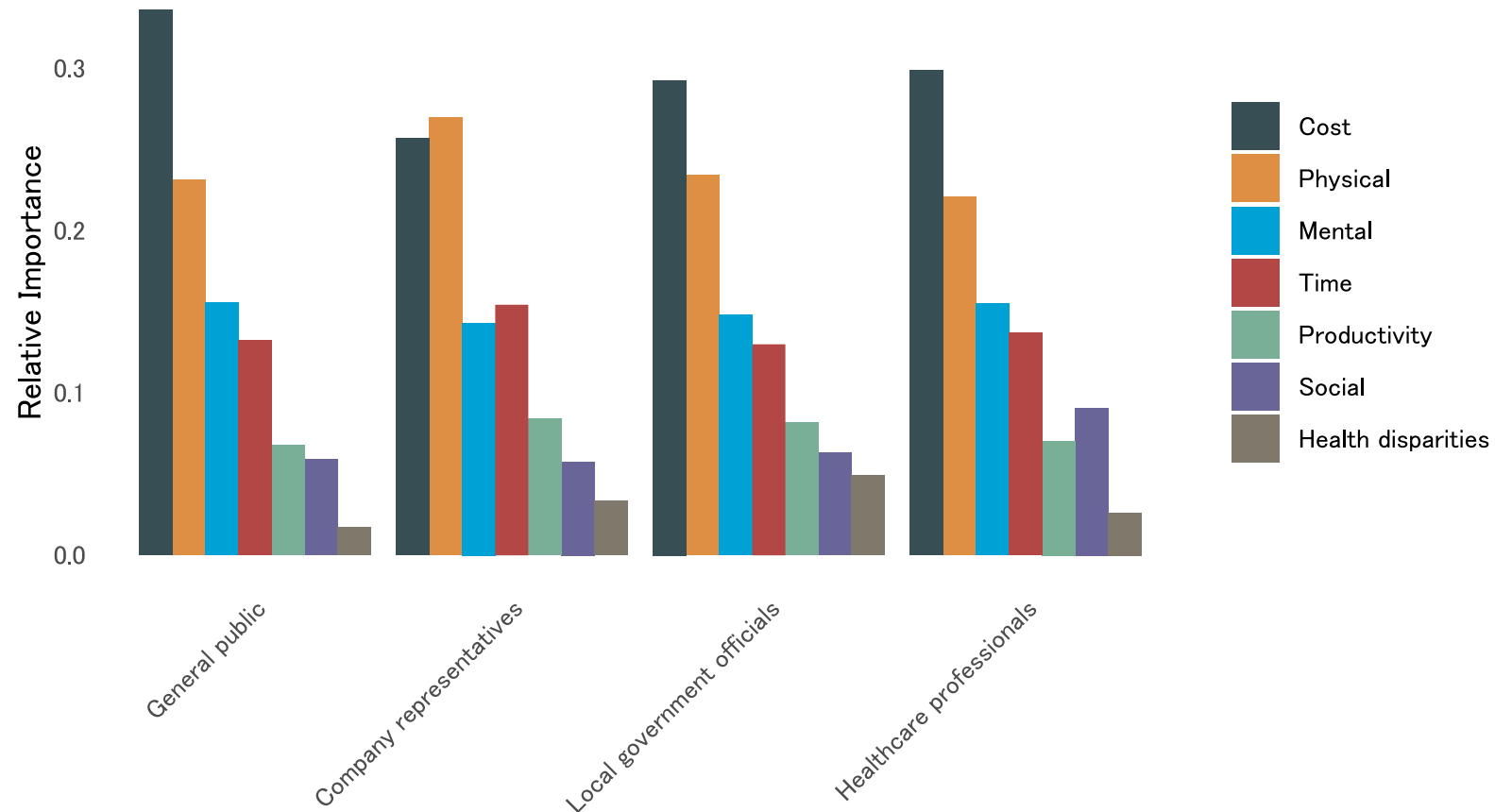


Stakeholder preferences for multidimensional attributes in the selection of health promotion programs in Japan: A discrete choice experiment

Honda Y, Yoshigai M, Tabuchi A, Nishishita Y, Ebinuma S, Imanaka Y. *BMJ Public Health*. 2026.



- This study quantified preferences for health promotion programs using a discrete choice experiment.
- Stakeholders prioritized different attributes of health promotion programs. However, cost and physical health were given high priority across all stakeholders.

Relative importance of multidimensional attributes in health promotion programs by stakeholder group