



Public Health  
England



Duncan Selbie  
Chief Executive

## Friday message

25 January 2013

### Dear everyone

Our national executive team has been hard at work this week shaping the immediate and longer term goals for PHE. This is the first time we have been able to spend quality time together and I was genuinely encouraged by our progress. We bring together an expertise, professionalism and breadth of experience in public health which is unprecedented and will ensure PHE plays its full part in helping improve and protect the nation's health and address health inequalities. This is not only nationally, but crucially through our 15 Centres where our role will be to support Local Government in its new frontline responsibility for leading the wider public health system, as well as the local NHS and Clinical Commissioning Groups. It is a time of great opportunity for everyone.

The team also had a very productive meeting with our opposite numbers at the NHS Commissioning Board in Leeds which paves the way for future working. There was an absolute shared sense of purpose and a very practical 'can do' approach which was hugely energising for all of us. The focus was firmly on the immediate practicalities of ensuring services and systems work as they should from day one. There was also a measured look at longer term priorities and we are very reassured by how closely these coincided. The senior leadership of the NHSCB has a clear understanding of the role and intended style of PHE and shared a common focus with us on tackling the causes of ill health and the importance of prevention and early intervention. We both acknowledged that Local Government and the voluntary and community sector are key partners in reaching out to those communities that are today living with avoidable chronic disease and dying too soon.

While in Leeds I also met some of our staff who will be joining from the National Treatment Agency for Drugs and Alcohol in the North, led by Corinne Harvey, and our new Centre Director, Dr Stephen Morton, and his team for Yorkshire and the Humber. I always enjoy meeting and listening to frontline staff and hope to have conveyed our ambition to always aim high, act on the evidence and at pace to make our public health contribution relevant and wanted by those we serve.

You will see from the new header to this message that we have adopted the Royal Coat of Arms for our corporate logo. The public have confidence in the Royal Arms, and given our public facing responsibilities this seems far more appropriate than some expensive, indistinguishable squiggle. Our email address from 1 April will be [@phe.gov.uk](mailto:@phe.gov.uk) and our web address will be [www.gov.uk/phe](http://www.gov.uk/phe).

And finally, I am spending today in Belfast with the Public Health Agency for Northern Ireland and expect to bring back their learning into our thinking and to reinforce their importance to PHE across a range of professional services. Our partnership with Northern Ireland, Scotland and Wales makes the whole of the UK so much stronger and we will only ever seek to further this through PHE.

With best wishes