

Yorkshire and Humber Citizens' Juries on Health and Harmful Products

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on behalf of Yorkshire and Humber Association of Directors of Public Health (Y&H ADPH)



BACKGROUND

Y&H ADPH has committed to shaping the **impact of business on health** to maximise the positive contribution that commercial activity brings, and **to prevent lives being cut short by harmful systems, practices and products**. In 2024, we committed to funding work with the public to shape this agenda using deliberative **democracy** approaches.

AIM

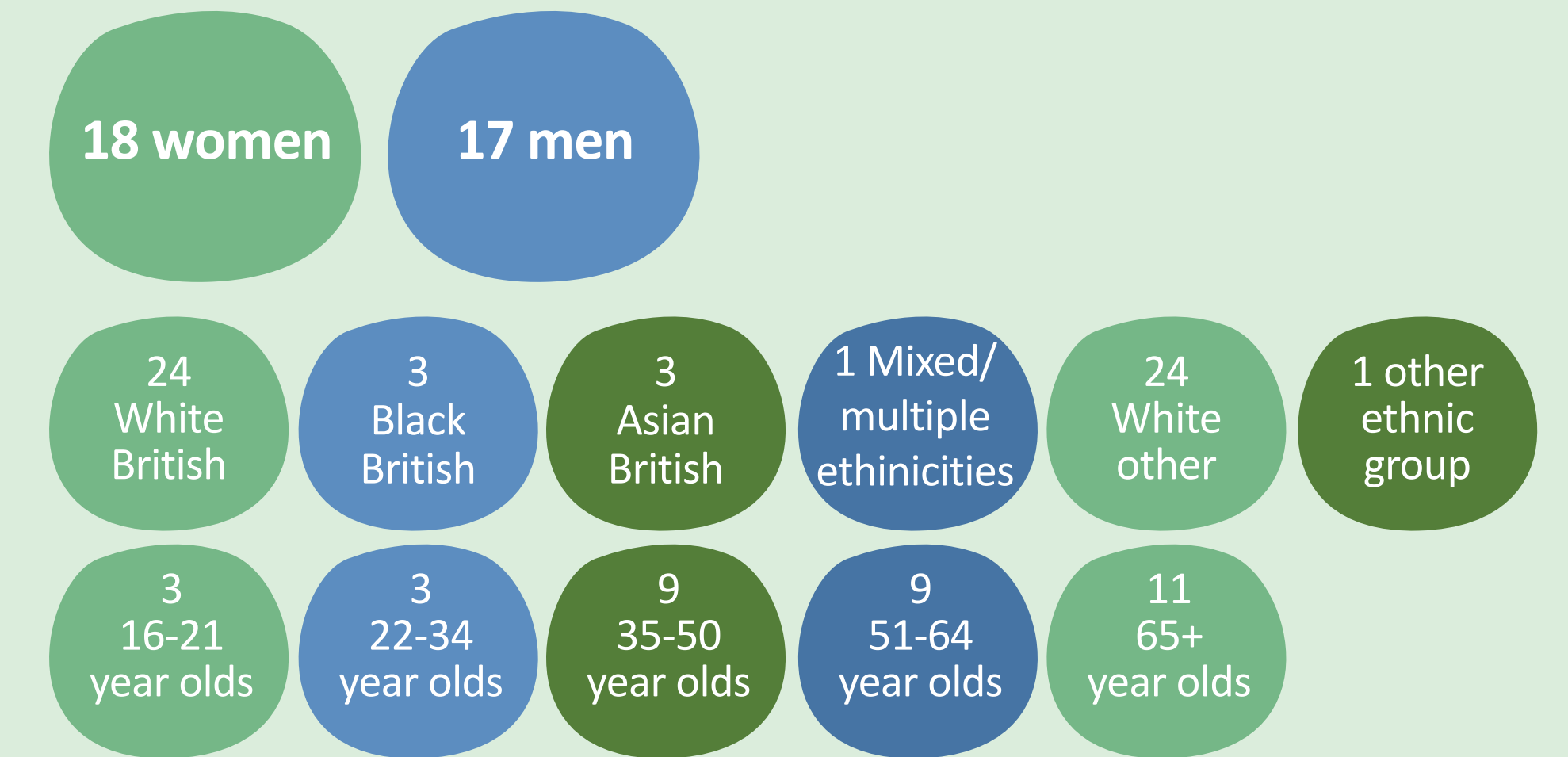
To explore public views about the health and social impacts of commercial activities relating to **tobacco, alcohol, and unhealthy food** and to consider how governments should respond.

