

## Public Health Interventions Advisory Committee (PHIAC)

### PHIAC 38: Minutes of the meeting held on 17<sup>th</sup> July 2009

#### Provision of information for the general public on the prevention of skin cancer

#### Preventing unintentional injuries among children and young people aged under 15: road design and modification

<p><b>Attendees</b></p>	<p><b>Members</b> Catherine Law, Susan Michie, Amanda Hoey, Muriel James, Alasdair Hogarth, Dale Robinson, David Sloan, Mike Rayner, Mark Sculpher, Philip Cutler, Bren McInerney, Jane Putsey, Stephen Walters, Lesley de Meza, Stephen Morris, Adam Oliver, Toby Prevost, Sue Atkinson, Andrew Hopkin</p> <p><b>NICE staff – All day</b> Mike Kelly</p> <p><b>NICE staff – AM only</b> Sarah Dunsdon, Antony Morgan, Lorraine Taylor, Bhash Naidoo, James Jagroo.</p> <p><b>NICE staff – PM only</b> Patricia Mountain, Simon Ellis, Hugo Crombie, Peter Shearn, Lesley Owen, Kay Nolan.</p> <p><b>Non-public observers – PM only</b> Clara Loveman (Implementation, NICE), Louise Millward, (Centre for Public Health Excellence (CPHE), NICE), Caroline Matenga (Implementation, NICE), Jane Cowl (Patient and Public Involvement Programme (PPIP), NICE)</p> <p><b>Contractors</b> Skin cancer - Lynne Eagle PUIC – Rob Anderson, Ruth Garside, Kate Ashton, Jaime Peters</p> <p><b>Co-opted members – AM only</b> Sara Hiom</p> <p><b>Co-opted members – PM only</b></p> <ul style="list-style-type: none"> <li>• <i>Heather Ward – Chair of the Preventing Unintentional Injuries in Children Programme Development Group and Honorary Research Fellow at Centre for Transport Studies, University College London</i></li> <li>• <i>Amanda Roberts – member of the PUIC PDG and Road Safety Team Leader at Telford &amp; Wrekin Council Shropshire</i></li> <li>• <i>Chris Lines – Head of London Road Safety Unit, Transport for London</i></li> <li>• <i>Peter Andrews – Group Manager, Safety Engineering Group, Lancashire County Council</i></li> <li>• <i>Amy Aeron-Thomas – community member of the PUIC PDG and Executive Director of RoadPeace</i></li> </ul>
<p><b>Authors</b></p>	<p>Sarah Dunsdon / Patricia Mountain / Simon Ellis, Antony Morgan</p>

<b>Audience</b>	Members of PHIAC; The Public	
<b>Agenda Item</b>	<b>Minutes</b>	<b>Action</b>
<p><b>1. Welcome and introductions. (Chair)</b></p> <p><b>2. Apologies (Chair)</b></p>	<p>The Chair welcomed members to the 38<sup>th</sup> PHIAC meeting. The meeting was declared quorate.</p> <p>Apologies were received from:</p> <p><b>PHIAC members</b> Tracey Sach – maternity leave, Ruth Hall, Richard Cookson, Matt Kearney, David McDaid, Ann Hoskins, Joanne Cooke, John Barker, Valerie King, Stephanie Taylor, Mike Owen, Joyce Rothschild, KK Cheng, Dagmar Zeuner,</p> <p><b>NICE</b> Emma Stewart, Clare Wohlgemuth</p>	
<p><b>3. Declarations of Interest (All)</b></p>	<p>Declarations of interest in relation to <i>Skin Cancer</i> were requested.</p> <p>A number of declarations of interest had been received in writing prior to the meeting. Catherine Law and Mike Kelly had reviewed these and agreed that they did not prevent anyone from participating in the whole meeting.</p> <p>PHIAC members, co-optees and experts were asked to declare these interests again, and any additional declarations were requested.</p> <p><b>Personal pecuniary interests:</b> <b>PHIAC members:</b> None</p> <p><b>Non- PHIAC members:</b> None</p> <p><b>Personal Family interests:</b> None</p> <p><b>Non- PHIAC members:</b> None</p> <p><b>Personal non-pecuniary interests:</b> <b>PHIAC members:</b> None</p> <p><b>Non- PHIAC members:</b> None</p> <p><b>Non- Personal pecuniary interests:</b> <b>PHIAC members:</b> Stephen Walters - Stephen works at the School of Health And Related Research (SchARR), University of Sheffield which has contracts and/or research grants with the NIHR,</p>	

