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# Fresh eyes and new perspectives

## Chairman's message Peter Dixon



**I'm delighted to say that our new Council has hit the ground running. We have a good team of ten, with four more members to join us soon, all with the relevant knowledge and skills to cast fresh eyes over, and keep under review, the GCC's strategic direction and governance. There's more inside about our new Council members.**

### The revised Code and Standard

**The GCC's revised *Code of Practice and Standard of Proficiency* will be published in a few weeks and sent to all chiropractors. I'd like to thank the significant number of chiropractors, students of chiropractic and members of the public who contributed to well-informed, helpful and productive debates during our consultation process.**

**The new Code and Standard, which will come into effect 12 months after the date of its publication in May, will be comprehensive, clearly worded and in an accessible format.**

**The principles of good, ethical, practice underlying the standards remain largely unchanged – the immediately noticeable difference will be the way in which guidance notes and useful information are set out.**

### NICE guidelines on chronic low back pain

**The National Institute for Health and Clinical Excellence plans to publish its evidence-based guideline on the management of chronic low back pain in May. NICE guidelines are particularly relevant to those who provide and commission services in the NHS because the provision of any new NHS service to patients must be evidence-based and cost-effective.**

**NICE's guideline working group was made up of practitioners and specialists in musculoskeletal health in primary and secondary care, and epidemiology and research, people with the necessary skills and knowledge to draw together the available evidence and weigh-up consultation responses. As a member of the working group I can attest to the impressive breadth of knowledge of those sitting around the table.**

**Although focused on NHS services, the NICE guideline will be relevant to all those who diagnose and manage musculoskeletal disorders, of which chronic back pain is a recurrent and central theme. The GCC will send printed copies of the 'short version' of the guideline to all chiropractors as soon as it is published.**

# Appointments Commission selects new Council members

New members of General Council took up office on 9 February 2009. Recruited by the independent Appointments Commission, the 10 Council members are listed below.

General Council has 14 members, with an equal number of chiropractors and lay people (profiled below). Ten of them are already in post, with another four to join us very soon.

## Council member and GCC committee membership and biographies

### Alan Breen – chiropractor

Professor Breen has been appointed for a term of four years. General Council confirmed his appointment to the Education Committee and the Audit Committee.

Alan is Professor of Musculoskeletal Health at the Anglo European College of Chiropractic, Visiting Professor of musculoskeletal health at the Institute of Health & Social Care, Bournemouth University and Director of the Institute of Musculoskeletal Research & Clinical Implementation.

He was first appointed by General Council to the GCC's Education Committee in 1999 and has since contributed to the development of chiropractic degree programmes through the Education Committee and on Visiting Panels. Prior to the recent regulatory reforms, he was also a member of the GCC's Professional Conduct Committee.

### David Byfield – chiropractor

Dr Byfield has been appointed for a four-year term. He is a member of the Education Committee and is one of two GCC members who sit on the GCC's Communications Advisory Group.

David is Head of the Welsh Institute of Chiropractic and Head of Chiropractic Division (Department of Education & Service Delivery) of the Faculty of Health & Social Science at the University of Glamorgan, where he is also clinic module leader and principal lecturer. In June 2002, he was elected to the GCC and was appointed to the Education Committee and its Visiting Panels. He also served on the Professional Conduct Committee before being appointed to the Health Committee.

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### Martin Caple – lay member

Mr Caple has been appointed for a four-year term and General Council has confirmed his membership of the GCC's Resource Management Committee. He will also continue to be Chair of the Communications Advisory Group and the Joint Health & Social Care Regulators' Public Patient Involvement Group.

Martin retired from the police service in 2001 a Chief Superintendent and continued in public service as Chairman of the Standards Committee for Leicestershire County Council and Leicestershire & Rutland Combined Fire Authority, a member of the Leicestershire & Rutland Probation Trust and a patient advisor at the University Hospitals of Leicester.

He was originally appointed to General Council in August 2004 and, until the recent regulatory reforms, was a member of the GCC's Investigating Committee.

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### Roger Creedon – lay member

Mr Creedon has been appointed for a three-year term.

