



Duncan Selbie
Chief Executive

Friday message

Friday 11 November 2016

Dear everyone

I am writing from Sierra Leone where I have met PHE staff working with the Ministry of Health and Sanitation and local Department for International Development colleagues to support the transition of our three Ebola laboratories to a mainstream microbiology service. The UK Government has funded PHE for two years to see this succeed and I reviewed progress with the Sierra Leone Chief Medical Officer, Dr Brima Kargbo. We are also working with the US Center for Disease Control, the Chinese Center for Disease Control, the World Health Organization (WHO) and the International Association of National Public Health Institutes to help the Ministry establish a Sierra Leone Public Health Agency, as well as with local and international colleagues to strengthen national capacity for emergency preparedness and response. It was also my opportunity to recognise and say thank you to our staff.

This week, both Tesco and Lucozade Ribena Suntory have announced plans to ensure that all their own brand sugary drinks are below the sugar threshold set by the forthcoming government levy, and last week we began our discussions with the food and drink industry on setting the sugar reduction targets for the nine food groups most consumed by children for each year to 2020. In light of last week's [data](#) from the National Child Measurement Programme, showing that obesity has risen in the past year in children measured both at age 5-6 and 10-11, this commitment from industry is very welcome.

PHE is a UK Collaborating Centre of the WHO for health and justice and in particular supports the WHO health and prisons programme. Last week delegates from all over the world attended the PHE and WHO joint conference on prisons and health in Copenhagen, focusing on issues relating to deaths in custody, including physical health, mental health and substance misuse. A new [WHO Europe Prison Health Research and Engagement Network](#) was introduced.

Good news from the NHS on prioritising prevention in the quality premium for hospitals, mental health services and GP practices. [Commissioning for Quality and Innovation](#) indicators have been set for the next two years, with four of the 13 indicators focusing on prevention. These cover the NHS taking action on smoking and alcohol consumption, reducing the impact of antimicrobial resistance and serious infections such as sepsis, improving staff health and wellbeing and paying greater attention to physical health problems experienced by people with a serious mental illness. PHE teams worked closely with NHS England and NHS Improvement on these indicators and it is great to see them adopted.

Also on prevention, on Wednesday we published a '[menu of interventions](#)', setting out evidenced actions that can improve people's health, support quality improvement and save money for the NHS and the wider system over five years. We know that prevention works, and not to invest in it only stacks up problems for later. This new resource combines financial modelling, links to return on investment tools and practical case studies of interventions that have already been found to get results. This is a refresh on earlier versions and we would welcome [feedback](#).

I am delighted to congratulate the PHE marketing team who received two prestigious awards last week: a Gold award at the Institute of Practitioners in Advertising Effectiveness Awards for Stoptober, and the Cabinet Office award for public service communications for the Sugar Smart app and sugar campaign. These are the Oscars of the marketing world and awarded for evidence of impact as well as creativity.

And finally, congratulations also go to Diane Ashiru-Oredope, PHE pharmacist lead for AMR, who was named Outstanding Woman in the Public Sector at the 2016 PRECIOUS Awards. Diane has a leading role at PHE in raising antibiotic awareness, but also as an inspiring mentor for BAME colleagues.

With best wishes