What’s new?

The following guidance has been published in 2010 to date: school-based interventions to prevent the uptake of smoking among children and young people (http://guidance.nice.org.uk/PH23).

A project on the cost impact of public health interventions

The Centre for Public Health Excellence has one of its business objectives for 2010–11 as the development of cost impact tools for public health guidance. A cost impact project has been established, working in conjunction with the Implementation Directorate of NICE to take forward this objective. The project will develop products that better support the commissioning of local programmes and services, particularly with respect to the implementation of quality, innovation, productivity and prevention and world class commissioning. The rationale for this business objective is informed by three sources:

- NICE discussions with senior NHS leaders and commissioners on the theme of disinvestment in 2009 indicated widespread support for the principle of using public health guidance as the basis for building the case for investing to save at the local level. It was clear that public health guidance that is accompanied by cost impact and cost-saving information would be very helpful, especially in the light of the current and future pressures on the public finances.
- The report of Health England\(^1\) concluded that there was a good case to develop a tool, which would assist in the prioritization of preventive activity. A tool—Prioritising Investments in Preventative Health was developed in conjunction with Matrix Knowledge Group (http://help.matrixknowledge.com/).
- The report ‘Enabling Effective Delivery of Health and Wellbeing,\(^2\) commissioned by the Secretary of State for Health recommended that:

  - the Department of Health should explore with NICE the explicit identification of the impact of clinical and public health guidance on overall life expectancy and health expectancy, and quality of life for people with disability and long-term conditions.
  - NICE should produce rankings of the most cost-effective clinical and public health guidance, with an expectation of delivery of the most cost-effective.
  - the feasibility to provide assessments of cost impact and return on investment should also be explored. Ultimately, the aim is to enhance NICE public health guidance and its associated implementation tools, so that the existing work on cost-effectiveness and cost impact can be better formulated to inform local decisions about disinvestment and to support the business case for investment in public health. This would include an assessment of the quantity of savings that might accrue in the short-, medium- and long term as a consequence of implementing, in full or in part, the recommendations at the local level.

  If you are a commissioner of services interested to find out more about the project or to become involved in the formative stages of the project, please contact the project leads Antony Morgan (antony.morgan@nice.org.uk) or Simon Ellis (simon.ellis@nice.org.uk).

New referrals

The Centre for Public Health Excellence has received the following referrals on tobacco control:

- To produce public health guidance for commissioners and providers on the development and implementation

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of policies on smoke-free homes and smoke-free private cars and other vehicles.

- To produce public health guidance for primary care trusts (PCTs) and local authorities on multi-agency partnership working to combat markets in illicit tobacco products.
- To produce public health guidance for commissioners and providers on delivering cessation services for users of smokeless tobacco.
- To produce public health guidance for retail and community pharmacists and other retailers on providing support and information to customers buying OTC nicotine replacement products.
- To update existing NICE guidance (Technology Appraisals and Public Health Guidance) on technologies used in smoking cessation.

- To produce public health guidance for PCTs and NHS smoking cessation services on the use of harm reduction approaches to smoking cessation.
- To produce public health guidance for NHS secondary care providers on smoking cessation services for patients in hospital and in the community with long term and chronic conditions.

**References**