

Welcome to Public Health Liverpool

Liverpool City Council Public Health Training Prospectus

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Public Health Liverpool – Making a difference in the best city in the world



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Welcome to Liverpool's Public Health Training Prospectus.

How much do you know about the city of Liverpool? You may be aware of its cultural pedigree, the fabulous architecture, and you may have even heard a song or two from one of its greatest exports, The Beatles.

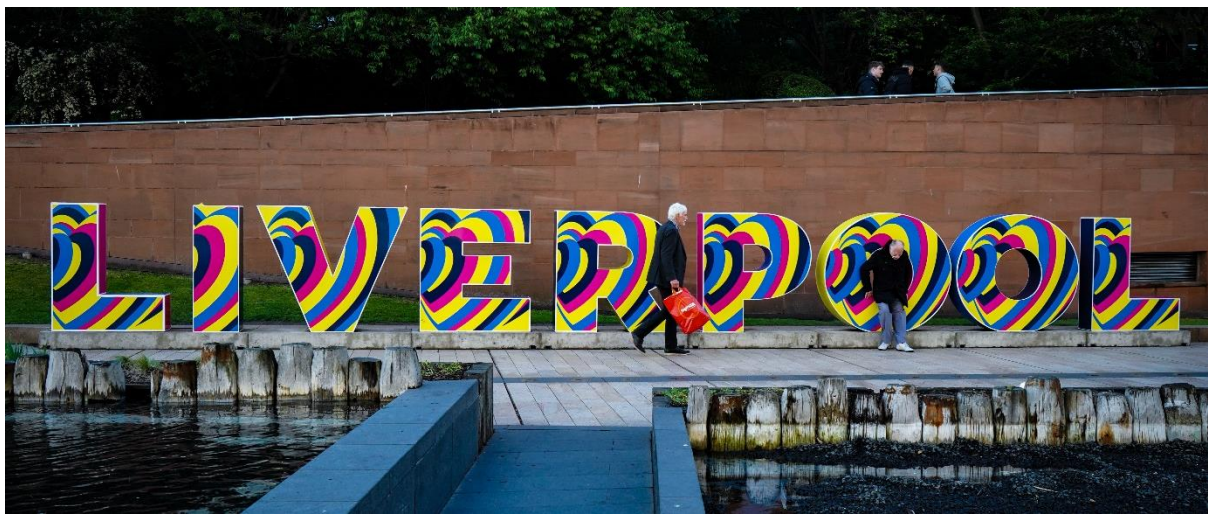
You may also be aware that the city boasts a long and proud tradition of pioneering public health improvement, from the appointment of Dr William Duncan as the first ever Director of Public Health, to leading the way in making workplaces smoke-free.

These are all brilliant assets to highlight, but there is so much more that the city has to offer. Liverpool is a wonderful international city with a great sense of pride amongst **its population of 496,770** and a unique identity. In the 1800s, more than 30 per cent of the world's trade was passing through its docks – now a **World Heritage site**.



During the twentieth century, the city experienced a massive slump to its economy. Since the middle of the 1990s, Liverpool has undergone **major redevelopment** to revive the economy, including the massive Liverpool ONE shopping and leisure project in the heart of the city. This was completed in 2008 when Liverpool was crowned **European Capital of Culture**.

Culture remains a strong feature of Liverpool's identity, with highlights including the Liverpool Giants in 2012, 2014, and 2018, the relaunch of live events after the COVID-19 pandemic with the Events Research Programme, the World Gymnastics in 2022 and the **Eurovision Song Contest** in 2023.



Like many other cities, Liverpool faces many challenges, which has a knock-on impact on the health and wellbeing of its people. However, among the challenges are a wealth of opportunities to make a real and meaningful difference to the health and happiness of our residents.

In our team, you'll never walk alone. You will join our collective of talented, dedicated, and innovative public health superstars, who are all on a mission to make a real, meaningful difference in the best city in the world. Are you ready to join us?

Who we are

Our team consists of 40 people in the local authority with diverse skills including public health consultants, principals and practitioners, data specialists, evidence reviewers and behavioural insight specialists. Work programmes include health improvement, healthcare public health, health protection, embedding health in all policy approaches, addressing the wider determinants of health and the commissioning of public health services.



The Public Health Liverpool team meeting with Professor Chris Whitty, England's Chief Medical Officer.

Our programmes are supported through strong intelligence, behavioural insight and communication functions. We also work dynamically across Liverpool City Council's directorates to ensure that Public Health has a voice in a variety of local government matters.

