

**Minutes of the meeting held on 18<sup>th</sup> May 2012**

**Public Health Interventions Advisory Committee (PHIAC)**

**PHIAC 58 - Tobacco: helping people of South Asian origin to stop using smokeless tobacco**

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<b>Attendees</b>	<p><b>PHIAC attendees</b> Catherine Law, Sue Atkinson (arrived at 1.25pm), Sarah Byford, Joanne Cooke, KK Cheng, Philip Cutler, Lesley De Meza, Richard Fordham (arrived at 12.30pm), Ruth Hall, Muriel James, John Macleod, Bren McInerney, Jane Putsey, Joyce Rothschild, Kamran Siddiqi, David Sloan, Stephanie Taylor</p> <p><b>Co-optees and Experts</b> Ray Croucher (Deputy Director (Research), Institute of Dentistry), Samina Dewan (Bengali Women's Health Project), Ranjit Dhillon (Cardiac nurse specialist, Sandwell and West Birmingham Hospitals Trust, arrived at 10am), Dr Fozia Yaqoob (Dentist), Kawser Zannath (NHS Camden)</p> <p><b>NICE Attendees</b> Mike Kelly, Simon Ellis, Andrew Hoy, James Jagroo, Mandy Harling (arrived at 1.30pm), Victoria Axe</p> <p><b>Contractors</b> Nahid Ahmad (GHK), Shane Beadle (GHK)</p> <p><b>Observers</b> Moni Choudhury (NICE), Philip Woodward (NICE Local Government Reference Group) Alix Johnson (NICE), Professor Cawley (arrived at 2.45pm), Alastair Fischer (NICE) (arrived at 2.45pm), Suzi Peden (NICE), Tonya Gillis (NICE).</p>
<b>Authors</b>	Victoria Axe, Simon Ellis
<b>Audience</b>	Members of the public, PHIAC

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Agenda Item	Minutes	Action
<p><b>1. Welcome and introductions</b></p> <p><b>2. Apologies for Absence</b></p>	<p>The Chair welcomed attendees to the 58<sup>th</sup> PHAC meeting. The meeting was declared quorate.</p> <p>The contractors and experts introduced themselves to the committee.</p> <p>The chair welcomed the members of public to the meeting.</p> <p>Apologies were received from John F Barker, Amanda Hoey, Alasdair J Hogarth, Ann Hoskins, David McDaid, Susan Michie, Stephen Morris, Adam Oliver, Lesley Owen, Toby Prevost, Mike Rayner, Dale Robinson, Matt Kearney and Stephen Walters.</p>	
<p><b>3. Declarations of Interest</b></p>	<p>Members, contractors and experts were requested to declare their interests in relation to 'Smokeless tobacco cessation - South Asians'.</p> <p>A number of declarations of interest had been received in writing prior to the meeting.</p> <p>Meeting attendees were asked to declare these interests again and any additional declarations were recorded.</p> <p><b><u>Personal pecuniary interest</u></b></p> <p>None.</p> <p><b><u>Personal family interest</u></b></p> <p>None.</p> <p><b><u>Non-personal pecuniary interest</u></b></p> <p><b>Ray Croucher</b> – Ray is the manager of the Bangladeshi Stop Tobacco Project in East London which is NHS commissioned to provide tobacco, including smokeless tobacco, cessation services for the local Bangladeshi community. He is a member of a UK Centre for Tobacco Control Studies consortium holding a grant awarded as part of the Department of Health's Tobacco Control Inequalities Programme, leading a pilot programme for smokeless tobacco cessation. He has received research funds.</p> <p><b><u>Personal non-pecuniary interest</u></b></p>	

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	<p><b>Kamran Siddiqi</b> – Kamran may benefit from future research funding in this topic;</p> <p><b>KK Cheng</b> – may benefit from future research funding in this topic;</p> <p><b>Ray Croucher</b> – Ray has published academic papers and made conference presentations about smokeless tobacco cessation in people of South Asian origin.</p>	
<p><b>4. Smokeless tobacco – South Asians: Considering feedback on the draft guidance</b></p>	<p><b>a. Presentation: Stakeholder comments (Andrew Hoy, NICE)</b> Andrew Hoy presented an overview of stakeholder comments on the draft guidance.</p> <p>Ranjit Dillon arrived at 10am and had no interests to declare.</p> <p><b>b. Presentation: Fieldwork (Nahid Ahmad, GHK)</b> Nahid Ahmad from GHK gave a presentation on the results of the fieldwork.</p> <p><b>c. Presentation: Equality impact assessment (James Jagroo, NICE)</b> James Jagroo presented the results of the equality impact assessment. The Chair asked the group to consider these issues when revising the guidance.</p> <p><b>d. Questions and discussion</b> The committee were asked if they had any questions or if they wished to raise any issues. The committee posed a number of questions to GHK.</p> <p>Nahid Ahmad and Shane Beadle left the meeting at 10.45am.</p>	
<p><b>5. Smokeless tobacco – South Asians: revising the guidance</b></p> <p><b>Pharmacotherapy for smokeless tobacco</b></p>	<p><b>a) Presentation: Pharmacotherapy for smokeless tobacco (Andrew Hoy, NICE)</b> Andrew Hoy presented a paper on the evidence relating to pharmacotherapy for smokeless tobacco.</p> <p>The committee were invited to comment on the paper.</p> <p>The Chair noted the need for better effectiveness evidence on nicotine replacement therapy (NRT) for smokeless</p>	

