

NICE PUBLIC HEALTH GUIDANCE

Behaviour Change

2nd Meeting of the Programme Development Group

Thursday 30th October 2012

Derwent, NICE Offices, London

Final Minutes

Attendees:	<p><i>PDG Members</i> Fiona Adshead, Deryn Bishop, Damian Edwards, Alan Higgins, Ruth Jepson, Paul Lincoln (Chair), Annice MacLeod, Simon Murphy, Jennifer Roberts, Stephen Sutton, Malcolm Ward, Philip Whelan, Ann Williams</p> <p><i>NICE Team</i> Catherine Swann, Chris Carmona, Lesley Owen, Rachel Kettle, Suzi Peden, Victoria Axe</p> <p><i>Review Team</i> Emma Beard, via VC (UCL), Rob Cook, via VC (Bazian), Rob Davies, via VC (Bazian)</p> <p><i>Expert</i> Ray Pawson, Professor of Social Research Methodology, University of Leeds</p>
Apologies:	<p><i>PDG Members</i> Charles Abraham, Deborah Arnott, Susan Michie, Margaret Rings, Graham Rushbrook,</p> <p><i>NICE Team</i> Charlotte Haynes,</p>

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Item		Action
<p>1. Welcome and objectives for the meeting</p>	<p>The Chair welcomed the Programme Development Group (PDG) to the second 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, Deborah Arnott, Charlotte Haynes, Susan Michie, Margaret Rings and Graham Rushbrook.</p> <p>The Chair informed the group of what the objectives of the day would be. These included discussing stage 1 of the economic analysis; hearing expert testimony on behavioural change interventions; discussing the evidence review 1 of current nice guidance recommendations and an exercise on drafting recommendations. The day would end with finalising a list of experts for future meetings.</p> <p>The minutes were checked, amended 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. It was also noted that the compendium of aspects of behaviour change will be circulated prior to the next 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>Malcolm Ward had previously declared the following:</p> <ul style="list-style-type: none"> • Board member and treasurer of EuroHealthNet, a European 'not for profit' public health and health promotion networking organisation. • Author of articles related to social marketing and health promotion in Health Matters (2009) and and physical activity behaviour in SportEx Health (2003 & 2006). • Author of published book review of 'From Public Health to Wellbeing' (Health Matters website, 2012). • Co-author of paper in Int Jnl of Health Education & Promotion - 'Heartlinks: A real world approach to Exercise Referral'(2010) <p>There were no further conflicts of interest declared.</p>	
<p>3. Using different types of evidence to develop</p>	<p>Chris Carmona (CC) gave a presentation on using different types of evidence to develop recommendations.</p>	

<p>recommendations – a recap</p>	<p>Action: NICE to create a “noddy” guide to drafting recommendations for the PDG to use as an aid memoir.</p> <p>Emma Beard arrived at 10am.</p>	<p>NICE Team</p>
<p>4. Economic analysis: update on progress</p>	<p>Emma Beard (EB) gave a presentation entitled Behaviour Change Update: Stage 1, which included information around behaviour change techniques (BCT) and “choice architecture”.</p> <p>Lesley Owen (LO) gave a presentation on a recap approach to economic analysis for the Behaviour Change “update”. This involved an update on the discussions from the economics subgroup and determining whether any significant gaps in the previous guidance could be addressed using existing analyses. LO informed the group that the next steps will involve a full paper screening and analysis of the topic area “alcohol” to specify interventions and BCTs contained within.</p> <p>Rob Davis and Rob Cook arrived at 10.30am.</p>	
<p>5. Questions and discussion</p>	<p>The PDG were invited to ask EB and LO questions and a number of comments were raised. It was noted that the NICE guidance on Walking and Cycling would be published in November 2012 and that this could be useful. It was noted that electronic interventions were not featured in this report and that these should be factored in to the economics and costing. The topic area of alcohol was also queried and it was suggested there should be a more representative picture.</p> <p>It was noted that questions on choice architecture should be reserved for when Theresa Marteau attends the PDG meeting in March 2013.</p> <p>The Chair summarised the next steps. The NICE Team will look at the range of behaviours that cover techniques, they will be careful of comparators, and there will be further reflection from the subgroup. The group should also continue to keep in mind choice architecture.</p> <p>Action: NICE Team to send all the slides to the PDG</p> <p>Emma Beard left the meeting at 10.50am.</p>	<p>NICE Team</p>
<p>6. Expert testimony: Reducing plague by</p>	<p>Ray Pawson (RP) gave a presentation to the PDG on mechanisms and processes of effective behaviour</p>	

