

Strategic Plan 2023-28

City of London and Hackney Public Health Intelligence Team

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Data and insight are necessary to understand the needs of residents, provide best services, produce evidence-based policies, inform behaviour change and empower our communities to take control of their wellbeing

INTRODUCTION

The World Health Organisation defines Public Health Intelligence (PHI) as the process of moving from data through knowledge synthesis to action with the specific aim of early detection for effective response. PHI work involves using various data sources and analytical methods to understand the health status of populations, identify risks and monitor health trends.

The City and Hackney Public Health Team (PHIT) plays a crucial role in supporting the local Public Health Team as well as in cross-departmental and system-wide work by providing evidence-based insights that inform policies, programmes and services. Evidence generated by the PHIT helps to identify gaps in health services, target interventions to areas of need, monitor the effectiveness of interventions and evaluate their impact.

The pandemic brought the importance of data and evidence-based decision making to the fore by highlighting: 1) an increased public awareness and interest in understanding data, 2) the significance of timely, reliable and accurate data and insight, 3) the importance of data sharing and collaboration 4) the need to build public trust by ensuring that the data is handled appropriately, lawfully and fairly.

The City and Hackney Public Health Intelligence Team strategic plan was developed by incorporating the learnings from the pandemic as well as the current and emerging work priorities. The strategic plan describes the direction the team will take in the next five years.

VISION, MISSION AND VALUES

The PHIT upholds the City and Hackney Public Health Team's commitment of delivering system changes by working with people to improve and protect health and to prevent ill health and health inequalities

VISION

Our vision is that the public's health and wellbeing in City and Hackney is improved whilst health inequalities are reduced by the effective use of data, knowledge and insights

MISSION

Our mission is to generate actionable insights and enable evidence-led decisions with the aim of improving and protecting health and preventing ill health and health inequalities

VALUES

EXCELLENCE

We are committed to performing at high standard, achieving outstanding results and leading by example

IMPACT

We focus on producing outcomes-oriented insights that are relevant and applicable to the needs and priorities of our partners and residents by conducting timely and robust analyses

COLLABORATION

We believe in working collaboratively with local organisations and communities to generate insights and drive positive change

AGILITY

We are able to quickly adapt to changes and remain responsive to the evolving needs by being innovative and resourceful in our work and through continuous improvement

Underpinned by the City and Hackney Public Health Team's vision of enabling people to lead their best lives, healthy, happy and free by making positive changes within our local communities and to achieve a more equal society

PLAN ON A PAGE

The PHIT strategic plan seeks to create a sustainable, flexible and outward-looking service that would enable to achieve the vision of improving health and wellbeing while reducing health inequalities through the effective use of data, knowledge and insights

MISSION:
To generate actionable insights and enable evidence-led decisions with the aim of improving and protecting health and preventing ill health and health inequalities

Strategic aims

Build capacity, resources, and processes

Generate timely, relevant and actionable insight

Empower stakeholders to make informed decisions

Strategic objectives

1. Establish robust data management and information governance processes and practices as standard
2. Collaborate with partners to advocate for better data quality and availability for evidence-based decision-making
3. Foster continuous learning among staff to improve efficiency, reduce duplication and promote service sustainability

1. Provide timely insight by aligning intelligence work with commissioning cycles, strategic and transformation work programmes
2. Strengthen partnerships with analytical teams and partner organisations in North East London to facilitate collaboration, exchange of data and information
3. Keep abreast with the developments in Public Health, including policy, research and data

1. Tailor insights to stakeholder needs and make insights relevant and accessible to all
2. Engage residents and partners in product development and seek ongoing feedback
3. Contribute to improving health and data literacy among stakeholders and public through training, support and engagement

VISION:
The public's health and wellbeing in City and Hackney is improved whilst health inequalities are reduced by the effective use of data, knowledge and insights

VALUES: Excellence | Impact | Collaboration | Agility

STAKEHOLDER RELATIONSHIP DIAGRAM

Relationship with national bodies

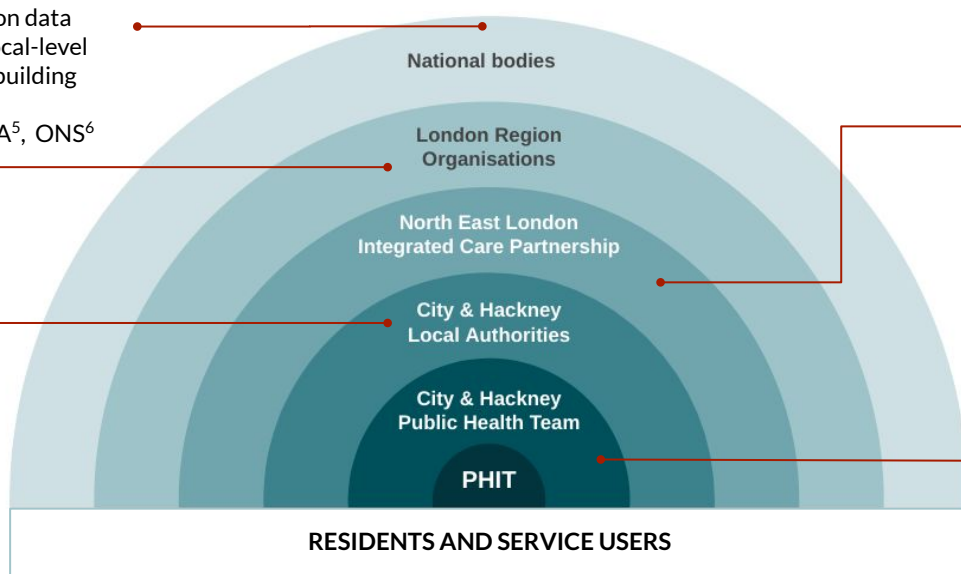
Draw on data and research, consult on data and analytical products, champion local-level data and insight products, continue building relationships and collaborate with organisations such as OHID⁴, UKHSA⁵, ONS⁶

Relationship with regional organisations

Network with London colleagues through LKIS¹; keep abreast of the research, analytical work and innovation across the London organisations like LOTI² and the GLA³ Intelligence Unit

Relationship with City & Hackney Local Authorities

Working collaboratively with teams across the council, consult and provide insight to support health in all policies agenda



Relationship with the NEL ICP

Work collaboratively with the analytical teams across NEL⁷ to reduce duplication of work, exchange knowledge and practice, aim to align key insight work e.g. JSNA⁸ to support strategic work across NEL, consult on services and products available from data providers like the CEG⁹ and the NEL Data Service

Relationship with the City & Hackney Public Health Team

Drawing on commissioned services' data, provide insight to support commissioning and policy decisions, collaborate and align work priorities with the City & Hackney Population Health Hub

Abbreviations: ¹London Knowledge and Information Service; ²London Office for Technology and Innovation; ³Greater London Authority; ⁴Office for Health Improvement and Disparities; ⁵UK Health Security Agency; ⁶Office for National Statistics; ⁷North East London; ⁸Joint Strategic Needs Assessment; ⁹Clinical Effectiveness Group

The City and Hackney PHIT is a team dedicated to providing robust insight and evidence to support policy and commissioning decisions. We collaborate with a range of stakeholders from across the system as well as regional and national organisations.

Please visit [the City and Hackney Health and Wellbeing website](#) for local data, insight and publications. If you would like to work with us or have a query, please get in touch by emailing phit@hackney.gov.uk.

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