	<p>HTA and NICE.</p> <p>Stephen Morris – Stephen’s department is undertaking research for NICE.</p> <p>Mark Sculpher – Mark’s department holds contracts with NICE.</p> <p><b>Potential interest due to future research funding:</b>  <b>PHIAC:</b>  Stephen Walters, Susan Michie, Toby Prevost, Stephen Morris, Mark Sculpher.</p> <p><b>Non-PHIAC</b>  None.</p> <p>It was agreed that the above declarations would not prevent any members from taking part in the meeting.</p>	
<p><b>4. Providing public information to prevent skin cancer</b></p>	<p>Lorraine Taylor provided an update on the work that had been completed to date on the provision of information to prevent skin cancer.</p> <p>The evidence review synthesis contains 59 effectiveness studies and 2 further studies which were originally misclassified. The NICE team shared their proposals for assessing the before and after studies. In addition, an overview on the progress of the three components (provision of information; supply of resources; changes to the physical environment) was given. It was noted that the components will now be produced as one piece of guidance and work has begun on the remaining two components; supply of resources and changes to the physical environment.</p> <p>Lorraine Taylor summarised the stakeholder comments received relating to the evidence originally produced by the West Midlands Health Technology Assessment Collaboration (WMHTAC).</p> <p>PHIAC were reminded that the evidence synthesis had been produced in response to the Committee’s request for a synthesis of the effectiveness studies from WMHTAC original effectiveness and cost effectiveness evidence review. Lynne Eagles gave a presentation outlining the main findings from the evidence synthesis.</p> <p>The Committee discussed:</p> <ul style="list-style-type: none"> <li>• Message framing / reporting in papers and how culture impacts on this.</li> <li>• Cost effectiveness work to date / modelling work for other two components.</li> <li>• The link between knowledge, behaviour and attitude.</li> <li>• Applicability of national campaign data.</li> <li>• Source credibility</li> </ul> <p>It was agreed that:</p> <ul style="list-style-type: none"> <li>• The three components of the referral should be</li> </ul>	

	<p>produced as one piece of guidance.</p> <ul style="list-style-type: none"> <li>• The principles in the NICE behaviour change guidance should be reviewed to identify possible useful areas for this topic</li> <li>• Research questions should be amended to refer to attitude, rather than awareness.</li> <li>• The synthesis needed to distinguish between studies that did and did not aim to evaluate change in behaviour (rather than just knowledge and attitude) i.e. to distinguish whether there is no evidence on behaviour versus evidence of no effect on behaviour.</li> <li>• A best available evidence approach should be taken to national campaign data from the UK and other countries. Multi-component studies should be included in a future review.</li> <li>• Before and after studies covering a new intervention area, population group or setting should be data extracted and synthesised.</li> </ul> <p><b>Action point:</b> The PHIAC Chair and NICE project team to meet and discuss next steps.</p> <p>It was noted that Bhash Naidoo was leaving CPHE to move to a new role in NICE. He was thanked for his work with PHIAC.</p>	<p><b>Catherine Law / Antony Morgan / Lorraine Taylor</b></p>
<p><b>5. Declarations of Interest (All)</b></p>	<p>Declarations of interest in relation to <i>Preventing unintentional road injuries among under 15s: Road designs</i> were requested.</p> <p>A number of declarations of interest had been received in writing prior to the meeting. Catherine Law and Mike Kelly had reviewed these and agreed that they did not prevent anyone from participating in the whole meeting.</p> <p>PHIAC members, co-optees and experts were asked to declare these interests again, and any additional declarations were requested.</p> <p><b>Personal non-pecuniary interests:</b></p> <p><b>Personal pecuniary interests:</b>  <b>PHIAC members:</b>  None</p> <p><b>Non- PHIAC members:</b>  Amanda Roberts - paid work in accident prevention field  Heather Ward – consultant in injury field</p> <p><b>Personal Family interests:</b>  None</p> <p><b>Personal non-pecuniary interests:</b>  <b>PHIAC members:</b>  <b>Non- PHIAC members:</b>  Bren McInerney – Vice Chair of Gloucestershire Physical Activity and Environment Project Board</p>	

