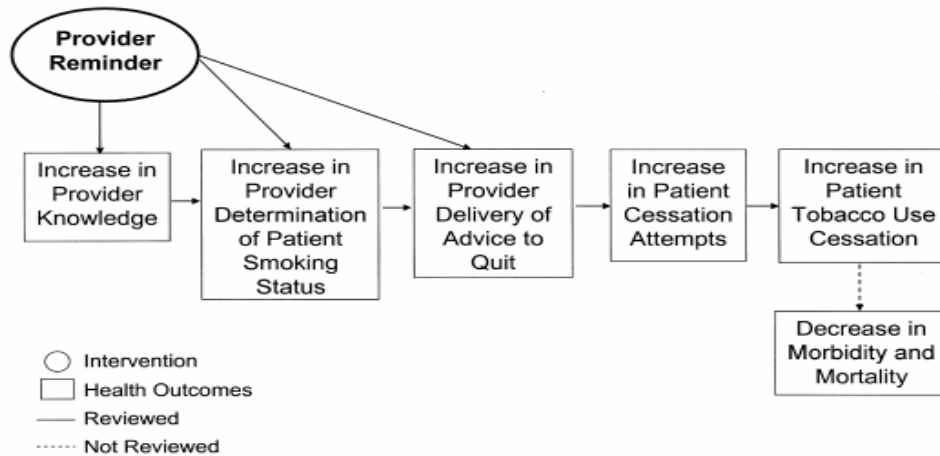


**Figure 2.3.3 An analytic framework illustrating the relationships between a smoking intervention and its outcomes**



Having developed a conceptual framework using the CDC or a similar approach, the CPHE Project Team should use the population, intervention, comparison and outcome (PICO) framework to define individual questions. PICO divides questions into the following four components.

- Population under study
  - which populations are we most interested in?
  - how can they best be described?
  - are there subgroups that need to be considered?
  - are there any relevant inequality or exclusion issues here?
- Intervention/approach
  - which interventions/approaches should be used?
- Comparison
  - what is/are the main alternative(s)? (including 'usual practice' or 'do nothing')
- Outcome
  - what really matters to the population or individual?

- which outcomes should be considered (for example, mortality, morbidity, relapse rates, physical and social functioning, costs, health status and so on)?

### **2.3.3 Sub-questions**

For each type of intervention covered by the guidance, the various confounding factors that may influence its outcome and effectiveness are taken into account. The scope will normally include the following sub-questions.

- What factors/determinants does the intervention aim to influence (for example, does it aim to change risk factors)?
- How valid and appropriate are the outcome measures used to assess effectiveness? (For example, self-report versus biologically validated measures).
- How does its content influence effectiveness?
- How does the way the intervention/programme is carried out influence effectiveness?
- Does effectiveness depend on the job title/position of the intervenor or factors such as their age, gender or ethnicity? What are the significant features of an effective deliverer/leader?
- Does the site/setting influence effectiveness?
- Does the intensity or length of the intervention influence effectiveness or duration of effect?
- How does effectiveness vary according to the age, gender, class and ethnicity of the target audience? Is there any differential impact on inequalities in health within and between different population groups?
- How much does it cost (in terms of money, people, and time)? What evidence is there on cost effectiveness?
- What are the barriers and facilitators to implementation?
- How acceptable is the intervention to the target population?
- What are the adverse or unintended outcomes?

- What impact does it have on inequalities in health?

## **2.4 Consulting on the scope**

Once the scope has been drafted, it is posted on the website and stakeholders are notified. Stakeholders are then given the opportunity to register their interest, attend a public consultation meeting and provide feedback during the consultation period. Following the consultation, a final scope is prepared and published, along with stakeholder comments and the Institute's responses to those comments.



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**Methods for development of NICE public  
health guidance**

## **About this document**

This document describes the methods used in the development of NICE public health (intervention and programme) guidance.

This document is available from the NICE website ([www.nice.org.uk](http://www.nice.org.uk)). A related document on processes is also available:

- National Institute for Health and Clinical Excellence (2006) *The public health guidance development process: an overview for stakeholders including public health practitioners, policy makers and the public.*

Nothing in this document shall restrict any disclosure of information by the Institute that is required by law (including in particular but without limitation the Freedom of Information Act 2000).

National Institute for Health and Clinical Excellence  
MidCity Place  
71 High Holborn  
London WC1V 6NA

[www.nice.org.uk](http://www.nice.org.uk)

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