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## **HANOVER TO SUPPORT UK NATIONAL SCREENING COMMITTEE**

hanover has been appointed to support the UK National Screening Committee, the advisory committee responsible for advising ministers in England, Scotland, Wales and Northern Ireland on when to adopt population-wide health screening programmes.

Current national screening programmes include diabetes, antenatal screening, sexually transmitted infections and childhood conditions. The one-year contract will focus on establishing best-practice processes for communicating the advisory committee's advice clearly, and enhancing public understanding of screening.

hanover will be managed by the NSC's new **Head of Communications, Nick Waddell**, and hanover's team will be led by **Associate Director Louise Fish**, previously Communications Director at the National Institute for Health and Clinical Excellence (NICE).

Earlier this month hanover clinched three places on the Central Office of Information's (COI) new Public Relations Framework in its first attempt to secure a spot on the highly sought after roster. Future efforts to win government communications business will come under the following 'lots':

- UK-wide
- Consumer healthcare
- Stakeholder/strategic healthcare

The new COI PR Framework will take effect from 1 December 2008.

**Anne Mackie, UK NSC Director**, stated; ""I'm delighted that hanover will be helping us to promote better public understanding of screening and to reach out to, and engage with, stakeholder groups to take forward screening policy and practice"

**Charles Lewington, hanover Managing Director**, stated; “Our success reflects hanover’s understanding of the increasingly complex mixed economy in the healthcare sector, and the broader challenges organisations face in these uncertain times.”

He added: “hanover’s public sector clients include the NHS Cancer Screening Programmes and NHS Sickle Cell and Thalassaemia Screening Programme, and the foundation trust regulator, Monitor. We have also been appointed this year to the NHS Institute for Innovation and Improvement’s preferred supplier roster.”

## **Ends**

Notes to Editors

### **hanover**

1. hanover is an independent corporate communications and public affairs company with over 40 clients and 32 consultants from the public, private and third sectors
2. More information about hanover can be found at [www.hanovercomms.com](http://www.hanovercomms.com)
3. hanover is a member of both the Public Relations Consultancy Association and the Association of Professional Political Consultants.
4. hanover recently won the CIPR Excellence Award for Crisis Communications.

### **UK National Screening Committee**

5. The UK National Screening Committee (UK NSC) is chaired by the Chief Medical Officer for Scotland and advises Ministers, the devolved national Assemblies and the Scottish Parliament on all aspects of screening policy. In forming its proposals, the UK NSC draws on the latest research evidence and the skills of specially convened multi-disciplinary expert groups, which always include patient and service user representatives.
6. The UK NSC assesses proposed new screening programmes against a set of internationally recognised criteria covering the condition, the test, the treatment options and the effectiveness and acceptability of the screening programme. Assessing programmes in this way is intended to ensure that they do more good than harm at a reasonable cost.
7. The UK NSC regularly reviews policy on screening for different conditions in the light of new research evidence becoming available.

For more information call Louise Fish or Alessandra McKenna on 020 7400 4480.