



Public Health
England

Protecting and improving the nation's health



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Chief Executive

Friday message

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Dear everyone

I am sure you have been following the public arguments surrounding the NHS Diabetes Prevention Programme, NHS Health Check and e-cigarettes. Whilst we are firm in our view about the evidence for each of these, we only benefit from constructive argument as this almost always improves the thinking and particularly about how they land in the real world. We have replied to concerns published by the Journal of Public Health and repeated by the [Guardian](#) and the BMJ about the NHS Health Check and I thought you may want to see this. This programme aims to support frontline staff with a systematic approach to assessing and managing those risks that increase the toll of disease and disability. Given that two-thirds of deaths among people under 75 are preventable, this is a sensible investment.

We were very pleased to launch [Health Matters](#), our new resource for public health policy makers and practitioners, at our annual conference last week. It is a new and, hopefully, exciting way of conveying knowledge about leading health priorities. Our launch issue, Health Matters: "Smoking and Quitting in England", focuses on smoking cessation, bringing together the key facts and data on the challenge of smoking cessation, the evidence of what works and what each of us can do to put the evidence into action. Our overriding objective is that Health Matters should be useful: infographics to download, slides for presentations, blogs and charts that can be shared in any number of settings. We would very much value your views, so do please [get in touch](#).

Bereavement resulting from suicide is a unique form of grief and a deeply isolating experience, with many people uncomfortable talking about it. Receiving the right support is essential and this week saw the relaunch of [Help is at Hand](#). This offers both practical information and emotional support to anyone affected by suicide. For the first time, those who have been bereaved by suicide have been the principal authors of the guide, supported by PHE and the National Suicide Prevention Alliance. We hope *Help is at Hand* will build on previous editions by providing more relevant and personal guidance to help others through this traumatic situation. There are a number of organisations who can help get *Help is at Hand* to people who need it – from police who are likely to be first on the scene to local authorities, coroners, GPs, bereavement counsellors and other support organisations. Ultimately, however, we all have a part to play in supporting people bereaved by suicide, for example, just making the time to talk with someone affected can make all the difference.

The way we behave has the greatest impact on our being able to achieve our objectives. At our conference we launched the PHE People Charter which sets out our chosen values and behaviours. The Charter, CARE, is the result of extensive consultation with our staff across PHE. CARE stands for Communication, Achieve Together, Respect and Excel. Our intention is that this becomes an essential part of our recruitment, induction, appraisal and personal development work, and will define how we behave towards each other as well as towards our customers and partners.

And finally, I want to recognise the singular achievement of our lead pharmacist in antimicrobial resistance, Dr Diane Ashiru-Oredope, who has been awarded the prestigious national award of Public Health Pharmacist of the year by the Royal Pharmaceutical Society.

With best wishes