

NICE PUBLIC HEALTH GUIDANCE

Behaviour Change

3rd Meeting of the Programme Development Group

Wednesday 5th December 2012

Derwent, NICE Offices, London

Final Minutes

Attendees:	<p><i>PDG Members</i> Fiona Adshead, Deborah Arnott, Deryn Bishop, Damian 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, Chris Carmona, Charlotte Haynes, Lesley Owen, Rachel Kettle, Suzi Peden, Victoria Axe</p> <p><i>Review Team</i> Rob Cook (Bazian), Rob Davies (Bazian), Benjamin Gardner Sood (Bazian), Alicia White (Bazian)</p> <p><i>Expert</i> Laura Haynes (Behavioural Insights Team, Cabinet Office), Robert West (University College London)</p>
Apologies:	<p><i>PDG Members</i> Charles Abraham, Susan Michie, Jennifer Roberts, Philip Whelan</p>

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File Ref	Final minutes of PDG 3 meeting 5 th December 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 third 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 Charles Abraham, Susan Michie, Jennifer Roberts and Philip Whelan.</p> <p>The Chair informed the group of the objectives for the meeting. These were:</p> <ul style="list-style-type: none"> - To receive and discuss the second evidence review from Bazian, - To receive and discuss expert testimony from Robert West on Behaviour Change and Addictions, and from Laura Haynes on the policy context for Behaviour Change. <p>The group would also hear an update on progress with the economic analysis and finalise the day by revising recommendations from PDG2, and drafting new recommendations based on the evidence heard.</p> <p>The minutes were checked and signed off as an accurate record from the last meeting. It was noted that the NICE Team are waiting for Charles Abraham's summary paper and slides and these should be with NICE in the new year.</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 Chair had previously declared that he has written a DH responsibility deal blog on behaviour change and he recently gave a presentation to the food and health all parliamentary food and health forum on behaviour change.</p> <p>There were no further conflicts of interest declared.</p>	
<p>3. Economic analysis: update on progress</p>	<p>Lesley Owen gave a presentation on the progress report approach to economic analysis for the Behaviour Change update.</p> <p>The Bazian team arrived at 10am.</p> <p>LO informed the group that there will be a further update on the economics at the January PDG meeting.</p> <p>LO invited the PDG to ask questions and a query was</p>	

	raised around minimum pricing.	
4. Introduction to the evidence review	Charlotte Haynes (CH) gave a presentation on an introduction to evidence reviews. Catherine Swann (CS) asked the committee to think about broad recommendations in regards to principles at individual level, as well as specific recommendations about characteristics of effective interventions and taxonomies. CS also noted that the evidence would likely be subject to limitations in many areas, and that the committee would need to use their expertise and knowledge, as well as alternative forms of evidence such as expert testimony, to establish where recommendations were possible.	
5. Evidence review two: Review of this evidence of effectiveness of interventions and behaviour change techniques in individual level interventions	<p>The Bazian team gave a presentation on review two: Review of the evidence of effectiveness of interventions and behaviour change techniques in individual level interventions.</p> <p>Graham Rushbrook arrived at 10.30am. Graham declared an additional conflict of interest – he is currently a development advisor for organisational change and training for the RSPH. This is an honorary position and is unpaid.</p>	
6. Questions and discussion	<p>The PDG were invited to ask Bazian questions in regards to their evidence review and in particular focus on the following areas.</p> <ul style="list-style-type: none"> - Are there any issues / amendments Bazian should undertake to this review? - Are there any areas for potential recommendations? - Are there any potential considerations (important issues / context to future recommendations) the PDG should note? <p>Bazian were asked to summarise for the group what they felt the main headline areas were.</p> <p>CS noted that when the PDG work in their groups later in the meeting it might be useful to consider the reporting of interventions.</p> <p>It was noted that the review team downplayed the effect size measures in the meta regression in their presentation, and evidence statements in the review. It was asked that this be returned to at a future PDG meeting.</p> <p>There were discussions in regards to behaviour change techniques at a cluster level and in regards to</p>	

	<p>nudge theory.</p> <p>Action: Bazian to look to see if there is any scope within their work to add in the extra areas discussed.</p>	Bazian
7. Expert testimony: Behaviour Change and addiction	<p>Robert West (RW) arrived at 11.15am and declared the following conflicts of interest: he receives fees from talks and consultancy for manufacturers of smoking cessation medications: J&J, Pfizer and GSK. He receives research funding and travel funds from manufacturers of smoking cessation medications named above, the DH and CR-UK. He has a share in a patent for a novel nicotine delivery device (the Nicotine Cannon). It has not earned him any money yet but in theory it might in the future. He is a trustee of QUIT and co-director of the NHS Centre for Smoking Cessation and Training.</p> <p>RW gave a presentation entitled Addiction and Behaviour Change. NICE had asked RW if he could discuss the following issues:</p> <ul style="list-style-type: none"> - Characteristics of effective interventions for behaviour change in relation to addiction - Links between theoretic approaches to behaviour change and effective interventions inc synthetic theory - Transferability of characteristics of behaviour change interventions across different health related behaviours <p>The aims of his presentation were to show how an overarching model of behaviour change can help to understand addictive behaviours and develop effective intervention strategies for combating these and also to draw lessons from this to develop more effective interventions for behaviour change more generally.</p> <p>RW discussed a number of theories such as the behaviour change wheel, PRIME theory and Dual Process Theories.</p>	
8. Questions and discussion	<p>Lauran Haynes (LH) arrived at 12pm.</p> <p>The PDG were invited to ask RW questions in regards to his presentation.</p>	
9. Expert testimony: Behaviour Change – National Policy and Context	<p>LH had no conflicts of interest to declare.</p> <p>NICE had asked LH to discuss the following issues:</p> <ul style="list-style-type: none"> - Individual-level interventions 	

	<ul style="list-style-type: none"> - Choice architecture and ‘nudge’ approaches - Policy context behind current behaviour change initiatives. 	
10. Questions and discussion	<p>The Chair invited the PDG to ask LH questions.</p> <p>The Chair thanked both LH and RW for their insightful presentations.</p>	
11. Group work – new recommendations and revising recommendations from PDG2	<p>Damian Edwards, Deborah Arnott, Suzi Peden and Lesley Owen left the meeting at 1.30pm.</p> <p>The PDG broke into 2 groups to discuss draft recommendations and considerations and also to consider the draft recommendations from the last meeting.</p>	
12. Plenary – reports from group work	<p>The groups fed back their comments in plenary.</p> <p>Graham Rushbrook and Simon Murphy left the meeting at 4pm.</p>	
13. Summary of the day and next steps	<p>CS informed the group that the next meeting will be a two day meeting at the NICE offices in Manchester.</p>	
14. Any other business	<p>There was no other business.</p>	
15. Close	<p>The meeting closed at 4.15pm.</p>	