

# 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
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# 1 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.

## 2 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.

## 3 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 Wisely<sup>1</sup>.

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<sup>1</sup> Choosing Wisely is currently working with Te ORA on how Choosing Wisely can be incorporated in Aotearoa to serve the interests of Māori, and how shared decision-making between health professionals and Māori consumers and their whānau can be improved, ultimately leading to more equitable health outcomes for 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
- are frequently used
- may expose patients to harm and stress
- are supported by evidence
- have potential to reduce, and will not increase inequity.<sup>2</sup>

### 2. Engage with patients and the public

- Promote shared decision making between health professionals and patients.

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<sup>2</sup> 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. Not enough is known about inequities in unnecessary care in New Zealand, but international evidence suggests that many disadvantaged groups experience a double-burden of inappropriate overtreatment and undertreatment.

- Develop accessible, plain language materials for the public about the recommendations.

### 3. Put into practice

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

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## 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:

- New Zealand <https://choosingwisely.org.nz/>
- Australia - <https://www.choosingwisely.org.au/>
- Canada - <https://choosingwiselycanada.org/>
- USA - <https://www.choosingwisely.org/>
- UK - <https://www.choosingwisely.co.uk/about-choosing-wisely-uk/>

## [NEW ZEALAND CHOOSING WISELY RESOURCES](#)

- **Starter kit for your Choosing Wisely campaign:** an introduction to the Choosing Wisely concepts.
- **Developing Choosing Wisely Recommendations:** to assist Colleges, societies and other organisations to develop a list of recommendations for the Choosing Wisely campaign.
- Implementing Choosing Wisely principles in a service: **this guide is aimed at service delivery organisations, wanting to implement a Choosing Wisely programme, including Departments in DHBs and services in primary care.**
- **Measuring the impact of Choosing Wisely:** provides basic information and tools to help you develop and measure your Choosing Wisely interventions.
- **How to write up your Choosing Wisely project:** how to record your successful implementation of a Choosing Wisely recommendation.
- **A Starter Kit for implementing Choosing Wisely in hospitals:** which has been prepared to assist smaller hospitals with the implementation of Choosing Wisely.
- **Promoting shared decision making:** for information and resources on shared decision making.
- **Communicating risk, a guide for health professionals:** for information on risk and how to explain risk to consumers.
- **Behaviour change toolkit:** options for the range of tools available to implement Choosing Wisely initiatives to change health professional behaviour.
- **The High-Value Care Culture Survey (HVCCS)** captures specific areas for targeted value-improvement interventions and provides a pathway for health system managers to address the underlying culture within hospital divisions, practices, and training programmes.
- **A synopsis of Choosing Wisely literature:** this is a list of Choosing Wisely references arranged by year and alphabetically by author.
- **A combined list of all choosing wisely recommendations:** this is a list of all New Zealand Choosing Wisely recommendations on tests, treatments, and procedures health professionals should question, in one list for easy reference.

**All these resources are on the New Zealand Choosing Wisely website** <https://choosingwisely.org.nz/resources/>

## CHOOSING WISELY CONTACTS

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Thanks to our partners



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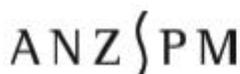
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