



Public Health  
England

Protecting and improving the nation's health

# Digital public health

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# Digital technology

The latest fundamental technology shift and it may be the greatest.

Social, mobile, analytics and cloud technologies have been joined by advances in automation and sensors, 3-D printing, robotics, wearables, and technology that may still be fringe today but won't be tomorrow, including machine learning, augmented reality and artificial intelligence.

We are stuck with technology when  
what we really want is stuff that works.

Douglas Adams

# Digital

About working in a different way and putting users and people in the middle of what we do.

Digital is about generating and using new kinds of data properly; it is about an open, and faster culture; and it is about learning by doing.

**Digital change** involves the end-to-end transformation of services founded strongly on user needs.

# Big Life Fix on BBC



# Digital public health

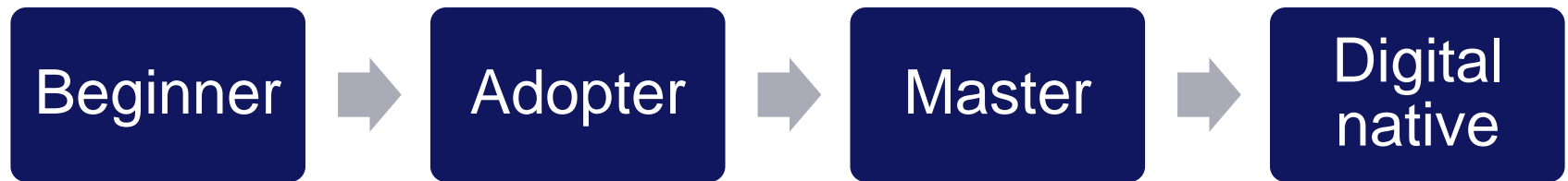
A reimagining of public health using these new ways of working, blending established public health wisdom with new digital concepts and tools.

It recognises the rapidly changing context of changing technology, exploring and modelling new ways of delivering public health using technology, and introducing flexibility and resilience that will allow us to adapt our public health practice, and improve outcomes.

# PHE's approach to digital work

1. Advocate
2. Strategic partnership
3. Explore and develop a new business area
4. Develop standards and create guidelines
5. Endorse (apply PHE 'brand' or using our reputation on it)
6. Invest (we invest money to get a public health return)
7. Buy it in
8. Build it ourselves
9. Revenue generation

# Digital maturity index





# Digital maturity index - Public health leadership

Theme	Beginner	Adopter	Master	Digital native
<b>1. Public health leadership</b>	<p>A few isolated models.</p> <p>Absences of clear joined up tech and data strategy</p>	<p>Digital public health begins to cross PHE's organisational boundaries</p>	<p>Research and innovation is widespread, with clear partnerships in place and proofs of concept</p>	<p>Innovative models of public health embedded, co-designed and partnered across the public health system</p>

# Would you like to know more?

A-Z of digital public health on Public Health Matters

Public Health England's Digital Strategy will be published soon on GOV.UK