Public Health England

Why food matters in the new public health landscape

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The New Public Health System: an integrated whole system approach

Government

- DH responsible to parliament, with clear line of sight through system
- Cross-government senior officials group to improve health outcomes and use Cabinet Committee structure as required
- CMO to continue to provide independent advice to Government

Local authorities

- New public health functions integrated into their wider role, helping to tackle the wider social and economic determinants of health.
- Leading for improving health and coordinating locally for protecting health
- Promoting population health and wellbeing – role of Directors of Public Health

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- New, integrated national body
- Strengthened health protection systems
- Supporting the whole system through expertise, evidence and intelligence

NHS

- Delivering health care and tackling inequalities
- Making every contact count
- Specific public health interventions, such as cancer screening

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What we do:

- work transparently, proactively providing government, local government, the NHS, MPs, industry, public health professionals and the public with evidence-based professional, scientific and delivery expertise and advice
- ensure there are effective arrangements in place nationally and locally for preparing, planning and responding to health protection concerns and emergencies, including the future impact of climate change
- support local authorities, and through them clinical commissioning groups, by providing evidence and knowledge on local health needs, alongside practical and professional advice on what to do to improve health, and by taking action nationally where it makes sense to do so

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PHE priorities for 2013/14

- Sets out Public Health England's priorities and actions for the first year of our existence
- Five outcome-focused priorities – what we want to achieve
- Two supporting priorities – how we will achieve it
- 27 key actions to take now
- The start of the conversation – a three-year corporate plan will follow

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Outcome-focused priorities

1. Helping people to **live longer and more healthy lives** by reducing preventable deaths and the burden of ill health associated with smoking, high blood pressure, obesity, poor diet, poor mental health, insufficient exercise, and alcohol

2. Reducing the **burden of disease and disability** in life by focusing on preventing and recovering from the conditions with the greatest impact, including dementia, anxiety, depression and drug dependency

3. Protecting the country from **infectious diseases and environmental hazards**, including the growing problem of infections that resist treatment with antibiotics

4. Supporting **families to give children and young people** the best start in life, through working with health visiting and school nursing, family nurse partnerships and the Troubled Families programme

5. Improving **health in the workplace** by encouraging employers to support their staff, and those moving into and out of the workforce, to lead healthier lives

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The food challenge: skills, procurement and poverty

No single organisation will deliver the solution alone, we will need to work differently including:

• information and skills	Change4Life, food competency framework, growing/cooking clubs
• availability of healthier options	Whole school approach , Change4Life, Government Buying Standards for food; advice to small business;
• reformulation of food products	Supporting (DH lead) on Responsibility Deal
• local legislation we can use now	Guidance on fast food outlets near schools/on high street; green spaces

Local level action can impact on all these but no one approach alone is sufficient

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Public Health England will (from SFP):

- Share evidence on public health actions that are effective in tackling childhood obesity
- Advise Health and Wellbeing Boards and Local Authorities on the most effective approaches that can be used in schools to improve children's diets (this may include, for example, recommending funding of healthy eating approaches in schools as one of the best ways of tackling childhood obesity)
- Work with the School Food Plan to create podcasts that share what works well in schools
- Use its social marketing expertise to communicate with children, young people and families. For example, this September Change4Life - PHE'S flagship social marketing campaign, which encourages everyone in England to 'eat well, move more, live longer' - will carry messages about the benefits of school dinners in its national campaign.

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Thank you

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