

**Paper 17 – PHR FPH Joint Session
Public Health Reform Programme Board – 25th September 2018**

Faculty Of Public Health Conference

This year's Faculty of Public Health Conference provides an opportunity to engage with a core stakeholder demographic with an interest in all aspects of reform. It is important that the opportunity to present a coherent consistent message on reform is utilised and that the opportunity to engage in a meaningful way with delegates is fully utilised.

Inputs

The reform programme will have a number of different inputs over the two days which if not fully utilised messaging can potentially appear fragmented and disjointed. Confirmed inputs to date include:

Minister for Public Health and Sport Keynote Speech

Presentation from Marion Bain, Co-Director Public Health Reform

Exhibit Space jointly with PHI, NHS HS and PHR team

2 confirmed Public Health Reform lunchtime plenary sessions covering Public Health Scotland and Scotland's public health priorities whole system working

Potential for an additional lunchtime plenary session focusing on the commissioning process to be delivered by NHS HS and PHI

In addition both NHS HS, PHI and the reform team (including Scottish Government and COSLA) will have a significant staff presence over the 2 days of the conference, including staff leading and involved in the commissioning process, providing an opportunity to engage delegates consistent with a set of key messages and encourage engagement with the reform inputs at the event.

Key messages

It is important across all the inputs there is a consistent set of key messages on reform to support our engagement. These can be tailored for specific inputs but should be consistent with the reform programme overall and include Public Health Scotland (including commissions), Scotland's Public Health priorities and whole system working and be aligned with the reform programmes principles.

However, although messaging and a consistent voice will be important the most important contribution over the two days will be to engage delegates meaningfully, with the commission process in particular providing an ideal opportunity to actively engage delegates in the development of Public Health Scotland.

Proposal

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Given the above, it is proposed to co-ordinate and support the respective contributions consistent with a set of key messages. The exhibit space will be developed as an engagement hub over the 2 days and act as a central point for the duration for the conference to not only reinforce key messaging but as a space for delegates to engage those involved in reform.

Utilise social media over the 2 days with links included in key note speeches and presentations and used throughout the conference including the lunchtime plenary sessions and related workshop sessions being delivered by NHS HS and PHI staff.

Co-ordination

A short life working group with representation from the reform team, NHS HS and PHI has been established to co-ordinate respective inputs across the 2 days, this will include liaising with the respective commission leads and to ensure a consistent set of messages and voice throughout the conference.