We are based in Liverpool's iconic Cunard Building, which sits in between the Royal Liver Building and The Port of Liverpool Building to make up the majestic Three Graces of Liverpool. The Cunard is a Grade II listed building, which was designed and constructed between 1914 and 1917. The building was, from its construction

until the 1960s, the headquarters of the Cunard Line, and the building still retains the name of its original tenants, alongside Liverpool City Council and other public and private sector tenants.



What we do

As a team, we provide public health leadership, advice, influence and shaping of the whole system in order to protect and improve the health of the public. We also deliver statutory advice to the NHS and commission public health services. We use our public health skills to strategically support the whole council and other organisations to have maximum impact on the health and wellbeing of the population through the totality of the city's resources.

We work to influence the entire health, care, and wider system towards building a city that is more conducive to good health and wellbeing, seeking innovation within existing delivery models and redesigning and reprocurring new integrated service delivery models to deliver better value for money interventions and help improve population health. This also includes influencing society-wide changes that help make healthier choices the default and promote easier choices to improve the health of those from lower socioeconomic groups the most. We will achieve more in improving and maintaining health through social and economic policies, transport infrastructure, parks, planning and regulation than can possibly be achieved by better treatment of those already suffering the consequences of failure to act on those factors.

The [State of Health in the City: Liverpool 2040](#) independent report by the Director of Public Health articulates the actions required to improve the health of our population. Our ambition is to increase the number of years people in Liverpool live in good physical and mental health, and to see equity of good health across our population. Following Councillors' unanimous agreement of all recommendations within the report in January 2024, we will be working closely across the system to step up joint action to tackle pervasive health inequalities and to monitor our progress against the report. This includes continuing our commitments as an aspiring Marmot city and engaging with the Healthy Child Initiative.

Our partners and networks

We have excellent relationships across the council, with elected members and with local, regional and national partners including local business, faith and voluntary sector, the Champs Public Health Collaborative, UKHSA, OHID and LGA.

Liverpool is also part of the WHO European Healthy Cities Network, which gives us an opportunity to learn and share ideas about effective policy and practice with cities across Europe.

We also work very closely with our local NHS and have close working relationships with public health consultants at Liverpool University Hospitals NHS Foundation Trust (LUFHT) and Alder Hey Children's Hospital. LUFHT public health consultant is an active member of our Senior Management Team.

Research and development opportunities

Liverpool City Council, in collaboration with the University of Liverpool, Liverpool John Moores University, Healthwatch Liverpool, Liverpool Charity and Voluntary Services, has been successful in an application for the NIHR Health Determinants Research Collaboration (HDRCs). This five-year funding will support Liverpool City Council to embed a culture of evidence-based decision making, boosting our capacity and capability to conduct high-quality research to tackle the social, environmental and economic determinants of health.

We also already have excellent links with the University of Liverpool, Liverpool John Moore's University, the Liverpool School of Tropical Medicine, and the Pandemic Institute. There are significant opportunities for registrars to play a significant role in the shaping, implementation and delivery of the HDRC, as well as the participate in research leading to publications.

Challenges and opportunities

Liverpool faces huge public health challenges. The city is the third most deprived local authority in the country and almost two thirds of the city fall into the most deprived national quintile. One in three children are living in poverty. Liverpool City Council has suffered hundreds of millions of pounds in budget cuts over the past decade, losing 65 per cent of its core funding since 2010 – around £465 million over 12 years, with additional savings required in the years ahead. Liverpool's residents continue to be hit particularly hard by reductions in funding of local amenities such as schools, children centres and changes in social security payments.

The State of Health in the City: Liverpool 2040 report projects that, unless changes are made, by 2040 the city's residents are facing:

- spending more than a quarter of their life (26.1%) in ill health
- a fall in women's life expectancy by one year and a fall in women's healthy life expectancy by four years
- an increase of up to 38,000 more people living with major illness, defined as at least two long-term conditions such as high blood pressure, cancer, diabetes, asthma and chronic kidney disease
- double the number of adults experiencing depression
- the health issues most common in children will be related to mental health, obesity and child poverty

There are also stark inequalities in health across the city, with people in the most deprived parts of Liverpool expected to live 9 years less than those in the least deprived areas. Due to the worst cost of living crisis in a generation, many households are struggling with rising living costs, including soaring energy bills and rising rent or mortgage payments, affecting their health and wellbeing.

