



Institute of  
Public Health



**Strategic Objectives 2020-2025**

## 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.

**Evidence.  
Policy.  
Partnership.**

### 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.



“ 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



## 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.



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