

CASE STUDY:

NICE - Sunlight Exposure: Communicating the Benefits and Risks of Ultraviolet Light to the General Population



The UK National Institute for Health and Care Excellence (NICE) commissioned YHEC to carry out a series of evidence reviews to inform the development of public health guidance about communicating the benefits and risks of sunlight exposure to the general public.

YHEC conducted:

- A review of selected systematic reviews which have explored the effectiveness of (complex) risk communication and/or the framing of health messages in the context of a range of health-related situations;
- A systematic review of the effectiveness and cost effectiveness of current interventions;
- YHEC and York University Social Policy Research Unit also conducted a qualitative documentary analysis of UK newspapers and magazine reporting of research evidence on the health benefits and risks associated with sun exposures.



to identify the barriers and facilitators for risk communication strategies.

The outcome of these reviews was a series of evidence statements regarding the effectiveness of certain interventions and identifying the communication strategies that are most effective in communicating risk messages.

These reviews are now published on the [NICE Guidance website](#).



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