



# PHE Advisory Board

<b>Title of meeting</b>	Advisory Board Meeting
<b>Date</b>	Wednesday 24 April 2019
<b>Sponsor</b>	Lee Bailey
<b>Presenter</b>	Louise Adkins, Ipsos Mori
<b>Title of paper</b>	Tracking PHE's reputation

## 1. Purpose of the paper

- 1.1 The purpose of the paper is to share with the Advisory Board the findings of PHE's latest stakeholder review. Ipsos Mori who conducted the research in November/December will summarise these findings.
- 1.2 The results of our recent separate Ipsos Mori public opinion survey are also attached for the Board's attention.

## 2. Recommendation

- 2.1 The Board is asked to **NOTE** the survey findings.

## 3. Stakeholder review background and methodology

- 3.1 Ipsos Mori has delivered PHE's 6<sup>th</sup> annual stakeholder review. The research looks at PHE's working relationships with stakeholders, how they view our ambitions and impact, their expectations and where they think PHE could improve.

The survey included an online questionnaire and 33 in-depth interviews with key external stakeholders. The sample included local authorities, NHS, national agencies, academia, voluntary sector, professional bodies, international colleagues, businesses and other Government departments.

## 4. Stakeholder review findings

- 4.1
  - a) Goodwill and positivity held towards PHE has continued this year, with our advocacy rating the highest ever.
  - b) 61% of our stakeholders would speak highly of us, which is amongst the highest scores of any public-sector organisation that Ipsos Mori work with.
  - c) PHE is highly valued for a wide range of areas including our health protection work, data, expertise, the quality of our staff and our ability to act as a conduit to different parts of the system and act as an ally to progress the prevention agenda
  - d) Stakeholders continue to see PHE as independent, evidence based and credible
  - e) Some stakeholders would like earlier engagement with PHE, reflecting on the difference between genuine engagement and endorsement.
  - f) Stakeholders want to be both more involved in our work and also better sighted on forthcoming issues, announcements or publications
  - g) PHE could do more to acknowledge the pressures and constraints facing local authorities in our work with them

- h) Stakeholders feel PHE should do more to speak to the wider determinants of health
- i) Stakeholders recognise that momentum is behind the prevention agenda (through the NHS long-term plan and support from the Secretary of State) which stakeholders want PHE to capitalise on and ensure prevention is not just “paid lip service to”

## **5. Ipsos Mori public opinion survey**

Ipsos Mori have also recently carried out a survey of the general public:

- 5.1
  - a) Awareness of PHE has for the first time remained stable amongst the public, however people claim to know more about PHE than ever before – as with last year, just over half (55%) of the public say that they have heard of PHE.
  - b) A greater proportion of the public say that they know ‘at least a little bit’ about PHE this year compared to last year. This implies that in 2018 PHE has not broadened its sphere of influence but deepened it. That said, there does still remain some uncertainty among the public about PHE’s responsibilities.
  - c) Trust in our advice on health threats has increased and trust in our advice on staying healthy has remained stable.
  - d) Cancer, mental health and dementia remain the top three health concerns amongst the public
  - e) The public believe the government has a responsibility to help people lead healthier lives and there is some expectation of intervention – as with last year’s survey, the proportion of the public who think that the government should do more to help people lead healthy lives remains high (49%) but there appears to be a subtle shift away from people saying this to thinking that the government has got the balance about right.

## **6. Using research and insight to inform our work**

- 6.1
  - a) Our reputation amongst stakeholders is shaped by a wide range of factors including our corporate positions, advice, products and services through to the day to day relationships we forge with our stakeholders.
  - b) From a communications perspective, the stakeholder review, public opinion survey and a wide range of other research and insight is being used to inform the development of a new communication strategy for PHE.
  - c) This strategy will ensure we use effective communication to respond to challenges and opportunities presented by the NHS long term plan, Prevention Green Paper and PHE’s new 5-year strategy.
  - d) During the spring the communication directorate is consulting with key leaders across PHE to help inform the new strategy.

**Lee Bailey**

*Director of Communications*

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