

Public Health Interventions Advisory Committee (PHIAC)

PHIAC 21: Minutes of meeting 18th January 2008

Preventing the Uptake of Smoking by Children and Mental Wellbeing of Children in Primary Education

Attendees	<p>Members Catherine Law, Jane Putsey, Simon Capewell, KK Cheng, Tracey Sach, Joyce Rothschild, Mike Bury, Valerie King, Ruth Hall Sue Atkinson, David Jones, Muriel James, Andrew Hopkin, Susan Michie, David Mc Daid, David Sloan, Matt Kearney, Philip Cutler, Sharon McAteer.</p> <p>NICE Mike Kelly, Simon Ellis, Lesley Owen, Alastair Fischer, Dylan Jones, Patti White, Antony Morgan (pm only), Amanda Killoran (pm only), Bhash Naidoo (pm only), Jane Cowl, Patricia Mountain, Melinda Kay</p> <p>Observers Jenniffer Alty (NICE), Sue Jelley (from midday NICE)</p> <p>Contractors <i>Preventing the Uptake of Smoking by Children</i> Lindsay Richardson, Lorraine Greaves, Karin Humphries, Linda Bauld, Amanda Amos, Maria Raikou, Ali McGuire, Harry Sumnall, Kerry Woolfall</p> <p>Cooptees and Expert witnesses <i>Preventing the Uptake of Smoking by Children</i> Geoff de Burca, Gina Perigo, Anne Schulthess, Emily Carr, Jane MacGregor. <i>Mental Wellbeing of Children in Primary Education</i> Stephen Pilling</p>
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Audience	Members of PHIAC

Agenda Item	Minutes	Action
<p>1. Welcome and introductions (Chair)</p> <p>2. Apologies (All)</p>	<p>The Chair welcomed members to the twenty first PHIAC meeting.</p> <p>The meeting was declared quorate.</p> <p>Apologies were received from the following: Amanda Hoey, Ann Hoskins, Mark Sculpher, Richard Cookson, John Barker, Joanne Cooke, Brian Ferguson, Mike Owen, Dagmar Zeuner, Klim McPherson</p>	
<p>3. Declaration of Interest (All)</p>	<p>Declarations of interest in relation to Prevention of Uptake of Smoking by Children were asked for.</p> <p>The following were declared: Gina Perigo, Youth Media Advocacy, Geoff De Burca, Interest in Multi Media Marketing Anne Schulthess, QUIT received funding from Department of Health, pharmaceutical companies, charities and PCT's</p> <p>The following individuals indicated that they may receive a service payment for implementing some of the interventions that the Committee may recommend, or benefit from future research funding relating to Preventing the Uptake of Smoking by Children:</p> <p>Service Payment: None</p> <p>Research: <i>PHIAC members:</i> Catherine Law KK Cheng David Jones Susan Michie</p> <p><i>Contractors/ co-optees:</i> Harry Sumnall Linda Bauld Amanda Amos</p> <p>Declarations of interest in relation to Mental Wellbeing of Children in Primary Education were asked for.</p> <p>The following conflicts of interest were declared: None</p> <p>The following individuals indicated that they may receive a service payment for implementing some of the interventions that the Committee may recommend, or benefit from future research funding relating to Mental Wellbeing of Children in Primary Education:</p> <p>Service Payment: None</p> <p>Research:</p>	

	<p><i>PHIAC members:</i> Catherine Law Susan Michie KK Cheng David Jones</p> <p><i>Contractors/ Co-optees:</i> Stephen Pilling</p>	
4. Smoking and Children: Consideration of the Evidence	<p>Lorraine Greaves and Lindsay Richardson (BCCEWH) gave a presentation of the key finding from the effectiveness review.</p> <p>Alistair McGuire and Maria Raikou (LSE) gave a presentation on the key findings from the economic appraisal.</p> <p>Harry Sumnall (LJMU) gave a presentation of the key findings from the focus group with young people.</p> <p>Several of the PHIAC representatives for Smoking and Children commented on the evidence.</p> <p>Simon Capewell commented on the Effectiveness Review:</p> <p>Mass Media</p> <ul style="list-style-type: none"> • There is convincing evidence of effectiveness with variations across age and sex. • Limitations include gaps in product placement, images in films etc. • There is a need to know more about the actual content of campaigns. • The costs in the health economics model are likely to be over-estimates <p>Access Restrictions</p> <ul style="list-style-type: none"> • There is less evidence about this, than for mass media campaigns and it appears to be less effective. It is also unclear in respect of impact on behaviour (rather than intentions, knowledge, attitudes) • Access restrictions need to be in the context of a wider programme that includes other measures to prevent uptake and support for cessation. <p>Tracey Sach commented on the economic appraisal. She raised the following questions:</p> <ul style="list-style-type: none"> • What is the minimum effect needed for Mass media and Access restrictions in order for them to be cost effective? • How accurate are the assumptions/estimates relating to costs? • She noted that the assumptions in the models were very conservative. <p>Jane Putsey commented on the Focus Group report. She noted that:</p> <ul style="list-style-type: none"> • On the whole it supports the findings of the 	

