

From the Chief Medical Officer
Dr Michael McBride



Department of
**Health, Social Services
and Public Safety**

www.dhsspsni.gov.uk

Circular HSC (SQSD) (NICE) 36/08 PHG 6

AN ROINN

**Sláinte, Seirbhísí Sóisialta
agus Sábháilteachta Poiblí**

MÁNNYSTRIE O

**Poustie, Resydënter Heisin
an Fowk Siccar**

Chief Executives of HSS Boards – **for distribution to:**
Directors of Public Health
Directors of Nursing
Directors of Pharmaceutical Services
Directors of Primary Care – for cascade to prescribing and GP
Advisors

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Chief Executives of HSC Trusts – **for distribution to:**
Medical Directors – for cascade to relevant staff
Directors of Nursing – for cascade to relevant staff
Directors of Pharmaceutical Services – for cascade to relevant
staff

Date: 18 July 2008

General Practitioners

HSC Clinical and Social Governance Leads

Chief Executives of HSC Special Agencies and NDPBs

For Information

Chairs of HSS Boards
Chairs of HSC Trusts
Chief Executive, Regulation & Quality Improvement Authority
Chief Officers HSC Councils
Chief Executive/Postgraduate Dean, NIMDTA
Chief Executive, NIPPET
Chief Executive, NIPEC
Chief Executive, RMSC

Dear Colleagues

NICE Public Health Programme Guideline No PHG 6 – Behaviour Change

This guidance provides a set of generic principles that can be used as the basis for planning, delivering and evaluating public health activities aimed at changing health-related behaviours. The guidance should be read in conjunction with other topic-specific public health guidance issued by NICE (it does not replace any of this guidance). Future NICE guidance that aims to change people's behaviour will be based on the principles outlined in this guidance.

The NICE guidance is for HSC and non-HSC organisations who have a direct or indirect role in, and responsibility for, helping people change their health-related knowledge, attitude and

behaviour. This includes national policy makers in health and related sectors (including those with a responsibility for planning or commissioning media, marketing or other campaigns), and commissioners, providers and practitioners in HSC, local government, the community and voluntary sectors. It is also relevant for the research community (including those who oversee research funding), social and behavioural scientists, and health economists working in the area of health-related knowledge, attitude and behaviour change.

DHSSPS advises that this guidance is valid for Northern Ireland and endorses it as good practice guidance for the HSC sector.

The full public health guideline is available for download at:

<http://www.nice.org.uk/guidance/index.jsp?action=byID&o=11868>

The HSC sector should also note that;

- 1) NICE has developed tools to help organisations implement this guidance. These are available at <http://www.nice.org.uk/guidance/index.jsp?action=byID&o=11868> and include costing tools, implementation advice and audit criteria to monitor local practice;
- 2) This guidance will be updated by NICE as required;
- 3) This guidance should be considered in the context of the *Investing for Health* strategy which sets out broad policy for improving population health and reducing health inequalities in Northern Ireland. The guidance should also be considered in the context of the relevant Northern Ireland strategies, programmes, targets and actions underpinning *Investing for Health*.

All NICE guidance endorsed by the Department to date can be accessed on the DHSSPS website at <http://www.dhsspsni.gov.uk/sqsd-guidance-nice-guidance>

Circular HSS (PPMD) (NICE)01/006 issued on 30 June 2006 provides further information on the Northern Ireland process for reviewing NICE guidance and further details on the local status of the Institute's guidance. This circular can be accessed at:

http://www.dhsspsni.gov.uk/nice_guidance_01-06.pdf



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