

**NATIONAL INSTITUTE FOR HEALTH AND CARE EXCELLENCE**

**Sunlight Exposure: benefits and risk**

**1<sup>st</sup> Meeting of the Public Health Advisory Committee F**

**Tuesday 29<sup>th</sup> April 2014**

**Derwent, NICE Offices, London, SW1A 2BU**

**Final Minutes**

<b>Attendees:</b>	<p><b><i>PHAC Members</i></b> Catherine Law, Janis Baird, John Hawk, Eugene Healy, Melvyn Hillsdon, Gary Lipman, Lesley Rhodes, Stuart Lines (arrived 10.15am), Shelley Mason</p> <p><b><i>NICE Team</i></b> Antony Morgan, Clare Wohlgemuth, Victoria Axe, Peter Shearn, Tracey Shield, Kim Jeong, Catherine Swann (via VC, arrived at 1.20pm and left at 2.45pm).</p> <p><b><i>Review Team</i></b> Rob Hodgson (YHEC)</p> <p><b><i>Co-optees</i></b> Rashmi Shukla</p> <p><b><i>Experts</i></b> Stephen Sutton (University of Cambridge, arrived at 1.30pm and left at 3pm), Alison Tedstone (Public Health England, arrived at 1pm and left at 1.20pm)</p>
<b>Apologies:</b>	<p><b><i>PHAC Members</i></b> John Macleod, David McDaid, Jim McManus, Ann Nevinson,</p>

<b>Author</b>	Project Manager
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<b>Version</b>	Final 1
<b>Audience</b>	<b>PHAC members, NICE team, members of the public</b>

Item		Action
<p><b>1. Welcome and objectives for the meeting</b></p>	<p>The Chair welcomed the Public Health Advisory Committee (PHAC) to the first meeting on Sunlight Exposure: benefits and risks.</p> <p>The committee members introduced themselves to the group.</p> <p>The Chair welcomed the members of the review team.</p> <p>The Chair informed the PHAC that apologies had been received. These are noted above.</p> <p>The Chair welcomed the members of public to the meeting.</p> <p>The Chair outlined the general housekeeping for the venue which included noting all fire exits.</p> <p>The Chair outlined the objectives of the meeting which included:</p> <ul style="list-style-type: none"> <li>• Discussing the scope of the guidance including any potential equality issues</li> <li>• Discussing related NICE public health guidance on Skin Cancer and Vitamin D</li> <li>• Hearing from the review team (YHEC – York Health Economic Consortium) as to their progress to date</li> <li>• Hearing from Public Health England in regard to the progress of the SACN (Scientific Advisory Committee on Nutrition) vitamin D working group</li> <li>• Discussing current NICE public health guidance on Behaviour Change</li> <li>• Hearing expert testimony on ‘risk communication’ from Stephen Sutton, Professor of Behaviour Science, University of Cambridge</li> <li>• Discussing further opportunities for expert testimony</li> </ul>	
<p><b>2. Declarations of Interests</b></p>	<p>The Chair explained that verbal declarations of interest are a standing item on every agenda and are recorded in the minutes as a matter of public record. For the purposes of PHAC F meeting 1 the Chair asked everyone to verbally declare the interests they had made in writing at the time of their application to join the PHAC as part of their annual declaration. The Chair also asked people to declare any additional interests that may have arisen since then or that were</p>	