Having held posts in the Home Office and the Electoral Commission, Roger retired in 2004 when Chief Executive and Accounting Officer of the latter. He has since contributed widely to public service in a number of appointments with statutory responsibilities including as a member of the Information Tribunal, the General Medical Council's and the Nursing & Midwifery Council's Fitness to Practise panels, the Rules and Ethics Committee of the Solicitors' Regulation Authority and the Standards Committee of the Bar Standards Board.

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### **Christina Cunliffe – chiropractor**

Dr Cunliffe has been appointed for a four-year term and she will continue as a member of the GCC's Education Committee and Chair of the Resource Management Committee.

Currently Principal of the McTimoney College of Chiropractic (MCC), lecturer at MCC, Visiting Lecturer at University of Oxford Medical School and Oxford Brookes Physiotherapy Department, and Treasurer of the College of Chiropractors, Christina was originally elected to General Council in June 2007. At that time General Council appointed Christina to the Education Committee, Investigating Committee and Resource Management Committee.

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### **Peter Dixon (Chair) – chiropractor**

Mr Dixon has been appointed GCC Chair for a four-year term.

Peter was first elected to the GCC in 2002 and became Chairman in 2006. He has contributed to the development of the chiropractic profession at national, European and international levels. Former President of the European Chiropractors' Union, the British Chiropractic Association and integral to the establishment of the College of Chiropractors, Peter has also co-chaired the World Federation of Chiropractic's Task Force on the global identity of chiropractic and as contributed to the formulation of guidelines for the undergraduate education of chiropractors worldwide.

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### **David Plank – lay member**

Mr Plank has been appointed for a term of three years and will join the GCC's Resource Management Committee.

Currently a freelance interim manager and consultant, David has extensive high level experience in the public sector including Chief Executive of Watford Council and the London Borough of Enfield, respectively.

Formerly interim Deputy Chief Executive of the Museums, Libraries and Archives Council and interim Chief Executive with the National Workers' Educational Association, David is now a member of the General Social Care Council Registration and Conduct Committee, Vice Chair of the Learning and Skills Council London Regional Audit Committee and Trustee of the Peace Hospice in Watford.

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### **Grahame Pope – lay member**

Mr Pope has been appointed for a term of three years. General Council has agreed that he will Chair the GCC's Education Committee and join the Audit Committee.

Graham is a registered physiotherapist. He has several key roles at the University of Nottingham including Director of Undergraduate Education at the School of Community Health Sciences and Head of Division of Physiotherapy Education. He is also an external examiner for the BSc Physiotherapy awarded by the University of Bournemouth.

Activities at European and international level include Chair of the Allied Health Professions Federation, membership of the World Confederation of Physical Therapy's European Common Platform Sub-Group and Education Working Group.

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### **Chris Stephens – lay member**

Dr Stephens has been appointed to General Council for a four-year term and he will continue as a member of the GCC's Education Committee and its Visiting Panels.

Chris was originally appointed to the GCC in 2005 and was a member of the Education Committee, Chair of a Visiting Panel and Chair of the Health Committee.

He is a registered medical practitioner and is currently the University of Southampton's Director of Education, Deputy Head of School (Education) & Director of Education at the School of Medicine. He has an extensive portfolio of qualifications in the fields of medicine and education and has contributed to the development of medical education within Europe and internationally. In 2003 he was appointed as a General Medical Council (GMC) Visitor and is a member of a team assessing the quality of undergraduate medical education.

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### **Judith Worthington – lay member**

Mrs Worthington has been appointed to General Council for four years and will Chair the GCC's Audit Committee.

Judith was originally appointed to the GCC in 2004, and in the interim period, was Chair of the GCC's Audit Committee, deputy Chair of the Professional Conduct Committee and the GCC's nominated member of the Council for Healthcare Regulatory Excellence (CHRE).

As well as being a Magistrate and Court Chair for the Melton and Rutland Branch, Judith undertakes a considerable number of high level activities such as:

Chair of the GMC's Fitness to Practise Panels, Deputy Chair of the Investigating Committee of the Royal Pharmaceutical Society of Great Britain, Member of the Appointments Board of the Nursing and Midwifery Council, Member of the Bar Standards Board Complaints Committee. In the past 10 years she has also held various posts with the Healthcare Commission, the Lord Chancellors Judicial Appointments Panel, the National Clinical Assessment Authority and the University Hospitals of Leicester NHS Trust.

