

13/163 - Mass Media for Public Health Messages

Research Question(s)

What are the effective uses of mass media to communicate public health messages to local populations in the UK?

The NIHR Public Health Research programme would like to commission secondary research to draw together evidence on effective use of mass-media* to communicate public health messages as part of local initiatives, used alone or as part of national campaigns. Secondary research methods, which may include a review of reviews, are required to synthesize existing literature across relevant disciplines. We are particularly interested in effective:

- components of messages
- delivery to different target populations
- use for different aims and outcomes towards changing behaviour to improve health
- fit with other strategies to improve public health

Consideration should also be given to:

- opportunities for future use with new and changing technologies
- the impact of the intervention on health inequalities and cost effectiveness information where possible

We would like to draw upon research from a wide range of disciplines relevant to public health. Research proposals must be within the remit of the PHR programme.

*NICE define a mass-media campaign as “a communication plan that uses mass media to share messages with target audiences. It can include local, regional or national television, radio and newspapers, and leaflets and booklets. It can also include new media, such as the Internet or mobile phone. On the Internet, it can involve anything from real-time streaming of information and podcasts, to discussions with experts and the use of social networking sites. (An example of real-time streaming is the 'breaking news' text that appears along the bottom of the screen during some TV news programmes.) The aim of a mass-media campaign is to reach large numbers of people without relying on face-to-face contact.”

Remit of Call:

All proposals submitted under this call must fall within the remit of the Public Health Research programme. Please go to www.nets.nihr.ac.uk/programmes/phr/remit for details.

General Notes:

The PHR programme evaluates public health interventions, providing new knowledge on the benefits, costs, acceptability and wider impacts of non-NHS interventions intended to improve the health of the public and reduce inequalities in health. The

scope of the programme is multi-disciplinary and broad, covering a range of interventions that improve public health delivered in a non-NHS setting.

Notes to Applicants

The NIHR Public Health Research programme is funded by the NIHR, with contributions from the CSO in Scotland, NISCHR in Wales, and HSC R&D, Public Health Agency, Northern Ireland. Researchers in England, Scotland, Wales and Northern Ireland are eligible to apply for funding under this programme.

Applicants are recommended to seek advice from suitable methodological support services, at an appropriate stage in the development of their research idea and application. It is advisable to make contact at an early a stage as possible to allow sufficient time for discussion and a considered response.

The NIHR Research Design Service (<http://www.nihr.ac.uk/research/Pages/ResearchDesignService.aspx>) can advise on appropriate NIHR programme choice, and developing and designing high quality research grant applications.

Transparency agenda

In line with the government's transparency agenda, any contract resulting from this tender may be published in its entirety to the general public. Further information on the transparency agenda is at:

<http://transparency.number10.gov.uk/>

http://www.ogc.gov.uk/policy_and_standards_framework_transparency.asp <http://www.contractsfinder.businesslink.gov.uk/>