

## Video transcript

**Ann Goodwin**

**Consultant in health improvement**

My name is Ann Goodwin. I'm the consultant in health improvement at Public Health England, East Midlands centre, based in Nottingham. What I'm trying to achieve is supporting particularly local authorities (those are our key stakeholders in terms of the public health system and the health improvement role) supporting them to be able to improve the health of their population. By working with them closely, by identifying those issues that some of them have, there are real opportunities to be able to support them showcase particular examples of good practice, bring them together as networks to share good practice and to learn from each other, to be able to implement key things to improve the health of their population.

### **What are your main activities?**

I think my role is really, I suppose, a leadership role for health improvement in the centre. So that's why it's very difficult to actually say what you do on a day-to-day basis, because, you know, I don't rush out and interact on a daily basis with stakeholders. Obviously, I work with my team about developing their skills and competences in terms of going out and engaging with stakeholders. We work very closely as a team to deliver on those, sort of, centre objectives around health improvement. So part of my role is in terms of being the centre's health improvement lead but also working nationally around health improvement, so very much being part of national conversations, about how things are developing at a national level, and being able to shape and influence national policy and thinking, which, I think, is a key thing that I value in my role.

### **What skills and qualifications are needed?**

To do this sort of role, obviously you need a broad range of public health skills that you get, obviously, through doing your Master's of public health and working to become a consultant. So you gain that experience and knowledge in public health, but I think there are key skills that you learn that aren't public health skills that are quite generic skills, I suppose. You do need to develop leadership skills in this role because you are the one person that leads on that agenda. You have to be good at engaging, communicating, facilitating. Because Public Health England's role at a centre level isn't a 'doing' role as such (it's more about supporting, enabling, facilitating stakeholders to

deliver on health improvement objectives), you need to have those good communication, facilitation skills to be able to work with partners and stakeholders and to be able to put complex messages across to a whole range of people in an understandable way.

**What attracted you to public health?**

What attracted me into public health? Well, I suppose at danger of sounding like a Miss World contestant or whatever, but it very much was about the opportunity to change people's lives, an opportunity to be part of something where it was quite practical, you could develop skills, use those skills, and at the end of the day see a positive change.