



Public Health  
England

Protecting and improving the nation's health



Duncan Selbie  
Chief Executive

## Friday message

Friday 10 July 2015

**Dear everyone**

Today PHE, the local authorities of Greater Manchester and their partners, and NHS England signed a memorandum of understanding to set out our collective intention to place public health at the heart of public sector reform. The aim is to achieve the greatest possible devolution and accelerate the development of local place-based solutions that we know are most likely to improve health and wellbeing and close the gap between the well off and the poor. We have all agreed to work together to secure a unified public health leadership system in Greater Manchester and to make the evidence-based case for the economics of prevention, demonstrating the links between health, employment and the outcomes of early intervention. For PHE it will mean working in ways that ensure Greater Manchester has full access to our skills and capabilities. I am sure this is only the first of such agreements.

In today's financial climate local government and the NHS need to know the relative value of different options. PHE is committed to helping them in this task. For example, we are working to identify and summarise the available return on investment (ROI) tools in relation to the five health improvement priority areas set out in *Evidence into Action*. The aim is to understand how local government and local PHE Centres currently use these ROI tools, what type of additional support might be needed from PHE, and gaps in what is currently available. The final report on this work is imminent and we will share its findings in the most useful way, including the development of a searchable database of ROI material. We are also developing new "Opportunity Profiles" that set out in simple terms the impact that prevention could have at local level in each geographic area. This is in addition to our existing work on the Commissioning for Value packs and Spend and Outcome Tools for CCGs and local authorities. There is more to come from our cross-PHE health economics programme, led by Professor Brian Ferguson, which will be a major area of new work this year.

On Tuesday the Prime Minister held a reception in Downing Street to thank and congratulate in person some of those who have supported the UK's efforts in tackling Ebola in West Africa. This is the first time a medal has been created to recognise those who have tackled a humanitarian crisis and is in recognition of the highly dangerous environment that staff were required to enter. Ten of our 150 staff who are to be awarded the medal were among those selected to receive it at the event. The Ebola outbreak is one of the most devastating epidemics of our generation, and I cannot sufficiently thank all of our staff who contributed to the UK effort at home and in West Africa.

And finally, our latest [Be Clear on Cancer](#) campaign launches on Monday (13 July), and will run across TV, national press, and digital media, reminding women over 70 that the risk of breast cancer increases with age. The campaign focuses on the fact that a lump is not the only sign of breast cancer and encourages women to visit their GP if they notice any changes to their breasts.

**With best wishes**