However, we can hail some encouraging signs of improvement - smoking prevalence in Liverpool has fallen from 22.3 per cent of adults in 2011 to 17.3 per cent in 2022; infant mortality rates are reducing; and teenage pregnancy rates are falling. Huge

challenges clearly remain, and public health has a crucial role to play in strengthening our system-wide approach to health and wellbeing in line with the Council Plan (2023-2027) and the One Liverpool strategy.

Meet your educational supervisors



Dr Emer Coffey, Associate Director of Public Health (Health Protection) and Lead Trainer for Public Health Liverpool

“Our three consultants and Director of Public Health are all accredited trainers. We strongly value our public health speciality registrars and will provide a supportive

learning environment. We are very proud of what our specialty trainees achieve during their time with us. We will work with you to develop a learning plan based on your training and development needs and taking advantage of the opportunities available. You will have a named educational supervisor and are likely to work on diverse projects across the scope of public health work with different project supervisors.

“We can host up to four registrars at different stages in their training. When you are working for part A or B, there are trainers who are willing to help you prepare. We may also host trainees from other specialties gaining experience in public health.

“I lead the health protection function at Liverpool City Council. This has involved intense work to respond to the COVID-19 pandemic. There remain many health protection challenges including recovery of our childhood immunisation programme, protection of vulnerable migrants, rebuilding our TB prevention and control programme, updating and exercising outbreak plans and taking forward the learning from the pandemic to strengthen our health protection arrangements across the system, including the control of infection in care homes.

“I also the consultant lead for Womens’ Health and sexual health. We plan to develop to develop a broad strategy to address the decline in womens’ health outcomes that we are facing.

Professor Matt Ashton, Director of Public Health

“I was appointed Director of Public Health for Liverpool City Council in April 2020 in a joint appointment with the University of Liverpool, where I am an Honorary Professor in the Department of Public Health and Policy.



“I am passionate about bringing together the best people and partnerships in the region to improve health and wellbeing and reduce inequalities in the communities we serve, and I work closely with other directors of public health across Cheshire and Merseyside, as part of the Champs Public Health Collaborative, where I am the current Chair, and lead on Communications, Social Marketing, and Strategic Partnerships.

I am also the chair of the Association of Directors of Public Health (ADPH) policy advisory group on healthy places, as well as being the lead Director of Public Health for the Liverpool City Region Violence Reduction Partnership, and for Food Active, a healthy weight programme delivered by the Health Equalities Group.”



Melisa Campbell, Associate Director of Public Health (Children and Young People and Health Improvement)

“I’m passionate about working with families, children and young people to tackle inequalities and make Liverpool a Child Friendly City. I hold a broad portfolio

covering children and young people including the Healthy Child Programme and children’s mental health and wellbeing. I also cover a wider health improvement remit including programmes and related services for weight management, physical activity, post-natal depression and community champions, as well as overseeing the behavioural insight and epidemiology teams. Working with me, trainees on placement at Liverpool will gain experience of various city partnerships such as

Family Hubs, Liverpool University, Behavioural Insight and Health Visiting services, to name a few.

“We have used behavioural insight successfully to increase secondary school attendance, understand risk reduction around e-scooters, increase use of prevention services in adult social care, increase understanding of the effects of poor air quality and reduce the sale of high sugar drinks in a retail setting. Current projects include raising awareness of suicide prevention and mental health support and increasing uptake in childhood immunisation.”

**Chris McBrien, Associate Director of Public Health
(Healthcare Public Health)**

“I am a Consultant in Public Health at Liverpool Council, having previously worked for Knowsley Council and trained in Cheshire and Merseyside. I have extensive experience of working in the public and voluntary sector and my public health career to date includes health protection resilience and response, health improvement and community development, strategy development, service delivery, redesign and commissioning.



“My lead areas include health care public health with a focus on long-term conditions and multi-morbidity, healthy aging and falls prevention, cancer, mental health and wellbeing. This includes being the lead for The State of Health in the City: Liverpool 2040 and its implementation.

“I am incredibly passionate about all areas of public health and particularly enjoy working with our fantastic partners across the system to think of new and innovative ways to improve health and wellbeing and reduce health inequalities.”



Dr Elspeth Anwar, Associate Director of Public Health (Wider Determinants)

“I trained in the North West on the Public Health training scheme and I’m a medical doctor by background. I have also been an academic trainee and have published multiple peer reviewed papers.

“I am passionate about improving health outcomes and reducing health inequalities through driving collective action to improve the conditions in which people are born, grow, live, work and age within Liverpool. I strongly believe in working with and empowering local communities to improve health outcomes.

“My current lead areas include wider determinants, addictions (drugs, alcohol, tobacco, gambling) and research and development, including being the lead for the National Institute for Health and Care Research (NIHR) funded Health Determinants Research collaboration Liverpool.”

