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PHE Bulletin, Public Health England's regular update provides news and information on PHE and the public health landscape for all those concerned with public health. For more information see our website: [www.gov.uk/phe](http://www.gov.uk/phe)

## Public health news

### Public Health England senior appointments

PHE has announced further senior appointments. The two final PHE centre directors are Dr Diana Grice, currently Director of Public Health in East Sussex as Director of the Thames Valley Centre; and Dr Jenifer Smith, currently Director of Public Health and Chief Medical Adviser for the Isle of Wight, as Director of the South Midlands and Hertfordshire Centre. PHE has also appointed international addiction expert, Dr Thomas McLellan, as Drugs Recovery Adviser. Dr McLellan will review progress on recovery and give independent advice on how best to achieve improved rates of recovery. He is co-founder and CEO of the USA Treatment Research Institute which is dedicated to improving substance misuse policies and a former deputy director of the White House Office of National Drug Control Policy.

Four non-executive members of PHE Advisory Board have been appointed. They are: Professor Richard Parish, Chief Executive of the Royal Society for Public Health; Professor George Griffin, Professor of Medicine and Infectious Diseases at St George's, University of London; Derek Myers, Chief Executive of the Royal Borough of Kensington and Chelsea and of Hammersmith and Fulham; and Martin Hindle, Chair of University of Leicester Hospitals. The Advisory Board's chairman is Professor David Heymann and the board's first public meeting will be in July.

## Public health workforce strategy published

The government has published [Healthy Lives, Healthy People: A Public Health Workforce Strategy](#) as its response to the consultation on developing a public health workforce strategy in the new public health system. The strategy sets out actions for various partners in the new public health system to support and develop the public health workforce. It will help embed public health capacity within the wider workforce to support delivery of the public health outcomes framework. The commitments will be delivered by a range of organisations including local authorities, PHE, the Department of Health and Health Education England. An analysis of consultation responses is [here](#)

## New vaccination programmes announced

Public Health England, NHS England and the Department of Health have announced a series of changes to the current vaccination schedule to include three new vaccination programmes, which protect against flu, shingles and rotavirus as well as updating the current meningitis C vaccine schedule.

The rotavirus vaccination programme will start on 1 July 2013 when children under four months will be routinely vaccinated against this highly infectious illness. In addition, children aged two years will be offered a nasal flu vaccine from September 2013 as part of a number of pilot programmes to vaccinate primary and pre-school aged children against seasonal flu. There will be a shingles vaccination programme introduced for people aged 70, with a catch-up programme for those aged up to, and including, 79 years. The programme will begin in September 2013.

The current schedule for protecting people against meningitis C will also be updated. A new teenage booster jab given at around 14 years will replace the vaccine dose that is currently given at four months. The teenage booster jab will be offered in the 2013/14 academic year.

Changes to the schedule for meningococcal serogroup C conjugate (MenC) vaccination which will commence on 1 June 2013 have also been announced.

For further information about the new vaccination schedule see the [Department of Health announcement](#). Also see [changes to the meningococcal C vaccination schedule](#)

## Heatwave plan for England

PHE has published the Heatwave Plan for summer 2013. It sets out a series of clear actions to minimise the effects of severe heat on health to be taken by the NHS, social care, other public agencies, professionals working with vulnerable people and individuals and local

communities. The objective of the Heatwave Plan is to raise public and professional awareness of the potential dangers to health of a severe heatwave and to describe the actions which can be taken to prevent and respond to such an event. The plan has been jointly agreed between the Department of Health, NHS England and PHE. Underpinning the plan is the Heat-Health Watch service which has been developed with the Met Office to alert key stakeholders to the likelihood of severe hot weather in different parts of the country so they can take appropriate action. The Heatwave Plan and supporting documents are available [here](#).

