

National Institute for Health and Care Excellence

**PUBLIC HEALTH GUIDANCE – Behaviour Change (partial update of PH6)
Consultation on the Draft Guidance from 5th June 2013 – 31st July 2013**

Comments to be received no later than 5pm on Wednesday 31st July 2013

Stakeholder Comments

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Name:		Kevin Golding-Williams
Organisation:		Living Streets
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Rec 1	5	We would recommend that the final bullet in recommendation 1 calls on local authorities to identify both an elected and non elected member of cabinet and director of public health to ensure behaviour change strategies go beyond the four year political cycle.
Rec 3	7	When assessing the cost effectiveness of behaviour change interventions the guidance should highlight the importance of grey literature (non published project evaluations) to commissioners. This is particularly the case for new or emerging behaviour change techniques which have yet to be peer viewed by academic journals.

Please add extra rows as needed

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3.4	25	<p>We note that this guidance is aimed at people aged 16 and older. However, we are concerned that no further reference is made to the importance of behaviour change techniques for those under 16 and question where guidance for behaviour change interventions aimed at those under 16 sit within the NICE suite of guidance. Living Streets operates the national Walk to School programme which seeks to promote walking to school for both primary and secondary school children. Whilst the choice architecture intervention is focussed at parents of primary school children the choice architecture intervention at secondary school is very much based on the choices made by the children.</p> <p>Our Walk to School intervention began as a pilot project funded by the Department for Transport which saw us work in partnership with Hertfordshire County Council to work intensively with a cluster of schools. This work included using incentive schemes, promotional events, and working with parents and schools to identify and tackle local barriers to more walking. At the end of the project, walking to school had increased from 46% to 53%. Park and Stride (where parents drop off their children at a designated point within walking distance of the school) increased from 8% to 18%, and driving rates decreased from 36% to 19%...Cont..</p>
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		<p>Cont...This is one of the most effective interventions we have seen in terms of shifting the mode of travel to school - in the UK and internationally. As a result of our focus on breaking down behavioural barriers with parents, we saw a 33% reduction in the number of children who perceived school being too far to walk and a 44% reduction in the number who perceived that it took too long to walk to school.</p> <p>In 2012, Living Streets - in partnership with Durham County Council - secured funding through the Government's Local Sustainable Transport Fund to roll out the outreach project in 11 local authority areas. In the first year alone we have launched Walk Once a Week (WoW) in 210 primary schools, reaching over 50,000 more children. We have also worked with 42 secondary schools and invested £70,000 in capital improvements to help remove environmental barriers to walking, which has leveraged in further match funding. By the end of the project in 2015 we will have collectively engaged over 1,000 schools (854 primary and 182 secondary). Early results replicate the success of the pilot project, with walking rates at participating primary schools increasing from 53% to 68%.</p> <p>....Cont.....</p> <p>Cont.....</p> <p>Please return the comments form to: behaviourchange@nice.org.uk</p> <p><i>NB: The Institute reserves the absolute right to edit, summarise or remove comments received on during consultation on draft guidance where, in the reasonable opinion of the Institute, they may conflict with the law, are voluminous or are otherwise considered inappropriate.</i></p>
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		Our Walk once a Week (WoW) extension project for the Department of Health saw us working with 736 schools and over 118,000 children in order to increase walking levels in schools across England. 61,567 children and 6,515 parents took part in surveys which revealed a 25% increase in numbers of children walking to school (during the project lifetime) and a 35% decrease in car use. Before the WoW intervention, schools had a 43% walking proportion, and following the WoW interventions schools reached a peak of 59% walking in 2011, levelling at 54% in 2012 (the final year). Living Streets' Walk to School projects have had a clear positive impact on the number of children and young people walking to school over the last three years in the locations where it has been supported. The importance of school based interventions to increase walking levels was recognised by the National Institute of Health and Clinical Excellence (NICE) in its Walking and Cycling guidance in 2012. Therefore, there appears to be a contradiction in the use of school based behaviour change interventions in the walking and cycling guidance but guidance as to the use of choice architecture interventions such as Walk to School absent from the behaviour change guidance. Interventions at those under 16 can affect long term behaviour change later in life.
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Recommendation 3	7	We support the use of evidence based principles to ensure interventions are effective and cost effective. However, there are challenges when trying to assess the cost effectiveness for walking interventions for children because the standard HEAT (Health Economic Assessment Tool) cannot currently be used to assess reduced mortality of children.
Recommendation 17	18	This section needs to make reference to the challenges of evaluating the effectiveness of behaviour change interventions for children. For example, there are challenges when trying to assess the cost effectiveness of walking interventions for children because the standard HEAT (Health Economic Assessment Tool) cannot currently be used to assess reduced mortality of children.
General		The guidance should signpost back to other guidance throughout the recommendations to ensure clarity for the reader. Furthermore, it is important that the guidance frames the effectiveness of behaviour change interventions in a wider context beyond the scope of this guidance. For example, behaviour change interventions to increase levels of walking are predicated on the availability of clean, safe streets for walking. These wider determinants of health are referred to in the Walking and Cycling Guidance.

