



Public Health
England



Duncan Selbie
Chief Executive

Friday message

Friday 4 April 2014

Dear everyone

We warmly welcome Sir Cyril Chantler's [conclusions](#) on standardised cigarette packaging. Ten per cent of 15 year olds are smoking and this would be one step, but an important step, in persuading them that smoking is not super cool.

Yesterday provided a fabulous opportunity to recognise the individual and collective efforts of many often unsung heroes out in the field who are making a remarkable difference to people's lives and their health. Public Health Minister Jane Ellison organised an event in the House of Lords which celebrated the contribution made by an exceptional group of individuals, nominated by MPs and Directors of Public Health, who have done everything from running skipping workshops, encouraging physical activity in children, and supporting isolated rural communities, to providing support to adults affected by severe and enduring mental health illness to attain and sustain paid employment. The 29 finalists are to be especially congratulated and so is every single nominee.

Collaboration and co-production are the features always present when there is a good outcome that is sustainable over time. Together with our partners we are supporting a group of courageous and innovative local leaders as they explore what it takes to solve seemingly intractable challenges that a single organisation simply cannot solve alone. Over the past year the national Systems Leadership programme has been working with 25 health and wellbeing boards across the country who, together, focus on solving real problems within their own communities. About one third are concentrating on integrating care to ensure more people receive treatment in the community rather than in hospital. The rest are working on achieving improvements in health, for example through increasing levels of physical activity (Coventry) tackling alcohol related health problems (Plymouth), reducing weight related problems in teenage girls (Calderdale), and reducing social isolation (West Cheshire). In each case, the aim is to create new ways of leading across organisations to support more responsive, integrated public services which achieve measurable improvements in the health of their local people. Health professionals, Local Government officers and politicians, citizens and service users have all been closely involved in each. Systems Leadership is not only about working well with each other, as important as this is, but, crucially, about leading together.

Our Marketing Director Sheila Mitchell has been nominated for the Marketing Society's Marketing Leader of the Year 2014 award. This is a very well deserved honour for Sheila and her team. She is the only public sector nominee among various industry marketing chiefs. Under her direction, our marketing team has won more than 40 industry awards in the past 12 months and, as Marketing magazine says: *"Against a backdrop of government controls on marketing spend, the fact that her activities continue to receive funding is a testament to their effectiveness."* We are immensely proud of Sheila and, regardless of the final outcome, she is our clear winner.

And finally, I wish everyone a peaceful, and hopefully restful Easter break. I will be away with my family for the next two weeks and my next message will be on Friday 25 April.

With best wishes