

Patient and public focussed strategies for communicating evidence-based recommendations Emma McFarlane¹, Judith Thornton¹, Sarah Chalmers¹, Erin Whitingham¹, Tarang Sharma¹, Phil Alderson¹ 'National Institute for Health and Care Excellence

DECIDE: survey on awareness of NICE guidelines and their implementation

Methods

Survey questions were developed by Voluntary Health Scotland for a research study in Scotland and then adapted by NICE for England and Wales. The survey was available through an online tool on the NICE website and open to responses from 6 July 2011 to 28 October 2011. NICE advertised it to potential responders by emailing third sector groups and previous Guideline Development Group members; including a news item on the home page of the NICE website; sharing the survey link through social networking sites; and encouraging organisations to post a link to a blog or news feed on their own website.

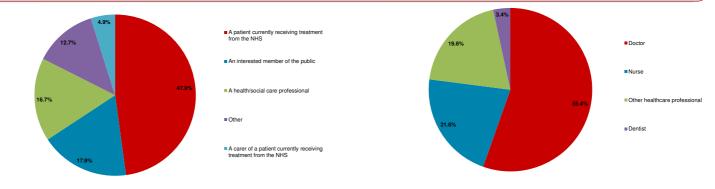


Figure 1: Characteristics of respondents



<u>Results</u>

A total of 1675 responses were received (see Figure 1 for characteristics of respondents):

- 82.5% of survey participants were aware of NICE clinical guidelines. Respondents stated they had mainly heard about them through the Internet and usually viewed them in an electronic format (73.5%) or as printed leaflets (24.5%).
- A total of 36.8% of respondents were aware that a NICE guideline was being followed in their care and treatment.
- Most respondents highlighted that their doctor (55.4%) or nurse (21.6%) had applied the specific guideline recommendations during their care and treatment although allied health professionals were also mentioned (see Figure 2).

'Guidelines definitely result in healthcare of higher quality.'

'I, and a number of people I have spoken to, have not been treated in accordance with NICE guideline on rheumatoid arthritis, particularly with regard to speed of referral to specialists and commencement of treatment'

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