A citizens jury: how members of the public in Wales contributed their ideas for reducing antibiotic resistance

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A CITIZENS JURY ON ANTIMICROBIAL STEWARDSHIP
Commissioned by the All Wales Medicines Strategy Group

Marcus Longley, Susan Thomas and Claire O’Neill, on behalf of the Jurors

Welsh Institute for Health and Social Care - University of South Wales
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Background to Citizens’ Jury

- Antibiotic Resistance is ‘one of the biggest health threats that mankind faces now and in the coming decades’ (O’Neill, 2016)
- Global concern
- Minister for Health & Social Services in Wales’ 2015 plan to tackle the threat of antibiotic resistance.
- Delivery plan includes the aim to increase engagement with members of the public.
- Citizens’ Jury (CJ) commissioned by All Wales Medicines Strategy Group (Dr Robert Bracchi)
What are Citizens’ Juries?

• Based on the premise that ‘ordinary’ people, given enough time, support, resources, are eminently capable of arriving at decisions about complex policy matters.

• For 800+ years, life and death decisions have rested with juries
Defining Characteristics of a Citizens’ Jury

Time
3-4 days; paid

Information
Expert witnesses

Scrutiny
Direct questioning

Deliberation
Discussions; facilitated

Independence
‘Disinterested common sense’

Authority
Hard to ignore
Method

• All-Wales recruitment of 14 CJ members
  1. Geographical spread across Wales
  2. Age range
  3. Gender
  4. Social background
  5. Ethnicity
  6. Long term illness or disability
  7. Welsh speaker

• CJ took place over four days at Cardiff City Hall, July 5th to 8th 2016

• The question for the jury to consider was ‘How should patients and the public contribute to anti-microbial stewardship, and what support should the NHS offer them?’

• A 3-day programme of information was provided by a variety of ‘expert witnesses’

• Day 4 for reaching conclusions
What did the jurors receive in return for their time and effort?

- Remuneration
- Transport and hotels if needed
- Access to knowledge
Results

• Jurors completed a voluntary, daily diary
• All showed full engagement in the event
• Indicated insightful deliberation and analysis

“Today’s main question for me was how do we engage the public – what can we do to incentivise people to take an active role in their health and also to rely less on doctors. Plus to reduce thinking about appointments as a transactional process where you feel like you’ve lost out if you don’t come away with a prescription for something”
Final report and recommendations

Recommendations 1 & 2 are Public Health related:

1. A new approach to engaging the public – from 'health education' to a more sophisticated and coordinated attempt to engage public and change behaviour through 'social marketing'  

“Antibiotic Day is a perfect example of info and awareness campaigns that are out there and yet none of us had heard about it”

2. Education, information and advice for targeted groups, including school children

“It strikes me that, as with drugs, sex education and global warming, a youth based education piece should be undertaken. If future mothers and fathers are educated early about what needs antibiotics and what does not this may stop the apparent ‘insistence/culture’”
Observations

• Jurors’ enthusiasm
• Appetite to be involved
• Not passive recipients
• People want to know and learn

Challenge

• How to make the most of opportunities to help people learn
• So that public involvement can be achieved
Thank you

• For further information, please contact:

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