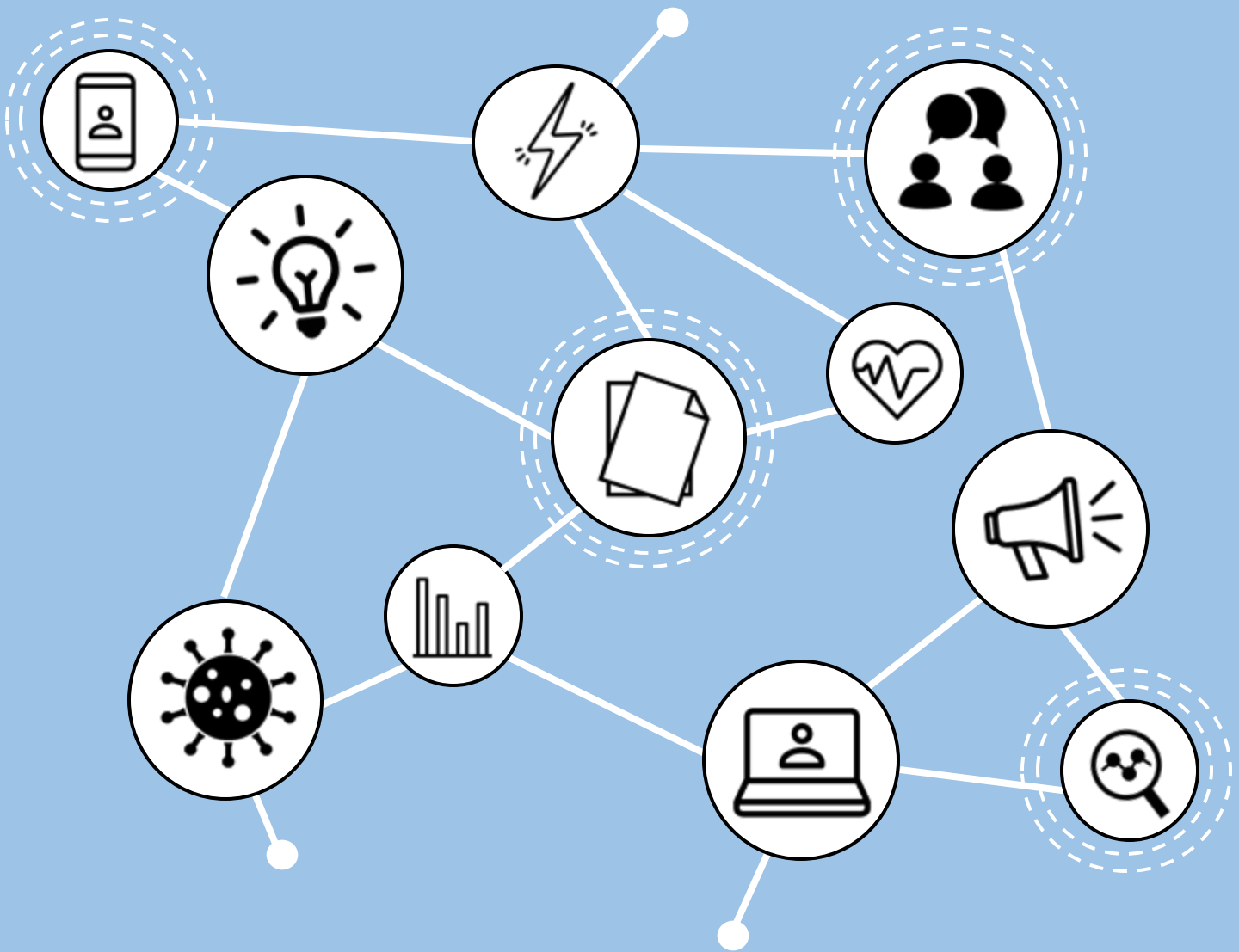




East of England  
Population Health Research Hub  
EoE PHResH

# Strategic Plan 2022 - 2023





# The East of England Population Health Research Hub

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The East of England Population Health Research Hub (EoE PHResH) is a collaborative network of population health practitioners, academics and regional research infrastructures in the East of England region.