WHAT ARE CITIZENS' JURIES?

- ▶ Robust method for **exploring complex societal issues**, understanding **different views** and finding **common ground**
- ▶ **Deliberative process**: learning discussion, and decision-making
- ▶ Jury presented with **balanced evidence**
- ▶ **Independent facilitation** and support

RECRUITMENT

Jurors were recruited using a stratified sampling method called **sortition**. Jurors were recruited from Wakefield and Doncaster, creating two mini-publics broadly **representative of Yorkshire and Humber**, with 35 jurors in total.



WORKSHOPS

- ▶ **Learning**: jurors were presented with a range of evidence from different sources
- ▶ **Discussion**: facilitated small group and whole group deliberations
- ▶ **Decision-making**: jurors agreed findings as small groups and voted individually

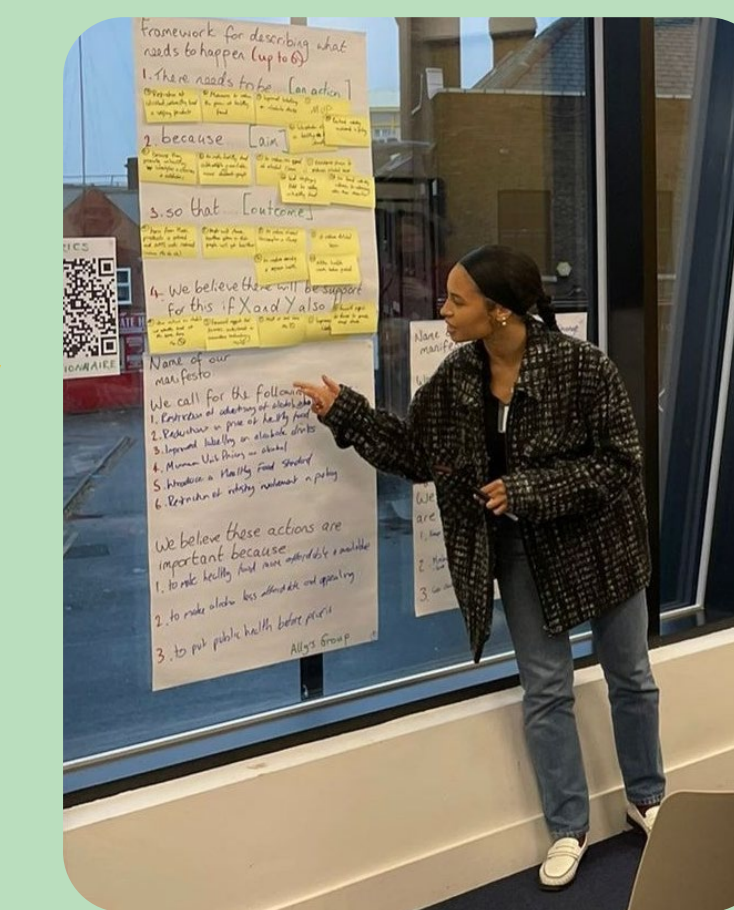
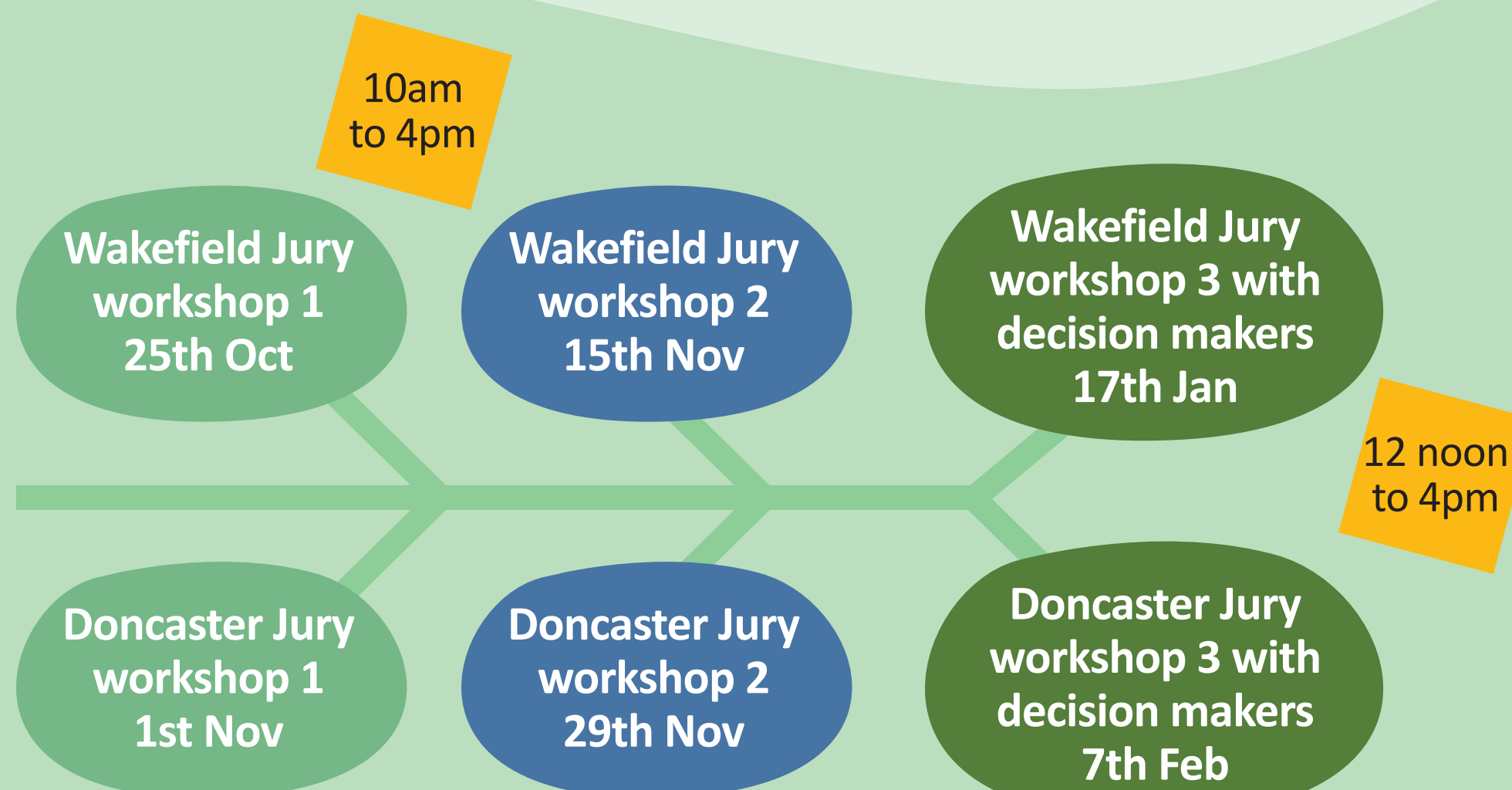
FINDINGS SO FAR

