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Welcome to the first issue of *PHE Bulletin*, Public Health England's new regular update. *PHE Bulletin* will be a source of news and information on PHE and the public health landscape for all those concerned with public health. For more information see our website: www.gov.uk/phe

Public health news

Priorities for Public Health England published

PHE has published its priorities for 2013/14 and announced that it will work closely with partners in the autumn to develop its ambitions for the next three years. [Our priorities for 2013/14](#) is PHE's first major publication since taking up its full responsibilities as an executive agency of the Department of Health on 1 April. At the same time, the statutory duty for health improvement moved from the NHS to local government.

Our priorities sets out seven priorities:

- helping people to live longer and more healthy lives by reducing preventable deaths and the burdens of ill health associated with smoking, high blood pressure, obesity, poor diet, poor mental health, insufficient exercise, and alcohol
- reducing the burden of disease and disability in life by focusing on preventing and recovering from the conditions with the greatest impact, including dementia, anxiety, depression and drug dependency
- protecting the country from infectious diseases and environmental hazards, including the growing problem of infections that resist treatment with antibiotics
- supporting families to give children and young people the best start in life, through working with health visiting and school nursing, family nurse partnerships and the Troubled Families programme
- improving health in the workplace by encouraging employers to support their staff and those moving into and out of the workforce to lead healthier lives

To underpin these outcomes-focused priorities PHE will:

- promote the development of place-based public health systems
- develop its capacity and capability to provide professional, scientific and delivery expertise to its partners

Duncan Selbie, PHE Chief Executive, said: “PHE is in a unique position in that it can take a wide overview of public health and the causes of ill health. We will work alongside local authorities and the NHS to ensure national and local resources are directed towards the areas where attention is needed most and the biggest improvements can be made to meet the needs of our demographically changing population.”

Bodies that moved into PHE on 1 April include the Health Protection Agency, the National Treatment Agency for Substance Misuse, public health observatories, the UK National Screening Committee and NHS cancer and non-cancer screening programmes, cancer registries, quality assurance reference centres, some functions from strategic health authorities, specialised commissioners and parts of the Department of Health, including public health marketing.

Public health responsibilities in the NHS Constitution

PHE, the Local Government Association and the Department of Health have jointly produced a public health supplement to the NHS Constitution. This contains information on those circumstances where the revised NHS Constitution can apply to local authorities and to Public Health England.

The NHS Constitution, Handbook to the NHS Constitution and the Supplement to the NHS Constitution can be found [here](#).

Toolkit produced to boost local business engagement

A new toolkit has been produced to support local authorities to get greater buy-in from local businesses to the public health agenda.

Localising the Public Health Responsibility Deal – a toolkit for local authorities contains simple actions that businesses can take to improve staff and customer health and wellbeing, such as employers encouraging active travel among their staff, promoting smoking cessation or catering outlets reducing salt in their foods.

The [toolkit](#) was developed by the Department of Health, working with PHE, local authorities, the Local Government Association and local businesses. It takes the work that has been done at a national level through the Public Health Responsibility Deal and makes this relevant for local authorities and local businesses.

National MMR catch-up programme announced

PHE, NHS England and the Department of Health have announced a national catch-up programme to increase MMR vaccination uptake in children and teenagers. Its aim is to prevent measles outbreaks by vaccinating as many unvaccinated and partially vaccinated 10-16 year olds as possible in time for the next school year. Figures published on Thursday 25 April show numbers of confirmed measles cases in England in the first three months of 2013 reached 587 by end of March. This is despite the highest-ever national MMR vaccination level being achieved in England, with 94% of five year olds receiving one dose and 90% receiving two doses, according to latest PHE data.

The catch-up programme sets out a national framework within which local teams – led by NHS England area teams, working alongside directors of public health in local government, and supported by PHE centres – will produce tailored plans to identify and give MMR to unvaccinated and partially vaccinated 10-16 year olds through GPs and/or school programmes. For more details please refer to PHE measles press release [here](#).

