

Public Health Interventions Advisory Committee (PHIAC)

PHIAC 51: Skin cancer prevention: information, resources and environmental changes

Minutes of the meeting held on Friday 8th October 2010

Attendees	<p>Catherine Law, Adam Oliver, John MacLeod, Richard Fordham, Muriel James, Toby Prevost, Joyce Rothschild, Ruth Hall, Bren McInerney, John Barker, Stephanie Taylor, Jane Putsey, Matt Kearney, Susan Michie, Alasdair Hogarth, Philip Cutler, Sarah Byford, Sue Atkinson, Kamran Siddiqi, Ann Hoskins, KK Cheng, Dale Robinson, Dagmar Zeuner, Mike Rayner</p> <p><u>Cooptees and Experts:</u> Sara Hiom - (Cancer Research UK) Lynne Eagle (University of West England) Julia Verne (SW Public Health Observatory)</p> <p><u>NICE Attendees</u> Mike Kelly, Gesina Hodgson, Antony Morgan, Clare Wohlgemuth, Lorraine Taylor, Lesley Owen</p> <p><u>Contractors</u> None.</p> <p><u>Observers</u> Sue Jelley – NICE (AM only)</p>
Authors	Gesina Hodgson, Antony Morgan
Audience	Members of PHIAC; The public

Agenda Item	Minutes	Action
<p>1. Welcome and introductions. (Chair)</p> <p>2. Apologies (Chair)</p>	<p>The Chair welcomed attendees to the 51st PHIAC meeting. The meeting was declared quorate.</p> <p>Joanne Cooke, David Sloan, Lesley de Meza, Mike Bury, Tracey Sach, Stephen Morris, Stephen Walters, David McDaid, Amanda Hoey</p>	
<p>3. Declarations of Interest (All)</p>	<p>Members, contractors and experts were requested to declare their interests in relation to “Skin cancer prevention: information, resources and environmental changes”.</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 meeting.</p> <p>Meeting attendees were asked to declare these interests again and any additional declarations were requested.</p> <p><u>Personal pecuniary interest</u></p> <p>Julia Verne - Development Group for skin cancer in 2006 and recently chaired the NICE Guidance Development Group review on guidance for the management of low-risk basal cell carcinomas in the community</p> <p><u>Personal family interest</u></p> <p>None.</p> <p><u>Non-personal pecuniary interest</u></p> <p>Matt Kearney - Potential service payment as GP</p> <p>Julia Verne - Julia Verne is the Director of the South West Public Health observatory which is the national lead for skin cancer and as such undertakes a lot of research on skin cancer and may be of benefit to grants and funding. The South West Public Health Observatory (SWPHO) is the lead cancer registry for skin cancer. Work undertaken on skin cancer has been both epidemiological and intelligence based, and does not directly provide skin cancer prevention services. If recommendations were made for epidemiological research coming out of this NICE guidance, and they were to be implemented, the SWPHO may bid and be awarded funding to undertake future epidemiological studies.</p> <p>With funding from the Cancer Action Team the Skin</p>	

