

Public Health Interventions Advisory Committee (PHIAC)

PHIAC 47: Information, sun protection resources and environmental changes to prevent skin cancer

Minutes of the meeting held on Friday 14th May 2010

Attendees	<p><u>Members</u> Catherine Law, Muriel James, Joanne Cooke, David McDaid, Toby Prevost, Tracey Sach, Stephen Morris, Ann Hoskins, Amanda Hoey, Sarah Byford, Dale Robinson, Bren McInerney, Stephen Walters, John MacLeod, David Sloan, Ruth Hall (until 12:45), Susan Michie, Kamran Siddiqi, Matt Kearney, Joyce Rothschild, Lesley de Meza, Ed Jong</p> <p><u>NICE staff</u> Mike Kelly, Antony Morgan, Lorraine Taylor, Gesina Hodgson (minutes), Dylan Jones, Clare Wohlgemuth, Lesley Owen, James Jagroo</p> <p><u>Contractors</u></p> <ul style="list-style-type: none"> • Theo Lorenc (Matrix) • Farah Jamal (Matrix) • Amanda Sowden (CRD) • Fiona Paton (CRD) • Catriona McDaid (CRD) • Lynne Eagle (UWE (*also cooptee)) • Evelina Bertranou (Matrix) <p><u>Co-opted members</u></p> <ul style="list-style-type: none"> • Lynne Eagle (University of West England) • Ed Jong (Head of Health Evidence and Information, Cancer Research UK) <p><u>Experts</u></p> <ul style="list-style-type: none"> • Nicola Bowtell (Senior Analyst, South West Public Health Observatory) <p><u>Observers</u></p> <ul style="list-style-type: none"> • Linda Seymour (NICE non-executive director) • Sarah Chalmers (NICE Patient and Public Involvement Team)
Authors	Gesina Hodgson, Antony Morgan
Audience	Members of PHIAC; The public

Agenda Item	Minutes	Action
<p>Part 1</p> <p>1. Welcome and introductions. (Chair)</p> <p>2. Apologies (Chair)</p>	<p>The Chair welcomed members to the 47th PHIAC meeting. The meeting was declared quorate.</p> <p>The Chair noted that the meeting would be split into two parts and the members of the public would be asked to leave before Part 2 began. Mike Kelly explained that, because of the recent election, NICE remained in Purdah until 5pm 14th May.</p> <p>Jane Putsey, John Barker, Dagmar Zeuner, Sue Atkinson, Julia Verne (SW Public Health Observatory), Sara Hiom (Cancer Research UK), Alasdair Hogarth, Mike Bury, KK Cheng, Adam Oliver, Stephanie Taylor, Phil Cutler, Mike Rayner, Richard Fordham</p>	
<p>3. Declarations of Interest (All)</p>	<p>Members, contractors and experts were requested to declare their interests in relation to “Information, resources and environmental changes to prevent skin cancer”.</p> <p>A number of declarations of interest had been received in writing prior to the meeting.</p> <p>Catherine Law and Mike Kelly had reviewed these and agreed that they did not prevent anyone from participating in the whole meeting.</p> <p>Meeting attendees were asked to declare these interests again and any additional declarations were requested.</p> <p>The following declarations were made:</p> <p><u>Personal pecuniary interest</u></p> <p>Matt Kearney – Potential service payment as GP</p> <p><u>Personal family interest</u></p> <p>None.</p> <p><u>Non - personal pecuniary interest</u></p> <p>Nicola Bowtell – Potential future research funding.</p> <p>Toby Prevost - Potential future research funding.</p> <p>Lynne Eagle – UWE Potential future research funding</p> <p>Stephen Walters - Stephen works for SchARR, University of Sheffield, which has contracts and/or research grants with the NIHR, HTA and NICE.</p> <p>Stephen Morris - Potential future research funding</p>	