	<p>effectiveness review, but there were some differences.</p> <p>The committee had a general discussion about the evidence. The key issues were:</p> <ul style="list-style-type: none"> • Whether interventions delay or prevent the uptake of smoking? • That the cost effectiveness model does not take into consideration the potential effect of the advertising on the adult population. • That it is possible that adult cessation campaigns will have an impact upon young people. • That there is a disparity between social norm adverts and fear evoking messages. • That radio is the least popular medium, however it should not be discounted as it is often used as a complementary medium due to its low cost. • That new media is a fast developing field, with little evaluation. • That new media offers the opportunity to act in an interactive way with users. • That new media offers great potential due to the low production costs • That it is possible that inequalities could be made worse by campaigns that cover the whole population. • That enforcement is critical, with the need for meaningful deterrents for vendors who sell cigarettes to children <p>It was agreed that BCCEWH would confirm all relevant outcome data included in review where reported. Also they will check whether studies reported all outcomes or just positive findings. BCCEWH to consider how to better summarise this data. Clarity is required about the effect sizes used in the model.</p> <p>London School of Economics to do some further economic analyses, on discount rates, thresholds and sensitivities</p> <p>NICE Team to examine evidence regarding the uptake rates for young people after 24 years of age and the evidence that people who start smoking at a younger age are likely to be more addicted.</p>	<p>BCCEWH</p> <p>LSE</p> <p>NICE</p>
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<p>5. Smoking and Children : Developing recommendations</p>	<p>PHIAC Practitioner representatives suggested outline areas for making recommendations.</p> <p>Sharon McAteer outlined potential areas for mass media:</p> <ul style="list-style-type: none"> • Mass media is effective and cost effective and should be part of a wider tobacco control programme. • Television appears to be the most effective, but there are questions over who the recommendation/audience is aimed at and its cost. • Radio- local PCTs and local authorities can use local radio because it is less costly and can be tailored more easily • The way young people use the Internet is not conducive to picking up health information. • The length of the campaign is important and the message needs to be frequently refreshed. • Age differences –one size is unlikely to fit all with older young people likely to respond better to adult messages. <p>Val King outlined potential areas for point of sales interventions:</p> <ul style="list-style-type: none"> • The possibility of combining mass media and access restrictions. • Enforcement of current legislation. • Targeting people who buy cigarettes for children. • Test purchasing • Vending Machines <p>The Experts and Coopteers responded:</p> <p>Jane MacGregor, independent consultant to Local Authorities Coordinators of Regulatory Services (LACORS) made the following observations</p> <ul style="list-style-type: none"> • Enforcement is critical, however smoking is of varying priority for each local authority. • Illegal sales have increased since the change in the law. • Test purchasing – some authorities find it difficult to recruit younger volunteers. • Currently Point of Sale advertising is not regulated. • The siting of vending machines may make under-age purchase easy • The sanctions imposed upon retailers are small. The maximum fine is £2500, however it is not known whether this has ever been imposed. • Vendor sanctions may be introduced, however presently a retailer will need three failures before they are sanctioned. <p>Gina Perigo (D-MYST) made the following points</p> <ul style="list-style-type: none"> • More young people are accessing cigarettes via family and friends and on the “black market” than through vending machines. • Mass media should be run at a national level as the 	
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	<p>costs can be prohibitive at a local level.</p> <ul style="list-style-type: none"> • There is a need to develop a brand that appeals to young people, and use mass media to build up awareness and to interact with them via their interests (music, entertainment, sport etc) • It is important to make young people aware of how they are being targeted by tobacco companies, provide them with the facts and let them make up their own mind. • That it is important to target the message at the 18-24 year age group, as young people aspire to be young adults and are therefore more likely to listen to these messages. <p>Geoff de Burca (Naked Communications) observed that:-</p> <ul style="list-style-type: none"> • The assumption within in the economic appraisal that a campaign will cost £30m is extremely high. A large budget is £10m and normally a budget would not exceed £3-4m. • The internet has not overtaken TV, but it does offer opportunities to be interactive with the message recipient. • At a local level radio can work well and the use of several media formats within a campaign increase effectiveness. <p>Emily Carr (Islington PCT Young Person's Stop Smoking Advisor) noted that</p> <ul style="list-style-type: none"> • it is important to target the 18-24 year age group as young people believe they are more mature than their actual age • That whilst prevention is ideal, delaying the uptake of smoking is still worthwhile. • A no smoking charity has recently bought a page on the Facebook website and this has been successful. • Branding is very important. • That young people didn't see the age restriction as a problem, they could still access cigarettes via friends and family. <p>Anne Schulthess (QUIT) noted that</p> <ul style="list-style-type: none"> • Message content is important however a mass media campaign on its own is not enough. • Different messages to different ages and gender may be more effective. 	
6. Summary from the Chair (CL)	<p>The chair summarised the discussions as follows:</p> <ul style="list-style-type: none"> • The committee considered that the economics were based on conservative assumptions and the interventions were therefore cost effective. • That it might be useful to consider general evidence on marketing but this was not always accessible in academic literature. 	

