



Public Health  
England



Duncan Selbie  
Chief Executive

## Friday message

Friday 18 October 2013

### Dear everyone

Yesterday I signed a [Memorandum of Understanding](#) between PHE and the Chartered Institute of Environmental Health (CIEH) which will put environmental health at the heart of the public health agenda. The CIEH has unique insight into and experience of the environmental health workforce and public health concerns which is why the MoU recognises CIEH as an external adviser to PHE on environmental health as well as on the environmental health profession. We will have the benefit of access to their superb networks in the UK and abroad and we are very much looking forward to working with them both as a professional body and a source of practitioner expertise.

Also this week I spoke on population health at the National Association of Primary Care's inaugural Best Practice conference in Birmingham, attended by 2000 GPs, care providers and commissioners. The public health advisers to Clinical Commissioning Groups are the public health teams now embedded within local government and this is where we know the best work can be done because as is increasingly apparent to everyone it is what happens locally that matters the most. PHE, in turn, is the public health adviser to NHS England and also has a natural connection with the national leadership organisations for general practice and the wider primary care family. Given that primary care already delivers 90 percent of everything that the NHS does, we need to find ways of working smarter rather than asking them to work harder. They absolutely recognise that this is about emphasising prevention and early intervention and working with people in their context, not as patients with conditions. There is much to celebrate in our primary care services and innovation to build on and we look forward to working with NAPC, NHS Clinical Commissioners and NHS England in taking this forward.

This integrated approach lies at the heart of the work of the Gloucester-based Kingfisher Treasure Seekers. I first encountered them during a visit to Kingfisher Church and was so impressed by the "Kingfisher Model" of wraparound services and their 'life course' approach, again focusing on people rather than conditions, that I invited them to our National Executive this week. As we develop our thinking on how we can best work with the voluntary and community sector and provide support, through PHE and alongside Local Government and other partners as a whole system, we will be listening to organisations like Kingfisher to ensure we get this right.

Earlier this week the Department of Health published [statutory guidance](#) on the role of directors of public health. Alongside this PHE, with the LGA and the Faculty of Public Health, published a [good practice guide](#) on their appointment process. These should be read together.

And finally, you may have caught our flu campaign adverts which began running on radio, print and digital channels this week and seen our latest Be Clear on Cancer Campaign on TV alerting people to the signs and symptoms of bladder and kidney cancer. Both offer advice on the steps people can take to protect against or identify and act on threats to their health.

With best wishes