



Public Health
England

Protecting and improving the nation's health



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Chief Executive

Friday message

Wednesday 13 April 2016

Dear everyone

I am writing on a Wednesday because the period of pre-election sensitivity comes into effect tomorrow and all organisations in receipt of public funds need to take great care during this time. And so the next Friday message will be on 13 May.

It is now three years since PHE was established and today we published our [strategic plan](#) for the next four years: *Better outcomes by 2020*. This builds on *Evidence into Action*, *The NHS Five Year Forward View* and the Department of Health's *Shared Delivery Plan*. The plan describes PHE's place within the public health system, sets out our vision for success, identifies the opportunities that we can harness now to deliver change over the longer term, highlights some of our recent achievements and sets out our future objectives.

Also today PHE, NHS England and the Local Government Association have joined together to commit to help improve the health of local populations by encouraging staff to make 'healthy conversations' part of everyday practice. This commitment to the Making Every Contact Count (MECC) approach has been articulated in a joint [consensus statement](#). We know that many long-term diseases are closely linked to tobacco, hypertension, alcohol, being overweight or being physically inactive and the MECC collaboration with key partners aims to support population-level behaviour change. Many examples of adopting the MECC approach were showcased at a [national conference](#) at the end of January, hosted by Health Education England and PHE in Salford. The launch of the consensus statement and a supporting [suite of materials](#) aims to help make every contact count as part of everyday good practice.

How we behave is just as important as what we do, and will have the greatest impact on achieving our objectives. Staff across PHE have been closely involved in the development of our People Charter, which describes our values and highlights four key elements to think about when working with colleagues both internally and externally: communication, achieving together, respect for each other and excelling for our customers. A number of sessions for managers on how to embed the Charter have been delivered, and seminars open to all staff are currently being rolled out. These should help us all to be the best we can be and to do our best work. The Charter sits alongside our PHE Code of Conduct and will be considered in this year's staff appraisal process.

Today I contributed to the launch of a new [report](#) from *Doing the right thing*, a programme we have participated in with the Richmond Group of major health-related charities and other partners. The programme aims to deepen our understanding of the benefits of including voluntary agencies more consistently in the design of care pathways, as part of the implementation of the *NHS Five Year Forward View*. The report speaks to evidence showing that health and care charities have the right tools and expertise to help create a health and care system that is more person-centred, more embedded in our communities and more effective at promoting health and wellbeing. We all know that health is about more than only health care and living longer. It's about living in good health, which is affected by a broad range of factors, and working closely with the voluntary sector can help us to better address these. The report identifies a number of challenges and opportunities and those involved are now eager to hear from leaders across the system about how we can move this forward.

With best wishes