	<p>Amy Aeron-Thomas – As Executive Director of RoadPeace (national charity for road crash victims), Amy has been involved in campaigning for road danger reduction measures, such as 20mph speed limits.</p> <p><b>Non - Personal pecuniary interests:</b>  <b>PHIAC members:</b>  Stephen Walters - The department that Stephen works at (SchARR, University of Sheffield) has contracts and/or research grants with the NIHR, HTA and NICE.  <b>Non- PHIAC members:</b>  Heather Ward - author of papers in the review.</p> <p><b>Potential interest due to future research funding:</b>  <b>PHIAC members:</b>  Mark Sculpher  Toby Prevost  Catherine Law  Susan Michie  <b>Non- PHIAC members:</b>  Rob Anderson  Heather Ward  It was agreed that the above declarations would not prevent any members from taking part in the meeting.</p>	
<p><b>6. Preventing unintentional injuries among under 15s - road design: considering the evidence(All)</b></p>	<p>Rob Anderson from the Peninsula Technology Assessment Group (PenTAG) presented the findings from:</p> <ul style="list-style-type: none"> <li>• The review of the effectiveness and cost-effectiveness of road and street design-based interventions aimed at reducing unintentional injuries in children.</li> <li>• The economic modelling.</li> </ul> <p>David Sloan and Mark Sculpher, PHIAC technical leads, gave comments on the key issues relating to the evidence.</p>	
<p><b>7. Preventing unintentional injuries among under 15s – road design (continued)</b></p>	<p>The committee discussed the evidence and modelling. The costs and benefits accrue across different sectors. The committee discussed the value of the QALY versus the cost benefit analysis methodology used by the Department for Transport. They also discussed the difficulties of interpreting the results for local decision making and resource allocation.</p> <p>Ruth Garside from PenTAG gave a presentation on the findings from a review of qualitative research about the barriers to, and facilitators of, the prevention of unintentional road injuries among children.</p> <p>The lay and practitioner PHIAC discussants for this guidance, Jane Putsey and Alasdair Hogarth, made a number of observations and comments to the committee about potential areas for draft recommendations, referring to a tabled paper on this topic.  Catherine Law summarised the discussions as follows:</p>	

	<ul style="list-style-type: none"> <li>• Interventions need to be considered in the context that they will be used, and be based on local assessment of need and risk, including issues surrounding geography, local structures and systems. The guidance should allow flexibility.</li> <li>• Specific interventions need to be implemented within broader transport and road safety strategy.</li> <li>• Guidance needs to use language suitable for the target audience.</li> <li>• There is a need to recognise potential effects on health benefits, such as physical activity and to be consistent with other NICE guidance, both published and in development.</li> <li>• The committee noted a number of evidence gaps which may form the basis of research recommendations.</li> <li>• Attitudes of the community and drivers are important considerations.</li> <li>• Speed is an important contributory factor in road accident rates and severity of injury</li> </ul>	
<b>8.Preventing unintentional injuries among under 15s – road design</b>	<p>It was agreed that draft recommendations would be developed based on the discussion, and the areas indicated in the tabled paper.</p> <p>Simon Ellis, Associate Director at NICE outlined the next steps for this guidance.</p> <p>Catherine Law thanked PenTAG, the experts and co-optees and the discussants for their participation.</p>	
<b>9. Minutes of the meeting of PHIAC 37</b>	The minutes of PHIAC 37 were considered and approved with some minor editing changes.	
<b>10. AOB (Chair)</b>	<ul style="list-style-type: none"> <li>• Mike Kelly, Centre Director of Public Health at NICE reported to the committee that he had received a positive response from the College of Occupational Therapists to the NICE Public Health Guidance - <i>Mental Wellbeing of Older People Guidance for Occupational therapy and physical activity interventions to promote the mental wellbeing of older people in primary care and residential care</i>, at a recent meeting.</li> <li>• Mike Kelly also reported a positive response from frontline drug workers to the NICE <i>Needle and Syringe Programmes</i> guidance at a recent meeting which he attended.</li> <li>• 12 members of PHIAC had met informally with two policy colleagues from the Department of Health to discuss the work of PHIAC. They reported that there had been an interesting discussion.</li> </ul>	
<b>11. Close</b>	The meeting closed at 4.20pm	

