

Public Health England Screening

Case Study

The Behavioural Insights team at Public Health England requested a review of: 1) the barriers/facilitators that underlie the behaviours that health professionals can use to support cancer-screening uptake, 2) real-world interventions designed to support these screening behaviours.

YHEC ran a literature search to identify reported barriers/facilitators for the national breast, cervical and bowel cancer screening programmes. Qualitative coding organised the barriers/facilitators into groups, guided by a behavioural science framework.

Stakeholders identified national interventions designed to support screening behaviours. The function and method of delivery of the interventions were coded using an intervention design framework.

Expert consensus recommendations for which intervention designs to use to target the grouped barriers/facilitators were consulted.

Areas of disjuncture were highlighted between the intervention designs used and the expert recommended intervention designs, for each grouping of barriers/facilitators.

YHEC made recommendations to Public Health England as to how to optimise the design of interventions to support health care professionals' screening behaviours, drawing on the disjuncture identified.



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