	<p>Cancer Hub, which is a portal for prevention and early diagnosis of skin cancer by SWPHO, was launched in May 2008. In addition, the SWPHO have received funding from Cancer Research UK for an evaluation of their SunSmart Schools Competition. This will be undertaken in 2010.</p> <p>Lynne Eagle – Reports commissioned by NICE: Eagle, L.C (2009). Analysis of Before and After Studies omitted from the Synthesis of the West Midland Health Technology Assessment Collaboration February 2009 Report Providing Public Health Information to Prevent Skin Cancer: Review of Effectiveness and Cost Effectiveness. Report prepared for the National Institute of Health & Clinical Excellence.</p> <p>Eagle, L.C. (2009). Two-phases of reports for the National Institute of Health & Clinical Excellence a. Synthesis of the West Midland Health Technology Assessment Collaboration February 2009 Report Providing Public Health Information to Prevent Skin Cancer: Review of Effectiveness and Cost Effectiveness. Report prepared for the National Institute of Health & Clinical Excellence, May 2009 b. Report subsequently expanded to incorporate before and after studies not included in original West Midland Health Technology Assessment Collaboration February 2009 Report. Report prepared for the National Institute of Health & Clinical Excellence, December 2009.</p> <p>Reports also completed for South West Public Health Observatory regarding Skin Cancer Prevention by Bristol Social Marketing Centre (Eagle L. Project leader).</p> <p>Sara Hiom - Sara is a director of a department at Cancer Research UK overseeing the team managing SunSmart (the current UK skin cancer prevention programme) which is mainly funded through a grant from the Department of Health England.</p> <p>KK Cheng – potential future research funding</p> <p>Susan Michie – potential future research funding</p> <p>Toby Prevost – potential future research funding</p> <p><u>Personal non-pecuniary interest</u></p> <p>Sara Hiom - Being a representative of Cancer Research UK, an organisation that has stated publicly that skin cancer prevention should be a government commitment and having responded to NICE consultations on the matter.</p> <p>The committee need to agree that the declarations of interest declared do not prevent participants from taking</p>	
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<p>4. Skin Cancer Prevention: information, resources and environmental changes: feedback on evidence and draft guidance consultations</p>	<p>a. Overview of evidence consultation comments (Lorraine Taylor) Lorraine Taylor, the lead analyst for this guidance presented an overview of evidence consultation comments. This evidence relates to the work carried out by the Centre for Reviews and Dissemination (University of York) and covers the supply of resources and environmental changes. Lorraine presented a summary of the comments. Lorraine provided the committee with a briefing on how the expert paper on National Campaigns has been amended as a result of comments made by the stakeholders. Essentially the paper has been revised by adding additional information about other UK campaigns other than SunSmart.</p> <p>b. Overview of guidance consultation comments Lorraine presented a summary of the comments received.</p> <p>c. Equality impact assessment (Lorraine Taylor, NICE) Lorraine presented an assessment of any equity issues that have arisen through completing the Equity Impact Tool.</p> <p>d. Questions and discussion (PHIAC) Catherine Law gave members the opportunity to discuss and raise queries in relation to the draft guidance. Catherine Law highlighted the complexities of the target population that the guidance presents and the risk factors of different types of cancer.</p>	
<p>5. Skin Cancer Prevention: information resources and environmental changes: revising the guidance</p>	<p>a. Suggested revisions to the recommendations (Lorraine Taylor) Lorraine Taylor gave a presentation and made a number of suggestions in relation to how the guidance could be amended. Members were given the opportunity to comment after each suggestion.</p> <p>b. Discussion and agreement of revisions (All) PHIAC members were asked to agree the revisions to be made.</p>	

<p>6. Skin Cancer prevention: information, resources and environmental changes: revising the guidance (continued)</p>	<p>a. Discussion and agreement of revisions (cont.) (All) PHIAC members continued the discussion around the suggested revisions to the guidance.</p> <ul style="list-style-type: none"> • Reflect better the complexity of risks and benefits • Disentangling the messages re different types of skin cancer <p>b. Gaps and research recommendations (All) PHIAC members had a discussion around gaps in the draft guidance and research recommendations. The following recommendations were discussed:</p> <ul style="list-style-type: none"> • Skin cancer prevalence • Information provision interventions and campaigns • Provision of resources, environmental changes to existing structures and multi-component interventions <p>c. Considering the implications for implementation, local authorities and commissioning guides (All) <i>There was not a representative present at the meeting.</i></p>	
<p>7. Minutes of the meeting of PHIAC 50 (All)</p>	<p>The minutes of the September meeting were amended and agreed.</p>	
<p>8. AOB (Chair)</p>	<ul style="list-style-type: none"> • MK informed attendees about the arrangements for the PHIAC Away Day on 12th November. Mark Petticrew and Tricia Greenhalg have been invited as speakers. • MK outlined that the Future Programme of work within CPHE was currently under DH review and wouldn't be finalised until ministers have made a decision to proceed with several projects. 	
<p>12. Close</p>	<p>The meeting closed at 15:15.</p>	