

research spend for this condition by 2020.

- ♦ Set clear goals for earlier diagnosis and improved aftercare for conditions like cancer and heart disease.
- ♦ Promote evidence-based ‘social prescribing’ of sport, arts and other activity to help tackle obesity, mental health problems and other health conditions, and work to widen the evidence base.
- ♦ Continue to introduce evidence-based screening programmes, encouraging increased participation with informed consent.
- ♦ Improve patient safety by updating the laws on regulation of health professionals and on cosmetic procedures.
- ♦ Ensure targets in the NHS are evidence-based and do not distort clinical priorities.
- ♦ Improve support for groups that often face lower standards of care, such as older people and people with mental health problems or learning disabilities.
- ♦ Get the best for the NHS out of innovative medicines and treatments while continuing to ensure value for money for the NHS in negotiations on the cost of medicines, promoting the use of generic medicines where appropriate.
- ♦ Support, including through rules on public funding and research, moves towards ensuring all clinical trials are registered, with their methods and summary results reported in public.

We will develop a just settlement for haemophiliacs who were given contaminated blood, and their families.

5.6 Helping people keep healthy

It is better for patients and for the NHS if we keep people healthy in the first place, rather than just waiting until people develop illnesses and come for treatment. This means doing more to promote healthy eating and exercise, making people aware of the dangers of smoking and excessive consumption of alcohol and other drugs, and helping to improve mental health and wellbeing.

In government we have taken significant steps, taking tobacco off display in shops and introducing standardised packaging, for example. We have also returned the delivery of public health services to Local Authorities to ensure a more coordinated and localised approach.

Improving our environment is a vital step to improving people’s health. By insulating homes we can reduce the number of people who become unwell because of the cold; by tackling air pollution we can attack the root causes of many deaths; by opening up more sports facilities and building more cycle routes we can cut obesity and reduce heart problems.