



Public Health  
England



Duncan Selbie  
Chief Executive

## Friday message

Friday 1 November 2013

### Dear everyone

Our marketing team has won Gold in the [Best Media Launch](#) category in the prestigious MediaWeek awards for our Stoptober campaign, launched last year and which we ran again this year, to encourage and support smokers in a push to kick the habit. The campaign, which beat a shortlist of top commercial brands, was again this year universally supported by local authorities and a quarter of a million smokers took up the Stoptober challenge. Congratulations to everyone involved and especially the smokers who, of course, this has all been about.

This week our chairman, Professor David Heymann, and I were in Singapore where we met the British High Commissioner, the Ministry of Health and their Health Promotion Board to consider how we can further strengthen our collaborative working in South East Asia. We already have staff exchanges in communicable diseases and we are planning to build on these and extend them to include non-communicable disease and public health policy development. Singapore and England face many of the same health challenges, particularly those associated with tobacco and obesity and they are tackling them as their two public health priorities. PHE works all over the world, sharing our knowledge and expertise as well as bringing learning back home. These partnerships are hugely important for England, not only because they keep us plugged into what is happening in the public's health globally, but also because this ensures we attract and retain world class scientists and public health professionals. Additionally, this brings into PHE a significant source of income, all of which is ploughed back into improving the public's health in this country. The November meeting of our Advisory Board will be focused on global health and how to further strengthen our offer.

PHE welcomes the new report, [Review of Social Determinants and the Health Divide in the WHO European Region](#), published this week by WHO and the University College London Institute of Health Equity. It illustrates just how persistent and intractable health inequalities are throughout Europe and is a valuable addition to our knowledge on inequalities in health and what can be done about them. The importance of the earliest years in laying the foundations for good health and the extent to which health is determined by where people are born, live and work is emphasised – as it was by Professor Dame Sally Davies, Chief Medical Officer, in her [report](#) last week on children's health. This latest contribution builds on the earlier Marmot report for England, Fair Society Healthy Lives, which has already significantly influenced PHE's organisational structure and work programmes. It is also why local government is now leading the local public health system and why they and clinical commissioning groups have been given a legal duty to address inequalities. We will be looking at the wider implications and the evidence which underpins this latest study. These are complex issues that demand joined up responses across communities and with local councils and the NHS as well as national government action. This and Dame Sally's report will directly inform the work on our future strategy underway with all our partners.

And finally, you may have seen yesterday we published our [review](#) of the health impact of shale gas extraction emissions by experts at our Centre for Radiation, Chemical and Environmental Hazards.

With best wishes