

# How to successfully implement an effective public health programme



## Assemble a multi-disciplinary leadership team

This team can guide the programme's design and delivery, create safe spaces for organisations to share concerns, and provide input on how the programme can be adapted to the local context.

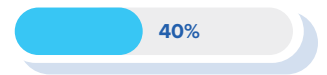


## Ensure a simple and clear goal

This will be the brand of your programme.



Progress



## Use local data to target local needs & monitor progress

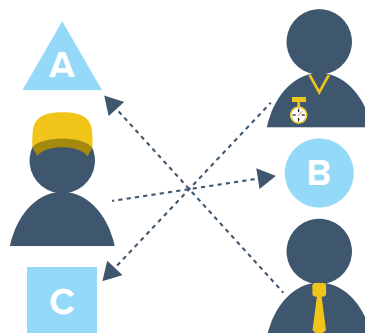
Ensure you visualise this data in meaningful ways, e.g. use a progress bar instead of tables or a bar chart.

Local communities should be at the heart of public health programmes. Your interventions should be **FOR** them, **WITH** them and **BY** them.



## Have a dedicated Communication, Insight & Engagement team

Their expertise can create the programme's brand and unified messaging, and they can facilitate interactions and communication with local communities.



## Harness the highly diverse skill mix within your workforce & the volunteers supporting your programme

Create mechanisms to allow people to innovate and use their expertise to optimise the delivery of the programme.



## Dedicate financial support to commission roles and services that can improve outcomes for local communities

Move away from bureaucratic processes to streamlined governance, and commission roles and services that enhance engagement with local communities.