

Nomination of lay members for the Knowledge, Attitude and Behaviour Change Programme Development Group

The National Institute for Health and Clinical Excellence (NICE) is seeking nominations for lay people to sit on the group developing the guidance for the Knowledge, Attitude and Behaviour Change public health programme. This group is known as the Programme Development Group.

What is NICE public health guidance?

NICE public health guidance deals with action to promote good health and prevent ill health, and reduce inequalities in health between social groups. The guidance is based on the best research evidence available, rather than on opinion. It is designed for implementation by those working in the NHS, and will be relevant for local authorities and the wider public, and the private and voluntary sectors. Public health guidance may focus on a topic, such as smoking, or on a particular population, such as young people, or on a particular type of activity. The Knowledge, Attitude and Behaviour Change public health programme guidance will be targeted at professionals working in the NHS, in government, in local authorities and in the voluntary sector who have either a direct or indirect role and/or responsibility for programmes or interventions aimed at changing health attitudes, beliefs and behaviours.

What is a Programme Development Group?

For each topic, a group of professionals involved in the prevention of ill health and promotion of good health and lay people work together to develop the guidance. Members of the group have a specific interest in and knowledge of the topic and are supported by researchers with specific specialist skills such as literature searching and health economics.

How are the Programme Development Group members recruited?

For each guidance topic, NICE invites professionals with known expertise to sit on the Programme Development Group. Healthcare and public health professionals are usually nominated by relevant professional or academic organisations. Lay members may be nominated by organisations representing general public interests. Lay people can nominate themselves, without formal links to a charity or non-governmental organisation. Members of the Programme Development Group will be chosen on the basis of their individual qualities and experience, and will not be required to represent the views of the organisation or group that nominated them. On the next page you will find a list of the characteristics that a lay member of the Programme Development Group needs to have.

What is the role of the lay members of a Programme Development Group?

Although their areas of expertise will vary, all members of the Programme Development Group have equal status. A key role for this group's lay members is to ensure that views and experiences of the wider public inform the group's work. This may include:

- reading research papers or the summaries of research from a lay perspective (for example do the papers address issues which are relevant and important for the wider public; do they take into account the views of people on whom different interventions have been targeted)
- making sure that lay perspectives are taken into account when the group draws up recommendations for public health practice
- helping to identify other lay people or organisations who could be invited to review the products of the Programme Development Group
- helping to produce the lay version of the guidance
- other areas as identified by the lay members or other members of the group, or NICE.

All group members will need to attend regular meetings and undertake background reading between meetings.

What qualities does a lay member of a Programme Development Group need?

No formal qualifications are needed but it is important to have:

- experience or knowledge of public health issues and the different types of interventions which may be used to try to influence knowledge, attitudes or behaviour (for example through local involvement with such work, in a lay capacity, or as an officer of a relevant charity or non-governmental organisation)
- an understanding of - and a willingness to reflect - the experiences and needs of the lay public (for example based on the experience of being a member of a community group, support group, patient organisation, charity or non-governmental organisation)
- time and ability to commit to the work of the group: attending regular meetings but also being able to do background reading, comment on draft products of the group etc
- good communication and team working skills, including respect for other people's views, the ability to listen and take part in constructive debate
- ability to maintain confidentiality, as required.

It will also be helpful to have some familiarity with research language (although members of the Programme Development Group should help you with specific technical issues).

Public health professionals will be well represented on the Programme Development Group, so we are ideally looking for people without a clinical or public health practitioner background.

Meetings

The Programme Development Group will meet regularly (about once every six weeks) over a period of about 18 months to 2007. There will also be some email correspondence and reading in between meetings. The introductory meeting is likely to take place late in 2005 or early in 2006 in central London.

Support

The Patient and Public Involvement Programme (PPIP) at NICE provides support to lay members of the Programme Development Group. Lay members can also expect support from the other people on the Programme Development Group, especially the Chair.

Payment

Lay members of Programme Development Groups are paid an attendance fee and travel expenses are reimbursed. The attendance fee may be paid to the individual, their employer or a relevant patient organisation, charity or non-governmental organisation. **Please note** that the attendance fee is taxable if paid to an individual and might affect any benefits they receive.

How to nominate a lay member of the Programme Development Group

Please use **form (B)** to nominate yourself or someone known to you or your organisation who you feel could make a useful contribution to the Programme Development Group. The nominated person should also complete the **personal statement questionnaire (form C)** using the bullet points above as a guide. They should explain why they would like to join the group with details of the experience, interests or skills they can bring to the group. **PLEASE NOTE** that submitting a nomination does not automatically guarantee a place on the Programme Development Group.

What happens next?

NICE will make decisions about who to recruit to the group, taking into account issues such as appropriateness of experience, group dynamics, geographical location etc. Both NICE and individual nominees may have questions about the working of the group and the input of the lay members. A nominee and/or someone from NICE may ask to meet or speak informally to discuss these issues before a formal invitation to sit on the group is offered or accepted.