



PHE publications gateway number 2015224

27 July 2015

PHE Bulletin, Public Health England's regular update, provides news and information on PHE and the public health landscape for all those concerned with the public's health. For more information see our website: [www.gov.uk/phe](http://www.gov.uk/phe)

## Public health news

### PHE urges parents to cut sugary drinks from children's diets

PHE has called on parents and families to cut sugary drinks from their children's daily diet, after independent nutrition experts said the country consumes too much sugar, leading to major health consequences. The Scientific Advisory Committee on Nutrition's (SACN's) [final report on carbohydrates and health](#), published last week, recommends halving the amount of sugar people consume as part of their daily calorie intake from 10% to 5%. The report also recommends minimising the consumption of sugar sweetened drinks and increasing fibre intake. For more information see PHE's [press release](#). Alongside the SACN report, PHE has published [Why 5%?](#), which explains the science behind the SACN's recommendations.

### Improved recognition of dementia symptoms by health professionals

A new data [briefing](#) by PHE's Dementia Intelligence Network shows the proportion of people with dementia being admitted to hospital in an emergency increased by 48% between 2008 to 2009 and 2012 to 2013. The [briefing](#) focuses on the reasons why people with dementia are admitted to a general hospital in an emergency and considers ways in which some of these could be prevented. For more information see PHE's [news story](#).

### New cancer taskforce strategy launched

The [Independent Cancer Taskforce](#) has launched its new strategy to help the NHS achieve world-class cancer outcomes. PHE has been integral to the

development of the strategy, and the first of the six main priorities for cancer focusses on the importance of prevention and public health. PHE already plays a critical role in the national response to cancer, including providing the data and intelligence on which the NHS depends. [Achieving world-class cancer outcomes: a strategy for England 2015-2020](#) can be found on Cancer Research UK's [website](#).

### **Academic report shows UK screening advisory body is world leading**

A newly published academic report has praised the UK National Screening Committee (UK NSC) as being world leading. [International comparisons of screening policy making: a systematic review](#) shows how the UK NSC is seen worldwide as a best practice model for national population based screening programmes. The report, by the University of Warwick, praised the UK NSC for implementing 'the most integrated and evidence-based screening programmes in the world'. For more information see the PHE [press release](#).

### **PHE drug development to transfer to new state-owned company**

The transfer of PHE's clinical drug development and production capability at Porton, Wiltshire, into a stand-alone, state-owned biopharmaceutical limited company has been approved by the Secretary of State for Health. The new company, Porton Biopharma Limited, which is wholly owned by the Secretary of State for Health, will employ over 200 people at the Porton site and will now be better placed to develop further business. For more information, see PHE's [news story](#).

### **PHE response to Due North health inequalities report**

PHE has published its [response](#) to the [Due North report](#), an independent inquiry on health inequalities in the north of England commissioned by PHE and chaired by Professor Margaret Whitehead from the University of Liverpool. The Due North report, published in September 2014, made recommendations for national and local government, PHE, the NHS and other agencies under four broad themes. PHE's response sets out its actions in each of the four areas.

### **People with learning disabilities over-prescribed psychiatric drugs**

A new [study](#) by PHE finds one in six adults with a learning disability are being prescribed anti-psychotic drugs by their GP, normally used to treat major mental illnesses. Over half of these adults do not have a recorded diagnosis

of a condition they are designed to treat. The study is part of a wider programme of work, led by NHS England, to tackle the over-prescribing of antipsychotic and other sedative drugs to people with learning disabilities. NHS England has issued a [letter](#) to professionals and a [media release](#). For more information see PHE's [news release](#).

### **PHE adjusts screening measures as risk posed by Ebola epidemic declines**

PHE has adjusted its Ebola screening arrangements as the risk to the UK from the outbreak in West Africa has reduced. The latest risk assessment determined that the likelihood of further Ebola virus disease cases being imported into the UK is very low and the risk of transmission occurring within the community in the UK is negligible. Under new arrangements that commenced last week, on-site screening teams will continue to be based at Heathrow and Gatwick airports, where more than 90% of people from the affected countries arrive. Birmingham and Manchester airports and the St Pancras Eurostar terminal will move to the off-site telephone screening and risk assessment arrangements already in place at all other ports of entry to England. For more information see PHE's [news story](#).

