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PSNC Briefing 024/14: Public Health England’s business plan 2014-15

In June 2014, Public Health England (PHE) published their business plan for the forthcoming year - [Who we are and what we do: Our business plan for 2014/15](#). The business plan sets out:

- the organisation’s core functions;
- some of the organisation’s achievements in 2013-14; and
- an outline of their proposed actions for the forthcoming year to protect and improve the public’s health and reduce inequalities.

This PSNC Briefing summarises the elements of the plan that are of most relevance to community pharmacy.

PHE’s core functions

PHE’s remit is to protect and improve the public’s health and wellbeing and reduce health inequalities. The organisation has four core functions:

1. protecting the public’s health from infectious diseases and other hazards to health;
2. improving the public’s health and wellbeing and reducing health inequalities;
3. improving population health through sustainable health and care services; and
4. building the capability of the public health system

The first year... some of PHE’s achievements in 2013-14

PHE list some of their achievements in their first year as:

- successfully managing the transition to PHE and being fully operational in their new form, with all functions transferred safely, to ensure no ‘dip’ in delivery;
- working with NHS England to introduce three new immunisation programmes – to protect babies against rotavirus, children against influenza and people aged over 70 from shingles;
- 50% more smokers trying to quit during the Stoptober campaign than during other months of the year, according to a study by University College London, which concluded that the campaign was very cost-effective, saving 10,000 years of life;
- Rolling out the NHS Abdominal Aortic Aneurysm Screening Programme for all 65-year-old men nationally. Early detection through the screening programme will prevent around 2,000 deaths a year; and
- the NHS Health Check programme, which seeks to reduce premature death and ill health from heart disease, stroke, kidney disease and diabetes, and raise awareness about dementia, being delivered in every local authority across England.

The forthcoming year... outline of PHE’s proposed actions for 2014-15

Protecting the public’s health from infectious diseases and other hazards to health	
Shared commitments	<ul style="list-style-type: none"> • work with NHS England to extend the childhood flu vaccination programme to all children aged 2-4 and pilot the delivery of flu vaccinations to primary school aged children and those in secondary school years 7 and 8



	<ul style="list-style-type: none"> • support the cost-effective procurement of the meningococcal B vaccine by March 2015 • reduce the range of variation in local levels of performance of immunisation and screening programmes, while improving or at least maintaining the national levels of performance
Key PHE actions	<ul style="list-style-type: none"> • publish the collaborative TB strategy by September 2014 • publish the first report of the English Surveillance Programme for Antimicrobial Utilisation and Resistance by October 2014 • lead delivery of Exercise Cygnus (October 2014) to test the nation's ability to respond to a flu pandemic

Improving the public's health and wellbeing and reducing health inequalities

Shared commitments	<ul style="list-style-type: none"> • at least 20% of the eligible population offered an NHS Health Check and aim to reach 66% take up of these offers by 2015 • improve recovery rates from drug dependency, recognising this as the core purpose of drug treatment, by supporting a shared ambition with local authorities for continuous improvement, through the provision of benchmarked data and bespoke support, particularly for commissioners and providers in the most challenged areas • make significant progress towards reaching a chlamydia detection rate of 2,300 per 100,000 by March 2015
Key PHE actions	<ul style="list-style-type: none"> • recruit one million dementia friends, in partnership with the Alzheimer's Society, by March 2015 • deliver 750,000 quit attempts through the Smokefree marketing campaigns by March 2015 • deliver a marketing campaign on smoking in cars with children in advance of the smoke-free legislation • through our social marketing plan, deliver a series of national campaigns that increase early diagnosis of cancer and other conditions by March 2015 • launch the National Mental Health Dementia and Neurology Intelligence Network by June 2014 • sign up 500,000 more families to Change4Life through the 10 magic moves and healthy eating Smart Swaps campaign by January 2015 • publish a vision and action plan for improving blood pressure by December 2014 • publish draft advice on next steps to reduce sugar consumption in light of the draft Scientific Advisory Committee on Nutrition report by Spring 2015 • produce a report for government on the public health impact of alcohol and possible evidence-based solutions by Spring 2015 • review the emerging evidence on e-cigarettes to provide evidence-based recommendations to support smoking cessation, tobacco control and to inform the government's future thinking by spring 2015 • to review the impact of obesity as a cofactor (with alcohol and hepatitis C) in other long-term liver disease and provide advice on evidence-based interventions and practice • support the National Suicide Prevention Strategy, including the production of an atlas of variation on suicide prevention and developing an appropriate measure on mental health to incorporate in the NHS Health Check programme • produce a national implementation framework for physical activity by October 2014

Improving population health through sustainable health and care services

Shared commitments	<ul style="list-style-type: none"> aim for 75% uptake for winter flu vaccine in people aged 65+ and support NHS England and local government to reduce winter emergency admissions
Key PHE actions	<ul style="list-style-type: none"> support the local NHS to integrate public health by building the evidence base and sharing examples of people-focused, integrated preventative approaches

Building the capacity and capability of the public health system

Shared commitments	<ul style="list-style-type: none"> work with partners in the NHS and local government to implement the Sustainable Development Strategy for Health and Care
Key PHE actions	<ul style="list-style-type: none"> publish a Health and Wellbeing Framework for England by August 2014 and a web-based guide to the evidence and emerging best practice support the establishment of the What Works Centre for Wellbeing by December 2014 expand the Longer Lives web tool to include primary care indicators for diabetes (August 2014), health checks (August 2014), cancer and hypertension (October 2014) and measures on drug and alcohol treatment and recovery (December 2014)

In October 2014, PHE published [From evidence into action: opportunities to protect and improve the nation's health](#), which lists their seven key priorities for the next five years. This builds on some of the proposed actions above in the following areas:

1. Tackling obesity
2. Reducing smoking
3. Reducing harmful drinking
4. Best start in life
5. Reducing dementia risk
6. Antimicrobial resistance
7. Reducing tuberculosis

If you have any queries on this PSNC Briefing or you require more information, please contact [Rosie Taylor, Pharmacy and NHS Policy Officer](#).