EoE PHResH connects regional research expertise with local public health in practice to inform, co-design and implement responsive research and public health evaluations.

## Our vision

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A sustainable, connected network of population health practitioners and researchers in the East of England region who collaborates to provide evidence which informs health and social care delivery, improves regional population health and reduces inequalities.

## Our strategic priorities

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To achieve our vision, our priorities are to develop:



### *A sustainable, connected regional network*

of public health practitioners and researchers who collaborate to provide an evidence-based approach to improving population health.



### *A regional research strategy*

which is developed through deep insights of local needs and assets and co-designed with local authorities, academia, regional public health bodies, regional research infrastructures, and representatives of the community in order to maximise the impact of regional research and address research gaps.



### *Evidence informing policy and practice*

Researchers communicate evidence in accessible ways for practitioner audiences; practitioners translate research into policy and practice; public health practitioners and researchers exchange knowledge, discuss challenges, problem solve and take action together to make progress.



### *An established research culture*

within public health practice with a system which enables workplace exchange between practice and academia; public health apprenticeships and skill development across the region.



### *Excellence in evaluation*

by utilising expertise in the region to build evaluation skills to demonstrate the impact of local public health approaches and have evaluation findings inform population health interventions.



# How we're organised

EoE PHResH has two Co-Chairs, one from academia and one from a local authority who lead the Hub. A Head of Strategy, Programme Manager and Research Development Coordinator implement the Hub's strategy.



Professor Carol Brayne  
Cambridge Public Health  
EoE PHResH Co-Chair



Dr Jo Broadbent  
Director of Public Health Thurrock  
EoE PHResH Co-Chair

A Steering Committee with representatives from each of our partner institutions work together to develop the Hub strategy. As the Hub works collaboratively to leverage existing networks and expertise within the region, its Steering Committee has representatives across the region and input from the following groups:

- Association of Directors of Public Health East of England
- Representatives from local authorities
- Representatives from our partner universities
- DHSC Office for Health Improvement and Disparities
- NHSEI Healthcare Public Health
- Health Education England
- NIHR Applied Research Collaboration East of England
- NIHR Research Design Service East of England
- NIHR Clinical Research Network Eastern
- East of England Regional Academic Forum
- Eastern Academic Health Science Network

# Our partners



The East of England Population Health Research Hub is supported by the Health Foundation, an independent charity committed to bringing about better health and health care for people in the UK.



## OUR VISION

A sustainable, connected network of population health practitioners and researchers in the East of England region who collaborates to provide evidence which informs health and social care delivery, improves regional population health and reduces inequalities.

### STRATEGIC PRIORITIES

### STRATEGIES

**Sustainable, connected regional network**



Expand and activate our network



Guidance for the development of regional hubs

**Regional research strategy**

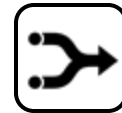


Co-design a regional research strategy

**Evidence informing policy and practice**



Facilitate knowledge exchange and evidence translation



Facilitate interdisciplinary approaches within LAs



Modelling and fostering relationships for evidence flows

**Established research culture**



Skill development & strategic integration

**Excellence in evaluation**



Build evaluation capacity



# Our Strategies

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## 1. Expand and activate our network

A connected regional network of public health practitioners and researchers is at the heart of EoE PHResH. We want to continue to develop the EoE PHResH network to foster meaningful engagement, mutual comprehension and collaborative action knowledge between our members and for them to be supportive of and actively engaged in Hub activities.

We will continue to expand our network and engage our members by:

- Developing and implementing a 2022 – 2023 Strategic Plan for the Hub with guidance from our Steering Committee to provide a clear direction and to highlight opportunities for input from our members.
- Developing and implementing a Communications Strategy aimed to reach out to public health practitioners and researchers across the region to grow the existing Hub network and ensure we integrate all the expertise and experience the region has to offer.
- Maintain the Hub's website and social media presence and deliver provide a Hub newsletter to keep our members up-to-date.
- Facilitate the active involvement of members in network activities including in working groups and in the development of a regional research strategy.



