

# Is the BBC truly impartial when reporting on NICE's activities?

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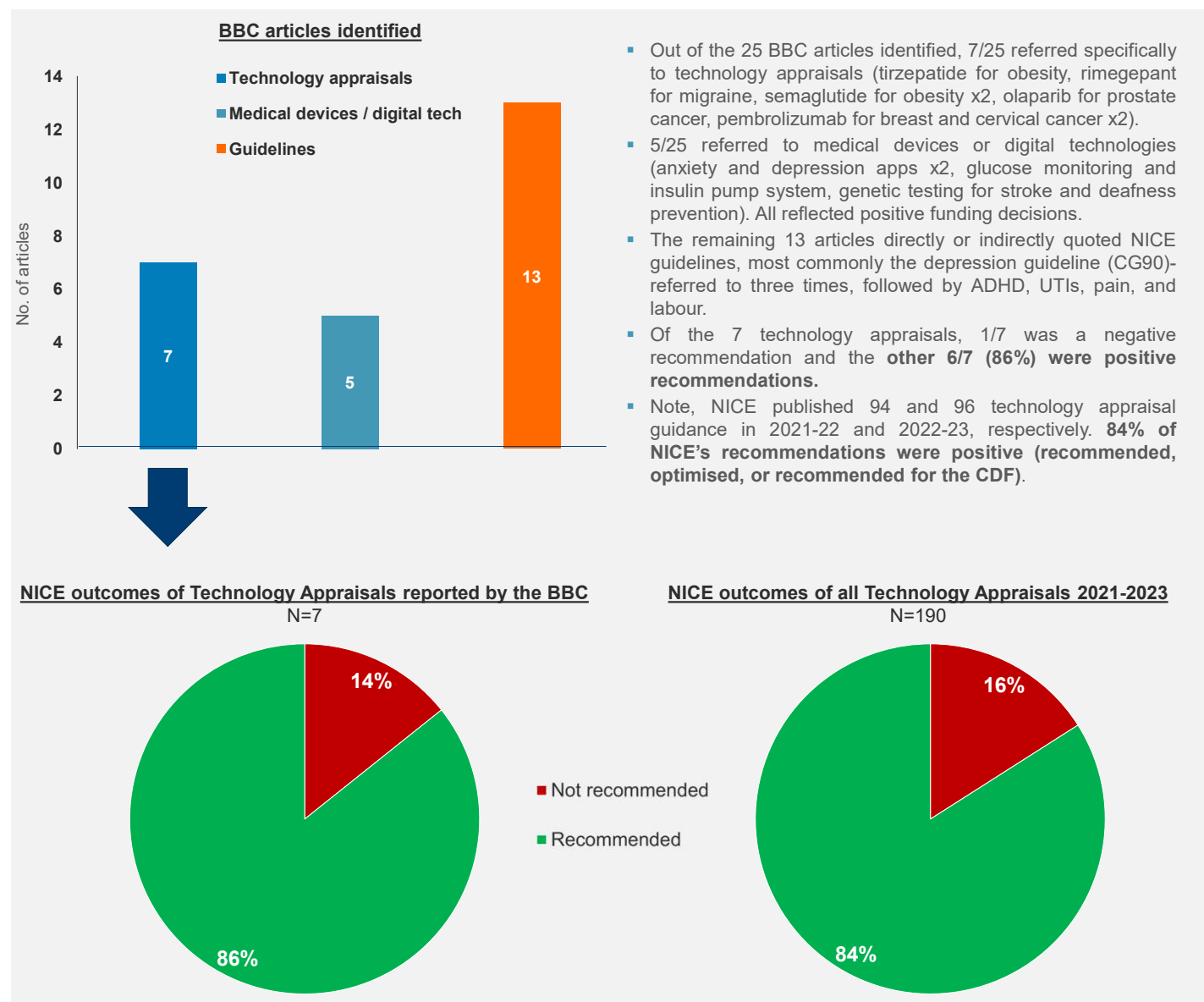
## Introduction

- Early in 2023, there was intense debate on the impartiality at the British Broadcasting Corporation (BBC), with the by-laws stating that "its committed to achieving due impartiality in all its output" and that "this commitment is fundamental to our reputation, our values and the trust of audiences"
- Given the evolving role of NICE as the NHS's "spending watchdog" in British media, this research aims to evaluate whether the BBC is impartial in reporting on NICE's activities.

## Methods

- BBC News Health articles between 29-JUNE-2022 to 29-JUNE-2023 were identified via Google using the search terms: 'National Institute for Health and Care Excellence' and 'NICE.'
- Statistics on NICE's activities were accessed from the NICE website.

## Results



## Conclusions

- Despite all the activities being carried out by NICE, only a small proportion have been the subject of a BBC news article. For example, under 10% of NICE health technology assessments were reported on. Nevertheless, the proportion of positive recommendations reported were very similar to NICE's internal statistics (86% vs. 84%) albeit in a much smaller sample.

Abbreviations: ADHD: Attention deficit hyperactivity disorder; BBC: British Broadcasting Corporation; BC: Breast cancer; CC: Cervical cancer; CG: Clinical guideline; NHS: National Health Service; NICE: National Institute for Health and Care Excellence; PC: Prostate cancer; UTI: Urinary tract infection