	<p>particular to this meeting. Future minutes will only note conflicts relating to that particular meeting.</p> <p>The potential conflicts of interest declared in writing and on the day were as follows:</p> <p><b>Personal pecuniary interest</b></p> <p>Melvyn Hillsdon declared that a company called The Retention People who produce software for managing health club activities retains him on a monthly fee. His role is restricted to undertaking analysis for them and writing occasional industry articles. He is not restricted in what he writes and this work has no influence on any other aspect of his work.</p> <p>John Hawk declared that he has undertaken a recent report on nanoparticles in sunscreens for personal payment for Procter and Gamble, Cincinnati, Ohio, USA.</p> <p>John is also the consultant to a branch of L'Oreal, Paris, concerning matters to do with the treatment of sunlight-induced disorders, for which he receives payments for work undertaken on a fee-for-service basis.</p> <p>He is currently lobbying constantly for non-personal sponsorship funding from many diverse companies to support the World Congress on Cancers of the Skin to be held in Edinburgh from 3-6 September 2014 of which he is President.</p> <p><b>Personal family interest</b></p> <p>There were no declarations received.</p> <p><b>Non-personal pecuniary interest</b></p> <p>Melvyn Hillsdon declared that in the last 3 years he has been awarded grants from the MRC and the Wellcome Trust to undertake physical activity research related to primary care (MRC) and the built environment and physical activity (Wellcome).</p> <p>David McDaid declared that as an academic his institution potentially could be involved in research or in making applications for grants related to topics that may be discussed.</p> <p>John Macleod declared that he works for an academic institution that may undertake research of relevance to NICE Public Health advice. He is employed by the University of Bristol within the school of social and</p>	
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	<p>community medicine. The school undertakes health related research which sometimes may relate to areas where NICE and the Public Health Advisory Committee have been asked to formulate guidance.</p> <p>Eugene Healy declared that he has received funding though the University of Southampton over the past decade for i) investigator-led research conducted by his research groups from Merck, GlaxoSmithKline, UCB Pharma and Unilever ii) conduct of clinical trials sponsored by Astellas, Centocor, Boehringer Ingelheim and Merck Serono. iii) consultancy and/or attendance at advisory boards for Schering-Plough, Merck Serono, Novartis, Wyeth, Serono, Celgene, Centoco/Janssen Cilag, Shire, Abbott and Astellas.</p> <p>The funds under (i) have been used for the purposes of the research. The funds under (ii) and (iii) have been used for research purposes, e.g. buying research consumables and equipment for projects conducted under his supervision by medical students (e.g. at MMedSci level) and clinical trainees (e.g. at Academic Clinical Fellow Levels) and to cover travel to scientific conferences.</p> <p>Eugene declared that he has received (i) a grant from UCB Pharma for post-doctoral scientist working on psoriasis and (ii) Grant from UCB Pharma/Parexel to conduct laboratory analysis of phase 1 clinical study on psoriasis; these grants do not involve investigating ultraviolet radiation or sunlight in psoriasis, but there is evidence from the literature (and from clinical practice) that ultraviolet radiation is a useful treatment for psoriasis (iii) previous two grants (both now completed) from Unilever on contact allergic dermatitis; although these grants did not investigate allergic responses in relation to ultraviolet radiation or sunlight, there is evidence in the literature that ultraviolet radiation can suppress contact allergic dermatitis.</p> <p>Janis Baird declared that she received HTA funding for systematic review work on vitamin D although not its relationship with sunlight exposure.</p> <p>Catherine Law declared that from 1<sup>st</sup> April 2014 she will head an academic department of around 140 people. She does not know of any current plans from individuals in this department to receive funding from the healthcare industry.</p> <p>Gary Lipman declared that he is the Chair of The Sunbed Association. The Sunbed Association (TSA) was set up in 1995 as the association for the sunbed industry. It is a non-profit making organisation,</p>	
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	<p>representing operators, manufacturers and distributors of sunbeds</p> <p>Lesley Rhodes declared that she directs a research programme on sunlight effects on health, including several projects on vitamin D over the past 8 years, with funding by Cancer Research UK, the Department of Health, European Union, BBSRC, AICR, Wellcome Trust, British Skin Foundation. The accounts are held by the University of Manchester.</p> <p>Lesley has published many original manuscripts in sunlight related health effects including vitamin D and photoprotection from skin cancer.</p> <p>John Hawk declared that he has received research monies when working at St Thomas' hospital.</p> <p><b>Personal non-pecuniary interest</b></p> <p>Catherine Law declared that she is a member of the Advisory Council of ASH (Action on Smoking and Health). As a researcher and public health physician she advocated for improvements in health and reduction of health inequalities, particularly for children.</p> <p>Melvyn Hillsdon declared that he has published a number of scientific papers on the effects of physical activity interventions but none that have included strong person views.</p> <p>Jim McManus noted that he is a member of the National Institute for Health Research, a Public Health Advisory Board Governor, an Anscombe Bioethics Centre Editorial Group Member, a member of the British Academy Review of Health Inequalities and Psychosocial Interventions. He is a member of the Association of Directors of Public Health and on the Public Health England Corporate Programme Board, a Director of Public Health for Hertfordshire, Faculty of Public Health, a fellow of the Chartered Institute of Environmental Health, a Fellow of the British Psychological Society, an Associate Fellow of Anscombe Bioethics Centre, a Governor Vice Chair of the Healthcare Reference Group and a member of the Catholic Bishops' Conference of England and Wales.</p> <p>Eugene Healy declared that (i) as a dermatologist, he is a member of dermatological organisations such as the British Association of Dermatologists which will be interested in the NICE guidance on sunlight and skin (ii) he has been involved in research on responses to ultraviolet radiation and in research on skin cancer for over two decades and (iii) regularly sees patients with</p>	
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	<p>ultraviolet radiation induced skin problems (e.g. skin cancer, photodermatoses) and patients in whom ultraviolet radiation has been beneficial (e.g. psoriasis, cutaneous T cell lymphoma) in his clinical practice.</p> <p>Eugene also declared that he has expressed views to the media on skin cancer.</p> <p>Janis Baird declared that she is a member of a group reviewing the evidence of the relationship between sunlight exposure and systematic vitamin D levels. She has an academic interest in sunlight exposure and vitamin D and has worked on a systematic review on this topic.</p> <p>John Hawk declared that he has made statements to the media and in lectures over more than three decades concerning various aspects of the matters to be under consideration but only based on research findings from his department and elsewhere and subject to change as new research undertaken. He has been involved for more than thirty years as a researcher, department head, writer of publications and media adviser on the effects of ultraviolet radiation on the skin, and has as a result formulated firm opinions on all aspects of this subject.</p> <p>Lesley Rhodes declared that she is president of the European Society of Photobiology, where congresses include symposia on vitamin D and Lesley also lectures on vitamin D at its postgraduate school. She is board member of AGNIR (Public Health England) and is currently co-writing their report on vitamin D. Lesley is advisor to SACN with respect to their current report on vitamin D. She has been invited to lecture at the British Association of Dermatologists in 2013 and 2014 on vitamin D. She's a dermatologist, treating patients with photosensitivity disorders (who have reduced exposure to sunlight) and skin cancers.</p> <p>Rashmi Shukla declared that she works for Public Health England, and is aware of the work of the SACN committee</p> <p>The Chair and the Director/Associate Director noted that the interests declared did not prevent the attendees at committee from fully participating in the meeting</p>	
<p><b>3. Overview of the scope for the guidance Including equality</b></p>	<p>Clare Wohlgemuth (CW), analyst at NICE, gave a presentation entitled Sun Exposure: Communicating the benefits and risk of UV light to the general public.</p>	