### **PHE signs public health agreement for Manchester health and care devolution**

PHE has signed a unique [public health agreement](#) to create a single unified public health leadership system as part of the health and social care devolution in Manchester. The framework joins together all ten Greater Manchester local authorities, PHE, NHS England, Greater Manchester's clinical commissioning groups, NHS provider organisations and emergency services. More details can be seen in the Greater Manchester Combined Authority [news release](#).

### **Application deadline for innovative HIV prevention project funding**

Voluntary sector organisations who are involved in local HIV prevention projects have until 31 July 2015 to apply for funding from the new national HIV prevention innovation fund. Projects must be endorsed by their local authority and should focus on groups at higher risk, such as men who have sex with men and Black African communities. Those interested should register at [hiv.prevention@phe.gov.uk](mailto:hiv.prevention@phe.gov.uk). For more information see the PHE [press release](#).

## **Cancer and equality groups - key metrics 2015 report**

[The National Cancer Intelligence Network \(NCIN\) has released its third report on cancer and equality groups](#). The 2015 report shows that, although gains in cancer survival continue, there are still some stark health inequalities for people with cancer. For all cancers combined (excluding non-melanoma skin, breast, lung and sex specific), age standardised mortality for men is 70% higher than it is for women. Age standardised mortality in the most deprived populations is 50% more than in the least deprived and emergency presentation increases with age and worsens with deprivation.

## **Study finds physically active children are happier and more confident**

Change4Life and Disney's launch of this year's 10 minute Shake Up campaign earlier this month was accompanied by a new [evidence review](#) showing that physically active children are happier and more confident. For more information see PHE's [press release](#).

## **Needs assessment reports for child and mental health services updated**

PHE's National Child and Maternal Health Intelligence Network has updated its [needs assessment reports](#) for child and mental health services. The reports give evidence-based information on prevalence and risk factors affecting children's health and the provision of healthcare services.

## **Improving access to and completion of hepatitis C treatment**

PHE's advice on [treating hepatitis C infection in people who inject drugs](#) is now available for local providers and commissioners of treatment for both hepatitis and drug dependency. Treatment rates are extremely low but can be improved through assessment and engagement pathways, peer and other support, greater staff awareness and attitudes, and better access.

## **PHE publishes One Health Report on use of antibiotics in humans and animals**

PHE and the Veterinary Medicines Directorate have published a joint [One Health Report](#) on human and animal antibiotic use, sales and resistance in the UK. It brings together the most recently available UK data from 2013 on antibiotic resistance of key bacteria that are common to animals and humans. It also includes details on the amount of antibiotics sold for animal health and welfare and

antibiotics prescribed to humans.

### **Report highlights PHE's role in use of pathogen genomics**

The Public Health Genomics Foundation, a leading health policy think-tank, published a report last week, [Putting Pathogen Genomics into Practice](#). The report highlighted PHE as being at the forefront of efforts to put whole genome sequencing of pathogens into front line use. PHE's Gastrointestinal Bacteria Reference Unit was acknowledged for its world leading use of pathogen genomics to improve the detection and investigation of foodborne infectious disease outbreaks.

### **Commissioning services to prevent and treat harms caused by image and performance enhancing drugs**

PHE has produced a [briefing](#) for local commissioners who are responsible for commissioning services to prevent and treat harms caused by image and performance enhancing drugs and injecting drug use. The briefing provides an overview of the key issues such as blood-borne viruses, poly-drug and alcohol use, and outreach services.

### **Joint PHE infection study published in mBio journal**

Researchers at Imperial College London, clinicians at Imperial College Healthcare NHS Trust and PHE observed a rise in infections from 1998 to 2009 caused by one particular group A streptococcal strain called *emm89*. The study, co-authored by PHE, was published earlier this month in the journal [mBio](#).