### **PHE report highlights widening inequalities in childhood obesity**

A PHE trend analysis report has shown that children from deprived areas are almost twice as likely to be obese than those in affluent areas. The report, [Changes in children's body mass index between 2006/07 and 2011/12](#) was presented at the European Congress on Obesity earlier this month. The study used information from the National Child Measurement Programme, an annual programme which measures the height and weight of over 1 million children in England in Reception (ages 4-5) and Year 6 (ages 10-11).

### **PHE launches new tool to tackle asthma**

A new tool has been launched by Public Health England's INHALE, a website set up to provide data on lung conditions in England. This new [asthma data tool](#) pulls together national asthma data into a single source for the first time. It complements the [respiratory data tool](#) which was released in February 2013.

### **New obesity resources for local authorities**

PHE has developed a set of [online resources](#) to help local authorities:

- understand the social, economic, health and educational impact of obesity
- work across departments and services (such as planning, transport, leisure, and education), to tackle obesity, led by public health
- plan and deliver obesity prevention and management strategies and services for their populations

### **PHE publishes new leaflets to remind people to be 'tick aware'**

PHE has launched new leaflets for the public on how to prevent tick bites and the risk of contracting Lyme disease. They form part of a programme of activities to raise awareness of

Lyme disease and other tick-borne illnesses among health professionals and the public. In addition, PHE's Rare and Imported Pathogens Laboratory is also evaluating different diagnostic tests, and will be developing a specific set of guidance for the investigation and management of Lyme disease in the UK. For more details see [Ticks and your health: information about tick bite risks and prevention](#) and [Information on Lyme disease](#)

## PHE campaign news

### Smokefree Homes and Cars marketing campaign rerun from 4 June

The Smokefree marketing team will be re-running the successful Smokefree Homes and Cars campaign with the key message: "Over 80% of cigarette smoke is invisible. If you could see what's really there you wouldn't smoke". Television and digital advertising will run from 4 June for six weeks with PR support and will encourage people to order a Smokefree Kit, which includes items to help smokers to quit. The campaign will be amplified by support from local areas. For further information contact [jane.shelley@phe.gov.uk](mailto:jane.shelley@phe.gov.uk)

### National lung reminder campaign from 2 July

In partnership with Department of Health and NHS England, PHE is repeating the national lung cancer symptom awareness campaign from 2 July to mid-August. The reminder campaign will include TV, radio and press advertising and face-to-face events in public places such as shopping centres, targeting men and women aged 50 and over. For more information, contact [aisling.cairnie@phe.gov.uk](mailto:aisling.cairnie@phe.gov.uk) or see [here](#).

## Other news

### LGB&T Public Health Outcomes Framework companion document

The [Lesbian, Gay, Bisexual and Trans \(LGB&T\) companion document](#) to the Public Health Outcomes Framework has been developed by group of volunteer experts from the LGB&T community. It provides data and evidence on LGB&T communities for each public health indicator and includes recommendations for action at local, regional and national level to address inequalities in outcomes for LGB&T people and communities. The work has been completed with the support of the Department of Health and PHE.

### Progress report on first year of Prime Minister's Challenge on Dementia

The Dementia Challenge champion groups have produced a [report](#) on their progress since the challenge, to deliver major improvements in dementia care and research by 2015, was

launched in March 2012. The report describes achievements in the three main areas of the challenge: driving improvements in health and care, creating dementia friendly communities and better research.

### **New public health quality standards announced at NICE 2013**

Lord Howe, Parliamentary Under Secretary of State at the Department of Health, has announced that NICE, working with experts from Public Health England, will develop new quality standards as part of a public health quality standard programme. The topics are: reducing tobacco use in the community; preventing harmful alcohol use; and strategies to prevent obesity in adults and children. The first public health quality standard on smoking cessation is expected to publish in August 2013. See the press release [here](#)

### **Events News**

Paul Fine, Professor of Communicable Disease Epidemiology at London School of Hygiene and Tropical Medicine will give the Tuesday evening lecture on 10 September at the [Public Health England Annual Conference](#) 2013 which runs from 10 to 11 September at Warwick University.