## 2. Facilitate knowledge exchange and evidence translation

For evidence to effectively inform policy and practice, there needs to be an open exchange of ideas and information between researchers and practitioners.

To facilitate knowledge exchange and evidence translation this we plan to:

- Facilitate the translation of research into public health policy and practice by linking researchers with practitioners and decision makers
- Provide platforms for topic-based exchange between public health practitioners and researchers to discuss challenges, problem solve and determine next steps together
- Collate and communicate public health research within the region
- Inspire and support researchers and registrars to develop their science and health communication skills to ensure research is accessible for public health practitioner audiences



## 3. Skill development and strategic integration

EoE PHResH aims to establish a research culture throughout the region where all settings have an interest and understanding of the value of population health research.



## Our Strategies

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To achieve this we will work with Health Education England and our Hub partners to understand how we can build bi-directional knowledge, integration and capacity of research and practice across the region.

This will include identifying:

- Career pathways for population health researchers and practitioners within the region
- Opportunities for exchange and integration between research and practitioner roles
- Opportunities for development by career stage



### 4. Build evaluation capacity

The recently established EoE PHResH Evaluation Working Group draws on evaluation expertise from across the region to promote learning and help build evaluation capacity in local authorities.

Through our EoE PHResH Evaluation Working Group we plan to:

- Understand regional evaluation assets and needs through surveys and mapping exercises
- Deliver seminars, workshops and drop-in clinics to stimulate culture change and up-skill practitioners
- Signpost to existing resources and develop practical resources
- Identify opportunities for funding and resources to meet needs

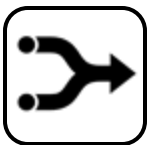


### 5. Co-design a regional research strategy

to enable more effective connections with ongoing and upcoming regional research EoE PHResH aims to develop deep insights of local needs and assets through the co-design of a regional research strategy with local authorities, academia, DHSC OHID, NHS, UKHSA and representatives of the community.

This regional research strategy will seek to:

- Understand regional research needs, priorities, capacities and assets
- Effectively disseminate and translate ongoing research to inform local authority plans
- Facilitate input into upcoming research to enhance alignment with local needs
- Identify opportunities to link practitioners with common needs with academics with associated expertise
- Identify synergies in research needs across the region, and gaps in these which require funding proposals or Hub support to meet needs



### 6. Facilitating interdisciplinary approaches by local authorities

Improving population health requires an interdisciplinary approach if we are to address the complex underlying causes of our population health challenges and inequalities.



## Our Strategies

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We will explore how EoE PHResH can facilitate a health in all policies approach within a local authority by taking a case study approach in collaboration with a local authority to:

- facilitating connections to draw evidence from teams across the local authority
- establish links to relevant interdisciplinary researchers via the EoE PHResH academic partners



### 7. *Guidance for the development of regional hubs of engagement*

Capture the challenges, solutions and learnings on what works in creating a regional hub of engagement to contribute to the development of other hubs in other regions, including an evaluation of different approaches through engagement with hub partners.

We plan to:

- Collaborate with other regional hubs in various stages of development to outline overarching principles for what works in developing regional hubs of engagement.
- Identify opportunities that may arise to test and refine the application of principles developed through collaborations with other regions.



### 8. *Modelling and fostering relationships for evidence flows*

Recent changes to the organisation of the public health system provides a fresh opportunity to understand how we can best bring together the diverse elements of the public health system in a way which most effectively integrates health of the public research and health and social care delivery.

To explore this we plan to:

- Develop and test a systems model to understand how regional hubs of engagement can foster relationships and collaborations which bring together elements of the complex public health system both within a region, between regions and between regional and national levels to support evidence informed population health approaches.

## Connect with Us

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If you would like to get involved or have further information about any aspects of our strategy or work, please email our Programme Manager Caitlin Grant [cmg77@cam.ac.uk](mailto:cmg77@cam.ac.uk).

For further information about EoE PHResH, please:



Visit our website:

<https://adph.org.uk/networks/eastofengland/eoephresh>



Follow us on Twitter:

[@eoe\\_PHResH](https://twitter.com/eoe_PHResH)



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Population Health Research Hub**  
EoE PHResH

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East of England Population Health Research Hub

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