<p><b>impact assessment</b></p>	<p>CW presented an overview of the scope and guidance production and summarised the equality impact assessment that was carried out on it.</p>	
<p><b>4. Other related NICE public health guidance: Skin Cancer</b></p> <ul style="list-style-type: none"> <li>• <b>Review decision regarding updating the guidance</b></li> </ul>	<p>Antony Morgan (AM), Associate Director at NICE, gave a presentation entitled: Related NICE Guidance: Skin cancer prevention: information, resources and environmental changes.</p> <p>AM gave a brief overview of CPH skin cancer guidance and informed the committee of the most recent feedback received on guidance <a href="#">PH32 Skin cancer prevention: information, resources and environmental changes</a> since its publication in January 2011.</p>	
<p><b>5. Other related NICE public health guidance: Vitamin D</b></p>	<p>Pete Shearn (PS), analyst at NICE, gave a presentation entitled: Vitamin D – implementing existing guidance.</p> <p>It was noted that NICE is currently in the process of developing guidance on the implementation of existing guidance to prevent vitamin D deficiency through the use of supplements. Further information on that piece of work can be found on the NICE website here: <a href="http://guidance.nice.org.uk/PHG/71">http://guidance.nice.org.uk/PHG/71</a></p> <p>It was noted that consultation on this draft guidance would take place on 13<sup>th</sup> May to 10<sup>th</sup> June.</p>	
<p><b>6. Questions and discussions</b></p>	<p>The PHAC were invited to ask NICE questions in regard to the presentations.</p> <p>A number of issues were raised and discussions were had around the following:</p> <ul style="list-style-type: none"> <li>• Confirming the perception of skin types and risks and individual risk/benefits approach</li> <li>• Segmentation of population subgroups and specific ethnic groups</li> </ul> <p><b>Action: The NICE team to bring the Implementing Vitamin D guidance to a future committee meeting to ensure that this work complements previous guidance.</b></p> <p>The Chair asked the committee to think of people who could attend future meetings as experts.</p> <p>The Chair asked Stuart Lines to introduce himself to the group. Stuart had no declarations of interest.</p>	<p><b>NICE Team</b></p>
<p><b>7. Overview of evidence reviews and progress to</b></p>	<p>Rob Hodgson (RH), analyst from YHEC, gave a presentation on sunlight exposure – benefits and risks. It was noted that YHEC, in collaboration with the</p>	

