

NICE PUBLIC HEALTH GUIDANCE

Behaviour Change

1st Meeting of the Programme Development Group

Thursday 6th September 2012

Derwent, NICE Offices, London

Final Minutes

Attendees:	<p><i>PDG Members</i> Charles Abraham, Deborah Arnott, Deryn Bishop, Damien Edwards, Alan Higgins, Ruth Jepson, Paul Lincoln (Chair), Annice MacLeod, Simon Murphy, Margaret Rings, Graham Rushbrook, Stephen Sutton, Malcolm Ward, Ann Williams</p> <p><i>NICE Team</i> Catherine Swann, Charlotte Haynes, Chris Carmona, Lesley Owen, Rachel Kettle, Victoria Axe</p> <p><i>Review Team</i> Rob Cook, Rob Davies</p> <p><i>Observers</i> Dr Dyna Arhin-Tenkorang, Khushbu Lalwani</p>
Apologies:	<p><i>PDG Members</i> Fiona Adshead, Susan Michie, Jennifer Roberts, Philip Whelan</p>

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File Ref	Final minutes of PDG 1 meeting 6 th September 2012
Version	Final
Audience	PDG members, NICE team, the public (via web publication)

Item		Action
<p>1. Welcome and objectives for the meeting</p>	<p>The Chair welcomed the Programme Development Group (PDG) to the first meeting on behaviour change. The Chair asked the PDG to introduce themselves to the group.</p> <p>The Chair informed the PDG that there had been apologies from Fiona Adshead, Susan Michie, Jennifer Roberts and Philip Whelan.</p> <p>The Chair informed the group of what the objectives of the day would be.</p> <p>The Chair introduced Dr Dyna Arhin-Tenkorang and Khushbu Lalwani as observers to the meeting.</p>	
<p>2. Declarations of Interests</p>	<p>The Chair asked the PDG to declare their conflicts of interest and to continue to keep these updated throughout the guidance development.</p> <p>The declarations of interest for the members were noted as follows; some of the interests had been declared in writing previously. All are reported here.</p> <p>The chair was content, on the basis of the declarations below, for the meeting to proceed with all members present.</p> <p>Personal pecuniary interest</p> <p>Charles Abraham - I occasionally offer consultancy to companies in the healthcare industry through the University of Exeter (UoE) or privately. For example, I have contributed this year to a consultancy by UoE for BUPA, Shell and Johnson & Johnson. However, I see no "conflict" between this work and the work I might be involved in as a member of the PDG.</p> <p>Damien Edwards - I am often paid to speak on the topics relating to behaviour change by such bodies as the British Heart Foundation, the Stroke Prevention in Atrial Fibrillation Faculty, the British Hypertension Society, the British Cardiac Society, the Royal College of Nursing, the National Obesity Forum <i>et al</i> plus various Primary Care Trusts nationally.</p> <p>My training for NHS staff is sometimes paid for by the NHS and sometimes sponsored by Pfizer UK in which case I am paid without prejudice as a non-promotional educational lecturer.</p> <p>Paul Lincoln: I work for the charity the National Heart</p>	

