

Economic Development & Public Health: reflections on a year in a Combined Authority

**Find your allies
& work
together to
amplify the
message**

Can find your own way, poke
your nose in, more autonomy

Ability to create your own
path & put energy where
there is momentum or
moment

Huge opportunity for impact via
the wider determinants, chance to
change the thinking from within

**Don't forget that
change can come
through small,
incremental shifts
– don't expect a
seismic shift**

**Assume nothing – ask
questions, what is
obvious to you is not
always so to others –
help challenge
perceptions**

*New PH Consultant post
created, funded by PHE
embedded in the Combined
Authority Policy team*

Important to:
Develop trusted relationships
Take the initiative & be creative
Be patience & be able to flex
Listen, learn & understand
Network & be a connector
**Consider a “Tempered
Radical” approach**
Be opportunistic
Find peer support

No ready made PH
structure, sole PH person in
the organisation

No formal portfolio
or work plan

Health seen as = health
services & largely outside
of organisational remit

**Be like water! –
go with the flow.
If the way is
blocked find a
way round**

**Progress & impact
are difficult to
measure so
capture small
successes**

**Don't
underestimate the
value of being the
only PH voice in
the room**

Opportunities