Following the recent regulatory reforms, members of General Council can no longer sit on the GCC's Investigating, Conduct or Health Committees. The names of those appointed by Council are listed below. A name followed by an asterisk \* indicates a chiropractor.

#### **Appointment of members and chair of the Investigating Committee**

Michael Cann (Chair)  
Katherine Adams\*  
Graham Donald (Deputy Chair)  
Carl Gardiner  
Caroline Hardiman\*  
Anthony Kerrigan\*  
Jane McKenzie-Riley\*  
Marisa Pinnock\*

#### **Appointment of members and chair of Professional Conduct and Health panels**

Franklyn Baker  
Pippa Bark  
Catherine Boyd (Chair)  
Eileen Carr (Panel Chair)  
Jill Crawford  
Glenn Creed\*  
James Gaiger\*  
Daniel Heritage\*  
Mary King\*  
Michael Kondracki\*  
Kevin Grant\*  
Nigel Hallam  
Sheila Hollingworth  
Susan Lewis  
Stephen Miller (Panel Chair)  
Paul Moulder (Panel Chair)  
Anne Newsam\*  
Roy Norris  
Lubna Shuja

## In the offing: NICE guideline on Chronic Low Back Pain

**The National Institute for Health & Clinical Excellence (NICE) plans to publish its guideline, 'The acute management of patients with chronic (longer than six-weeks) non-specific low back pain' on 1 May 2009.**

**NICE recommendations inform the provision, and purchasing, of healthcare by the NHS and are based on the best available evidence of efficacy and cost-effectiveness.**

**All relevant background documents can be read on the NICE website: [www.nice.org.uk](http://www.nice.org.uk). The documents include a full draft guideline of over 200 pages published by NICE in September 2008 and used during the consultation period (September–November 2008).**

**The draft guideline is fully referenced and describes the evidence-based approach for the management of chronic low back pain.**

**NICE has agreed to provide the GCC with printed copies of the 'short version' of the guideline, which we'll post to all chiropractors.**

# Chief Medical Officer's manifesto for managing the nation's chronic pain

**On 16 March, 2009 Sir Liam Donaldson, England's Chief Medical Officer, published his Annual Report On the state of public health 2008.**

It includes the chapter:

*Pain: breaking through the barrier which could be described as a 'manifesto' for managing the nation's chronic pain. It promotes the evidence-based packages of care with which chiropractors are familiar. The report states: "...given proper support and information, most people will benefit from an integrated approach that addresses different aspects of their pain simultaneously...The key factor appears to be ensuring that aspects of care are integrated and joined up, rather than instigated sequentially or in isolation".*

Muscle, bone and joint pain are the main causes of chronic pain; back pain and osteoarthritis are responsible for over half of all cases. The CMO says that: *"1.6 million adults in the United Kingdom develop back pain that stretches beyond three months. At any one time, a quarter of all adults over the age of 40 have knee pain, and in around half of them this pain is disabling..."*

The CMO highlights the effect of chronic pain on patients' mental well-being: *"If people worry excessively about the sources of their pain, they tend to become more inactive. Gauging the potential threat value of pain is difficult for patients. It is vital for healthcare professionals to promote active coping strategies at an early stage to aid recovery".*

Key points emphasised are that:

- Each year over five million people in the United Kingdom develop chronic pain, but only two thirds will recover. Much more needs to be done to improve outcomes for patients
- Chronic pain and its consequences are not as well controlled as they could be and early intervention may stop pain becoming persistent
- Chronic pain has a major impact on people's lives, causing sleeplessness and depression and interfering with normal physical and social functioning
- It has been estimated that back pain alone costs the economy £12.3 billion per year. The cost of pain from all causes is far higher.

- Better coordination of services and services designed around the patient's needs are essential.