<p>drowning witches and other behavioural change interventions</p>	<p>change. This involved invisible mechanisms, people processing mechanisms and implications for programme building.</p>	
<p>7. Questions and discussion</p>	<p>The PDG were invited to ask RP questions in regards to his presentation and a number of comments were raised. These included focussing further on exit strategies, the role of the commissioner and disinvestment.</p> <p>Action: LO to think about creating an explanatory model in regards to disinvestment.</p> <p>The Chair thanked RP for his thought provoking presentation. RP left the meeting at 11.45am.</p>	<p>LO</p>
<p>8. Evidence review 1: Behaviour Change at individual level – review of current NICE guidance and recommendations</p>	<p>The Chair introduced Rob Cook (RC) and Rob Davies (RD) from Bazian and thanked them for their review.</p> <p>RC and RD informed the PDG that their presentation would give an overview of review 1 and their thoughts for review 2. They would focus on the methods, results, effective interventions and functions.</p> <p>Bazian had asked the following questions across the reviews of current NICE guidance and recommendations:</p> <p>1a) Which interventions are effective at changing behaviour and/or sustaining behaviour change in individual-level interventions? 1b) Which specific behaviour change techniques and combinations of behaviour change techniques are effective at changing behaviour in the long term (over 6 months) and/or sustaining behaviour change in individual-level interventions? 2) which behaviour change techniques are effective for changing and/or sustaining change in specific behaviours only, such as alcohol or smoking, and which are more generalisable (i.e. effective across a range of behaviours)? 3) How do the effects of individuals interventions vary across different population groups?</p> <p>RC and RD gave a presentation entitled “Individual-level behaviour change: a review of current NICE guidance and recommendations”.</p>	
<p>9. Questions and discussion</p>	<p>The PDG were invited to ask Bazian questions in regards to Review 1 and Review 2.</p> <p>The areas of social support and alcohol were</p>	

	<p>discussed. It was noted that any specific queries around alcohol behaviour change should be directed to Rona Campbell at the PDG meeting in March 2013. It was also noted that choice architecture does not fit into the definition of this review. The omission of folic acid from the review was queried.</p> <p>In regards to review 2 there were discussions around population groups and dietary outcomes.</p> <p>The PDG asked how the development of recommendations would occur in future meetings. Catherine Swann (CS) informed the group that recommendations would take shape as the process continued and could be structured in any way.</p> <p>The Chair thanked Bazian for their work.</p> <p>RC and RD left the meeting at 1pm.</p>	
<p>10. Group work - introduction</p>	<p>CC gave a presentation on developing recommendations.</p> <p>CC asked the PDG to always frame recommendations using the following questions:</p> <ul style="list-style-type: none"> • Whose health will benefit? • Who should take action? • What action should be taken? <p>CS asked the group to think of research recommendations.</p>	
<p>11. Group work – drafting recommendations</p>	<p>The PDG broke into 3 groups to discuss draft recommendations.</p>	
<p>12. Plenary – reports from group work</p>	<p>The PDG discussed their draft recommendations in plenary.</p>	
<p>13. Expert testimony: Update</p>	<p>Rachel Kettle (RK) gave a presentation updating the PDG on the invited experts and the questions they've been asked to cover.</p> <p>The following experts have been asked to present at future meetings:</p> <p>Robert West Laura Haynes Colin Greaves Marie Johnston Diana Moss Deryn Bishop</p>	

	<p>Rona Campbell Alan Higgins Rachel Flowers Theresa Marteau</p> <p>The PDG were content with this list and it was also agreed that the NICE Team should invite David Buck.</p> <p>Action: NICE to circulate David Buck’s report to the PDG and the group to respond with questions they wish to ask David.</p> <p>Action: The NICE Team to circulate the changing practice document to the PDG</p>	<p>NICE Team and PDG</p> <p>NICE Team</p>
14. Summary of the day and next steps	<p>CS informed the group that Bazian would continue writing their review and will present again at the next meeting. The NICE Team will write up the recommendations and these will be a working document for future meetings.</p> <p>The next meeting will be at the Royal College of General Practitioners.</p>	
19. Any other business	<p>The Chair thanked the NICE team for their work in organising the guidance production process.</p> <p>There was no other business.</p>	
20. Close	<p>The meeting closed at 4pm.</p>	