



The Public Health Hub: a model of working

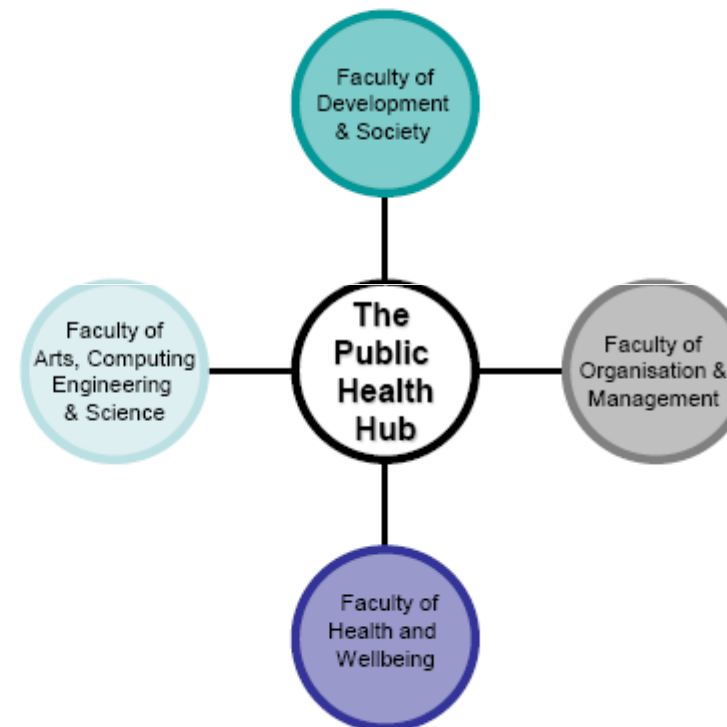
*Peter Allmark
Centre for Health and Social Care Research
Sheffield Hallam University*



What is the Public Health Hub

The public health hub is a cross faculty virtual centre, bringing together all the University's products and services that relate to public health in its widest meaning

- Social Model of Health
- Recognise the influence of the physical, social and socio-economic environments
- Structural and individual factors and influences
- Tackling health inequalities is at the core of the work



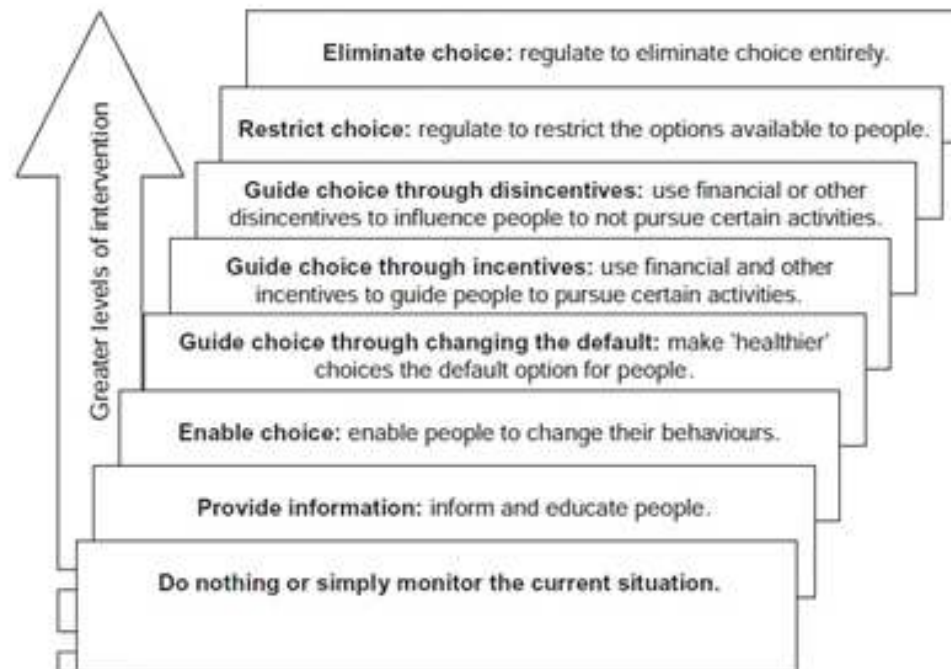


- **Public Health Hub –Aim**
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- The PHH is grounded in the social model of health and adopts a collaborative, cross-disciplinary and cross-Faculty approach
- **Aims**
- To provide a single focus
- To promote and develop the areas of strength
- To support partners to achieve their goals and targets
- To facilitate a collaborative approach to public health across the University.
- To capitalise upon potential synergies resulting from inter faculty & cross faculty working.
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- **Advantages**
- Infrastructure to respond to the new political and structural environment
- Different disciplines (e.g. Nursing) are not working in isolation
- Can identify and call upon the expertise of a range of disciplines for education, research, knowledge transfer





Nuffield Council on Bioethics' Intervention Ladder





Equality (Marmot)

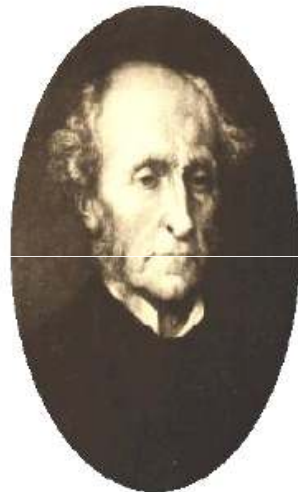
Localism/Big society (LAs & GPs)

Choice (from *Liberating the NHS*)

Working collaboratively

Public Health England – Central Local Authorities, GP commissioning

When it comes to improving people's health and wellbeing, we need a different approach. We cannot just ban everything, lecture people or deliver initiatives to the public. This is not justified and will not work. Nor should we have one-size-fits-all policies that often leave the poorest in our society to struggle. [Healthy Lives, Healthy People 2.28]



"the only purpose for which power may be rightfully exercised over any member of a civilized community, against his will, is to prevent harm to others. His own good, either physical or moral, is not sufficient warrant".

An inquiry into the nature and causes of the wealth of nations - Adam Smith



Every individual... intends only his own gain, and he is in this, as in many other cases, led by an invisible hand to promote an end which was no part of his intention... By pursuing his own interest he frequently promotes that of the society more effectually than when he really intends to promote it. I have never known much good done by those who affected to trade for the publick good.

The renowned essay ***On Liberty*** was written by the English philosopher John Stuart Mill (1806-1873) and published in 1859, the year in which Charles Darwin's ***On the Origin of Species*** was published. ***On Liberty*** contains a rational justification of the freedom of the individual in opposition to the claims of the state to impose unlimited control, and has become a classic of libertarian philosophy



The Nudge theory has become politically loaded in UK discussion. Its endorsement by David Cameron has resulted in criticism of the theory from those hostile to the Coalition Government's public health policy. A recent edition of the BMJ contained two articles: one was fairly positive but complained of a lack of evidence; the second was more hostile and said it was not even worth looking for evidence because nudge contains nothing new and is already covered under headings such as social marketing. Nudging involves attempts to change behaviour that bypass people's reasoning. Nonetheless, nudge theory does have new and potentially helpful ideas to take up in public health policy research.

