

**NICE PUBLIC HEALTH PROGRAMME GUIDANCE  
PREVENTION OF CARDIOVASCULAR DISEASE AT POPULATION  
LEVEL**

**10th and 11th Meeting of the Programme Development Group**

**Monday 7<sup>th</sup> and Tuesday 8<sup>th</sup> December**

**Royal College of Surgeons, Lincoln's Inn Fields, London**

Attendees:	<p><i>Programme Development Group (PDG) Members:</i> Klim McPherson (chair), Robin Ireland, Simon Capewell (vice-chair), Francesco Cappuccio, Andrew Briggs (7<sup>th</sup>), John Soady, Paul Lincoln, Sian Robinson, Paramjit Gill, Pamela Ashton (7<sup>th</sup>), Ian Reekie, Suzannah Power, Madeleine Murtagh, Margaret Thorogood (8<sup>th</sup>, pm).</p> <p><i>NICE:</i> Mike Kelly, Jane Huntley, Hugo Crombie, Sarah Dunsdon, Andrew Hoy, Alastair Fischer (8<sup>th</sup>), Mandy Harling, Maroulla Whiteley.</p> <p><i>Experts:</i> Geoff Dessant (7<sup>th</sup>), Alison Tedstone (8<sup>th</sup>), Corinne Vaughan (8<sup>th</sup>).</p>
Apologies:	<p>Programme Development Group (PDG) Members: Valerie Woodward, Charlie Foster, Kiran Patel.</p> <p>NICE: Patti White, Caroline Mulvihill.</p>

**7<sup>th</sup> December 2009**

Agenda Item		Action
1. Welcome and introductions	The Chair welcomed the group to the tenth and eleventh meeting. The objectives for the two days were outlined along with the key dates for the guidance.	
2. Minutes of last meeting	<p>The minutes were agreed as an accurate record with the following amendments:</p> <ul style="list-style-type: none"> <li>• 'The recommendations for the Regional CVD Prevention Programmes PDG Sub-group meeting to take place and report at the next meeting' to be inserted.</li> <li>• The spelling of 'QUIPP' to be amended.</li> </ul> <p>All action points were completed except for the ones listed below.</p> <p>Actions outstanding:</p> <ul style="list-style-type: none"> <li>• Evidence base on gardening – to be included in considerations section / research implications section.</li> </ul>	

<p>3. Declarations of Interest</p>	<p>No new declarations of interest from PDG members.</p> <p>Madeline Murtagh and Martin Caraher confirmed their new job titles.</p> <p>The Food Standards Agency declared that they have an interest in this area of work.</p>	
<p>4. Fieldwork</p>	<p>Alex Rogers from Greenstreet Berman presented the key findings from the fieldwork.</p> <p>The presentation covered:</p> <ul style="list-style-type: none"> <li>• Fieldwork methodology</li> <li>• General findings</li> <li>• Content and wording</li> <li>• Feasibility and utility of recommendations</li> <li>• Impact of the recommendations</li> <li>• Inclusiveness</li> <li>• Implementation of the recommendations</li> <li>• Specific recommendations</li> <li>• Conclusions</li> </ul> <p>The PDG discussed the following:</p> <ul style="list-style-type: none"> <li>• Crossover between fieldwork and consultation comments</li> <li>• Understanding of NICE role and purpose of guidance</li> <li>• Attendees at workshops</li> <li>• Questions used at workshops</li> <li>• Timing of impact of changes</li> <li>• Misunderstanding of public health approach by certain groups</li> <li>• Vested interests</li> <li>• Implementation of recommendations</li> <li>• Framing the guidance</li> <li>• Revision of guidance and the background section</li> </ul>	
<p>5. Department of Health</p>	<p>Geoff Dessant, Deputy Director of Health and Wellbeing at the Department of Health gave a very helpful presentation on the impact of the guidance.</p> <p>The group discussed:</p> <ul style="list-style-type: none"> <li>• Government focus on prevention</li> <li>• Complimentary nature of guidance with other health programmes</li> <li>• Demonstrating awareness of other programmes</li> <li>• Context for recommendations in guidance</li> <li>• Communicating new evidence, feasibility, rapid benefits and cost savings</li> <li>• Approach to cost benefit analysis</li> <li>• Time frames and examples of rapid benefits</li> <li>• Highlighting international comparisons &amp; case studies</li> <li>• Evidence of advertising effects on children</li> </ul>	