Hear from our trainees

We think that Public Health Liverpool would be a fantastic place for you to learn, grow and develop your public health skills. But don't just take our word from it! Hear from our past and present trainees on their experiences and how they're making a real and meaningful difference.



Clare Baker

"I am an ST4 LTFT trainee in public health and have been based in Liverpool City Council since August 2022. In that time, I have gained varied experience leading work in infant feeding and child friendly cities, understanding the current situation and exploring how to

best deliver change to improve outcomes. I have benefited from a variety of opportunities and I have also been involved in service specification development, commissioning of services, budget management, community and stakeholder engagement.

"I particularly valued the thoughtful approach taken on which opportunities best fit my training needs and interests. I have enjoyed working with partners in different organisations across the city and have been struck by the good reputation of the public health team and the widespread desire to keep improving."

"I regularly attend senior management team meetings and am encouraged to contribute. The team's openness has given me excellent opportunities as a senior trainee to observe Consultant-level planning, advocacy, and decision-making, in the context of a time of great change for the Council. The team as a whole have been very welcoming and supportive in a time when I've needed reasonable adjustments in place."

Jessica Smith

“I am an ST2 registrar currently based within Public Health Liverpool. Liverpool has been a brilliant first placement – the team are really approachable and passionate about public health. I found it really easy to get involved with different pieces of work to meet specific competencies, gaps in my knowledge or areas of special interest.

“During my placement I have contributed to a varied work plan, including the engagement aspects of an LGBTQ+ Health Needs Assessment (HNA), as well as leading on a drugs and alcohol desktop HNA. I was also asked to contribute to an independent report by the Director of Public Health called the “State of Health in the City” Report, which presented projections for health by 2040 and city-wide recommendations for action. It was wonderful to work so closely with the intelligence team in the development of the report, and to watch the report being presented for debate at a special cabinet meeting. Such forward-thinking work truly reflects the values of the team, which are embodied day-to-day by all members including the senior management team.



“As a carer, my supervisor has supported me throughout my placement – both in a less-than-full-time application and with dedicated study for my MPH and DFPH exam. I have valued the hybrid working style at Liverpool City Council – enjoying the opportunity to attend the office 2-3 days a week and learn from my colleagues, whilst still spending time working from home in order to focus on reports and reading. I would whole-heartedly recommend Liverpool as a placement opportunity and am happy for other registrars to contact me with any questions or for further information.”

Lucy Marsden

“I joined Public Health Liverpool during the first two years of my training (ST1 & ST2) between 2020 and 2022, meaning that I joined during the height of the COVID-19 pandemic. I was immediately embraced as part of the team, and able to benefit from

unique training opportunities because of Liverpool's innovative partnerships and involvement in national pilots.

“The team is incredibly busy but always take the time to highlight opportunities for Registrars, whether that’s being invited to interesting meetings, providing



opportunities to lead projects targeting specific learning outcomes, or joining some of the more social activities with the team outside of work. It is an incredibly warm and friendly office and being based in The Cunard Building is surely one of the best places to be in the North West!

“The wide-ranging work means that there are plenty of opportunities to link with various members of the team. On my first day I was carrying out some of Liverpool's first COVID-19 contact tracing calls and began working on a plan to coordinate this work across the team, so I immediately felt I was providing a useful contribution to the response to the pandemic. Other stand out projects included leading elements of the SMART Release Pilot, working with University of Liverpool colleagues to co-lead author the SMART Release manuscript, which was published in the Lancet eClinicalMedicine, doing my first radio interview, supporting the commissioning of HIV services, carrying out an audit of suicides, developing a research plan, a literature review, and a healthy ageing needs assessment. I also offered various other support to the pandemic response, including visiting one of the first cruise ships to return to the city to review their COVID-19 safety measures. I regularly joined the Senior Management Team meetings and felt a valued member of the group.

“Outside of Liverpool-related work, I was given great support to prepare for the Diplomate exam and for my other network roles. I would very much recommend Liverpool as a training placement and would be happy to discuss my experience in more detail with anyone who is considering joining the team.”

Get in touch

If you would like to discuss Public Health Liverpool as a potential placement, please contact Lead Trainer Emer Coffey, via emer.coffey@liverpool.gov.uk. If you are passionate about public health and want to make a difference, we would love to hear from you.

You can also learn more about Public Health Liverpool by visiting www.liverpool.gov.uk/council/public-health-liverpool and following us on X (@LiverpoolPH).