



Public Health  
England

Protecting and improving the nation's health

# Making the move from business desk research to public health evidence

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# What do business users ask for?

**‘Light touch’ for sales: overview of a company or market, the issues and challenges, biographies of people meeting**

**‘Everything’ for project: Corporate info, market size, market players and competitors, balance sheet comparisons, money flow (where profit and savings possible), current and new approaches to process and management, target audience**

**‘Golden nuggets’: The *gaps* in unpublished information; missing data or unexplained behaviour or trends**



## Things I still miss

- emphasis on using and promoting a palette of information 'tools'
- telephone 'digging' and information-gathering
- liaison with network of contacts in specialist publishers
- the 'buzz' of the new
- ....the money



## Happy to leave behind

- the stress
- long hours
- mostly only training on the job or via suppliers
- ...'grubbiness' of some deals

# The main differences

<b>Business <i>information</i></b>	<b>Public health <i>evidence</i></b>
<ul style="list-style-type: none"><li>• answer requested</li><li>• data sought</li><li>• summary of desk research approach</li><li>• sources used for referencing</li><li>• management-speak and business acronyms</li></ul>	<ul style="list-style-type: none"><li>• focus on what works</li><li>• research the norm</li><li>• reference library</li><li>• transparent search and results count</li><li>• clinical-speak and health sector acronyms</li></ul>

# Proud to work for PHE



- **Great to be working for an organisation with a mission of protection and prevention *‘protecting and improving the nation’s health’***
- **Exciting to contribute to the fast changing areas of child health and mental health with our public health ‘family’**
- **Duncan Selbie PHE’s CEO is passionate about the wider determinants of health and the need for ‘a home, a job and a friend’. He emphasises that public health is intrinsically linked with politics; it is political.**
- **English but with international remit and agenda to fight global issues; disease, pollution, effect of climate change**

# https://phelibrary.koha-ptfs.co.uk/

The screenshot shows the top navigation bar of the Public Health England library website. It includes contact information (020 368 20600 and libraries@phe.gov.uk), a search bar, and a main menu with items like Home, About Us, How do I...?, Resources, Local Authority Public Health, FAQs, and Contact Us. Below the navigation is a banner for EndNote with the text "Need help managing references? EndNote can help." The main content area is titled "Knowledge & Library Services" and contains a welcome message, contact information, and a search box. On the right side, there are two callout boxes: "Request a literature search" and "Our Service Offer".

020 368 20600 | libraries@phe.gov.uk

Access your library account

Public Health England

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Need help managing references? EndNote can help.

## Knowledge & Library Services

Welcome to Public Health England's Knowledge and Library Services online. We provide knowledge, library and evidence services to PHE. Our aim is to help protect and improve the nation's health and wellbeing, and reduce inequalities, by providing and mobilising the best available evidence for public health.

Please [contact us](#) with any enquiries.

PHE Staff can use this search box to perform a single search to retrieve books, journals, evidence briefings and practice examples, from a range of information resources: PHE subscribed resources, NHS core content, and open access resources.

**Request a literature search**

PHE staff can request a literature search using our [online form](#).

More information is available on our [Literature Search](#) page.

**Our Service Offer**

- » [Expert literature searching](#)
- » [Enquiry services](#)

# Child and maternal health and wellbeing knowledge update

020 368 20600 | [libraries@phe.gov.uk](mailto:libraries@phe.gov.uk) Access your library account

Public Health England  Search

Home About Us How do I...? Resources Local Authority Public Health FAQs Contact Us

Knowledge & Library Services > Current Awareness Updates

## Current Awareness Updates:

On this page you will find the six most recent Current Awareness Updates (CAUs) on the topic. For more information, please see our [Current Awareness Updates](#) page.

### Child and Maternal Health

- [31st May 2019](#)
- [16th May 2019](#)
- [2nd May 2019](#)
- [18th April 2019](#)
- [4th April 2019](#)
- [21st March 2019](#)

### Infection

- [13th May 2019](#)
- [6th May 2019](#)

<https://phelibrary.koha-ptfs.co.uk/currentawareness/>

Journals  
Databases  
EndNote  
Evidence Briefings  
Evidence Syntheses  
Impact Stories  
Practice Examples >  
**Current Awareness Updates (CAUs)**  
Grey Literature  
Wellbeing Collection  
Register of research

**Request a literature search**  
PHE staff can request a literature search using our **online form**.  
More information is available on our **Literature Search** page.

**Our Service Offer**

- » **Expert literature searching**
- » **Enquiry services**
- » **Document delivery (articles) & inter-library loans (books)**
- » **Access to resources**
- » **Information skills training**
- » **Knowledge updates and alerting**

# **New horizons for health info workers?**

**Do we work in an unhelpful clique or a bubble?**

**Is it worth refreshing your career with a stint outside the health system?**

**Could working in business, in government or for a charity help you see how to use and explain information tools differently?**