



Department  
of Health



Public Health  
England

# Evidence based public health nursing and midwifery

A summary of NICE guidance to underpin practice

Public Health Outcome Domain Four:  
Healthcare public health and preventing premature  
mortality

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# Contents

- Contents .....3
- Evidence based public health nursing and midwifery .....4
  - A summary of NICE guidance to underpin nursing and midwifery practice to improve population health and wellbeing ..... 4
  - About this summary guide..... 4
  - What is evidence? ..... 5
  - Public Health Outcome Domain Four – Healthcare public health and preventing premature mortality ..... 6
  - Healthcare public health and preventing premature mortality ..... 7
  - National Institute for Health and Clinical Excellence (NICE) ..... 9

# Evidence based public health nursing and midwifery

## A summary of NICE guidance to underpin nursing and midwifery practice to improve population health and wellbeing

The challenges we face in terms of population health and well-being are huge. We know the impact of lifestyle factors on health, we understand increasingly the 'causes of the causes' and we are learning more about how to support people to make decisions and choices which are positive for their health. We need to now practice in ways which use this knowledge and our nursing and midwifery skills to make a personal and professional impact to improve health and well-being.

**Why use evidence based practice?**

**Best practice, value for money, high quality care**

## About this summary guide

Nurses and midwives have told us that they are keen to increase their range and reach in improving health and wellbeing and to do so need to have access to the evidence of what works.

This is a professional nursing and midwifery practice summary guide based on original work by the National Institute for Health and Clinical Excellence (NICE) guidance on public health. Information about NICE work on public health is shown on page 9.

We have worked with NICE to review and summarise the relevant guidance to support nurses and midwives in delivering evidence based interventions to improve health. This guide sets out this work for Public Health Outcome Domain Four – Healthcare public health and preventing premature mortality.

Over the coming months we will work with the professions to develop the evidence base including web interface to access this summary guidance and support learning and development for 'health promoting practice'.

## What is evidence?

Evidence is one part of a process in demonstrating that interventions have been robustly tested and therefore that public health practice is supported by research or tested pathways.

A discussion of use of evidence for practice and validated sources of evidence is set out in our publication “The evidence base of the public health contribution of nurses and midwives”.

## Public Health Outcome Domain Four – Healthcare public health and preventing premature mortality

This document shows the summarised NICE guidance for healthcare public health and preventing premature mortality. It includes:

### **Healthcare public health and preventing premature mortality**

PH45 Tobacco harm reduction

PH47 Managing overweight and obesity among children and young people

PH48 Smoking cessation - acute, maternity and mental health services

PH50 Domestic violence and abuse - how services can respond effectively

PH51 Contraceptive services with a focus on young people up to the age of 25

PH52 Needle and syringe programmes

PH53 Overweight and obese adults - lifestyle weight management

## Healthcare public health and preventing premature mortality

### Relevance

Many of the guidelines in this group describe wider actions for organisations and commissioners. However, the guidelines also have a direct impact on all nurses and midwives as they make every contact count through the delivery of public health, health promotion and disease specific care.

### Implications for Leadership & Practice

- Raise public awareness through national media and marketing campaigns e.g. displaying licensed nicotine-containing products in shops and supermarkets
- Creating consistent evidence based practice e.g. package products in a way that makes it as easy as possible for people to identify essential information including the recommended dose and duration of treatment
- Implementing changes through statute e.g. the move towards National regulation by the Medicines and Healthcare products Regulatory Agency (MHRA) to regulate all nicotine-containing products
- Publicising National data sets e.g. the financial cost of disease, treatment, loss of productivity and death
- Enforcing the collection, analysis and publication of epidemiological data over time to illustrate current disease and diagnostic patterns and changes associated with treatment/ media campaigns e.g. TB disease diagnosis, treatment and morbidity
- Commissioning national large scale research to investigate incidence and prevalence of disease, behaviour patterns e.g. obesity and overweight

### Summary of recommendations related to public health nursing and midwifery

- Nurses and midwives must be able to collect epidemiological data, understand its importance and use it when making decisions and judgments about service provision and delivery
- Nurses and midwives must be able to identify risk factors in specific population groups and take action to reduce subsequent risk of disease, morbidity and mortality
- Nurses and midwives must recognise the factors that influence people's behaviour and the choices they make and use this information when implementing care
- Nurses and midwives must be able to use research based evidence to inform and direct their practice
- Nurses and midwives must be able to communicate verbally with people to confidently and competently discuss difficult and challenging issues
- Nurses and midwives must be able to communicate verbally with people to confidently and competently deliver consistent public health messages e.g. weight management and obesity

### Guidance relevant to this summary

PH37 Tuberculosis: Hard to reach groups

PH38 Preventing type 2 diabetes

PH43 Hepatitis B and C - ways to promote and offer testing

PH49 Behaviour change: individual approaches

CG37 Neonatal Jaundice

CG45 Antenatal and Postnatal mental health

QS22 Antenatal Care

QS37 Postnatal care

QS57 Neonatal Jaundice



## National Institute for Health and Clinical Excellence (NICE)

NICE's role is to improve outcomes for people using the NHS and other public health and social care services by:

- Producing evidence-based guidance and advice for health, public health and social care practitioners (Public Health Guidance, Quality Standards, Clinical Guidelines)
- Developing quality standards and performance metrics for those providing and commissioning health, public health and social care services
- Providing a range of information services for commissioners, practitioners and managers across the spectrum of health and social care

### **Public Health Guidance**

Public health guidance makes recommendations for populations and individuals on activities, policies and strategies that can help prevent disease or improve health. The guidance may focus on a particular topic (such as smoking), a particular population (such as schoolchildren) or a particular setting (such as the workplace). The NICE website [www.nice.org.uk](http://www.nice.org.uk) includes the following information:

- [Update on public health topics in development](#)
- [Published public health guidance](#)
- [Public health guidance in development](#)
- [How we develop NICE public health guidance](#)
- [Healthcare-associated infections quality improvement guide](#)
- [Full list of NICE guidance that makes public health recommendations](#)