PHE marketing plan launched

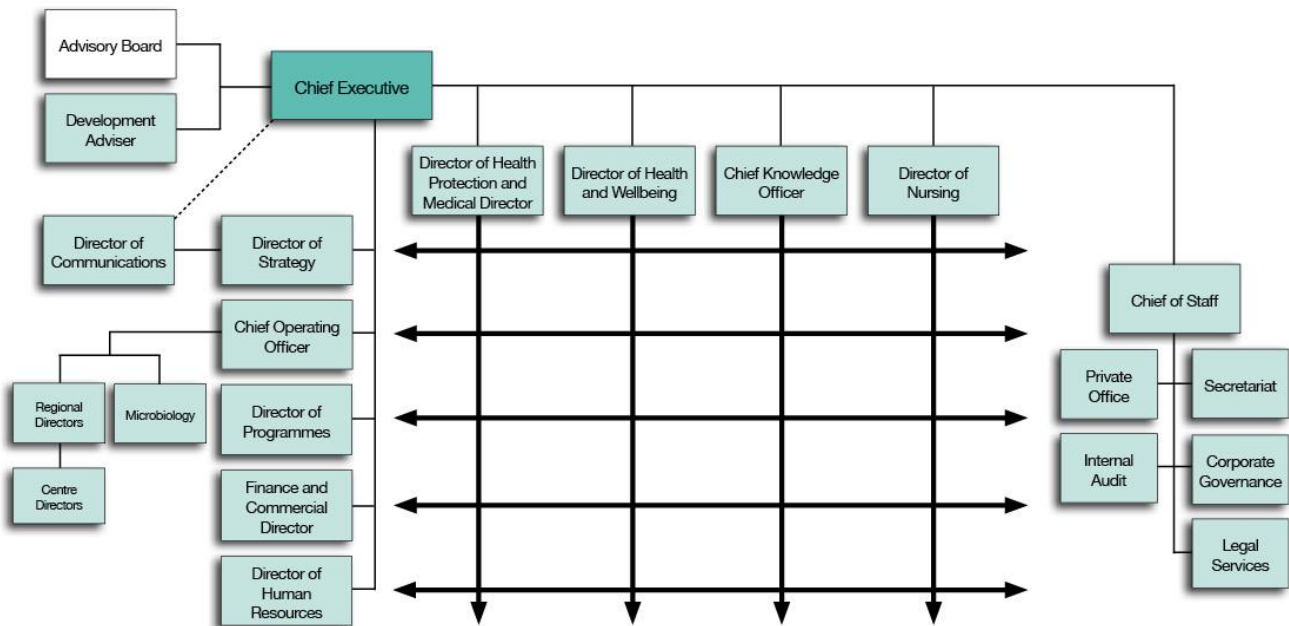
One of PHE's responsibilities is to support the public to make healthy changes through high-calibre national marketing and behaviour change campaigns.

We have recently published our [marketing plan](#) for 13-14 which includes commitments to support local government, innovate in new health topics and provide 'always-on' interventions for key health issues. It's an exciting area of work and we'll be providing updates on our campaigns throughout the year. Details of our campaigns can be found at <http://campaigns.dh.gov.uk>

About PHE

PHE’s organisational structure

PHE’s organisational structure is shown below.



PHE’s centres and regions

The 15 local PHE centres will be the front door of PHE and responsible for assuring that the services and expertise provided are truly focused on local needs. Each local centre director will be a partner in the local public health system, which includes the voluntary and community sector, and their unique role will be to provide a range of services and expert advice that is tailored to the needs, wishes and aspirations of local government, clinical commissioning groups and the local NHS. They will provide leadership and support on health protection, health improvement and healthcare public health.

This will include supporting local government in its leadership of the place-based public health system; supporting local authority directors of public health across the range of their responsibilities enabling them to access specialised advice and support when required; working with NHS England to support it in its role as a direct commissioner of key services, including specialist services and national public health programmes; and providing leadership in responding to emergencies where specialist public health expertise is necessary.

The centres will also deliver health protection services directly and in support of local government, the NHS and others. Centres and regions will be supported by eight knowledge and intelligence teams, and by experts in population health.

Our four regions are coterminous with those of NHS England, and they also map onto the nine regional local government groupings. Each will nurture and support the local public health system and maintain an overview of the whole system's progress in implementing the Public Health Outcomes Framework. They will have a special responsibility for development of the wider public health workforce. Our commitment to co-production is to ensure collaboration between our professional and operations expertise, and with our partners.

Contact details for the regions and centres are given below with names of directors where appointments have already been announced. PHE staff can be contacted via email using the format firstname.surname@phe.gov.uk.

