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PHE Bulletin, Public Health England's regular update, provides news and information on PHE and the public health landscape for all those concerned with the public's health. For more information, see our website: www.gov.uk/phe

Public health news

Launch of Healthier You: National Diabetes Prevention Programme

PHE, NHS England and Diabetes UK have partnered to develop and implement the Healthier You: NHS Diabetes Prevention Programme. The first wave national rollout of the programme has now been announced. Healthier You, which is the public-facing name of the programme aligned with the new PHE One You campaign, will start this year with a first wave of 27 areas covering 26 million people, half of the population, and making up to 20,000 places available. This will rollout to the whole country by 2020 with an expected 100,000 referrals available each year after. The programme was piloted in seven demonstrator sites in 2015, which tested innovative approaches to delivery, and learning from these sites has shaped the final programme to ensure the best results for patients. For more information, see the NHS England [news story](#).

PHE issues statement on a levy on high sugar drinks

PHE has welcomed the [sugar levy announced in the 2016](#) budget saying: 'A sugary drinks levy is fabulous news for children and families in helping them to cut back on sugar. This will reduce the risks of obesity, tooth decay and other life threatening diseases. This is public health in action and a great foundation ahead of the child obesity strategy later this summer. A levy or tax was one of eight recommendations from PHE's evidence review on sugar reduction and is a stunning early indication of the government's commitment to reducing child obesity. The Chancellor has firmly set this in the context of every child having the right to a good start to life, especially good that the money raised will be used to boost funding for school based exercise and sport.' For more information, see the [Sugar Smart campaign news story](#).

Health Matters: midlife approaches to reduce dementia risk

PHE has launched the [fourth edition of Health Matters](#), a resource for policy makers and practitioners, which brings together the facts, figures and evidence of effective interventions to tackle major public health problems. This edition focuses on midlife approaches to promote healthy lifestyles that can reduce the risk of dementia, and the importance of moving away from thinking of dementia as simply an inevitable part of ageing.

Sustainability and transformation plans guidance and footprints

The NHS Five Year Forward View team has announced the [44 footprint areas](#) that will bring local health and care leaders, organisations and communities together to develop local blueprints for improved health, care and finances over the next five years. Many footprints now have confirmed leaders in place, who will be responsible for overseeing and co-ordinating the sustainability and transformation plan process locally, and some of these include local authority chief executives. Guidance was also published to support footprints and set out the ask for the April submission. For more information, see the [NHS England news story](#).

New Eatwell guide and 5-a-day logo published

PHE has published a new Eatwell Guide and 5 A Day logo. The Eatwell Guide provides a visual representation of official advice on a healthy, balanced diet. It has replaced the eatwell plate following new government dietary recommendations, analysis based on the National Diet and Nutrition Survey and consumer research, which has ensured it is easy to understand and meaningful. For the first time healthier drink advice is included along with messages to limit fruit juice and smoothies to a combined daily total of 150ml which counts as 1 of the 5 A Day. The refreshed 5 A Day logo is more visually appealing in response to stakeholder feedback and it is now free to apply for a licence. For more information, see the [PHE news story](#).

New PHE data on salt consumption published

[New data published by the National Diet and Nutrition Survey](#) shows that on average adults are eating 8g of salt per day. This is a reduction of 0.9g per day in the decade from 2015 to 2014. This report continues the series of urinary sodium surveys across the general adult population in our home nations since 2005/06. The results are used by government to monitor progress towards the

recommended maximum salt intake for adults of no more than 6g per person per day. For more information, see the [PHE press release](#).

Zika Virus: latest updates

PHE and The National Travel Health Network continue to carefully monitor the ongoing Zika virus outbreak in South and Central America and the Caribbean. Latest updates in March include [updated advice for pregnant women](#) to postpone non-essential travel to areas with active Zika transmission until after pregnancy, [updated guidance for healthcare workers in primary care](#), and a revised leaflet outlining [mosquito bite avoidance information for travellers](#). Colleagues are advised to monitor the Zika [clinical guidance](#) page on gov.uk for further updates in March and April, to include information resources for pregnant women and guidance for neonatologists and paediatricians.

