



Duncan Selbie
Chief Executive

Friday message

Friday 23 September 2016

Dear everyone

On Tuesday we launched [Stoptober](#) 2016, our 28-day stop smoking campaign, which hit the headlines across broadcast, print, online and social media. So far we have received 705 pieces of coverage including BBC Breakfast, Sky Sunrise and Good Morning Britain, as well as commercial radio. On the first day, more than 75,000 people searched 'Stoptober' online, where they were directed to our Stoptober page with further information for people to choose how they wish to quit smoking. We also saw nearly a million views of our launch video. Smoking prevalence reached its lowest point this year at 16.9% of adults in England, but 7.2 million people still light up regularly and smoking remains the biggest cause of preventable early death. It also accounts for half of the health gap amongst those experiencing the poorest health. Achieving a wide reach is critical in our ambition to support more people to quit smoking, and especially those in high risk groups. This year we have introduced a Facebook Messenger quitting tool for the first time, which will provide 28 days of messages, tips and support. Along with local Stop Smoking Services, local authorities and NHS partners, Stoptober is being supported by a number of commercial partners and employers including new partners Slimming World and Vision Express.

On Thursday last I joined Professor Dame Carol Black at the [Healthy Workplace Conference](#) in Northamptonshire, where the County Council has brought together employers including the NHS, local government, the police, academics, the third sector and the commercial sector to develop a low cost, county wide programme to support a more resilient, healthier community. In a county with near full employment, workplaces are a great place to address health and wellbeing, and many thousands of employees are now improving their emotional wellbeing and physical health through mindfulness, walking, gym memberships and healthier eating. This is leading good practice.

Yesterday we saw the launch of the NHS planning guidance, which sets out the operating framework that will support the delivery of the 44 place-based sustainability and transformation plans (STPs). We welcome and support this guidance and it is particularly encouraging to see a pronounced shift to upscaling prevention through commitment to the national prevention transformation programme and two-year prevention-focused Commissioning for Quality and Innovation (CQUIN) schemes. The CQUINs will provide a financial incentive to secondary care providers across the country to make progress on a number of areas including improving NHS staff health and wellbeing, screening and providing brief advice for tobacco and alcohol use and reducing the impact of serious infections. We also welcome the quality premium scheme, aimed at primary care providers, and particularly the measure on bloodstream infections. This week the 193 countries of the United Nations have agreed a landmark declaration on containing and controlling antimicrobial resistance, and the CQUIN and quality premium related to appropriate antibiotic prescribing speaks directly to England playing its full part. PHE Regional and Centre colleagues will be closely involved in supporting delivery of the STPs, and it is especially good to see continuing local government involvement throughout.

More than 8 million adults in England engage in outdoor exercise each week, providing health benefits valued at up to £2.2 billion a year, according to [new research](#) from PHE and the University of Exeter Medical School. Natural environments offer great scope for physical activity, such as dog walking, running and mountain biking, which we know is good for health. Our [partnership](#) with National Parks England seeks to ensure more people can access the green spaces provided by our National Parks and to add to the evidence on the effectiveness of outdoor exercise as an important health intervention.

With best wishes