



Public Health
England

Protecting and improving the nation's health



Duncan Selbie
Chief Executive

Friday message

Friday 3 July 2015

Dear everyone

Yesterday saw the launch of the second 10 Minute Shake Up campaign from [Change4Life](#) and Disney. Currently only 21% of boys and 16% of girls meet the Chief Medical Officer's guidance that children should do at least 60 minutes of moderate to vigorous physical activity every day. Last year an extra 40,000 children reached this target using the 10 Minute Shake Up games and activities. Parents can sign up their children on 'Change4Life' online and receive a free pack. This year's campaign coincides with the [publication](#) of an evidence review by British Heart Foundation researchers from the University of Oxford and Loughborough University, which identifies the direct benefits of physical activity on children's health and wellbeing. In addition to the clear physical benefits, the review points to strong evidence that physical activity and sport has a positive impact on children's social skills, confidence and self-esteem.

On Wednesday, NHS England and PHE launched a new [initiative](#) to put health at the heart of new towns and neighbourhoods across England. This builds on the commitment in the NHS Five Year Forward View to consider new town developments as an opportunity to design in health from scratch, integrating not only health and social care but also other public services. We will work together to unlock this potential through partnering with a series of development sites across the country in order to promote health and wellbeing, sustain supportive and active communities, and tackle the health gaps between the rich and the poor. Initially, five long-term partnerships will be selected, covering housing developments of different sizes, and interested organisations have until the end of September to bid to take part.

The transfer of Public Health England's clinical drug development and production capability into a stand-alone, state-owned biopharmaceutical limited company has been approved by the Secretary of State for Health. The company, Porton Biopharma Ltd (PBL), will be wholly owned by the Secretary of State and the new arrangement will enable it to compete in the biopharmaceutical market, pursue new opportunities and shape its own future. The company manufactures the leukaemia drug Erwinase® and the only UK licensed Anthrax vaccine as well as producing a wide range of other clinical materials. This, together with the creation of our National Infection Service, is part of a wider alignment of our science to ensure that improving the public's health and tackling the major public health issues are front and centre in everything we do. The future success and revenue growth of PBL will provide PHE with an income dividend which will be ploughed back into the delivery of our priorities. We wish the new company every success.

On Tuesday I joined Citizens UK at Corelli College Co-operative Academy in Blackheath to support the launch of the first Young People's Mental Health Charter. Designed by students from the school and from other London schools, the charter is an invitation to local statutory services to improve the mental health outcomes for young people. These young students, like their peers across the country, know first hand that we need to do more to protect and nurture their mental wellbeing, and when things are difficult, ensure that the right services are there when they need them. As one student said, "*the cost of not doing anything is too great*". This is why, following the publication in March of the Government's *Future in Mind* report on children and young people's mental health, PHE is working at national and local levels with NHS England and local government to support the transformation of mental health support to children and young people.

With best wishes