Contact details

PHE North

PHE North Region

Regional Director: Professor Paul Johnstone
Blenheim House, Leeds
Tel: 0113 295 2000

North East Centre

Centre Director: Dr Roberta Marshall
Gallowgate, Newcastle-upon-Tyne
Tel: 0844 225 3550

Cumbria and Lancashire Centre

Centre Director: Dr Jane Rossini
York House, Chorley
Tel: 0844 225 0602

Yorkshire and the Humber Centre

Centre Director: Dr Stephen Morton
Quarry House, Leeds
Tel: 0113 386 0300

Greater Manchester Centre

Centre Director: Professor Martyn Regan
Piccadilly Place, Manchester
Tel: 0844 225 0562

Cheshire and Merseyside Centre

Centre Director: Professor Qutub Syed
Rail House, Liverpool
Tel: 0844 225 1295

PHE Midlands and East

PHE Midlands and East Region

Regional Director: Dr Rashmi Shukla
St Philip's Place, Birmingham
Tel: 030 3444 6752

East Midlands Centre

Centre Director: Dr Fu Meng-Khaw
City Hospital, Nottingham
Tel: 0844 225 4524

West Midlands Centre

Centre Director: Dr Sue Ibbotson
St Philip's Place, Birmingham
Tel: 0844 225 3560

Anglia and Essex Centre

Centre Director: Dr Gina Radford
Eastbrook, Cambridge
Tel: 0844 225 3546

South Midlands and Hertfordshire Centre

Centre Director: TBC
Beacon House, Letchworth
Tel: 0300 303 8537

PHE London

PHE London Integrated Region and Centre

Regional Director: Dr Yvonne Doyle
151 Buckingham Palace Road
Tel: 020 7811 7000

PHE South

South Region

Regional Director: Dr Jenny Harries
Rivergate, Bristol
Tel: 0845 504 8668

Kent, Surrey and Sussex Centre

Centre Director: Dr Graham Bickler
County Hall North, Horsham
Tel: 0845 894 2944

Thames Valley Centre

Interim Centre Director: Dr James Mapstone
Chilton, Didcot
Tel: 0845 279 9879

Wessex Centre

Centre Director: Dr Jim O'Brien
Victory Park, Fareham
Tel: 0845 055 2022

Devon, Cornwall and Somerset Centre

Centre Director: Professor Debra Lapthorne
Richmond Court, Exeter
Telephone: 0844 225 3557

Avon, Gloucestershire and Wiltshire Centre

Centre Director: Dr Shona Arora
Rivergate, Bristol
Tel: 0845 504 8668

Other contact details

PHE's website is www.gov.uk/phe. You can follow us on Twitter @PHE_uk

Other news

PHE's annual conference

PHE will hold its first annual conference on 10-11 September 2013. The conference will be held at Warwick University and bring together over 1,000 participants from local authorities, NHS, the voluntary and community sector and partner organisations who are working to protect and improve health and wellbeing and reduce inequalities.

It will provide an opportunity to meet, exchange ideas and learn about the latest developments in public health research and practice. For full details and registration see www.phe-conference.org.uk. The deadline for the submission of abstracts for the event is 3 May.

Service level agreement between PHE and CQC published

A service level agreement on the provision of compliance inspection services between the Care Quality Commission and PHE has been published. It can be found [here](#).

Caldicott review on patient and user data published

Friday 26 April saw the publication of the Information Governance Review report. Commissioned by the Secretary of State for Health at the recommendation of the NHS Future Forum, Dame Fiona Caldicott has been leading an independent review of the balance between protecting patient information and sharing it to improve patient care.

The review report makes a series of recommendations regarding the public's right of access to information about themselves, as well as how confidential information should be used and safeguarded for direct patient care, commissioning and research purposes. Public health cuts across all three of these, so Dame Fiona's recommendations apply to all areas of public health:

- always justify the reason for using and sharing confidential information
- don't use confidential information unless absolutely necessary, and use the minimum amount where it is
- ensure that access to confidential information is on a strict need-to-know basis, with all those involved aware of their responsibilities

- be clear that the duty to share information can be as important as the duty to protect confidentiality

The Secretary of State will formally respond to the review in the summer, and has asked Dame Fiona to chair an independent panel to oversee and scrutinise the implementation of her report's recommendations. Within the next few weeks, the Health and Social Care Information Centre will also be publishing a code of practice on the handling of confidential information, which will build on the Information Governance Review and provide mandatory guidelines on the using and sharing of confidential information.

The full Caldicott review can be found [here](#).