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4.1	34	<p>We wish to highlight two independently evaluated behaviour change interventions regarding walking to work and our Fitter for Walking programme. Details are below:</p> <p>A recent evaluation of Living Streets Fitter For Walking Project undertaken by Loughborough University provides UK based evidence regarding multi-component community-based interventions to promote walking.</p> <p>The project was independently evaluated in three ways:</p> <ol style="list-style-type: none"> 1. Confidential interviews and focus groups with community members, local authorities and Living Streets staff; pedestrian counts; route user interviews and residents' surveys, by the British Heart Foundation National Centre for Physical Activity and Health (BHFNC) 2. Collection and monitoring of pledges from individuals, collected by Sustrans 3. An economic evaluation undertaken by the University of West of England. <p>Cont.....</p>
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		<p>Cont..... Overall, the results showed:</p> <ul style="list-style-type: none"> - 150 communities were helped in 12 Local Authority areas across 5 regions of the UK - Over £400,000 worth of streets improvements were made by Local Authorities - Over 10,000 people out walking in their neighbourhoods - 86% of the projects resulted in more pedestrians walking in the area - 78% of individuals who signed up reported an increase in their day-to-day walking levels - 64% of these still reported an increase in walking six months later, showing long-term impact - Up to 46:1 benefit cost ratio for decreased mortality as a result of more people walking. <p>For more details please see: http://www.livingstreets.org.uk/sites/default/files/content/library/Evaluations/FFW_Evaluation_Report_FINAL_31Jan2012.pdf</p> <p>Cont.....</p>
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		<p>Cont..... <u>Living Streets Walking Works – Pledges - Follow up survey results - Sustrans (2012) Living Streets Walking Works – Pledges - Follow up survey results</u>]</p> <p>Walking Works is a Living Streets project, funded by the Big Lottery Fund as part of the Travel Actively portfolio. In total 33,657 individuals completed Walking Works pledges between 2009 and 2011, 457 of these completed the follow up survey. This report presents direct comparisons of responses on walking levels and physical activity.</p> <p>Before the project 35% of respondents who made a pledge at registration were achieving the recommended levels of 30 minutes of physical activity on five or more days per week. After the project this increased to 49% of pledge respondents. The proportion of respondents walking for some or all of their journey to work on five or more days per week increased from 38% to 44% and from work increased from 35% to 44% as a result of the programme. The proportion of respondents who walked at lunch time on five or more days a week increased from 21% to 26% as a result of the project. The proportion of respondents who did not walk at lunch on any days of the week decreased from 26 % to 22%....Cont.....</p>
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		<p>Cont...The number of respondents who walked for other journeys during the working day on five days a week increased from 26% to 34%.</p> <p>Change in levels of walking for different purposes</p> <ul style="list-style-type: none"> • 32% of 423 respondents said the amount of walking they do for journeys to work had increased • 33% of 424 respondents said that walking from work had increased • 43% of 427 respondents said lunchtime walking increased • 59% of 444 respondents said that the amount they walk for leisure had increased. <p>Following the redesign of the Living Streets website in 2011 a question was introduced about overall walking, 94% of 31 respondents felt that their overall level of walking had increased since making their Walking Works Pledge.</p> <p>After participation</p> <p>Respondents were asked which statements applied to them after taking part in the project. The most common responses were "I feel fitter" (54%), "I feel more healthy" (50%), "I am more active" (44%) and "I feel less stressed" (44%)....Cont.....</p>
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		Cont..... Value of health benefits Health benefits from increased walking levels can be assessed through the World Health Organisation (WHO) Health Economic Assessment Tool (HEAT) which puts an economic value on reduced mortality. The number of beneficiaries was calculated based on the proportion of survey respondents that were walking to and from work on three or more days per week following participation, having not reported this at registration. The calculated number of beneficiaries was 2,798 assuming that survey respondents were representative of all participants. The mean average time reported walking to or from work was 15 minutes. Based on this, a journey time of 30 minutes per working day was applied. This increase in mileage was inputted into the WHO HEAT tool, and the current value of reduced risk of mortality resulting from the new walking trips, when accumulated over 10 years, was estimated by HEAT to be £3,881,000 in total. The economic benefit of this through reduced number of sick days is estimated to be worth £ 1,117,000 accumulated over 10 years.

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