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	<p>tobacco cessation in this population group. It was noted that NRT is not licensed for use with smokeless tobacco cessation in the UK, although it is on general sale and clinicians can use their clinical judgment to prescribe or recommend it to their patients.</p> <p>The Chair asked the committee to consider these comments when redrafting the guidance.</p>	
<p><b>6. Smokeless tobacco – South Asians: revising the guidance</b></p> <p><b>Suggested revisions to the recommendations</b></p>	<p><b>a) Presentation: Suggested revisions to the recommendations (Andrew Hoy, NICE)</b> Andrew Hoy gave a presentation on the suggested changes to the guidance in light of stakeholder comments and fieldwork. The committee's suggestions were noted for incorporation into the guidance.</p> <p>The Chair noted that it is important to raise awareness with this guidance as well as encourage cessation. However, this needed to be done sensitively so as not to stigmatise South Asians who use smokeless tobacco.</p> <p>There was a discussion about the role of the joint strategic needs assessment in the recommendations.</p> <p>A number of further amendments were suggested.</p> <p>Richard Fordham arrived at 12.30pm and Sue Atkinson arrived at 1.25pm. Both were asked if they had any conflicts of interest to declare. There were none declared.</p> <p>Mandy Harling (NICE) joined the meeting at 1.30pm.</p> <p>Lesley De Meza left the meeting at 2pm.</p> <p>There was a discussion about incentives and the Quality Outcomes Framework (QOF).</p> <p><b>b) Presentation: Summary of the stakeholder comments on the draft research recommendations</b> Andrew Hoy presented a summary of the stakeholder comments on the draft research recommendations.</p>	

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	<p>Sarah Byford left the meeting at 2.35pm. The committee made a number of amendments to the research recommendations.</p>	
<p><b>7. Implementation and dissemination</b></p>	<p><b>a) Presentation: Implementation and dissemination (Mandy Harling, NICE)</b> Mandy Harling briefly outlined the plans of the implementation programme within NICE in relation to this guidance.</p> <p>Professor Cawley and Alastair Fischer arrived to observe the meeting at 2.45pm.</p> <p>Mandy Harling asked if any members of the committee or cooptees wished to volunteer to work with NICE's cost analysts.</p> <p>The Chair noted that the committee had considered the implications for local authorities during the discussions on the revision of the guidance.</p>	
<p><b>8. Next steps</b></p>	<p><b>a)</b> Simon Ellis, NICE informed the committee about the next steps in the guidance process.</p> <p>The Chair thanked the experts and co-optees . The members of public, experts and co-optees left the meeting at 3.15pm.</p>	
<p><b>9. Minutes of the meeting of PHIAC 57 (ALL)</b></p>	<p><b>a)</b> The draft minutes of PHIAC 57 were agreed to be a correct record of the meeting held on 17<sup>th</sup> February 2012.</p>	<p><b>Natalie Bartle to upload draft minutes to NICE website from PHIAC 57.</b></p>
<p><b>10. Topic Selection (ALL)</b></p>	<p><b>a)</b> The committee were asked to suggest possible topics for future public health guidance.</p> <p>The topic of cessation of use of Shisha/Hookah pipes was suggested.</p>	<p><b>NICE Team to take this suggestion to the next Quarterly Topic Selection Meeting.</b></p>
<p><b>11. AOB (Chair)</b></p>	<p><b>a)</b> One of the members of committee raised a concern in regards to the comments received from the tobacco industry during consultation. It was</p>	

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	<p>noted that the tobacco industry were able to register as stakeholders.</p> <ul style="list-style-type: none"><li>b) It was noted that it might be helpful if NICE implementation colleagues could be involved at an earlier stage in the guidance creating process.</li><li>c) Mike Kelly, NICE informed the committee that the NICE Board had approved the new Public Health process and methods manual. Mike described the process the new Public Health Advisory Committee (PHAC) committees will follow.</li><li>d) The Chair informed the committee that PHIAC would continue into early 2013.</li><li>e) The Chair and Mike Kelly formally thanked the committee for their continued support.</li></ul> <p>Stephanie Taylor left the meeting at 3.50pm.</p> <p><b>The Meeting closed at 4.05pm.</b></p>	<p><b>Natalie Bartle to write to individual committee members to ask if they still wish to work on the committee. NB to email the PHIAC members with 2013 dates.</b></p>
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