



Duncan Selbie  
Chief Executive

## Friday message

Friday 9 December 2016

### Dear everyone

HIV remains a threat to the public's health, and notwithstanding huge progress in treatment over the past 20 years, new cases continue to grow. On Sunday last, PHE and NHS England announced a [new joint HIV prevention initiative](#) with the aim of supporting those most at risk and reducing the incidence of HIV infection. NHS England has also decided to fund a new national programme for pre-exposure prophylaxis (PrEP). Although the evidence around the clinical effectiveness of PrEP is strong, PHE is working with the NHS to implement a large scale clinical trial beginning next year that will address a number of important questions prior to a full rollout across England.

Tobacco kills 78,000 people every year and accounts for half the health gap between the poorest and most affluent communities. New [data](#) published by the British Thoracic Society on Wednesday shows that many NHS hospitals still have a long way to go to meet national standards on helping patients who smoke to quit and implementing completely smokefree estates. The review of smoking cessation and smoke-free policies and practices across 146 UK hospitals between April and May 2016 reveals that only 1 in 13 patients who smoked were referred for treatment for tobacco addiction. Only half of all frontline healthcare staff in hospitals have been offered training in smoking cessation and only 1 in 10 hospitals completely enforce their fully smoke-free premises. Last week I [wrote](#) to all NHS trust chief executives calling for a renewed commitment to a truly tobacco-free NHS. That means no smoking anywhere in NHS buildings or grounds, every frontline professional discussing smoking with patients and stop smoking support offered on site or by referral to local services. Action is underway to support trusts: the new national CQUIN indicator asks trusts to identify and record the smoking status of all inpatients and to provide smokers with brief advice and support to quit. Free PHE-commissioned [online training](#) for professionals on delivering brief advice on smoking is also available.

It has been a big week in the fight against childhood obesity. On Monday the Treasury announced legislation to bring its Soft Drinks Industry Levy into law in April 2018. Yesterday the Committee for Advertising Practice announced new [rules](#) banning the advertising of high fat, salt or sugar food and drink to children up to age 16, up from 12, across all non-broadcast media including online and social media. And industry support continues to grow, with more action on reformulation: Kellogg's has said it will take 14% of sugar out of Coco Pops breakfast cereal and General Mills plans to remove 17% of the sugar in Petit Filous yoghurts. You can hear more about reformulation in my [message](#) to delegates at the recent Food Matters Live event.

Last month the UK ratified the [Paris climate agreement](#), which aims to cut carbon emissions in order to mitigate against adverse climate change. Much of the work underway across the health and care system to improve the public's health can also impact on sustainability, from increasing walking and cycling to ensuring access to the natural environment. We have supported the development of new [draft guidance](#) from NICE on local actions to reduce the adverse impact of air pollution on health, which will also reduce carbon emissions. We are also continuing to reduce our own carbon footprint, building on another 2.6% reduction last year, and are developing our [Sustainable Development Management Plan](#) for 2017-2020.

And finally, do share a new [film](#) featuring the Lewisham and Greenwich NHS Choir as part of the Stay Well This Winter campaign to remind older people and their friends and family about what they can do to keep well during the winter months. The video has now reached more than half a million views.

With best wishes