**Box 2** Framing effect questions

**Scenario 1**

Consider the need for a proposal to offer a colorectal cancer screening programme to people in South Western Sydney aged 45–75 years who are healthy and have no symptoms. There are doubts about the effectiveness of such a screening programme. We will give you four statements derived from the 10-year results from *four randomised controlled trials* published in medical journals. Costs of each programme are identical. Each result is statistically significant.

On the basis of each statement, please indicate how likely you are to consider it worthwhile to implement in SWSAHS.

- Programme A reduced the rate of deaths from bowel cancer by 17%
- Programme B produced an absolute reduction in deaths from bowel cancer of 0.4%
- Programme C required 1000 people to be screened over 10 years to prevent one death from bowel cancer
- Programme D reduced the rate of death from bowel cancer by 25% but did not alter all-cause mortality

**Scenario 2**

Imagine there is a smoking cessation programme proposed for implementation in South Western Sydney. There are different views about its effectiveness. We will give you four statements derived from 12-month outcomes of *four non-randomised controlled trials* published in public health and health promotion journals. Costs of each programme are identical. Each result is statistically significant.

On the basis of each statement, please indicate how likely you are to consider it worthwhile to implement in SWSAHS.
• Programme A reduced the rate of smoking by 70%
• Programme B produced an absolute reduction in smoking of 5%
• Programme C increased the rate of smoking cessation from 21% to 71%
• Programme D required 20 people to be entered into the programme to have one quit smoking