

Healthcare treatments

What the public thinks

Public views on new treatments

You will see pairs of treatments for smokers to stop smoking.

For each pair, please pick the treatment you think should be funded.

The treatments

- differ in type
- differ in how effective they are

You will be shown 11 pairs of treatments.

These pairs are in no particular order.

Please read each pair on its own before choosing.

Treatment A

The patient receives

standard medication

worth £50 per month
for stopping smoking.

This medication is proven to help

10 out of 100 treated.

Treatment B

The patient receives

vouchers for healthy groceries

worth £50 per month
for not smoking.

This intervention is proven to help

10 out of 100 treated.

Which treatment should be funded?

- Treatment A
- Treatment B

Treatment A

The patient is paid

cash

£50 per month
for not smoking.

This intervention is proven to help

20 out of 100 treated.

Treatment B

The patient receives

standard medication

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for stopping smoking.

This medication is proven to help

10 out of 100 treated.

Which treatment should be funded?

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Treatment B

The patient is paid

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for not smoking.

This intervention is proven to help

5 out of 100 treated.

Which treatment should be funded?

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Treatment B

The patient is paid

cash

£50 per month
for not smoking.

This intervention is proven to help

11 out of 100 treated.

Which treatment should be funded?

- Treatment A
- Treatment B

Treatment A

The patient receives

vouchers for healthy groceries

worth £50 per month
for not smoking.

This intervention is proven to help

40 out of 100 treated.

Treatment B

The patient receives

standard medication

worth £50 per month
for stopping smoking.

This medication is proven to help

10 out of 100 treated.

Which treatment should be funded?

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for not smoking.

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10 out of 100 treated.

Which treatment should be funded?

- Treatment A
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You will now see pairs of treatments for a different problem:

treatments for weight loss for overweight people.

The task is otherwise the same as what you've been doing so far.

For each pair, please pick the treatment you think should be funded.

Treatment A

The patient receives

standard treatment

worth £50 per month
for weight loss.

This treatment is proven to help

10 out of 100 treated.

Treatment B

The patient is paid

cash

£50 per month
for meeting weight loss targets.

This intervention is proven to help

20 out of 100 treated.

Which treatment should be funded?

- Treatment A
- Treatment B

Treatment A

The patient is paid

cash

£50 per month
for meeting weight loss targets.

This intervention is proven to help

11 out of 100 treated.

Treatment B

The patient receives

standard treatment

worth £50 per month
for weight loss.

This treatment is proven to help

10 out of 100 treated.

Which treatment should be funded?

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This intervention is proven to help

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Which treatment should be funded?

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What do you think about the NHS paying overweight people cash if they lose weight?

Which of the following four statements best describes your view?

- This is acceptable if it leads to benefits that outweigh any negative effects.
- This would be acceptable if it leads to benefits that outweigh any negative effects, but I don't think this is the case in the real world.
- I can imagine no benefits that could ever outweigh the negative effects this has, even in an ideal world, so it is not acceptable.
- This is not acceptable even if the benefits were to outweigh any negative effects.

What do you think about the NHS paying smokers cash to stop smoking?

Which of the following four statements best describes your view?

- This is acceptable if it leads to benefits that outweigh any negative effects.
- This would be acceptable if it leads to benefits that outweigh any negative effects, but I don't think this is the case in the real world.
- I can imagine no benefits that could ever outweigh the negative effects this has, even in an ideal world, so it is not acceptable.
- This is not acceptable even if the benefits were to outweigh any negative effects.

How responsible do you think smokers are for smoking?

Not at all responsible —————— Entirely responsible

How responsible do you think overweight people are for being overweight?

Not at all responsible —————— Entirely responsible

People in our society often disagree about how far to let individuals go in making decisions for themselves. How strongly do you agree or disagree with each of these statements?

	strongly disagree	moderately disagree	slightly disagree	slightly agree	moderately agree	strongly agree
The government interferes far too much in our everyday lives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sometimes government needs to make laws that keep people from hurting themselves.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It's not the government's business to try to protect people from themselves.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The government should stop telling people how to live their lives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The government should do more to advance society's goals, even if that means limiting the freedom and choices of individuals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government should put limits on the choices individuals can make so they don't get in the way of what's good for society.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Imagine the NHS would offer you a choice of interventions to help you improve your health through behaviour change. Which type of intervention would **you personally choose**?

Please rank the interventions from 1 to 5, where **1 is your most preferred** and **5 is your least preferred** option.

Please use each number (1–5) once, to assign a rank to each option:

- _____ Medication
- _____ Standard behavioural treatment
- _____ An incentive scheme paying vouchers for luxury items
- _____ An incentive scheme paying vouchers for healthy groceries
- _____ An incentive scheme paying cash

Now think about **other people** to whom the NHS would offer the same type of interventions. Which type of intervention do you think **they** would choose?

1 is what you think is **most preferred by others** and **5** is what you think is **least preferred** by others:

- _____ Medication
- _____ Standard behavioural treatment
- _____ An incentive scheme paying vouchers for luxury items
- _____ An incentive scheme paying vouchers for healthy groceries
- _____ An incentive scheme paying cash

We would welcome your comments about why you chose between the different treatments the way you did.

(Please indicate whether what you write applies to smoking cessation, or weight loss, or both).

Please tell us about yourself

This research is more meaningful if we can tell whether those who took part reflect the population reasonably well.

What is your gender? Male Female

How old are you? _____ years old

What is your highest level of educational qualification?

- No qualifications
- GCSE or similar
- GCE A level or similar
- Higher education or similar
- Degree or similar
- Other

Are you or have you ever been overweight?

- I am currently very overweight.
- I am currently slightly overweight.
- I used to be overweight but am now normal weight.
- I have never been overweight.
- Don't know or prefer not to answer.

Do you smoke or have you smoked?

- I currently smoke every day.
- I currently smoke, but not every day.
- I used to smoke but have quit.
- I have never smoked.
- I prefer not to answer.

What is your postcode? _____

Thank you!

v1

smo g10-c20-c5-g20-c11-g40-m20-g5-c40-g11-c10

wei c20-c11-c10-g20-g11-m20-c40-g10-c5-g40-g5