Local Alcohol Profiles for England data updated

The latest update to the [Local Alcohol Profiles for England \(LAPE\) data tool](#) shows that nationally, alcohol-specific deaths fell by 3%. Alcohol-related deaths have seen a slight increase, year on year, from an estimated 22,330 in 2012 to 22,976 in 2014. Alcohol-related deaths include conditions that are partially related to alcohol, such as heart disease and certain cancers. For the first time, the LAPE tool includes data on alcohol-related road traffic accidents. This shows that between 2012 and 2014, in 2.6% of reported road traffic accidents, 1 or more driver failed a breath test. For more information, see the [PHE press release](#).

Increases in scarlet fever cases across England

PHE has reported steep increases in scarlet fever notifications across England, with a total of 6157 new cases since the season began in September 2015. This is the third season in a row where the incidence of scarlet fever has shown a marked elevation. For more information, see the [PHE news story](#).

PHE encourage people to get MMR vaccine

Since the beginning of February, 20 cases of measles have been confirmed across London and the East of England. PHE is encouraging people to get vaccinated, check that they have received two doses of the measles, mumps and rubella vaccine (MMR) and to be aware of the signs and symptoms. For more information, see the [PHE news story](#).

Water fluoridation toolkit published

PHE has published a [water fluoridation toolkit](#) to help local authorities make informed decisions on water fluoridation and the process to follow should they wish to implement, vary or terminate a scheme. Water fluoridation is one of a range of safe and effective measures to help combat tooth decay and improve oral health. Decisions on water fluoridation are the responsibility of local authorities and this toolkit will support their public health teams with advice and information.

Child health profiles for 2016 published

The [2016 Child Health Profiles](#) provide a snapshot of children and young people's health by local authority and CCG in England. For more information, see the [PHE news story](#).

Learning disabilities conference held

At the PHE Learning Disabilities Conference on 15 March, delegates heard from people with learning disabilities describing their experiences of NHS services, with a particular focus on the importance of communication and health checks. The event also marked the launch of a new set of national and [local primary care data](#) about the health of people with learning disabilities and the care they receive. This data can be used by local areas to plan tailored services and will play an important part in the new annual learning disabilities self-assessment process, run in partnership with NHS England, the Local Government Association and the Association of Directors of Adult Social Services.

Mental health atlas, guidance and blog published

PHE has published [new implementation guidance on smokefree mental health services](#) in England, to complement the [guidance for commissioners](#) on smoking cessation in secure mental health settings. PHE has also published a new [Atlas of Variation](#) – showing the transition of 59 mental health trusts going smokefree, and those that have committed to go smokefree by 2018.

Mental health summit hosted

PHE and the Local Government Association (LGA) have hosted the first joint Public Mental Health Summit. The summit showcased examples of embedding public mental health into different workstreams and case studies of local public mental health work. [A new report](#) funded by PHE and published by the Centre for

Mental Health and the social enterprise Social Spider CIC showing the value of everyday lived experience in mental health research was also launched alongside the event. For more information, see the [PHE public health matters blog](#).

Road injury prevention guide issued

In partnership with the Royal Society for the Prevention of Accidents (RoSPA), PHE has published a guide to [road injury prevention](#). This briefing is primarily for staff working in education settings, but is of wider interest, including to local public health, school nursing and road safety staff. The report presents a snapshot of data highlighting important messages of relevance to schools, signposts to a range of resources and shares some insights from local practice by outlining steps that some schools have taken to promote safe active travel.

Duncan Selbie pilots Friday Message podcast

Duncan Selbie, chief executive of PHE, has for the first time recorded an audio version of his weekly Friday Message. Topics for his 18 March 2016 message included the sugar levy, the new Eatwell Guide, bringing together healthcare services locally, the PHE Learning Disability Conference, and the appointment of a new director of strategy at PHE. [Listen to or download the podcast from Audioboom](#).

Nurse revalidation guidelines published

The [latest guidelines for nursing revalidation](#) have been published. Revalidation is the new process all nurses and midwives in the UK need to follow to maintain their registration with the Nursing and Midwifery Council. The nursing and midwifery page on PHEnet explains how the process works, what is expected and where to get support.

