



Public Health
England



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Chief Executive

Friday message

Friday 15 August 2014

Dear everyone

I have been absolutely bowled over by the response to our [Health X](#) competition, launched in June and run in partnership with the Daily Telegraph, which attracted 139 entries from early stage tech businesses. The aim was to encourage digital entrepreneurs to focus their innovative thinking on how to reach people of all ages and circumstances to encourage them to move more and eat better. Apart from the unexpected sheer number, and high calibre of the entries, the enthusiasm and creative genius of those taking part was immensely encouraging. This is our first toe in the water of bringing together what we know of the behavioural sciences and harnessing it to the digital revolution and making it personal for real people living real lives. The three winning entries, announced on Monday, from a shortlist of ten, included 'Fee fi fo fit' an app, targeted at children and families, to boost fitness; 'Foodswitch', a smartphone app to provide consumers with nutritional information to help them make healthier choices when shopping; and 'Youniverse', a 28-day exercise and diet planner which generates daily meal plans, shopping lists and exercise ideas. The winners will each be provided with a springboard to launch their digital product, including access to the 10 million unique visitors each week to NHS Choices and, once they are ready to go live, these will be available free to all who want to use them. Watch this space.

Today we have published [guidance](#) on organising and managing multidisciplinary public health teams in local government which we have co-produced with the Local Government Association, the Association of Directors of Public Health and the Faculty of Public Health. As public health teams become further embedded in local government, councils will need to engage a range of public health professionals, including those who are medically qualified, who have a particular contribution to make to the task of improving and protecting the public's health, including being the public health advisers to CCGs. This guidance aims to help local authorities identify the mix of skills best suited to their needs as well as providing advice on the issues they may need to consider as they build their capacity and capability.

Our summer Change4Life 10 Minute Shake Up [campaign](#) with Disney has been proving very popular – not surprising given the involvement of the world's favourite Disney characters. Over a quarter of a million families have now signed up – 116 per cent of our projected target for this point in the campaign – and our partners have distributed more than 1.5 million packs. There have been over half a million visits to the website with the activity pages attracting about 125,000 page views. We have had 8,000 registrations from the seven roadshows we have run so far, with the Nottingham event breaking all records with 1,600 sign ups. There are roadshows still to come in Wakefield, Liverpool and Leicester and there have been 3,000 local events. This has been a fun campaign with a serious message at its heart – getting active boosts good health. This is putting "health credits" in the bank for children and hoping that the fun they have while doing this, is a habit that will stay with them.

With best wishes