

# NATIONAL INSTITUTE FOR HEALTH AND CARE EXCELLENCE

## Developing NICE guidelines: the manual

31 October 2014

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### 11 Finalising and publishing the guideline

The quality of the guideline is assured, as described in the [chapter on validation of draft guidelines and responding to stakeholder comments](#). This chapter covers the sign-off process, publication and promoting guideline awareness through press and other communication events and channels.

#### 11.1 Equality and health inequalities assessment

After consultation, and throughout the work done until the finalised guideline is submitted for sign-off, the equality and health inequality assessment is updated by the development team and the [committee](#) to show whether any additional equality issues have been identified, and how these have been addressed. The equality and health inequality assessment is also quality assured and signed off by relevant staff as specified in the equality and health inequalities assessment form. The assessment is then published on the NICE website with the final guideline.

#### 11.2 Signing off the guideline

The [Guidance Executive](#), made up of executive directors, guidance centre directors and senior team members, considers and approves guidelines for publication on behalf of the Board. The Guidance Executive reviews a report from staff with responsibility for guideline quality assurance. The report details whether the guideline:

- addresses all the issues identified in the scope
- is consistent with the evidence

- was developed using the agreed processes and methods
- was developed with due regard to the need to eliminate discrimination, advance equality and foster good relations (see section above on equality and health inequalities assessment)
- will lead to a resource impact when implemented.

When assessing the report, the Guidance Executive may ask the guideline development team to answer specific queries. The Guidance Executive may also refer any matter to the Executive Team or Board for resolution if it considers a matter to be of particular significance or concern.

### **11.3 Embargoed release (releasing an advance copy to stakeholders)**

Registered stakeholders who have commented on the draft guideline (see the [chapter on the validation of draft guidelines and responding to stakeholder comments](#)), and agreed to conditions of confidentiality, may be sent the final guideline, the [evidence reviews](#) and a copy of the responses to stakeholder consultation comments 2 weeks before publication. This information is confidential until the guideline is published. This step allows registered stakeholders to highlight to NICE any substantive errors, and to prepare for publication and [implementation](#). It is not an opportunity to comment further on the guideline. NICE should be notified of any substantive errors at least 1 week before publication of the guideline.

### **11.4 Publication**

The guideline and its evidence reviews, methods, key messages for the public, equality and health inequality assessment, responses to stakeholder comments, and support tools (see the [chapter on support for putting the guideline into practice](#)) are usually published at the same time.

### **11.5 Promoting awareness of the guideline**

The development team and committee work with the media relations team and with the implementation lead, where relevant, to disseminate and promote awareness of the guideline from the time of publication. Each

guideline is different and activities for raising awareness will vary depending on the type and content of the guideline.

We use a range of methods to raise awareness of the guideline, including:

- notifying registered stakeholders of guideline publication
- publishing news articles, blogs, newsletters and alerts
- issuing a press release
- using social media channels
- promoting the guideline within NICE.

We may also use other means of raising awareness of the guideline – for example, training programmes, conferences, or implementation workshops.

### **Press and other communication events**

A structured and considered exchange of information between NICE and the media helps promote awareness of the guideline and allows any potentially controversial aspects of a guideline to be explained and set in context.

### **Press meetings or conferences**

At guideline publication, a press release may be issued or a press meeting may be held, or both, but only if heightened media interest in the topic is likely.

### **Interviews and filming**

At or outside a press conference, the media relations team may set up interviews or filming with:

- people involved in developing the guideline (such as committee members)  
or
- people with personal experience in the area the guideline covers (on seeking advice from the public involvement programme team) or
- representatives from voluntary and community sector organisations and other stakeholders.

Participants are provided with any support and training needed.

## **Social media communication**

Guideline publication is usually accompanied by activity on social media which may include graphics, animations, videos and quotes from key committee members or NICE directors. In most cases, this work will be prepared ahead of publication.

## **Rules about press and other communication events**

### **Communication from NICE and committee members to the media**

Information may be provided to the media under embargo until publication of the guideline. Committee members and guideline development teams should not answer any press enquiries they receive before the guideline is published without involving the media relations team.

### **Media promotion of the guideline by external organisations**

Committee members and guideline development teams should tell the media relations team if any external organisations are planning their own media promotion for the guideline (for example by issuing their own press release).

### **Separate events arranged by committee members**

Development teams should tell committee members to notify the media relations team at the earliest possible opportunity if they wish to arrange separate events at which practitioners, providers, commissioners, people using services and the public can learn more about the guideline.

### **Material developed from guideline content**

Any materials developed from guideline content should be submitted to staff with responsibility for quality assurance before submission or presentation to external audiences.

Committee members who wish to publish their materials for a UK audience only may do so under the [NICE UK open content licence](#). This is a self-assessment exercise and no fee is involved.

The international use, adaptation or contextualisation of NICE content is subject to a formal licensing agreement or contract (see [NICE's webpage on reusing our content](#)). For advice and support on adapting and contextualising NICE content see [NICE International's webpage on adapting NICE guidelines](#).