



Duncan Selbie  
Chief Executive

## Friday message

Friday 25 November 2016

### Dear everyone

There are always fabulous things going on across PHE, and although these are almost always the result of our work with others to make great things happen, we have many talented people and dedicated teams and this week I want to pick out four among a sea of examples. Last night our National Cancer Registration Service won the Civil Service Award for Analysis and Use of Evidence, following five years' work to transform our collection of cancer data into one of the most sophisticated services in the world. Last week our estates team won the 2016 Association of Chief Estate Surveyors (in local government) Award for Excellence in Property Management – in recognition of our moves to co-locate with councils to maximise savings to the taxpayer and further our ethos of being the most local of national bodies. Deb McKenzie, our Director of Organisational and Workforce Development, is joining the Cabinet Office for 12 months to set up a leadership academy for the civil service – a great opportunity to share and learn across the civil service and for PHE too. And finally, Marina Khazova from our Centre for Radiation, Chemical and Environmental Hazards has won the prestigious 1906 award from the International Electrotechnical Commission, the organisation responsible for global standards in electric and electronic-related technologies. Congratulations to everyone.

On Tuesday I spoke at Food Matters Live, a cross-sector event bringing together the food and drink industry, retailers and those working in nutrition to discuss food, health and of course, how to tackle Britain's obesity crisis. PHE's [sugar reduction programme](#) is in full swing and we are in the midst of a series of meetings with industry to discuss how this is going to be done. Industry are coming at this with practicality and ambition and you may have heard already that Waitrose has announced it will cut sugar by 15% in over 20 of its cereals, Yoplait has reduced the sugar in its Petit Filous range by 17%, and Lucozade Ribena Suntory has reduced the sugar in its drinks by 50%. This is a really good start.

Getting people moving is core business for public health and I am delighted that PHE has been chosen to co-host the 7th International Congress on Physical Activity and Public Health in 2018, in partnership with the International Society for Physical Activity and Health, the European network for the promotion of health-enhancing physical activity and Sport England. The 6th International Congress took place in Bangkok last week, with the launch of the [Bangkok Declaration on Physical Activity for Global Health and Sustainable Development](#) – an evidence-based framework for global, national and local action. The Declaration underpins many aspects of our [Everybody Active, Every Day](#) framework and aligns well with the Government's [sports strategy](#) and other actions to drive up activity in England.

This week is [National HIV Testing Week](#), which promotes HIV testing for people who are at greatest risk of acquiring HIV. Getting tested is key to beginning effective treatment for people who test positive for HIV, as well as reducing transmission of the infection to others. All across England, hundreds of organisations are participating by raising awareness of HIV testing, providing extra testing opportunities and promoting local and national services. PHE is funding all requests for HIV self-sampling kits made through the [national service](#) until 8 January 2017.

On Wednesday we published a new [resource](#) that, for the first time, pulls together the evidence on interventions to change risk behaviours and promote cognitive health in people aged 55 and above. The report is aimed at local authorities, NHS commissioners and providers, and is based on three systematic reviews conducted by the Cambridge Institute of Public Health.

With best wishes