



Duncan Selbie
Chief Executive

Friday message

Friday 11 July 2014

Dear everyone

This week, Richard Gleave and I met with our staff at Porton and Colindale, our national science centres for microbiology, surveillance and epidemiology which, subject to Treasury and Ministerial approval, will be moving to Harlow in Essex over a three-year period from 2018 to 2021. These centres are the bedrock of our role as a national agency protecting the public's health. They will form the foundation of an integrated public health science campus bringing together all of our science and research in communicable and non-communicable disease control and prevention, along with a range of public health services and functions where that makes sense, and it is our preference to also have this as our HQ. This is one more change – and a very large one – in the continuing story of successful UK public health science over the past 50 years and more. It has not been an easy process or an easy judgement to make given the much-loved institutions we would be vacating and, of course, the disruption to the staff and families affected. It is, however, the right decision thinking into the next 20 to 30 years, and a timely one, having begun its gestation almost seven years ago and for many of our staff this will also offer future opportunity and for developing new partnerships with academe and the UK life sciences. I profoundly understand this vision can only be realised by retaining and attracting the world's best scientists and researchers and the teams and people they rely on, and it is this understanding that we will hold tight to as we take forward what happens next. We will be judged in the future, as we have been in the past, on the quality of our science. That is why we need to act now.

Change4Life and Disney aim to get the country moving for an additional 100 million minutes over the summer. Next week this unique partnership gets into its stride. Disney's mission is to surprise and delight children and they see synergy with ours, which is to protect and improve their health. Healthy children take exercise and eat sensibly and this partnership is about getting children moving for a minimum of 60 minutes a day, through including a few extra ten minute bursts of activity. This is a fabulous commitment by Disney who are giving the support of their much loved characters from Mickey Mouse to the cast of *Frozen*, the highest-grossing children's movie of all time. This '10 Minute Shake Up' campaign, which will run for six weeks from Tuesday, is supported by Disney [activity packs](#), a website packed with activities and games, and lots of social media which we hope will prove an entertaining incentive for children and their families to take up the challenge.

On Tuesday we published the [2014 Health Profiles](#) which bring together many data sources into one place to provide a snapshot of health and wellbeing in every local authority in England. They include information on a range of indicators for local populations such as the proportion of children in poverty, adult smoking rates, levels of child and adult obesity, hospital stays and early mortality rates. We have also updated the data in the accompanying Local Health tool, which can display information down to ward level. By making comparisons with peer areas and the national average, the aim is to provide local government and CCGs with 'conversation starters' on local challenges and priorities. For the first time we have also shared these profiles with MPs to give them a ready insight into the health of their communities.

With best wishes