

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

8th Meeting of the Programme Development Group

Wednesday 15th July 2009

NICE, London Offices

Attendees:	<p><i>Programme Development Group (PDG) Members:</i> Klim McPherson, Robin Ireland, Margaret Thorogood, Simon Capewell, Ian Reekie, Francesco Cappuccio, Kiran Patel, Andrew Briggs, John Soady, Paul Lincoln, Sian Robinson, Suzannah Power, Valerie Woodward, Madeleine Murtagh, Paramjit Gill, Pamela Ashton, Charlie Foster</p> <p><i>NICE:</i> Mike Kelly, Jane Huntley, Hugo Crombie, Sarah Dunsdon, Caroline Mulvihill, Patti White, Andrew Hoy, Bhash Naidoo, Alix Johnson (am).</p> <p><i>Experts:</i> Frances Swallow, Nicola Currie</p> <p><i>Contractors:</i> Greenstreet Berman – Michael Wright, Rachel Smith and Alex Rogers.</p>
Apologies:	<p><i>Programme Development Group (PDG) Members:</i> Martin Caraher</p> <p><i>NICE:</i></p>

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Agenda Item		Action
1. Welcome and introductions	The Chair welcomed the group to the eighth meeting.	
2. Minutes of last meeting	<p>The minutes were agreed as an accurate record with the following amendments being made:</p> <ul style="list-style-type: none"> • The sentence on trans fats to be removed. <p>Matters arising</p> <p>Action points outstanding:</p> <ul style="list-style-type: none"> • Theoretical framework – the framework is ongoing. 	<p>Sarah Dunsdon</p> <p>Madeline Murtagh</p>
3. Declarations of Interest	An additional declaration of interest was made from Charlie Foster who has received a small travel bursary	

	from Microsoft.	
4. Expert testimony – Food manufacturer’s presentation	<p>Frances Swallow and Nicola Currie gave a presentation on the Greencore Group.</p> <p>The presentation covered:</p> <ul style="list-style-type: none"> • Introduction to Greencore Group • Food manufacturing process • Regulation • Development process <p>The group asked questions around:</p> <ul style="list-style-type: none"> • Salt content / FSA targets • Driving force behind products • Training of staff / nutritional expertise • Innovation • Pre-testing labelling with customers / consumer groups • Education of consumers • Trans fats • Competition / impact on products • Just five manufacturers produce 90% of processed food • Impact of present economic climate on products • Texture into products • Positive marketing around ready meals • Product launches • Reducing waste – in store / factory • Profile of socio-economic consumer groups for products • Children targeted products • Market share / competitors • Strategy • Use of local products 	
5. Economic Modelling	<p>Bhash Naidoo gave a presentation on the final economic modelling report. He thanked the PDG members for their input and thanked Pelham Barton and Lazoros Andronis for all of their work.</p> <p>The changes to the report were summarised.</p> <p>The PDG made comments on the:</p> <ul style="list-style-type: none"> • Modelling process • Outcomes / cost savings • Limitations of model 	

	<ul style="list-style-type: none"> • Nature of bias • NHS perspective, also substantial gains to society • Individual life-style interventions appraised by NICE PHIAC typically cost a few hundred-few thousand pounds per QALY <p>It was noted that the report will go out as part of an additional evidence consultation in September 2009.</p>	
6. Evidence consultation	<p>Hugo Crombie outlined the comments received on the consultation on the evidence. It was noted that none of the papers that were submitted by stakeholders met the inclusion criteria.</p> <p>Stakeholders commented on the following areas:</p> <ul style="list-style-type: none"> • Breastfeeding • Vascular checks programme • Diabetes • Communication of messages • Plants <p>Action point: NICE team to cross check recommendations with the NICE Lipid Modification clinical guideline.</p> <p>Action point: A draft consideration to be made on breastfeeding.</p> <p>It was noted that the Collaborating Centre own the intellectual property of the evidence reviews. NICE owns the guidance.</p>	<p>NICE project team</p> <p>NICE project team</p>
7. Considerations section	<p>Hugo Crombie presented the considerations to date.</p> <p>The PDG suggested amendments to the considerations and agreed further draft considerations.</p> <p>Action point: The PDG to submit amendments and new considerations to Jane Huntley and Hugo Crombie.</p>	<p>PDG</p>
8. Theoretical framework	<p>Madeline Murtagh gave a brief presentation on a theoretical framework for making recommendations.</p>	
9. Draft Recommendations	<p>The PDG revised and agreed each of the recommendations that were discussed at the last meeting</p>	

<p>& Equality</p>	<p>in detail.</p> <p>Action point: NICE team to amend the recommendations with the PDG's comments.</p> <p>Action point: Pamela Ashton to redraft and consider combining recommendations 4a, 27, and 41.</p> <p>Action point: Charlie Foster and Pamela Ashton to consider and re-draft recommendations 42 and 43.</p> <p>Mike Kelly said that the NICE template for the recommendations does not appear to be appropriate for the guidance due to the policy focus of the recommendations.</p> <p>Action point: Mike Kelly to speak to the NICE editors about the template for the guidance.</p> <p>Action point: PDG members to suggest any further amendments to the recommendations to the NICE team.</p> <p>It was agreed that considerations should be drawn up on CVD and smoking.</p>	<p>NICE</p> <p>Pamela Ashton</p> <p>Charlie Foster and Pamela Ashton.</p> <p>NICE</p> <p>PDG</p>
<p>10. Fieldwork</p>	<p>The PDG considered the fieldwork proposal and made comments on the following:</p> <ul style="list-style-type: none"> • Representatives – local authorities to be added • Geographical spread of workshops • Emphasis - should shift to a wider non-NHS audience <p>Action point: The PDG to send any further comments to Hugo Crombie and Jane Huntley by Wednesday 22nd July 2009.</p>	<p>PDG</p>
<p>11. AOB</p>	<p>Bhash Naidoo was thanked for his work on the project and wished well in his new role at NICE.</p>	
<p>Close and date of next meeting</p>	<p>Date of next meeting: 18th and 19th November 2009</p> <p>Meeting papers to be mailed: 6th November 2009</p>	