

NORTH LANARKSHIRE COUNCIL

REPORT

TO: Social Work Committee	Subject: Scottish Association of Health Councils "Putting People in the Picture"
FROM: Jim Dickie Director of Social Work	
DATE OF COMMITTEE: 2 June 1998	
REPORT AUTHOR: George McNally	
REF: GMcl/SH	

1 PURPOSE OF REPORT

1.1 To advise the Social Work Committee of the publication of a report by the Scottish Association of Health Councils "Putting People in the Picture" which deals with information for patients and the public about illness and treatment.

2 BACKGROUND

2.1 Health information services were first established in England in the late 1970's. In Scotland all Health Boards are expected to provide a public information services.

2.2 The Scottish Association of Health Councils report is a product of a partnership working between the Scottish Office, Scottish Health Feedback and the Scottish Association of Health Councils, which is commended to organisations who have an interest in information for patients and the public.

3 ACTION PROPOSED BY SCOTTISH ASSOCIATION OF HEALTH COUNCILS

3.1 The Scottish Association of Health Councils report recommends a series of actions which should be implemented:-

- ◆ **A Scottish Wide audit of current information provisions** - what is available to patients and how to use it.
- ◆ **Clarification of the role of the Health Education Board for Scotland** regarding public information about health and illness.
- ◆ **Consideration being given to "branding" or quality marketing** public/patient information so that the public can identify reliable sources.
- ◆ **Research initiatives which explore:**
 - * how patients use information e.g. to make choice, and
 - * how patients can become involved in decision making

- ◆ **That the current review of the patients charter** considers how best patient partnership with professionals can be promoted.
- ◆ **All Scottish Health Services have named individuals** who are responsible for patient/public information.
- ◆ **Implementation of “Designed to Care” commitments** on information provision especially “The Public is entitled to accessible and useful information about treatment options and the effectiveness of particular interventions”.
- ◆ The role of the Health Council be developed. Health Councils are uniquely placed to develop their role as independent information providers about the quality, performance and availability of service locally.

4 CONCLUSION

- 4.1 The Scottish Association of Health Councils report “Putting People in the Picture” is an extensive document which serves to remind of the importance and growing requirement for public information.

5 RECOMMENDATION

- 5.1 The Committee is requested to note the terms of this report.



Jim Dickie
Director of Social Work
1 May 1998

For further information on this report please contact . Principal Officer (Strategy) (TEL: 01698 332063)

Background Paper

- 1) Putting People in the Picture (copies can be made available to members on request).