

From the Chief Medical Officer (Interim)  
Professor Dame Sally C Davies



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15 December 2010

To: Directors of Public Health

Cc: Regional Directors of Public Health  
Deputy Regional Directors of Public Health  
PCT Chief Executives  
Local Authority Chief Executives  
Health Protection Agency Chief Executive  
National Treatment Agency Chief Executive

Dear Colleague

I am writing to inform you that we have published the Government's response to the White Paper, *Equity and Excellence: Liberating the NHS* today, following three months of consultation.

The recently published Public Health White Paper, *Healthy Lives, Healthy People* outlines the Government's long-term vision for the future of public health in England. Directors of Public Health situated in Local Authorities will be the strategic leaders for public health within local communities, working with the local NHS, and across the public, private and voluntary sectors.

*Healthy Lives, Healthy People*, sets out how The Department of Health will develop a new dedicated public health service, Public Health England, which will integrate public health expertise, providing national support and advice, for local delivery.

To support us through transition and to lead on the implementation of Public Health England, the Department has appointed Anita Marsland, former Chief Executive of Knowsley PCT, as Managing Director. Anita will report directly to the Department's Permanent Secretary, Una O'Brien.

Anita will work in partnership with David Harper, who continues to lead public health strategy and policy at national level, with David Behan on establishing health and well-being boards, and with Flora Goldhill on establishing the public health service as part of the Department of Health. Anita will chair the Public Health England Programme Board which will oversee the implementation of the new service, and includes representation from NHS, Local government and the Public Health community.

I have asked Regional Directors of Public Health, to take responsibility for public health transition within their regions, working closely with SHA Chief Executives with their overarching responsibilities in this area. This input and links with other transition leads across the Department will ensure that the implementation of the new services and local changes to public health align with the changes in the NHS and wider public sector. Anita's experience and background from working within a PCT means she is well placed to ensure the implementation work puts in place the right arrangements to join up working at a local level, between Public Health England, NHS and Local Government.

In my central role as independent advisor to the Secretary of State and the Government, and as the leading advocate for public health within, across and beyond government, I will play a leading role in the shaping and establishment of Public Health England, and will be working very closely with Anita. Directors of Public Health will be professionally accountable to me as the CMO, and I will lead a professional network for all those responsible for commissioning or providing public health. In this way I will provide professional leadership to public health professionals during the transition period, and national medical leadership to the proposals in *Healthy Lives, Health People*. I will also be working with colleagues to ensure that robust emergency planning and response procedures are in place throughout the transition period, for both public health and the NHS.

As I did using the CMO Stakeholder Steering Group for the development of *Healthy Lives, Healthy People*, the Department is committed to working with a wide range of stakeholders on the development and implementation of this new public health service. Work is at a developmental stage, and I urge all those that are currently involved in the system to feed in their ideas; either as responses to *Healthy Lives, Healthy People*, consultation or via members of the programme board, so we can ensure all current activity is properly considered and moved into the new system.

Public Health England will formally come into effect in April 2012, subject to Parliamentary approval, and details will be set out in the forthcoming Health and Social Care Bill. It will be an integral part of the Department of Health which will incorporate functions from the Health Protection Agency, National Treatment Agency and the Public Health Observatory functions.

I realise that at such times of uncertainty people will be worried about their personal futures, and in this period of transition, it is important that everyone continues to deliver their roles and responsibilities effectively until the arrangements are formally introduced. It is essential that we do not lose public health expertise from the system. An update on the human resources strategy will be published today, this will be used to manage the transition process in a fair and transparent way and ensure a consistent approach to the transition work across the Department, the NHS and arm's-length

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bodies. Further details of the HR strategy are available in the letter from NHS Chief Executive, Sir David Nicholson, *Equity and Excellence: Liberating the NHS – Managing the Transition and the 2011/12 Operating Framework*, that was published today, along with the Government's response to the White Paper, *Equity and Excellence: Liberating the NHS*.

We are committed to keeping you informed of how the plans for Public Health England are developing, and how you and your staff can get involved to work together on the transition to the new system. It is essential that the development of Public Health England has the help and input of public health professionals, and I thank you for your continued support with the development and implementation of this new and exciting public health service so that it makes a real difference for the public.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Sally C Davies'.

**PROFESSOR DAME SALLY C DAVIES  
CHIEF MEDICAL OFFICER (INTERIM)**