	<ul style="list-style-type: none"> • The inequalities issues need to be considered further. • Any mass media initiative needs to be part of a wider tobacco control programme. • Point of Sale interventions had potential as part of a wider programme of tobacco control • There was a need to consider harm reduction in relation to black market sales. Reduction of smoking should be seen in the context of other risk behaviours e.g. drinking alcohol 	
7. Smoking and Children : Agreeing and drafting the recommendations	<p>PHIAC members considered the evidence and agreed outline areas for recommendations. The key points in the discussion were as follows;</p> <ul style="list-style-type: none"> • Who is the guidance aimed at, nationally, locally? • Mass media and access restrictions should be in context of a wider programme that includes other measures to prevent uptake and support for cessation • Multi component campaigns were likely to be most effective and national, regional and local campaigns should be integrated • It would be useful to have a national recommendation to support Her Majesty's Customs and Excise, and some national, regional and local recommendations based on the LACORS evidence. • Tobacco companies should not be allowed to conduct or support mass media prevention campaigns. • Radio may be an effective communication tool for reaching some ethnic groups. When framing the message, recommendations should be proofed against inequality issues. • The question of who should run campaigns was considered. • Television appears to be the appropriate medium at national level. • Training of retailers and staff is essential. • Positive feedback to retailers who refuse to sell to under-age purchasers is important • A Scottish Action Plan is forthcoming - NICE team to look into Scottish proposals. • Licensing of vendors was discussed • There may be merit in generic packaging of tobacco products. • Under the counter rather than over the counter sales of cigarettes were a possible point of sale recommendation. 	NICE Team
8. Summary from Chair (CL)	<p>The chair summarised the discussions as follows:</p> <ul style="list-style-type: none"> • Further clarification of economic thresholds and sensitivity is required. There is also a need to ensure the effect sizes within the economic model are consistent with those obtained from the evidence review. • There is agreement that recommendations should be made as part of wider tobacco control. • Campaigners need to draw on marketing creativity 	

	<p>and knowledge when designing campaigns.</p> <ul style="list-style-type: none"> • There are a range of organisations to target at local, national, and regional levels. • There is a need for evaluation of mass media campaigns, looking at content and duration of studies. • Tobacco industry sponsorship is not advised. • There are potential health inequalities issues • Enforcement of existing laws is critical, with swift and meaningful punishment. • Vending Machines laws are often flouted. There should be a recommendation for these to be enforced. Is there sufficient evidence to ban vending machines? • What are the effects of Point of Sale and display advertising. <p>It was agreed that the NICE team would draft some outline recommendations based on these discussions.</p>	NICE team
9. Smoking and Children: Next Steps	<p>Simon Ellis outlined the next steps:</p> <ul style="list-style-type: none"> • To circulate draft recommendations, draft considerations and other draft guidance sections to PHIAC on Monday 28th January, for comment by Monday 11th February. • Consultation begins 5th March to 7th April 2008. • PHIAC meeting 9th May to consider stakeholder comments and fieldwork. 	
10. Mental Wellbeing and Children: Revising the guidance post consultation	<p>Amanda Killoran provided an overview of the main themes of the consultation as listed below:</p> <ul style="list-style-type: none"> • Definition of primary education • Involvement of children • Information for parents and children • Targeted Approaches Recommendations 3 and 4 • Link to SEAL • Training • Research Recommendations. <p>It was agreed that the Chair would sign off any changes on behalf of PHIAC</p> <p>Steve Pilling (Co-Director of the NCC for Mental Health) commented on the pre consultation draft to ensure that the guidance was complementary to existing NICE clinical guidance on mental health.</p> <p>The committee agreed the following changes to guidance:</p> <ul style="list-style-type: none"> • Primary education should be defined as all educational settings for children 4-11 • Reference should be made to involving children in the introduction to the recommendations • The experience of emotional and behavioural difficulties as part of normal childhood should be in the introduction 	

	<p>be circulated to PHIAC members for their information. Social Values Judgement consultation - papers will be circulated for the February meeting.</p> <ul style="list-style-type: none"> • Draft guidance on Proactive Case Finding and Retention. Following the meeting in November and the circulation of possible recommendations, the Chair had concluded that there was neither sufficient information nor consensus within the committee for publication of draft guidance to proceed. Further information is being obtained and the subject will be discussed again at a future meeting, before public consultation. As this would delay publication, the chair asked the committee to defer the June away day until September to reduce the delay in publication. The committee agreed. • PHIAC will be holding meetings in public from June 2008 – NICE Corporate Services will be involved to take forward arrangements. Evaluation of the relative merits of closed versus open session was raised. MK will feed back to senior management team. • Mental Wellbeing of Older People – comments on the draft guidance are due back from PHIAC, Tuesday 22nd January 2008. • Immunisation – the draft scope is out for consultation on 30th January 2008. 	MK
18. Close	The meeting closed at 4.40pm	