

# Public Health England

## Friday message



Duncan Selbie  
Chief Executive Designate

7 September 2012

### Dear everyone

I have several news updates I am keen to share with you this week. I have asked Professor George Griffin, Professor of Medicine and Infectious Diseases at St George's, University of London, to undertake a due diligence review of the Chrysalis programme which proposes bringing together our national microbiology and epidemiology assets currently based in Porton and Colindale, together with those of our colleagues at the National Institute for Biological Standards and Control, onto a single campus in Harlow. As with any major multi-million pound investment there are many elements involved in arriving at the best and right decision. The handover of the programme to PHE provides a natural opportunity to review whether and how the original arguments underpinning the proposal continue to make sense against our best appreciation of what the UK is likely to need over the coming decades as well as providing the potential for development of new technologies and meeting new responsibilities in the future. Professor Griffin is well placed to bring independence and expertise to this and his review is expected to be completed in October. He would be happy to hear direct from anyone with an interest and he can be contacted through my office.

Our marketing team has been working on an exciting new campaign, called Stoptober, which is to be launched by the Chief Medical Officer tomorrow. The aim is to encourage people all across the country to stop smoking on 1 October for 28 days (and beyond). The evidence tells us that if a smoker can quit for 28 days they are five times more likely to be able to kick the habit, and Stoptober aims to motivate and support quitters through the 28 days. The campaign will be promoted through national TV, radio, online and press advertising, and is being supported by an unprecedented number of local NHS organisations and local authorities along with many leading private sector employers and pharmacies. More information on the campaign, including how to join, will be available from the Smokefree website ([www.nhs.uk/smokefree](http://www.nhs.uk/smokefree)) tomorrow afternoon.

The matching process for staff who cannot come directly across to PHE through the "lift and shift" agreement is now underway. While this is proportionately a small number it is understandably a time of anxiety and concern for those affected. I have asked the directors leading this locally to take stock after the first phase of matching to ensure that we then make use of every available flexibility to manage this well for each individual and to keep to an absolute minimum the need for more than one person to compete for a single post. Our objective is to bring everyone safely across to retain crucial skills and experience and to maintain "business as usual" through this period of change.

Finally, I am very glad to confirm that Anita Marsland, who led the development of Public Health England up to my appointment, will continue to support PHE as a Senior Adviser on Local Government until March 2013. Anita's long experience at the heart of local government will be particularly valuable as PHE establishes itself with its partners at local and regional level.

With best wishes

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