



Spotlight on...

Public Health England
Lead Allied Health Professional
Linda Hindle

What does your role involve?

I have the pleasure of working with the 12 Allied Health Professions (AHPs) to increase recognition of our role in improving the health and wellbeing of the whole population. This includes raising awareness of the value of AHPs among stakeholders in public health, increasing enthusiasm for public health among AHPs themselves and increasing the focus on public health in AHP undergraduate and continuing education and research. I have recently taken on a similar role with the Police and Fire and Rescue Services.

What is the role of Public Health England?

Public Health England (PHE) is an executive agency of the Department of Health (DH). Our role is to protect and improve the nation's health and wellbeing and reduce health inequalities. We advise Government and support local authorities and the NHS to implement actions to improve public health. We also run public facing campaigns such as Stoptober and Change4life.

With whom do you work?

The success of my role depends on developing excellent working relationships with colleagues across a wide range of organisations and I am very encouraged that so many people support our agenda. In addition to PHE colleagues, especially Professor Kevin Fenton who is our Director of Health and Wellbeing, I work closely with Suzanne Rastrick, Chief AHP Officer, and Alison Raw, AHP Advisor at the DH, both of whom provide me with invaluable support. I also work with an AHP strategy overview board within PHE, which comprises representatives from the professional bodies who are extremely supportive of our ambition to increase recognition of AHPs in public health.

Wider organisations with which I work include the professional bodies, the Council of Deans for Health, the Council for AHP Research, @weAHPs, Health Education England, the Royal Society for Public Health and, last but not least, AHP professional and regional networks.





What do you value most about your job?

I am passionate about public health and it is an honour for me to represent AHPs in public health. I also greatly value the relationships I have built with so many colleagues and their support for this agenda.

What is your proudest achievement?

I am very proud of the progress we have made over the past 18 months through the development of such strong relationships with the professional bodies, the achievement of our shared ambition and, more recently, a shared strategy.

Who is your biggest inspiration in your work?

It is hard to choose a single individual. I am inspired by qualities and actions in people with a positive, can-do attitude and who work well with others. There are so many AHPs with these values and attributes, which I also find in the leaders of the Fire and Rescue Service with whom I work. They decide something needs to happen and just get on with it and they are not afraid to talk about what they do well.

What is on your agenda going forwards?

There is now real recognition of the contribution AHPs can make to public health and a clear enthusiasm to do this. The next challenge is to create a much stronger vision of what our future services could look like and to support practitioners on the ground to be able to achieve this by embedding a public health culture into their way of working.

What is the greatest public health challenge?

There are so many challenges facing us that it is hard to single out just one. Obesity prevention will be a high priority and there will be an increasing focus on antimicrobial resistance. I also expect musculoskeletal conditions to rise up the public health agenda.

How can AHPs make their public health role count?

My advice would be to tailor their contribution to local priorities, measure its impact and then tell everybody about it.

How do you relax when not at work?

Spending time with my two young children and lovely husband is really important to me. I cannot claim it is always relaxing but it certainly helps me forget the pressures of work! I also love dancing albeit in an amateur fashion at my local Zumba classes.