<p><b>date</b></p>	<p>University of Leeds and the University of York have been commissioned to carry out the review level work for this guidance. RH provided an overview of the work they are undertaking and the progress to date.</p> <p>RH had no declarations of interest.</p>	
<p><b>8. Questions and discussion</b></p>	<p>The PHAC were invited to ask YHEC questions in regard to the reviews.</p> <p>A number of issues were raised and discussions were had around the following:</p> <ul style="list-style-type: none"> <li>• Sources of information for members of public, including social marketing. AM asked the committee if the role of the media in communicating risks information would be useful to receive testimony on and this topic was discussed. It was suggested that Sheila Mitchel from PHE may be able to give expert testimony on social marketing.</li> <li>• Identifying risk groups.</li> <li>• Complex risk communication.</li> <li>• The complex relationship between length of sun exposure in relation vitamin D synthesis and skin cancer.</li> <li>• Behaviour change and which behaviours the literature refers to. It was noted that when review one and review two are completed the outcomes which would inform the economic model would be further clarified.</li> <li>• How subgroups are featured in the evidence base</li> </ul> <p>It was noted that there will be a call for evidence during the guidance development process and that the NICE team and the review team will rely on the committee members to also bring to light evidence that should be considered by the group. There would also be early literature found within the previous PH32 guidance.</p> <p>RH and Kim Jeong gave an overview of economic modelling. It was noted that certain interventions may need to be prioritised by the committee for inclusion in the models.</p> <p>The PHAC were invited to ask questions in regard to the economics review.</p> <p>A number of issues were raised and discussions were had around the following:</p> <ul style="list-style-type: none"> <li>• Prioritising and clarifying primary preventions</li> <li>• Indirect QALYs</li> <li>• The cost to society as a whole and to the NHS and local authorities</li> </ul>	



	<b>Action: The committee to prioritise which interventions they would like to see for modelling at the next PHAC meeting.</b>	<b>PHAC</b>
<b>9. SACN – vitamin D working group</b>	<p>Alison Tedstone (AT) from PHE gave an update of the work that SACN have been doing on reviewing the dietary reference for vitamin D – to see if UK vitamin D advice needs to change. . The group are almost at the end of their deliberations and the final report is due to come out next year.</p> <p>AT had no declarations of interest.</p>	
<b>10. Questions and discussions</b>	<p>The PHAC were invited to ask questions in regard to the work of SACN.</p> <p>A number of comments were raised and discussed.</p> <p><b>Action: NICE to request from Alison a short update of the SACN work prior to the PHAC meeting in July.</b></p>	<b>NICE Team</b>
<b>11. NICE guidance – Behaviour change</b> <ul style="list-style-type: none"> <li>• <b>Population and community approaches (PH6)</b></li> <li>• <b>Individual level approaches (PH49)</b></li> </ul>	<p>Catherine Swann (CS), an Associate Director at NICE, gave a presentation on NICE public health guidance on behaviour change. It was noted that CPH have published 2 pieces of guidance on behaviour change and CS provided an overview on this work and highlighted the general issues of relevance to the work of the PHAC.</p> <p>The two pieces of guidance can be found on the NICE website here:  <a href="http://guidance.nice.org.uk/PH6">http://guidance.nice.org.uk/PH6</a> and  <a href="http://guidance.nice.org.uk/PH49">http://guidance.nice.org.uk/PH49</a></p>	
<b>12. Questions and discussion</b>	<p>The PHAC were invited to ask questions in regard to the economics review.</p> <p>A number of comments were raised and discussed.</p>	
<b>13. Expert Testimony: Risk Communication</b>	<p>Stephen Sutton (SS), a Professor of Behavioural Science at the University of Cambridge, gave a presentation on Key Topics in Risk Communication. SS discussed some of the known general issues around communication of complex risk information.</p> <p>SS declared that he is an investigator or co-investigator on several research grants awarded to his institution on the topic of physical activity and he has expressed clear opinions on physical activity interventions in published papers, website and conference presentations.</p>	
<b>14. Questions and</b>	The PHAC were invited to ask questions in regard to	

<p><b>discussion</b></p>	<p>the expert testimony.</p> <p>A number of comments were made and the following was discussed:</p> <ul style="list-style-type: none"> <li>• The interpersonal manner of delivering risk information</li> <li>• How to ensure that levels of balance are achieved</li> <li>• Cultural context in communities and differences in response</li> <li>• Tailoring information so that different groups receive specific messages</li> <li>• Evidence around risk communication for different age groups</li> </ul>	
<p><b>15. Committee suggestions for expert testimony and addressing any gaps in the evidence</b></p>	<p>The Chair returned to the process of inviting experts who may help the committee with either gaps in the evidence base or contextual aspects of the guidance that may be helpful in formulating recommendations. The committee considered this and a number of suggestions were made.</p>	
<p><b>16. Forward meeting plan Role of PHAC discussants</b></p>	<p>AM provided an overview of the plan for the next meetings and highlighted the potential to make use of the PHAC members in a similar way to Public Health Intervention Advisory Committee discussants.</p>	
<p><b>17. Summary of the day and any Other Business/Next steps</b></p>	<p>The Chair summarised the items that had been discussed throughout the day.</p> <p>The Chair informed the group of the next steps.</p> <p>There was no other business.</p>	
<p><b>11. Close</b></p>	<p>The meeting closed at 3.30pm.</p>	