<p>6. Feedback from DEFRA meeting</p> <p>Feedback from regional recommendations sub-group</p>	<p>Paul Lincoln summarised the outcomes of the very constructive meeting on 2<sup>nd</sup> December 2009 with DEFRA to discuss CAP. The sub-group made suggested changes to recommendations.</p> <p>Robin Ireland summarised the work of the Regional Recommendations Subgroup and recommended changes to the recommendations.</p> <p><b>Action point:</b> NICE to amend recommendations.</p>	<p>P Lincoln / M Caraher /R Ireland &amp; Pam Ashton.</p> <p>NICE</p>
<p>7. PDG responses to stakeholder comments</p>	<p>The PDG considered the stakeholder comments in relation to the recommendations. The recommendations were amended accordingly.</p> <p>Simon Capewell presented a prioritisation matrix for recommendations. It was noted that that the table articulates the PDG discussions. It was confirmed that the guidance can contain key priority recommendations. Decision making analysis was also discussed.</p> <p>The organisation of the recommendations was discussed.</p> <p><b>Action point:</b> NICE to circulate the key priority criteria.</p> <p>It was agreed that the issue of key priorities should be discussed at the meeting the following day.</p>	<p>NICE</p>
<p>8. Guidance document</p>	<p>The PDG continued to systematically consider the recommendations and make amendments.</p>	

**Tuesday 8<sup>th</sup> December**

<p>1. Food Standards Agency</p>	<p>Corinne Vaughn and Alison Tedstone gave an overview of the FSA's work.</p> <p>The presentation covered:</p> <ul style="list-style-type: none"> <li>• FSA Remit</li> <li>• FSA consultations</li> <li>• Focus of organisation</li> <li>• Holistic approach</li> <li>• Rate of progress</li> <li>• International role</li> <li>• Environment</li> <li>• Consistent messages from Government bodies to consumers, industry</li> <li>• Scientific advice – transparency &amp; rigour</li> <li>• Role, capacity and timescales of SACN reviews</li> </ul> <p>The PDG had subsequent discussions on:</p> <ul style="list-style-type: none"> <li>• Consistency of the scientific evidence base</li> <li>• Communicating the evidence for recommendations</li> <li>• The limitations of the RCT paradigm, and the potential value of natural experiments</li> <li>• FSA achievements using voluntary agreements</li> <li>• The added value of fiscal and legislative levers</li> </ul> <p>Mike Kelly then highlighted the key principles:</p> <ul style="list-style-type: none"> <li>• Clearly explaining the NICE process of identifying and appraising ALL relevant evidence (not just RCTs)</li> <li>• Flagging the potentially large benefits of financial and legislative interventions</li> <li>• Including European perspectives and policy levers</li> <li>• Acknowledging the substantial achievements of progressive industrial leaders</li> <li>• Encouraging some companies to do more</li> <li>• Substantial FSA contribution serving as a solid foundation for future targets specified by PDG recommendations</li> <li>• Continuing to work closely with FSA colleagues (at all levels) to achieve similar goals</li> </ul>	
<p>2. Implementation</p>	<p>Mandy Harling presented the proposed approach to the implementation tools for the guidance.</p> <p><b>Action point:</b> Mandy to develop more detailed implementation plans for Recommendations 1-10, then circulate tools to PDG for comment.</p>	<p>Mandy Harling</p>

<p>3. Costing</p>	<p>Maroulla Whiteley gave a presentation on the costing tools for the guidance.</p> <p>The PDG discussed the dataset for the tools and the prevalence data.</p> <p><b>Action points:</b> Maroulla to elicit input from PDG Modelling Group (Klim, Margaret, Andy, Simon &amp; John)</p> <p>Maroulla to circulate costing tools to PDG for comment.</p>	<p>Maroulla Whiteley  &amp; PDG Modelling Group</p>
<p>4. Draft guidance</p>	<p>The group considered the recommendations and made amendments.</p>	
<p>5. Draft guidance</p>	<p>The group continued to consider the recommendations.</p>	
<p>6. Prioritising recommendations</p>	<p>The group considered the prioritisation matrix and listed the core strategic priority for the recommendations.</p> <p><b>Action point:</b> NICE to circulate the key priority recommendations list for the PDG to consider.</p> <p>Action point: NICE to amend order of recommendations</p>	<p>NICE  NICE</p>
<p>7. Next steps</p>	<p>Jane Huntley described the next steps in the guidance development process.</p> <ul style="list-style-type: none"> <li>• PDG comments on considerations 9 – 15<sup>th</sup> December 8, 2009</li> <li>• PDG to produce draft Research recommendations by Feb 1<sup>st</sup>, 2010?</li> <li>• PDG comments on guidance 20 January - 3 February 2010</li> <li>• NICE team meet with Chair &amp; Vice-Chair to agree changes on 8<sup>th</sup> February 2010</li> <li>• Final guidance approved by Chair and Centre Director 18 – 21 February 2010</li> <li>• Guidance Executive sign off 2 March 2010</li> <li>• Publication 28 April 2010 (tbc)</li> </ul>	
<p>8. AOB</p>	<p>No items.</p>	