



Public Health
England

Protecting and improving the nation's health



Duncan Selbie
Chief Executive

Friday message

Friday 5 September 2014

Dear everyone

I am delighted to share the news that we have [appointed](#) Professor Derrick Crook as Director of Microbiology at Public Health England, taking up the post on 1 January 2015. He has a fantastic track record in infectious diseases in the UK and internationally and is currently Professor of Microbiology at Oxford University and Oxford University Hospitals NHS Trust. Professor Crook will lead the translation of genomic technologies to transform microbiology practice across England in full partnership between PHE and Universities hosting NIHR Health Protection Units and including Cambridge University. Dr Christine McCartney has very kindly agreed to remain with PHE to work with Derrick as he takes up his new responsibilities.

Flu is an unpredictable but recurring pressure that we face each winter. The last flu season was mild, but of course we cannot assume this year's will be. PHE is working with the NHS to plan and implement the national flu immunisation programme so that the health system can be as prepared as possible. Our plans include a flu marketing campaign, launching on Monday 6 October, which aims to encourage those 'at risk' to have the flu vaccination 'because they need it'. This approach is based on research undertaken for the campaign showing that the public's attitudes to flu vaccination are largely rational. This campaign will run for four weeks and will target those under 65s who have long-term health conditions, including pregnant women who are at risk of complications. It will also target healthy children aged 2-4 years, who are being offered vaccine as part of a new strategy to improve flu control by reducing transmission in the community. The marketing campaign will run nationally on radio and in print media, with a TV campaign in the North East to help us evaluate the effectiveness of this medium.

Our quarterly senior leadership forum met this week to consider the themes emerging from our internal strategic review of all our functions and services and how we deliver them. We will be sharing the final outcome as to what this means for the organisation in the coming weeks. While our first year was about keeping everything going with nothing falling over as we established sound relationships with our partners, our second year has allowed us to do some serious soul searching through the strategic review and the PHE Science Hub Programme about what a really successful PHE looks like, delivering at home and abroad. We are now ready to proceed with the implementation of the changes needed to lay the foundation of a decade of success for PHE responding to today's public health challenges in fulfilling our remit letter from Government. As the renowned author Maya Angelou once observed, no one remembers what you said nor what you did, but everyone remembers how you made them feel, and whatever change we are about to go through as we form what we hope will be the right structure and approach for the next number of years, our test of success won't be the brilliance of the structure or the elegance of the management arrangements, but how people experience the process and the outcome. There are relatively few things for which the Chief Executive has sole responsibility, this is one of them and it is my responsibility to decide how we must change and to make sure we do this in the best possible way.

And finally, today we [launched](#), in partnership with the LGA, the ADPH, NHS England, and the Department of Health, a comprehensive guide to the commissioning of sexual health, reproductive health, and HIV services. The aim of *Making it work: a guide to whole system commissioning for sexual health, reproductive health and HIV* is to help commissioners ensure that service users experience integrated, responsive services that deliver the best outcomes.

With best wishes