	<p>Forum.</p> <p>Jennifer Roberts - I have carried out consultancy and training for IMS Health (last session June 2011). These involved methods for valuing health outcomes from trial data and were completely unrelated to the areas covered by this PDG.</p> <p>Personal family interest</p> <p>Paul Lincoln - My partner is a public health consultant</p> <p>Susan Michie - My husband, Prof Robert West, receives consultancy fees from the pharmaceutical industry in relation to smoking cessation.</p> <p>Non-personal pecuniary interest</p> <p>Charles Abrahams - I am regularly an applicant of grants from the government and an author of papers and chapters which involve behaviour change theory, intervention and evaluation. However, I see no "conflict" between this work and the work I might be involved in as a member of the PDG.</p> <p>Fiona Adshead - Currently on secondment to PricewaterhouseCoopers where I have used my knowledge of behaviour change as part of my consultancy work, for example in chairing a group which developed a value for money tool for the National Social Marketing Centre. PwC received consultancy fees for my work on this project which has now been completed.</p> <p>Deryn Bishop - As a freelance trainer and consultant I derive most of my income from PCT and LA commissioned activity. I receive currently a small income for freelance work done for the Alcohol Academy, though this is shortly to end.</p> <p>Susan Michie - I hold numerous research grants in this area</p> <p>Simon Murphy – I hold research grants and have published in this area.</p> <p>Margaret Rings - as a member of the NHS my services are commissioned through PCT.</p> <p>Jennifer Roberts - As an academic I am in a dept (Dept of Economics, Uni of Sheffield) that may apply for research grants relating to behaviour change.</p> <p>Graham Rushbrook - As an independent public health</p>	
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	<p>practitioner I have and will continue to derive my income from NHS and Local Authority commissioned activity. As a Fellow of the Royal Society of Public Health I provide training advice and support</p> <p>Stephen Sutton - I am an investigator or co-investigator on several research grants awarded to my institution on the topic of behaviour change.</p> <p>Malcolm Ward – is a member of the board and treasurer of EuroHealthNet, a European not for profit public health and health promotion networking organisation.</p> <p>Personal non-pecuniary interest</p> <p>Damien Edwards - I have published articles relating to Cognitive Behavioural theory and communication.</p> <p>Annic Macleod - In five weeks' time I will be appointed as a Project Leader, encouraging behavioural change. My first contract involves giving out personal travel plans. I may in the future be involved with health related campaigns.</p> <p>Jennifer Roberts - I am currently lead investigator on an EPSRC funded project using smartphones to collect data on the experience of regular journeys in order to encourage people to reflect on their journey experience to potentially influence travel behaviour.</p> <p>Stephen Sutton - I have expressed clear opinions on behaviour change interventions in published papers, website and conference presentations.</p> <p>Ann Williams – member of social science research committee and food standards committee</p>	
<p>3. Scope and how we work: A recap</p>	<p>Charlotte Haynes (CH) gave a presentation recapping the scope, and how NICE works. CH briefed the PDG on the key questions within the scope and the areas that will and will not be covered within the guidance.</p> <p>The PDG were invited to discuss the key scope questions and potential issues for the guidance.</p>	
<p>4. Evidence Reviews: Update on progress</p>	<p>Rob Davies from Bazian presented an update on the behaviour change evidence reviews.</p>	
<p>5. Questions and discussion</p>	<p>The PDG were invited to ask the Bazian team questions and a number of comments were raised.</p>	

	The Chair thanked the review team for their work on the evidence.	
6. Economic evaluation: Update on progress	Lesley Owen (LO) gave a presentation on the approach to economic analysis for Behaviour Change.	
7. Questions and discussion	The PDG were invited to ask LO questions in regards to the economic analysis of Behaviour Change. The PDG asked a number of questions and confirmed that they were content with this approach to economic analysis.	
8. Drafting recommendations: group exercise	Rob Davies and Rob Cook left the meeting at 11.45am. Chris Carmona (CC) gave a presentation describing how PDGs can develop recommendations.	
9. Group Work	The PDG split into three groups to review the evidence from a previous NICE guidance and practice forming recommendations.	
10. Group work: Plenary	The PDG reconvened and discussed their findings in plenary. The two observers left the meeting at 1pm.	
11. Expert testimony - update	Rachel Kettle gave a presentation on possible expert contributions. Charlotte Haynes left the meeting at 12pm.	
12. Discussion	The PDG suggested names of potential experts they wished to invite to future meetings and listed their topic expertise in order of priority. This list will be revisited through the course of the guidance. Action: The NICE team to write a research question for each expert which they will send around to the PDG for confirmation.	NICE Team
13. Expert testimony: Identifying effective elements of behaviour change interventions	Charles Abraham (CA) gave a presentation on identifying effective elements of behaviour change interventions.	
14. Questions and discussion	The PDG were invited to ask CA questions in regards to his presentation.	

	Action: NICE to email the presentations to the PDG	NICE Team
15. Group Exercise: looking ahead to the final guidance	Catherine Swann (CS) introduced a group exercise, and asked the PDG to consider what key areas for the guidance and recommendations might be, based on their current experience and practice. When forming recommendations CS asked the PDG to focus on whose health will benefit, who should take action and what action should be taken.	
16. Group Work	The PDG split into groups and formulated recommendations that they thought were likely to be included in the guidance at the end of the process. Chris Carmona left the meeting at 3.30pm.	
17. Group work - plenary	The PDG reconvened and related their discussions in plenary. Action: The PDG to email their suggested recommendations to the NICE Team Rachel Kettle left the meeting at 4pm. Ruth Jepson and Ann Williams left the meeting at 4.20pm.	PDG
18. Summary of the day and next steps	The Chair gave a summary of the day. Action: The NICE Team to send all names and email addresses to the PDG.	NICE Team
19. Any other business	CS reminded the group that the next meeting will be a one day meeting on 30 th October. All meetings in 2013 will be two day meetings. CS mentioned that members of the NICE team are considering making a compendium of aspects of behaviour change that are too detailed to enter into the guidance. CS asked if anyone would be interested in contributing to this book. Action: NICE Team to send around some topic headings and questions that members of the PDG could sign up to. CS informed the group that a number of local government briefings are being produced currently and a briefing for the original behaviour change guidance will be published in January 2013.	NICE Team
20. Close	The meeting closed at 4.25pm.	