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**From:** [Name Redacted] [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=D21258C9254E4E32942F15C21EE78F6F- [NR]  
**Sent:** 12/11/2020 13:51:35  
**To:** [Name Redacted] [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=dd89898dee0f4f18884d725269a75bd [NR] Sally Davies  
**Subject:** **Irrelevant & Sensitive**  
RE: Book launch November 19 and Comms

Thank you Sally, really helpful to see.

Just so you are aware, the Telegraph has approached DH for comment. They have shared the below (I think the point in yellow will be the headline). I will send over the cleared DH line for info once it comes through.

Happy to talk if needed.

Hope the launch goes well.



On her proposed health reforms:

- She says the coronavirus pandemic has brutally illustrated “deep-rooted and entrenched inequalities” between the haves and the have-nots.
- She argues that the National Health Service has become the “National Illness Service”; forever responding to sickness rather than preventing people from becoming ill in the first place.
- To pay for a huge expansion in programmes to promote healthy living, Dame Sally proposes forcing “freeloading” firms who sell unhealthy products to pay a percentage of their profits into a newly-created National Public Health Investment Fund.
- Decisions about where and how to spend the money would be made by a newly-created body called the National Bank for Health.

On pandemic preparedness she says:

- Public Health England advised her and the government over many years to prepare for influenza, the wrong pandemic. That advice meant ministers and officials never rehearsed how to stop a disease spreading, including during Exercise Cygnus in 2016 which was set seven weeks into an outbreak, when hospitals were already overwhelmed.
- She claims she did ask PHE officials during a conversation in her office in around 2015 whether the UK should rehearse for an outbreak of SARS, a coronavirus disease, but was told by those officials that the virus would “never travel this far in big numbers” from Asia.
- She says that failure to rehearse for a different pandemic to influenza left the UK poorly prepared for Covid, because we didn’t practice contact tracing and mass testing.
- On PPE, she says she arranged for extra supplies and guidance during the Ebola outbreak in 2012, but the supplies had since dwindled.

She also says the UK government should have locked down earlier, and showed a “lack of agility” on issues including contact tracing and face masks.

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**From:** [Name Redacted] [Name Redacted]  
**Sent:** 12 November 2020 09:06  
**To:** Sally Davies [I&S] [Name Redacted] [Name Redacted]  
**Subject:** RE: Book launch November 19 and Comms

Thanks a lot for sharing Sally.

[I&S] I've already let the comms team know that the events and publication are happening; will share the press release with them now too.

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**From:** Sally Davies [I&S]  
**Sent:** 11 November 2020 21:16  
**To:** [Name Redacted] [Name Redacted] [Name Redacted] [Name Redacted]  
**Subject:** Book launch November 19 and Comms

Dear [NR] and [NR]

As you know I have written a book with Dr [Name Redacted] It grew out of my Annual report December 2018 on Health 2040 which [NR] edited. It is not critical of government indeed it is forward looking.

So that no-one is bounced please can you forward the press release and this list of Comms / related talks TO DHSC COMMS for information.

I have done it as Master from here so I see no problems.

Many thanks Sally

☐ Thursday 12th November – Press release to be sent to all media (with embargo lifting at 00.01hrs, Monday 16th November)

- Saturday 14th or Sunday 15th November – Bill Gardner interview with Sally to be published in the Telegraph, and [Name Redacted] piece in the Times/Sunday Times, along with Times Radio interview on Sunday 15th with both Sally and [Name Redacted]

- Expected media bids week of 16th November as Embargo lifts including possible Today programme - additionally book reviews expected in that week. Financial Times have asked for a copy of the book to review.

- **Thursday 19th November – Publication day**

☐ Tuesday 24th November - IPPR Panel discussion/book launch with Gus O'Donnell +/- [Name Redacted]

[Name Redacted]

☐ Monday 30th November - Healthchat with Roy Lilley

- Talk at the Royal Institution - 8th December
- Talk at the How To Academy. - 14th December

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