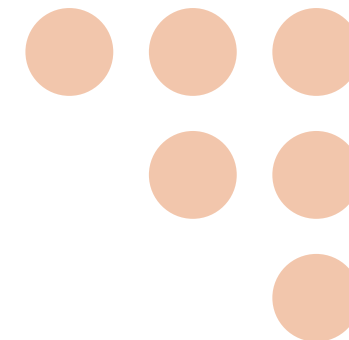


Case Study: Behind the Headlines

Daily appraisals to give the NHS a voice in the media marketplace



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Behind the headlines

Your guide to the science that makes the news

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Behind the headlines
What is RSS?

Breast cancer screening

Tuesday Nov 25 2008

"Screening women for breast cancer may lead to unnecessary treatment as some cancers will disappear on their own," reported The Daily Telegraph. It said that a study found more cancers...

Blood pressure test still valid

Tuesday Nov 25 2008

"A blood pressure reading in a GP's surgery may not be the most accurate way of predicting the chances of suffering a heart attack," The Daily Telegraph reports. The newspaper...

Down's syndrome Q&A

Monday Nov 24 2008

The number of children born with Down's syndrome is on the rise in the UK, many newspapers reported today. Following the widespread introduction of pre-natal testing in 1989, the number of babies born...

2 comments

Hairspray and birth defects

Monday Nov 24 2008

The Sun has reported that women who use hairspray in early pregnancy "more than double the risk of giving birth to males with deformed privates". It said that a study has found that the...

One of the key services envisaged for the 2007 launch of NHS Choices was Behind The Headlines – daily evidence-based analyses of healthcare stories that appear in the morning papers. These analyses have to be conducted rapidly to allow the NHS to give its point of view about media stories to the public and clinicians on the same day that the stories appear. The analyses also need to be robust and defensible as they represent the voice of the NHS and the Department of Health about the issues at hand.

The scope for Behind The Headlines - guaranteed delivery of two analyses each weekday by noon, quality assured by a senior clinician, without fail - was challenging. Bazian was approached because of our track record of delivering ambitious evidence-based projects.

Paul Nuki, Chief Editor of NHS Choices has said: "Bazian demonstrate on a daily basis their ability to produce high-quality scientific appraisals for our news service within the extremely tight deadlines that are required of them. Their reliability and consistency are matched with a flexibility to cope with any ad hoc demands necessary for the service."

Feedback to date has been positive. Behind The Headlines is one of the most visited sections of NHS Choices, and one prominent healthcare executive recently said he streams it via RSS to his start page each morning, calling it a "must read".