### **Sexual and reproductive health profiles tool updated**

[PHE's Sexual & Reproductive Health Profiles tool](#) has been updated to include data breakdowns at the region, PHE centre and local authority level. These include an update of STI diagnoses (including chlamydia), testing rates and testing coverage in GUM for HIV and STIs, and the proportion screened for chlamydia.

### **Public Health England annual report and accounts 2014 to 2015**

Public Health England's [annual report and accounts](#) for 2014 to 2015 has been before Parliament. It reflects PHE's work and service delivery over the past year.

## Recent PHE blogs

### [Preventing the disease of violence](#)

by Sue Ibbotson (2 July).

### [We have to get our children moving more](#)

by Kevin Fenton (3 July).

### [The community dividend: why improving prisoner health is essential for public health](#)

by Eamonn O'Moore (6 July).

### [The new paradigm of medicine and health - what's in it for nurses? Let's explore Nurse Coaching!](#)

by Joanne Bosanquet (7 July).

### [Breast cancer – being clear on non-lump symptoms](#)

by Kevin Fenton (16 July).

### [Expert interview: New sugar recommendations](#)

by Kevin Fenton (17 July).

### [Cancer and equality groups](#)

by John Newton (23 July).

## Campaigns news

### **PHE marketing and social marketing strategies: 2014 to 2017**

PHE has published two marketing strategy documents. They are:

- [PHE marketing strategy](#) for 2014 to 2017 describing how PHE will use marketing to support the objectives of its [business plan](#) and England's public health system
- PHE [social marketing strategy 2014 to 2017: one year on](#) reporting on the achievements of the first 12 months of the three year marketing strategy

### **PHE campaigns win industry awards**

PHE's Change4Life campaigns have won four Institute of Promotional Marketing awards – gold for 10 Minute Shake Up in the partnership marketing campaign category, gold for Smart Swaps in the trial and awareness category, and silver for Smart Swaps and bronze for 10 Minute Shake up in the not for profit, charities and public sector category.

## **News from other organisations**

### **SACN publish draft recommendations on vitamin D for public consultation**

The independent Scientific Advisory Committee on Nutrition (SACN) has published draft recommendations on vitamin D for [public consultation](#). The draft report includes an extensive review of the available evidence on vitamin D and health and highlights the importance of vitamin D in protecting musculoskeletal health. SACN welcomes comments on scientific aspects of the report. The consultation period closes on 23 September 2015. For more information, see the SACN [news story](#).

### **RSPH report calls for millions to join a wider public health workforce**

A new report, [Rethinking the Public Health Workforce](#), from the Royal Society for Public Health (RSPH) calls for anyone who has the opportunity or ability to positively impact health and wellbeing through their work to join the wider public health workforce. For more information see the RSPH [press release](#).

### **NHS England publishes its annual report for 2014-15**

NHS England has published its 2014-15 [annual report and accounts](#). It sets out its performance over the last year and its priorities for 2015-16. For more information see NHS England's [news story](#).

### **Smoking in vehicles law change**

From 1 October 2015 it will be illegal to smoke in a car or other vehicles with anyone under 18 present. The law is changing to protect children and young people from the dangers of second-hand smoke. Both the driver and the smoker could be fined £50.

The law applies to every driver, including those aged 17 and those with a provisional driving licence. For more information see the Department of Health [news story](#).

## Events

### Third PHE annual conference

A detailed programme for the third PHE annual conference, from 15 to 16 September 2015 at the University of Warwick, is available [online](#). The conference will bring together over 1,400 participants from across the health and care system and will focus on the application of evidence into action. Keynote speakers include Secretary of State for Health Jeremy Hunt, Minister for Public Health Jane Ellison and Chief Medical Officer Professor Dame Sally Davies. For more details including information on how to book, see the [conference website](#).

### PHE National Cardiovascular Health Intelligence Network masterclasses

PHE's National Cardiovascular Health Intelligence Network is running a series of masterclasses to look at what local data is available across the cardiovascular family of diseases. The events are being delivered in partnership with NHS England's Strategic Clinical Networks. The next masterclasses are in in [Bolton on 3 September](#) and in [Southampton on 5 November](#). Further details are at [www.ncvin.org.uk](http://www.ncvin.org.uk).