

STARTER KIT FOR YOUR CHOOSING WISELY CAMPAIGN

introduction

This guide is intended to provide basic information and tools to help you start your Choosing Wisely campaign. You can then tailor your campaign to your local circumstances and creative vision while following the core principles of a Choosing Wisely campaign.

1. What is Choosing Wisely
2. About this Starter Kit
3. Core principles of a Choosing Wisely campaign
4. Principles to Practice
5. Participating Countries



WHAT IS CHOOSING WISELY?

Choosing Wisely® was first launched in the United States in 2012 by the ABIM Foundation and Consumer Reports and has been adopted by countries across the world. Campaigns encourage health professionals and Consumers/Patients to engage in evidence-based conversations about what tests, treatments and procedures may not benefit them and could cause harm.



ABOUT THIS STARTER KIT

Thank you for your interest in joining the Choosing Wisely campaign in New Zealand and becoming part of the growing number of health professionals working to reduce the use of unnecessary tests, treatments and ensure high quality care.



CORE PRINCIPLES OF A CHOOSING WISELY CAMPAIGN

HEALTH PROFESSIONAL - LED

The campaign must be health professional-led (as opposed to payer/government led). This is important to building and sustaining the trust of health professionals and patients. It emphasises that campaigns are focused on quality of care and harm reduction, rather than cost reduction.

PATIENTS and CONSUMER FOCUSED

The campaign must be patient-focused and involve efforts to engage patients in the development and implementation process. The Council of Medical Colleges has been working with consumer groups and Consumer NZ to implement this principle.

Communication between health professionals and patients is central to Choosing Wisely¹.

¹ Choosing Wisely is currently researching how to increase engagement and improved shared decision making with Māori

MULTI-PROFESSIONAL

Where possible, the campaign should include doctors, nurses, pharmacists and other health care professionals. In New Zealand, currently the Choosing Wisely has the support of the New Zealand College of Midwives, pharmacists allied health and nursing groups.

EVIDENCE-BASED

The recommendations issued by the campaign must be evidence-based, and must be reviewed on an ongoing basis to ensure credibility.

TRANSPARENT

Processes used to create the recommendations must be public and any conflicts of interest must be declared.



PRINCIPLES TO PRACTISE

General steps to start the implementation of your campaign

1. Develop lists of things that health professionals and patients should question

Currently Medical Colleges and Specialist Societies working in New Zealand have created lists of recommendations about tests, treatments or procedures that are:

- within the specialty's scope of practice
- frequently used
- may expose patients to harm and stress
- supported by evidence.
- Do not increase inequity²

2. Engage with patients and the public

- Promote shared decision making between health professionals and patients.
- Develop accessible, plain language materials for the public about the recommendations.

² Research shows Māori currently experience large inequities in accessing necessary care in New Zealand. Pacific people, and groups of low socioeconomic status are also less likely to receive the health care that they need

3. Put into practice

- Encourage partners and individual health professional to implement recommendations.
- When possible, measure changes.

5

PARTICIPATING COUNTRIES



Australia, Austria, Brazil, Canada, Denmark, England, France, Germany, India, Israel, Italy, Japan, Netherlands, South Korea, Switzerland, United States and Wales are currently all involved in this campaign.

FOR MORE INFORMATION:

- Australia - <http://www.choosingwisely.org.au/>
- Canada - <http://www.choosingwiselycanada.org/>
- USA - <http://www.choosingwisely.org/>
- UK - <http://www.choosingwisely.co.uk/i-am-a-patient-carer/>

OTHER NEW ZEALAND CHOOSE WISELY RESOURCES

Developing recommendations to implement Choosing Wisely in New Zealand. This guide is aimed at Colleges, specialist societies, associations, health professional groups and service organisations wanting to develop recommendations to implement Choosing Wisely.

Implementing Choosing Wisely principles in a service

This guide is aimed at service delivery organisations including Departments in DHBs and services in primary care.

A synopsis of Choosing Wisely literature arranged by year & alphabetically by author.

CMC CONTACTS

Dr Derek Sherwood: Chair | Council of Medical Colleges

Email: enquiries@cmc.org.nz

Sue Ineson – Executive Director | Council of Medical Colleges

Email: sue.ineson@cmc.org.nz Ph: + 64 6 3642225 | m: 021 608 039

Julie Harris- Project Support

Email: Julie.harris@cmc.org.nz Ph: + 64 4 471 2334

Graeme Lindsay – Medical Advisor

Email: Graeme.Lindsay@cmc.org.nz

Lizzie Price- Communications Officer

Email: lizzie.price@cmc.org.nz

ACKNOWLEDGEMENTS

This resource is based on information developed by Choosing Wisely International and Choosing Wisely in Canada.

our partners



our supporters and funders



New Zealand rheumatology association

