OUR PURPOSE
Informing public policy to support healthier populations.

WE DO THIS BY
Research and evidence review; policy analysis and evaluation; partnership working; specialist training; and public communication.

WE WORK FOR
Governments, policy makers and civil society in Ireland and Northern Ireland.

WE PRIORITISE
Promoting health and wellbeing; improving health equity; reducing health inequalities.

Institute of Public Health

Dublin Office
700 South Circular Road
Dublin 8, D08 HW60, Ireland
T: +353 1 478 6300

Belfast Office
6th Floor, City Exchange
Glen centre Street, Belfast BT1 5RH
T: +44 28 9064 8094

info@publichealth.ie
www.publichealth.ie

Strategic Objectives 2020-2025
The art and science of preventing disease, prolonging life and promoting health through the organised efforts of society.

A definition of public health, Sir Donald Acheson, WHO 1988
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1. Understanding what works: research and evidence review of
   - How to live healthily for longer.
   - The impact of social, environmental, and commercial determinants of health.
   - The factors that influence health behaviours.

2. Optimising impact and investment: policy analysis and evaluation of
   - The impact of preventative health strategies.
   - Health and wellbeing impact assessment, training and delivery.
   - Interventions to optimise health and wellbeing outcomes.

3. Working together to improve outcomes North and South: Island of Ireland partnerships based on
   - Academic, clinical, and civil society partners working towards health equity.
   - Engaging with leaders and innovators in public health.
   - Linking research and evidence to policy and practice.

4. Sharing knowledge and communicating the value of public health by
   - Providing accredited training for Specialist Registrars in public health medicine.
   - Promoting health in all policies through cross-disciplinary engagement and training.
   - Increasing public understanding of the role of policy in population health.

5. Organisational Excellence: setting and meeting high standards in
   - Accountability and adherence to public health values.
   - Governance, financial sustainability and value for money in everything we do.
   - Investment in our staff, building expertise to optimise outcomes.