



JCCP Stakeholder Council – Notes of meeting – 4/4/2019

Introduction

Andrew Valance Owen (AVO) - (Chair – JCCP Stakeholder Council) opened the meeting and indicated that the primary purpose of the event was to brainstorm the issue of how to raise public awareness of the risks associated with some non-surgical procedures and to encourage members of the public to seek qualified and expert practitioners. Professor David Sines, Executive Chair JCCP – supported by Simon Withey, Chair CPSA - thanked Andrew for his introduction and provided a brief update on the current status of the JCCP and recent developments with regard to potential regulation of the sector. In summary David and Simon indicated the following:

- JCCP activity was growing steadily now and the Practitioner Register was becoming populated. David welcomed the recent addition of the Transform Group who will be registering over 35 eligible practitioners.
- The JCCP Education and Training Register is also embedding with 3 education and training organizations already approved and another 5/7 at an advanced stage of application.
- The JCCP and CPSA was in active discussion with the DHSC, CQC, MHRA, Local Authority Environmental Health officers (EHO's), the Advertising Standards Authority, the Devolved Authority in Scotland and other government and public statutory regulatory bodies with regard to areas of concern about lack of regulation and opportunities to move forward to protect the public.
- The JCCP had completed its first annual review by the PSA and is awaiting a formal letter of approval for the renewal of its Practitioner Register.

David also thanked a number of key supporters in the room who had provided financial and pro bono support to the JCCP.

JCCP Public Awareness Debate

AVO then described the process for the afternoon's discussion to consider at key safety issues relating to raising public awareness in the sector. The JCCP and CPSA had brought together a panel of experts to offer their view on the issue who had been invited to address the audience prior to open conversation with the audience. The three 'Expert Panel' members were:

Oliver Caporn – CDM Worldwide – Creative Director

Viv Parry – Journalist and Media Presenter

Dawn Knight – JCCP Patient representative and ‘Expert by Experience’.

Unfortunately Antonia Mariconda from ‘Safety in Beauty’ had to submit apologies with regard to her place on the ‘Expert Panel’.

Viv Parry

The key points made by Viv were as follows:

- There are no coherent messages being presented or communicated to the consumer.
- There was a significant problem of people in the sector referring to ‘users’ as ‘patients’ rather than ‘customers’/‘consumers’.
- There is a public perception that if you are a Doctor or Nurse you will be competent and safe which provides false assurance to the public in the absence of such practitioners presenting with validation of their proficiency to practise in the field of non-surgical aesthetics.
- Much of the current messaging within the sector has focused on negative experiences and ‘bad cases’ – much more positivity about the sector is also required to promote public confidence in best practice.
- Where does the responsibility lie when having a treatment – the consumer or the practitioner? Viv was of the opinion that practitioners should assume primary responsibility for consumer safety and for the provision of informed choices.
- There is a need for a consumer-focused approach that provides the consumer with simple toolkits to use when considering the selection of a practitioner – in plain English the ten key things you should ask when considering a treatment should be ‘spelt out’ –consumers should be actively engaged in the development of this list.
- Social media must be used as this is the key information route that consumers use when considering treatment – use ‘CLICK Bait’, for example.
- Consumers should be invited to engage and drive the need for regulation of the sector – achieving a 100,000 signature petition route could be a way forward.
- A major strength would be to use the JCCP status as a ‘not for profit’ charitable body focused on public safety/protection as a key message.

Oliver Caporn

The key points made by Oliver were as follows:

- There has been a significant shift in the last few years as non-surgical treatments have become mainstream and popularized via social media channels.
- Demographic profiles are changing with a move towards targeting the under 40’s to add to the previous older ‘let’s look younger’ consumer groups.
- There are a range of barriers to the development of effective campaigns – lack of data/evidence on the sector, in built professional protectionism (medics versus beauty sector), mixed messaging and brands (JCCP and Save Face).

- The JCCP needs to redefine its purpose in clear English and ‘get the message out’.
- Examples of other non-statutory registers were given that had succeeded – ABTA, CORGI, FAIRTRADE. Here the key was ‘buy in’ from the key stakeholders to do something positive, safe and assuring and/or to respond purposefully to pressure from the consumer voice.
- The JCCP needs to develop a simple vision, identify some key opinion leaders and seek to understand more about the motivations of the key constituent groups seeking these treatments.
- Whatever campaign and messaging is agreed it must focus on social media as a priority as traditional forms of communications are declining – Magazines, Newspapers etc.

Dawn Knight

Dawn used her own experience as a person who had and was still suffering the trauma of substandard treatment and care to inform the JCCP of what needs to be done to get the message out about risk and public protection:

- Use a language that the general public understand.
- Show the public what good practice looks like.
- Map out what could and should happen if things go wrong.
- Crack down via the ASA on illegal and misleading advertising.
- Engage with major social media platforms to challenge inappropriate and misleading posts.
- Create an ‘army’ of people who can raise the profile of the key safety issues – possibly using a standard form for people to use to complain or raise issues.
- Support the JCCP as it is trying to bring all parties together in the interests of public protection and safety.

AVO thanked everybody for their stimulating and at times provocative thoughts. Some of the key issues and proposals presented by members of the audience are presented in the following section of this report:

- The market needs to be defined and categorized identifying key user groups and their motivational drivers.
- Focus should not only be on practitioner services but also on using genuine safe products – look at bringing key suppliers together on this to collaborate in the interests of public protection/safety; to encourage commercial providers and industry suppliers to work collaboratively with the JCCP to support the Council’s public safety campaign, both through the use of their own marketing teams and by working together with the JCCP.
- Highlight the cost to the NHS of putting right the significant (and rising) number of ‘botched’ and Insafe treatments – build the evidence/data base and cost model etc. that relates to this issue.
- Highlight the major issue of ‘Body Dysmorphia’ and psychological distress – use experts in this field.
- Encourage all of stakeholders to commit to support the imminent DHSC public awareness campaign and use their channels of communication to transmit the messaging effectively.
- Recognise the critical importance of using the beauty sector in the campaign since the first point of enquiry for many people considering treatment are often beauty salons.

AVO then invited David to look at next steps from the JCCP. David indicated the following:

1. The JCCP will be establishing a **JCCP Marketing/PR/Communications Group** – first meeting to be in April 2019 – if there are volunteers who would like to participate they should to contact him directly. This group will prepare an 'Action Plan' based on the many constructive and helpful comments made at this meeting.
2. The thoughts from the meeting will be shared with the DHSC who are currently designing a national Public Awareness' campaign that will consider the risk associated with non-surgical treatments.
3. The JCCP will seek to bring together product providers and industry suppliers to consider ways of communicating to consumers issues around 'safe or unsafe products'.
4. All participants are encouraged to report back to the JCCP any issues around misleading advertising in the sector and the inappropriate use of social media.
5. The JCCP will reconvene a meeting later in 2019 to review actions resulting to this activity.

The Joint Council for Cosmetic Practitioners

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The JCCP Practitioner Register is open for practitioners. Please go to:

www.jccp.org.uk

For general enquiries on the JCCP please go to:

admin@jccp.org.uk

For further information on standards for non-surgical aesthetic treatments and hair restoration surgery please go to:

www.cosmeticstandards.org.uk