


# Dr Simon Fradd

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Forum Board

# The Argument Is Won

- ▶ Good for patients  
wellbeing  
access  
outcomes
  - ▶ Good for the NHS  
human resources  
professional morale  
prescribing
  - ▶ Good for Government  
satisfaction with NHS
  - ▶ Good for taxes
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# Blocks To Implementation

Professional failure

Medical resistance


Government cowardice

Wrong message

No incentives for anyone

# Solutions

## Target Children

- Captive audience
  - Human blotting paper
  - Most influential group in society
  - Lifetime payback
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# Making Sense of Health

- ▶ [Contraception in Puberty and Relationships.wmv](#)

# Incentivising The Teachers

- ▶ Fills national curriculum


PSHE

Citizenship


Science

- ▶ Provides lesson content
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# Incentivising Students


- sex
  - drugs
  - fags
  - booze
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# Why Teach Doctors


- Raising awareness
  - How to convince patients
  - Drug interactions
  - What works
- 




# Incentivising The Doctors (more money lesswork)

- Reduced workload
  - Appraisal/revalidation
  - Job satisfaction
  - ?Enhanced service
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# Involving Adults

- Via their children
  - Health and Well Being boards
  - PPGs
  - Publicity (choose well)
  - Fact sheets
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# Incentivising Adults

- Improved access
  - Choice
  - Empowerment
  - No prescription charges
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# Giving Government Grit

- Group initiatives
  - National movement
  - Supportive public
  - Resource sparing
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