Recent PHE blogs

[Investing in prevention: is it cost effective?](#)

by Brian Ferguson (29 February)

[Rare Disease Day - Why a patient voice is central to rare disease registration at PHE](#)

by Charlotte McClymont (29 February)

[Local first: NICE guidance is clear mandate for community approaches to health and wellbeing](#)

by Kevin Fenton, 4 March

[One You: A step towards better health and more sustainable services](#)

by Kevin Fenton (7 March)

[Investing in prevention: counting the cost](#)

by Brian Ferguson (7 March)

[Urban environmental health - what we're doing to make improvements](#)

by Sotiris Vardoulakis (9 March)

[The One You campaign: a week in review](#)

by Kevin Fenton (14 March)

[Investing in prevention: Sharing the burden and the benefits](#)

by Brian Ferguson (14 March)

[Investing in innovative local alcohol and drug recovery services](#)

by Rosanna O'Connor (15 March)

[Answering a fundamental question: "What is a healthy balanced diet?"](#)

by Louis Levy (17 March)

[The journey to place based health](#)

by Duncan Selbie and Henry Kippin (17 March)

[Improving the lives of people with mental health problems](#)

by Kevin Fenton (21 March)

[Health Matters: Health inequalities and dementia](#)

by Kevin Fenton (22 March)

[Health Matters: Your dementia risk reduction toolkit](#)

by Blog Editor (22 March)

[A new approach to tackling Type 2 diabetes is a step forward for prevention](#)

by Kevin Fenton (22 March)

[Health Matters: Mid-life approaches to reduce dementia risk](#)

by Kevin Fenton (22 March)

Campaign News

One You campaign launched

PHE's new adult health campaign One You was launched on 7 March. One You has a particular focus on tools, support and encouragement to help people eat well, get more active, drink less and give up smoking. The campaign also includes advice and information on how people can reduce their stress levels and sleep better. All of this information for the public is available on [the One You website](#), where people can also take the [How are You? quiz](#). To date over 600,000 have completed the quiz. PHE's Professor Kevin Fenton has published a [blog reflecting on the first week of the One You campaign](#). Further details of the campaign are on the [Campaign Resource Centre](#). For more information, see the [PHE press release](#).

News from other organisations

NHS England announces plan to create healthy new towns

NHS England's Five Year Forward View included reference to the development of new towns as offering an opportunity to design modern services, integrating not only health and social care, but also other public services. As part of this NHS England created the [Healthy New Towns Programme](#). PHE has actively supported the development of the programme as it recognises the opportunity it presents to promote improved public health outcomes and to develop locally specific initiatives to address some of the most pressing health challenges in the country. For more information, see the [NHS England press release](#).

Department of Health publishes dementia implementation plan

The Department of Health has published a [dementia implementation plan](#) that will empower people with dementia and their families through improved care and transparency. The plan will also make sure the Care Quality Commission will include standards of dementia care in their inspections and every person with dementia will receive a personalised care plan. For more information, see the [DH news story](#).

TCPA reports on novel ways to tackle obesity

The Town and Country Planning Association and Local Government Association, with support from PHE, have launched a report, *Building the Foundations: Tackling obesity through planning and development*. Leading public health policy experts and planners in councils across the country have committed to ensuring that their systems, processes and policies do what they can to promote a healthier environment, particularly towards children.

ONS issues statistics on adult drinking habits

The latest statistics from ONS on [adult drinking habits in Great Britain](#) show that 2.5 million people drank more than 14 units of alcohol in their heaviest drinking day in 2014. The data also show that men were three times more likely to drink over the recommended limit than women. Young people are less likely to have consumed alcohol in the last week than older people, providing further evidence of declining regular drinking among younger people.

Latest guidance and standards from the National Institute for Health and Care Excellence

NICE has published new public health guidance on [community engagement: improving health and wellbeing and reducing health inequalities](#). It has also published a new public health quality standard on [preventing excess winter deaths and illness associated with cold homes](#).

Events

PHE Board's next open meeting

The next open meeting of the [PHE Board](#) is scheduled to take place on Wednesday 27 April, focusing on accident prevention. Meeting [details](#) will be available online.