



Public Health
England

Protecting and improving the nation's health



Duncan Selbie
Chief Executive

Friday message

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Dear everyone

This week, in partnership with NHS England and the Department of Health, we launched our greatest ever drive to help people stay well this winter through our Stay Well This Winter [campaign](#), which our marketing team has put together. This year, the national flu vaccination programme has been extended to include children in school years 1 and 2, as well as 2-4 year olds and children at increased risk of flu, now reaching over three million 2-6 year olds. This is the largest school-based vaccination programme ever run in England, involving children in 17,000 schools. As always, it remains important that children and adults in groups at particular risk of infection and complications from flu take up the offer of vaccination, as well as healthcare workers. Also key to our planning for winter is our [Cold Weather Plan](#) which we published this week. It sets out a series of actions that health and social care organisations, voluntary groups, and individuals can take to help reduce cold-related illnesses and deaths.

On Wednesday and Thursday I was in Paris at the 10th annual meeting of the International Association of National Public Health Institutes, a unique network of 100 public health institutes in 87 countries with a global reach of over five billion people. I presented PHE's independent evidence review on the implications of e-cigarettes for the public's health and their potential contribution to achieve a tobacco-free generation. The debate emphasised how country-specific culture and readiness is so important to finding the right strategy across the range of interventions and that we all share the same ambition which is to remove tobacco from our countries.

A new [report](#), *Health economics metrics to support the case for prevention*, which we commissioned, sets out and reviews the interactive return on investment and prioritisation tools that are available to local authorities and NHS commissioners. The report covers our priority areas of obesity, reducing smoking, reducing harmful drinking, ensuring the best start in life and reducing dementia risk. This review marks the start of a programme of work by our Health Economics team which aims to support local authorities and the NHS to make the case for investment in prevention or early intervention, to prioritise investment/disinvestment, and to improve the use of existing resources. Findings show some important differences and similarities between the reviewed tools. There are differences in the types of outcomes reported, in the perspective taken on costs and in the timeframe adopted. All tools are designed to present evidence which addresses issues of cost-effectiveness and the generation of social value from limited budgets. However, there is some variation in their user-friendliness and in the ease of interpretation of the results. Some tools allow users to define their own interventions while others are focused on pre-defined interventions. Further work will build on this resource through the addition of key facts and case studies.

Leeds Beckett University has been selected by PHE, the Local Government Association and the Association of Directors of Public Health, to research, develop and pilot a 'whole systems approach' to tackling obesity. There are many and complex factors that cause obesity, including the environment we live, work and play in, which are steering us towards overconsumption and a sedentary lifestyle. Leeds Beckett University will work with local authorities and their partners to learn from local experience and co-develop an approach across the entire local system. The three year programme will also include a comprehensive review of the evidence base and national and international practice. There will be a joint letter to all local authorities in the coming weeks seeking their expression of interest in taking part.

With best wishes