	<p>Tracey Sach- Potential future research funding</p> <p>Susie Michie - Potential future research funding</p> <p>Lynn Eagle - Potential future research funding</p> <p><u>Personal non – pecuniary interest</u></p> <p>Ed Jong - Ed is an employee at Cancer Research UK and contributes to the SunSmart campaign. The organisation has a direct interest in the matter of vitamin D and has expressed public statements on this topic on their website.</p> <p>The committee agreed that the declarations of interest declared did not prevent participants from taking part in the meeting.</p>	
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<p>4. Information, sun protection resources and environmental changes to prevent skin cancer: Considering the evidence</p>	<p>a. Update and overview of the topic Lorraine Taylor reminded PHIAC members of the developments so far. This topic has been managed in two phases: phase 1 – information provision; phase 2 – resources and environmental changes (including multi-component interventions). Phase 1 was originally discussed in March and July 2009 and agreement was made to begin the drafting of recommendations at the point when the evidence for phase 2 was complete. Given the amount of paperwork involved, PHIAC 1 for phase 2 of this topic has been split across 2 meetings (May and June). Part of this paperwork includes a series of expert papers requested by PHIAC during their discussions in 2009. The final economic modelling report for phase 2 has had to be scheduled for the June 2010 meeting.</p> <p>b. Policy and practice overview (Nicola Bowtell, South West Public Health Observatory)</p> <p>Nicola introduced the expert paper.</p> <p>c. Comment by the practitioner and lay discussants (Joyce Rothschild and Muriel James)</p> <p>Joyce and Muriel commented from practitioner and lay perspectives.</p> <p>d. Phase 1 Information Provision: synthesis report (Lynne Eagle, University of West England)</p> <p>Lynne presented a synthesis of the original review material produced by West Midlands HTA Collaboration. This was an update of the previous synthesis and now included (as requested by PHIAC in 2009) the before and after studies which had previously not been included.</p> <p>e. Recap phase 1 modelling results (Lesley Owen)</p> <p>Lesley reminded the committee members of the key messages from the original economic modelling report on information provision.</p> <p>f. National campaigns overview (Ed Yong, Cancer Research UK)</p> <p>This paper was requested by PHIAC at their July 2009 meeting. Ed introduced the expert paper. He has now replaced Sara Hiom as a cooptee.</p> <p>g. Phase 2: Resources and Environment (including multi-component interventions) - presentation of findings from the effectiveness and cost</p>	
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	<p>effectiveness evidence review (Dr Catriona McDaid, University of York)</p> <p>Catriona McDaid presented this review which focussed on interventions covering provision of resources and changes to the physical environment and multi-component interventions. In addition Catriona reported on the findings of the economic review.</p> <p>h. Overview of areas selected for economic analysis (Evelina Bertranou, Matrix)</p> <p>Evelina gave an overview of the economic analysis and provided details in relation to the framework being used to populate the economic model for phase 2. She did not present results.</p>	
<p>5. Information, sun protection resources and environmental changes to prevent skin cancer: Considering the evidence (continued)</p>	<p>a. Presentation of findings from the qualitative review (Theo Lorenc, Matrix)</p> <p>This presentation covered the barriers and facilitators to sun protection resources and environmental changes to prevent skin cancer. A similar qualitative report was produced for phase1 and Matrix referred to this work in the context of its own report.</p> <p>b. Comment by lead PHIAC technical discussant (Matt Kearney)</p> <p>Matt Kearney raised some issues in relation to the evidence presented.</p> <p>c. Clarification questions relating to the evidence presented (All)</p> <p>The committee asked questions to clarify the evidence.</p>	
<p>Part 2 - Closed</p> <p>6. Information, sun protection resources and environmental changes to prevent skin cancer: Considering the evidence (continued)</p>	<p>a. Outlining areas for potential recommendations (All)</p> <p>The chair noted that the decisions on making draft recommendations cannot be made until the economic modelling report has been received and discussed at the June 2010 meeting. However, the committee agreed that it wished to reinforce existing good practice on general information provision, rather than seek to find specific interventions. Nonetheless it would be helpful if the NICE team could formulate a framework and suggestions for recommendations to be presented at the June meeting based on the following:</p>	

	<ul style="list-style-type: none"> • Use principles outlined in behaviour change guidance adapted using evidence available from the prevention of skin cancer reviews, focusing on the high quality studies, and the expert papers. • Information messaging should be tailored to key at risk groups and settings. • Information may be necessary but not sufficient and messages need to be sustained, and reinforcing • Note the importance of socio-cultural beliefs and norms • Consider how to make use of existing legal frameworks in workplaces and schools for provision of shade etc. • Consider a specific recommendation for schools (noting the differences between primary and secondary schools in particular) • Recognise the importance of framing information provision in the context of broader multi-component interventions. For example make reference in the considerations section to other important issues that are not covered by this guidance (for example legislation on sun beds). • Acknowledge the role of the voluntary and community sector • Consider possible synergies with the commercial sector. • Consider integration into existing schemes such as Change4Life and Healthy Child Programme. <p>The chair thanked the experts for their input in the meeting.</p>	
<p>7. Next steps in guidance production</p>	<p>The paperwork for the next meeting will be emailed on the 4th June and will include an economic modelling report and an expert paper on the following issues: vitamin D; impact on physical activity and at risk groups.</p>	
<p>8. Topic selection – possible topics for the future</p>	<p>No topics were suggested.</p>	
<p>9. Minutes of the meeting of PHIAC 46</p>	<p>The minutes of the April meeting were amended and agreed.</p>	
<p>9. AOB</p>	<p><u>Fieldwork</u> Mike Kelly updated the committee on plans for the fieldwork phase of this project as the Finance Director at NICE was unable to approve a waiver for the proposal that had been submitted. The committee agreed that the development of this guidance could proceed without fieldwork.</p>	

	<u>Away Day</u> PHIAC Away Day is provisionally planned to take place in November.	
12. Close	The meeting closed at 14.33	