



PHE Board Paper

Title of meeting	PHE Board
Date	Wednesday 28 January 2015
Presenter	Sheila Mitchell and Dan Metcalfe
Title of paper	PHE Marketing: Briefing on approach, digital health and challenges

1. Purpose of the paper

- 1.1 The purpose of the paper is to provide the board with a requested briefing on the PHE Marketing function. The briefing will cover:
- The marketing function and working principles
 - Our work and how we prioritise investment
 - The digital/ehealth agenda
 - The evidence base, evaluation and value for money
 - Challenges and opportunities

2. Recommendation

- 2.1 The Board is asked to **NOTE** the information provided and the approach taken. It is also asked to promote the work of the Marketing team as opportunities present themselves.

3. Background

The PHE Marketing function has four core functions:

- Running national information and advice services**
 - Over 1 million people called PHE's 13 helplines last year, and over 30 million unique visitors used PHE websites
- Design, deliver and evaluate national behaviour change programmes**
 - Promote evidence based interventions – e.g. over 1 million downloads/orders of Stop Smoking products such as SMS service
 - Mass participation events – e.g. Stoptober and Dry January
- Secure external investment and support for programmes**
 - Private sector in-kind investment from over 200 partners valued at over £50 million over the last 5 years
- Provide a service to Local and national government**
 - Provide support, brands and evaluation support for local campaigns – saving money and providing integration
 - PHE increasingly delivers marketing programmes for other parts of the Health system - e.g. Department of Health Social Care programme.

PHE's overarching strategy was published in the Summer of 2014 and is available here: <https://www.gov.uk/government/publications/public-health-england-marketing-strategy-2014-to-2017>

Sheila Mitchell
Director of Marketing
January 2014