PHE has been in the past year in relation to each of these areas?



■ % Very effective
 ■ % Fairly effective
 ■ % Not very effective
 ■ % Not at all effective
 ■ % Don't know

Base: All participants 267).

Source: Ipsos MORI

For those who know you, PHE is having a big impact

in some key areas

The Five Year Forward View

Promoting the importance of public health, and the prevention agenda

Ebola


Rising to the challenge, without losing sight of day to day responsibilities

E-cigarettes

Communicating difficult messages in a visible and influential way

Sugar

Demonstrating the uniqueness of PHE's reach, expertise and clout

 *[Regarding sugar review] Publicising how serious a challenge we face, means that the government will struggle to get away with an obesity strategy that isn't really, very bold... **PHE deserves a lot of credit for that.***

Local Authority

Working in partnership

- PHE has demonstrated its **ability to focus the public health community**, allowing controversial or difficult messages to have greater impact and traction
- **PHE is seen as in a unique position** to play this facilitating role

Source: Ipsos MORI

Mixed views on the independence of PHE's advice

The **e-cigarette and sugar** evidence reviews were controversial

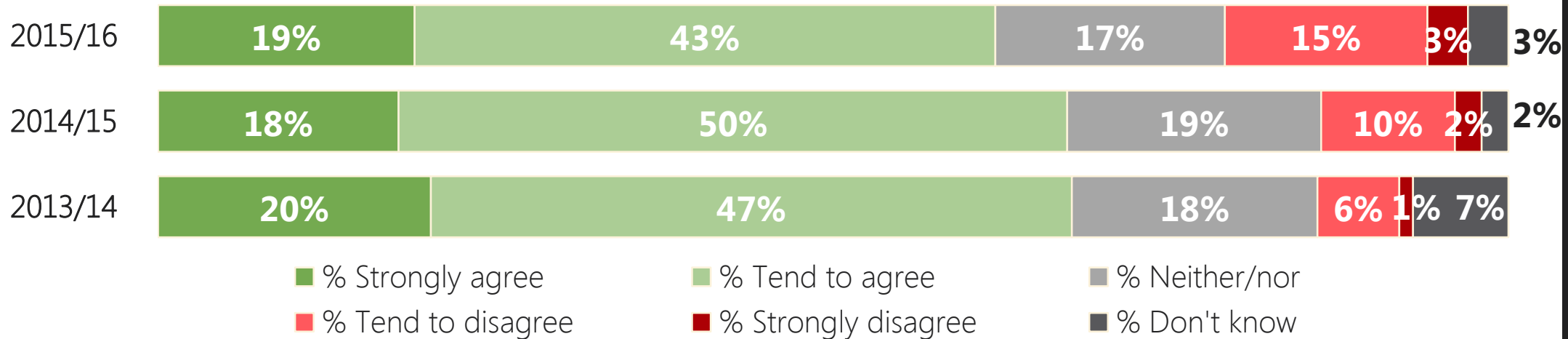
Seen as PHE working independently in the public interest

Vs.

Discounting some views/cowing to government pressure (particularly timing of the sugar report)

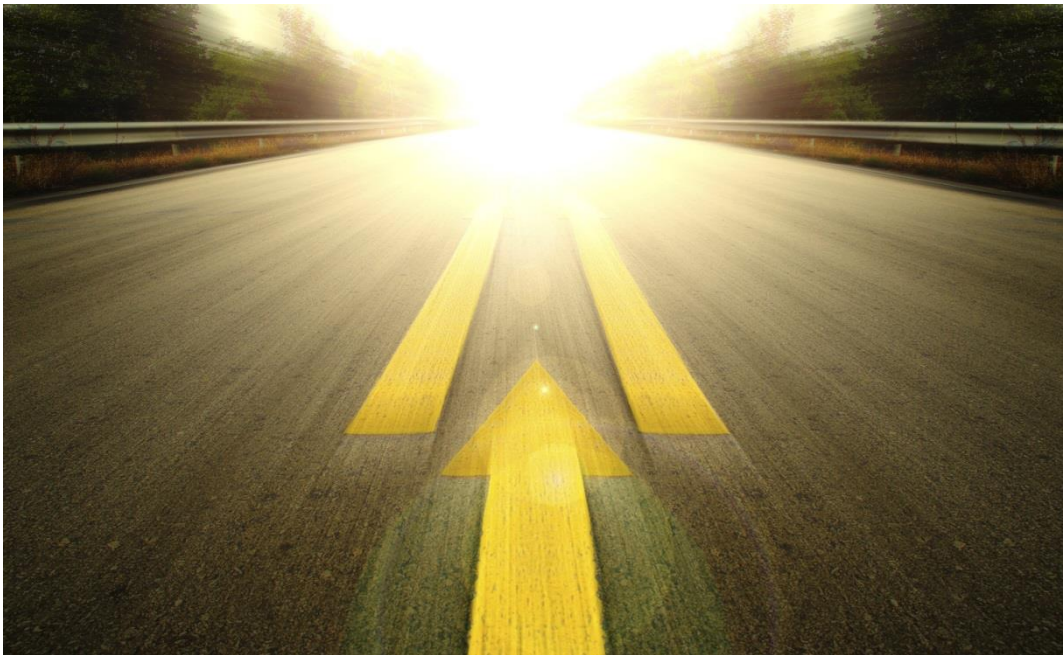
However agreement that **PHE is willing to be bolder than before**

To what extent do you agree or disagree that the advice provided by PHE is independent?



Source: Ipsos MORI

Looking ahead



Overall, results are very positive

- But, you are older = stakeholders will have higher expectations
- And indicators show there is no room for complacency with LAs

Stakeholders are looking for you to:

- Push the **prevention agenda** further
 - Show you share stakeholders' ambition that the 5YFV is only the start
 - Focus on supporting stakeholders to begin the implementation of strategies
 - Influence across government departments
- Leverage your **unique position**
 - Continue to be bold in publishing evidence reviews
 - Facilitate the bringing together of views

*I want to see **PHE pushing government** to do whatever will affect the public's health. They're going that way we just need to say good on you and we'll support it.*
Professional Organisation

Rethinking relationships with Local Authorities

Nationally:

- Better **recognise LAs' role** in public health
- Take **more notice of LAs** in national announcements
- **Consult** their views
- **Champion and advocate** on behalf of LAs



*On a bad day **I feel they have forgotten Local Authority public health** is out there doing public day-to-day. I need PHE to **talk up what we do** and not just concentrate on what they do.*

Local Authority

Locally:

- **Provide more practical support to enable decision making** (e.g. providing evidence on cost-effectiveness and 'what works')
- Support LAs with **reduced budgets:**
 - Focus support on priority areas
 - Join-up the work of LAs and avoid duplication with PHE
 - Promote best practice



*It's about **helping us prioritise** so that we get maximum benefit from what we have.*

Local Authority

Thank you! Any questions?

For more information

Louise Park

Associate Director and Public Health Lead

☎ 020 7347 3315

✉ Louise.Park@ipsos.com

Rachel Burkitt

Senior Research Executive

☎ 020 7347 3487

✉ Rachel.Burkitt@ipsos.com

Stephanie Crowe

Research Executive

☎ 020 7347 3008

✉ Stephanie.Crowe@ipsos.com



Ipsos Public Affairs

www.ipsos-mori.com/