



Public Health
England



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Chief Executive

Friday message

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Dear everyone

Local authorities are hungry for meaningful intelligence on the health challenges facing their populations so they can, with their NHS partners and others, work out what needs to be tackled as a priority and the best ways of doing this. On Tuesday we made a start with the launch of [Longer Lives](#). This new website has been designed to provide an insight into the leading causes of avoidable early death and how each local authority compares to others with a similar social and economic profile. It signposts where the problems are and hopefully will encourage health and wellbeing boards to learn from one another about what works and why. This data has been available for some time but not brought together quite in this way and with a view to stimulating local discussion and practical action. So far we have had more than 75,000 visitors to the Longer Lives website, a great tribute to our IT team who made sure the system stayed on its feet and, of course, to the team responsible for its development. Professor John Newton, Chief Knowledge Officer, would welcome feedback on how the website could be improved and we promise to act on this, not least because we plan, over time, to make available similar intelligence across all the indicators in the Public Health Outcomes Framework.

On Wednesday in Brighton we launched the world's largest single database of high quality cancer patient information at our annual [Cancer Outcomes Conference](#), a major step forward in harnessing the power of data to revolutionise patient care. For the first time, cancer specialists across the country will have access to detailed near real-time clinical information, including the way tumours respond to different types of treatment, on all 350,000 cancers diagnosed annually in England as well as to more than 11 million cancer records going back 30 years. This new, integrated cancer registration service has been in the making for five years and is an awesome achievement by Dr Jem Rashbass, our national director of disease registration, and his excellent team. It is a game-changing development in cancer care.

Also this week, the Royal Society for the Prevention of Accidents (RoSPA) published an online [handbook](#) offering guidance to local authorities on how to encourage people to take responsibility for their own safety, health and wellbeing. Each year the UK sees around 14,000 deaths, with children from poorer backgrounds being five times more likely to die as a result of an accident than children from better off families, and about 700,000 emergency hospital admissions in England alone. The handbook shows how those councils and partnerships that have worked together on accident prevention have saved lives and money – the annual cost of accidents to the UK is a staggering £150 billion. This is hopefully welcomed as a blueprint for local action.

And finally, we are holding a UK [conference](#) on Middle East Respiratory Syndrome Coronavirus (MERS-CoV) in London on 9 July. In addition to providing an update on the global and UK situation, we aim to bring together local, national and international perspectives on this new infectious disease, to consider how this health threat might develop and to agree research priorities. Speakers will include those involved in the UK's response as well as distinguished international experts.

With best wishes