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
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
Making Sense of Health

- Contraception in Puberty and Relationships.wmv
Incentivising The Teachers

- Fills national curriculum
  - PSHE
  - Citizenship
  - Science
- Provides lesson content
Incentivising Students

- sex
- drugs
- fags
- booze
Why Teach Doctors

• Raising awareness
• How to convince patients
• Drug interactions
• What works
Incentivising The Doctors
(more money less work)

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

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

• Improved access
• Choice
• Empowerment
• No prescription charges
Giving Government Grit

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