



Citizens' Juries on Health and Harmful Products

Executive Summary: Process and Findings

Yorkshire and Humber, 2026



Acknowledgements

These Citizens' Juries were commissioned and funded by Yorkshire and the Humber Association of Directors of Public Health (Y&H ADPH).

The project was delivered by Y&H ADPH alongside researchers from the Shaping Public Health Policies To Reduce Inequalities and Harm (SPECTRUM) research consortium, and two National Institute for Health and Care Research (NIHR) Health Determinants Research Collaborations (HDRCs) hosted within Wakefield and Doncaster Councils. Hopkins Van Mil and Sortition Foundation also provided support for the project.

Contributors included: Stef Gissing, Jeff Collin, May van Schalkwyk, Katherine Smith, Anna Brook, Lauren Carters-White, Geoff Middleton, Marie Rogerson, Samatha Start, Melanie Wray, Shabana Bari, Ally Brown, Anna Brown, Charlotte Benkowitz, Eimer Brown, Holly Campbell, Mattie Carter, Caroline Cerny, Zoe Clarke, Louise Childs, Anna Gkiouleka, Mark Green, Marc Hall, Catherine Homer, Henrietta Hopkins, Valeza Ibrahim, Kirstie Lamb, Lyn McClarron, Ewan MacDonald-Russell, Rob Ralston, Rich Rippin, Peter Roderick, Niamh Shortt, Katharine Timpson, Carrie Wardle, Lizzie Westwood, Emma Wilson.

Support was also received from the following stakeholders: Action for Smoking on Health, Alcohol Health Alliance, Obesity Health Alliance, Yorkshire & Humber School of Public Health.

Full Summary Report authors: Charlotte Benkowitz, Holly Campbell, Jeff Collin, Stef Gissing, Kirstie Lamb, Geoff Middleton, Marie Rogerson, May van Schalkwyk, Melanie Wray.



THE UNIVERSITY
of EDINBURGH



University of
Strathclyde
Glasgow



Process

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.

Recruitment

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



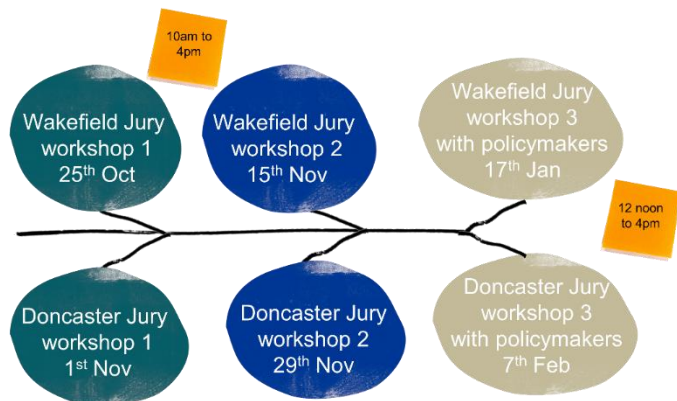
Workshop content

Two sets of workshops were held in each city, a process rooted in place and informed by what Jury members wanted to discuss. Workshops were designed around the three stages of the deliberative process:

Learning: jurors were **presented with evidence**.

Discussion: jurors were supported by facilitators to **deliberate in small groups** and **as a whole group**.

Decision-making: jurors **agreed findings as small groups** and **voted individually on key priorities**.



In Workshop 3, jurors had the opportunity to share and discuss their findings with local and national decision makers and policy, public health and advocacy



Primary Outputs

Questionnaire

Jurors were asked to complete a questionnaire on arrival at workshop one and at the end of workshop two to allow an exploration of any changes across the workshops.

Manifestos for Change

At the end of workshop two, jurors worked in small groups to develop their '**Manifestos for change**', with up to six policy actions which jurors felt most strongly should be implemented.



Votes on policy priorities

Jurors could allocate **3 votes to policies** which they believed had the “**power to make change**”, and **3 votes to policies** which they felt “**would not work**”. There were two rounds of voting.

Findings

The findings shared here are preliminary. Full findings will be shared once academic analysis of the workshop discussions has been completed. Any results should be understood alongside the full mix of data generated in the workshops.

Questionnaire

By the end of the second workshop:

- **Increasing concern about the impact of social**, as opposed to individual or biological factors, **on health**.
- **Large increase in those highlighting unhealthy food** as an industry which has the biggest impact on health.
- A clear majority (87-88%) agreed that **limits** should be placed on **advertising, promotion and sponsorship** for all three industries
- Broad support (70-73%) for actions to **reduce availability** by reducing the number of outlets selling alcohol, tobacco and unhealthy food.
- Strong support for **price-based interventions** for all three products: 82% for alcohol, and 79% for both tobacco and for unhealthy foods.
- Strong support for the idea that **government health policy should be protected from industry influence**, with nobody disagreeing in Workshop 2.
- **Significant drop** in the number of jurors who believed that government should **partner with industry** to reduce health and social harms.

Support for policy proposals

Jurors called for ambitious changes in the price, availability and marketing of alcohol, tobacco and unhealthy food. They believe change is important to improve health at individual, local and national levels. Jurors want to see a pivot in policy making away from industry involvement and a perceived prioritisation of profit over health, towards policies which empower and enable healthier communities.

Policy proposals where support was demonstrated in **both individual votes and across the small group manifestos**, with at least 2 out of 3 small groups in both Wakefield and Doncaster including the policy:

- Restrict advertising of alcohol, unhealthy food and vaping products
- Measures to reduce the price of healthy foods
- Restrict industry involvement in developing health policy
- Introduction of a Healthy Food Standard¹



Other policies which received strong support **in one of the two Juries**:

- More education about healthy eating, food system, grow your own options in schools (change the curriculum)²
- Improved labelling of alcoholic drinks³
- Setting a minimum unit price for selling alcohol³



Reflection on the process

Jury members were invited to reflect on what they had learned, and the feelings and experiences they took away. Overall, jurors in both areas shared a sense of having learned a lot from the process. They expressed how much they valued being able to work as a group, hear other people's views, and being part of something important. They shared a sense of community and that change is possible. As one Jury member put it:

“Others do care and change can happen”.

¹ While there was support from jurors individually and collectively in both places, some individual jurors in Wakefield voted that “it would not work”.

² Juror generated policy in one location

³ Included in multiple small group manifestos in one location, but received multiple individual votes from jurors in the other location that the policy would not work.



ADPH
Yorkshire
and Humber

Find out more...



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

- Juror stories and video clips
- Communicating for impact - framing toolkit
- Resource pack, with slidesets and quotes
- Slides on the process and findings, with graphs and joint policy manifestos
- Full summary report

