



Duncan Selbie
Chief Executive

Friday message

Friday 7 October 2016

Dear everyone

Dementia led the headlines last Friday after a [new report](#) from PHE's dementia and end of life care intelligence networks revealed that the proportion of people dying with a recorded dementia diagnosis has more than doubled since 2001, from 6.6% of all deaths to 15.8% in 2014. This is most likely due to an increase in awareness and recording of dementia. Significantly, the findings suggest that people who live in more deprived areas die with dementia at a younger age than those in more affluent areas, and people with dementia are considerably more likely to die in hospitals and care homes rather than at home or in end of life care settings such as hospices. Patients with advanced Alzheimer's and dementia are an especially vulnerable group with complex physical and psychological needs that can often only be met in care homes. These reports aim to help the NHS and its partners to commission and deliver high quality end of life care for all patients, whether that is at home, in care homes or in hospital.

The PHE fast track evaluation agreement was developed during the Ebola crisis to make it easier for public bodies that need to respond to rapidly-evolving situations to work in an agile way, and at short notice, with industry and academia. It provides a framework that protects the interests of the taxpayer but involves a minimum of negotiation and legal drafting, which could otherwise be a barrier during a period of emergency response. The agreement, which is currently being deployed in response to the current Zika outbreak, was included in an updated suite of agreement templates known as the [Lambert Toolkit](#), published by the Intellectual Property Office yesterday. The toolkit was officially launched by the Minister of State for Energy and Intellectual Property, Baroness Neville-Rolfe, at the Association for University Research and Industry Links conference in Edinburgh. This way of working will yield significant public health benefits and contributed to PHE winning the PraxisUnico and UK Research Councils [Impact Award](#) for knowledge transfer last year.

Also yesterday, our second [public exhibition](#) opened to unveil the latest plans for the PHE headquarters and Science Hub at Harlow, due to be completed in 2024. Among the key themes are jobs, opportunities and apprenticeships, which have all featured highly in the feedback we have received to date from our public consultations. Other topics covered include environmental sustainability, landscaping and travel arrangements for what will be a world-leading campus. The exhibition runs until tomorrow and is a critical part of the town planning consultation process. We aim to submit an outline application in May next year with a decision expected about five months later.

This year's [Stay Well This Winter](#) campaign launches next week with the aim of easing seasonal pressures on NHS services over winter, and supports the biggest ever flu vaccination programme in England for children. The campaign is jointly commissioned by NHS England, PHE and the Department of Health, and will be promoted across TV, radio, press, outdoor and digital advertising, as well as through events and tailored activity for black and minority ethnic groups. Once again we are receiving support from a range of local authority, NHS, charity and commercial partners who play a critical role in reaching at-risk groups. This year 8,000 pharmacies are on board, as well as energy companies and fire services who will promote campaign messages when visiting vulnerable older people. Look out too for our new TV advert encouraging parents to get their children vaccinated against flu.

And finally, I am delighted to say that Dr Neil Squires has been appointed as our first director of global public health. Neil has an extensive background in international development and joins us at a seminal moment as we strengthen our contribution to the UK strategy for international development as part of Her Majesty's Government.

With best wishes