The UK statistics that underpin the CMO's advice are:

- 7.8 million people live with chronic pain
- £3.8 billion cost of adolescent pain
- £584 million spent on prescriptions for pain
- 1 million women suffer with chronic pelvic pain
- 1.6 million adults per year suffer with chronic back pain
- 49% of patients with chronic pain experience depression
- 25% of sufferers lose their jobs
- 16% of sufferers feel their chronic pain is so bad that they sometimes want to die
- 1 pain specialist for 32,000 people in pain

## Useful information

The CMO's Annual Report can be read on the Department of Health's website: [www.dh.gov.uk](http://www.dh.gov.uk)

# Are you planning to recruit new staff members from July 2010 onwards?

**Crucial information from the Independent Safeguarding Authority**  
**The Independent Safeguarding Authority (ISA) now plans to register new employees and volunteers who work with children and vulnerable adults from July 2010, not October 2009, as previously notified.**

**From July 2010 it will be a criminal offence for an employer to take on an individual in a regulated or controlled activity if they fail to check that person's status with the ISA.**

## Regulated and controlled activities

This will affect chiropractors who take part in 'regulated' or 'controlled' activities and who are **employed** or who employ staff:

- Providing care is categorised as a *regulated* activity

- Frequent or intensive 'support work' in general health settings is categorised as a *controlled* activity (e.g. cleaners and receptionists)  
Chiropractors who employ, for example, clinic assistants, cleaners and receptionists should familiarise themselves with the ISA's new requirements, which will be phased in over five years.

## Self employed chiropractors can register voluntarily

This legislation does not affect chiropractors who are self employed and who do not employ staff. From about 2014 chiropractors who are not legally required to register with the ISA, may do so voluntarily.

## Check where you stand

About eleven million people who are employed, or who volunteer, to work with children or vulnerable adults in England, Wales and Northern Ireland will

be affected by this legislation. To check where you stand look on the ISA website and read the wealth of information there.

- **New ISA implementation timetable**  
[www.isa.gov.org.uk](http://www.isa.gov.org.uk)
- **ISA Fact Sheet: Regulated and controlled activities**  
[www.isa.gov.org.uk](http://www.isa.gov.org.uk)

If you're still unsure, phone the helpline 0300 123 111 between 8.30 to 5pm, Monday to Friday or email: [scheme@homeoffice.gsi.gov.uk](mailto:scheme@homeoffice.gsi.gov.uk).

In Scotland, similar legislation will come into force in 2010. To find out more look on [www.disclosurescotland.co.uk](http://www.disclosurescotland.co.uk) or phone 0870 609 6006 or email [info@disclosurescotland.co.uk](mailto:info@disclosurescotland.co.uk).

## Scam alert: European City Guide (ECG) and NovaChannel AG

If you receive a letter, or email, from ECG or *NovaChannel AG* promising a free listing in a European directory – **ignore it**. It's not free. If you reply, the small print ties you into a contract requiring you to pay up to £600 a year. The fee does not reflect the benefits. If you refuse to pay, you will be persistently threatened with legal action by associated 'debt recovery' agencies: *OVAG International AG* and *Premium Recovery AG*.

### Useful links

- **European Association of Directory and Database Publishers' tips on avoiding scams**  
[www.eadp.org](http://www.eadp.org)
- **Tony Levene, 'Capital Letters', The Guardian, 27 October 2007**  
[www.guardian.co.uk](http://www.guardian.co.uk)
- **Richard Corbett MEP ECG blog posts**  
[www.richardcorbett.org.uk](http://www.richardcorbett.org.uk)
- **Stop the European City Guide!**  
[www.stopecg.org](http://www.stopecg.org)

# In the pipeline: publications, procedures and policies

## Publications

### **Code of Practice and Standard of Proficiency**

The fourth edition of the Code of Practice and Standard of Proficiency will soon be published. It will come into force in May 2010, 12 months after its publication, as required by law to enable chiropractors to familiarise themselves with any changes.

In essence, the fundamental principles that underpin the standards of good practice remain unchanged. The most noticeable difference in the new Code and Standard is that we have added guidance notes and useful information to help chiropractors to put the Code and Standard into context and apply it. The format will be more accessible and it has also been plain English approved by the Word Centre.

## Procedures

### **Removal of £75 change of address fee**

The removal of the statutory requirement for chiropractors to pay a £75 fee to change their details on the statutory Register is getting closer.

Given the current round of regulatory reform and fundamental amendments to the governing legislation of all health regulators, we have again taken the opportunity to propose to legislators the removal of the requirement for chiropractors to pay £75 for amendments to their contact details on the Register.

We will tell chiropractors when amendment to paragraph 7 (4) of our Registration Rules 1999 comes into effect.

