

# Public Health England

## Friday message



Duncan Selbie  
Chief Executive Designate

10 August 2012

### Dear everyone

I have been out and about in Birmingham, Coventry, Nottingham, Leeds, Wakefield and Liverpool this week, visiting staff who will be joining Public Health England as well as local authority colleagues with whom we will be working closely. As you know, I want to develop a clear first hand understanding of what matters to everyone through listening to people's concerns as well as learning directly from the frontline about the work that is making a real difference to people's lives. Everywhere I have gone I have been inspired by the innovative approaches, vision and commitment of all involved. These included:

- Nottingham City Council's Go4it programme, an innovative and practical early intervention childhood obesity initiative. I spoke to a nine-year-old boy who has taken part in the programme and told me about the sports he now enjoys, the foods he had cut out, and how he, with his family's help, has made huge progress in his school work. Go4it shows that local solutions, driven by local prioritisation and knowledge of what works, is so much more effective in emphasising the importance of early intervention than anything imposed from afar. The Go4it families I met were an advert for everything PHE wants to promote and support;
- The Health Protection Agency's work in treating and reducing infectious diseases like hepatitis and TB in the prison population. PHE gives us the opportunity to broaden our approach to include the whole range of public health challenges within this group, including mental health needs, drug and alcohol misuse. In partnership with colleagues in prison health services, NHS and local government public health teams, PHE can make a real difference to the health of prisoners, benefiting their families and communities too;
- Coventry City Council's well advanced planning to deliver maximum health improvement to their local population through partnership working with PHE and the local NHS. Their grasp of the enormous potential of the new public health landscape and their practical approach to unlocking its benefits is impressive;
- The cutting edge work done by the HPA West Midlands' real time syndromic surveillance to provide intelligence on the nation's health during the Olympics; and the HPA's exceptional outreach work in partnership with Birmingham City Council and local NHS to raise awareness of TB in areas of high incidence;
- The exemplary collaborative work in the North West in addressing so effectively the unprecedented measles outbreak and ensuring there were no complications or subsequent harm to those affected.

These are just a few of the gems to emerge from my visits which have been invaluable in highlighting the potential of PHE to join up the expertise and local know-how and extend these and other such projects, programmes and themes across the country.

With best wishes

A handwritten signature in black ink that reads "Duncan Selbie". The signature is written in a cursive, flowing style.