Policy proposals with the strongest support:

- ▶ Restrict advertising of alcohol, unhealthy food and vaping products
- ▶ Reduce the price of healthy food
- ▶ Restrict industry involvement in developing health policy
- ▶ Introduction of a Healthy Food Standard

Changes over the workshops:

- ▶ Increased concern about unhealthy food: "we all have to eat"
- ▶ Increasing support for restrictions on marketing, price-based interventions and protecting health policy from industry



KEY OUTPUTS

- ▶ Before and after **questionnaire**
- ▶ Group policy '**manifestos for change**'
- ▶ **Individual votes** on policy priorities
- ▶ **Audio recordings** of all discussions

Why do jurors want change?

- ▶ To "empower local communities to take control of their health"
- ▶ So people can "start from the same place, access healthy food regardless of where they are"
- ▶ "To keep financial interests out of policy – health above profit"



FIND OUT MORE: USING THE FINDINGS IN YOUR OWN WORK

Summary of findings and resources to support you with your advocacy work:

- ▶ **Juror stories, quotes and video clips**
- ▶ **Slide sets, speaking notes and images**
- ▶ **Executive summary and full report**
- ▶ **New regional CDoH NHS Futures site**
- ▶ **CDoH framing toolkit**

<https://yhadph.short.gy/CJ>

Academic outputs to follow in 2027