## Policies

### **General Council starts a strategic review**

At its first meeting on 12 February 2009, the newly constituted General Council agreed the process for the development of the GCC's Corporate Plan 2009–2014. The Corporate Plan defines the GCC's statutory objectives and aspirations, and specifies the activities necessary to achieve them.

The review will build on the GCC's current Corporate Plan 2004–2009, which can be read on our website: [www.gcc-uk.org](http://www.gcc-uk.org)

## Communications Strategy 2008–2011

The GCC's Communications Strategy 2008–2011 was approved by Council in November 2008. It builds on the GCC's previous Communications Strategy, is informed by our Corporate Plan, and its key objectives derive from *'Implementing the White Paper – Trust, Assurance and Safety – Enhancing confidence in healthcare professional regulators'* published in June 2008 by the Department of Health.

The purpose of the GCC's *Communications Strategy* is to achieve specific outcomes relating to patients, members of the public and the chiropractic profession that will contribute to the GCC's fulfilment of its statutory duty to protect the public.

The *Communications Strategy* focuses on

- Raising public awareness and understanding of the regulation of chiropractors; and
- Facilitating engagement with members of the public, patients and the chiropractic profession

The Council keeps our *Communications Strategy* under review and plans to look at how we can engage more widely with the profession in future. It will consider proposals put forward by our Communications Advisory Group at its next meeting in May.

The GCC's Communications Strategy 2008–2011 can be read on: [www.gcc-uk.org](http://www.gcc-uk.org)

## Information in translation

As well as English, Welsh, and a Braille version too, *What can I expect when I see a chiropractor?* the GCC's patient information leaflet, is available in a range of languages: Arabic, Bengali, Chinese, Gujarati, Polish, Punjabi and Urdu.

If you need to stock-up, please contact Paul Robinson at the GCC for your free supplies or download from [www.gcc-uk.org](http://www.gcc-uk.org).

# Don't forget your free GCC publications

For your free supplies of GCC publications, including postage and packing, please contact Paul Robinson on [publications@gcc-uk.org](mailto:publications@gcc-uk.org) or on 020 7713 5155 during office hours.

GCC publications can also be downloaded from [www.gcc-uk.org](http://www.gcc-uk.org). Where indicated\* some are in electronic format only and posted on our website. Please contact the GCC if you need hard copies.

## **GCC booklets and leaflets**

### *What can I expect when I see a chiropractor?*

For patients and members of the public thinking about seeking chiropractic care. Available in: Arabic, Bengali, Chinese, English, English-Braille, Gujarati, Polish, Punjabi, Urdu, Welsh

### *X-ray Information Note*

For patients – information about the ownership of health records, including X-ray films and other medical images

### *Becoming a chiropractor\**

For members of the public – careers information

### *Code of Practice and Standard of Proficiency*

For chiropractors, patients and the public – sets out the standards of chiropractic conduct and practice

### *Fitness to Practise Report 2007*

For chiropractors, patients and the public – summarises Professional Conduct Committee hearings to extract key learning points for the profession

### *Continuing Professional Development (CPD) Mandatory Requirements*

For chiropractors – explains how to comply with mandatory CPD

### *Blood Donor Certificates*

For chiropractors to complete for blood donors who have recently received acupuncture or dry needling

### *Who regulates health & social care professionals?*

For patients, the public and health professionals – information about the UK health regulators, what they do and why; published by the Joint UK Health & Social Care Regulators

### *The practice of chiropractic in the United Kingdom and its contribution to the health of the nation*

Brief information note for GPs and others that puts into context the safety, efficacy, cost effectiveness of chiropractic and the social impact of back pain

### *Musculoskeletal Pathway: Managing Acute Back Pain in Primary Care*

Advice for GPs, Primary Care Trusts and Local Health Boards

### *Annual Report 2007\**

For stakeholders and others with an interest in the GCC's activities and financial statements – reviews a year's work by tabulating our core activities, setting out aims and objectives, measuring progress in the implementation of specific projects and outlining projects in the pipeline

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[www.gcc-uk.org](http://www.gcc-uk.org)

Dates of future meetings of General Council and minutes; findings of Professional Conduct and Health Committees; annual accounts; registration checks and other relevant information are on our website.

[Webmaster@gcc-uk.org](mailto:Webmaster@gcc-uk.org) for feedback on the website.

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