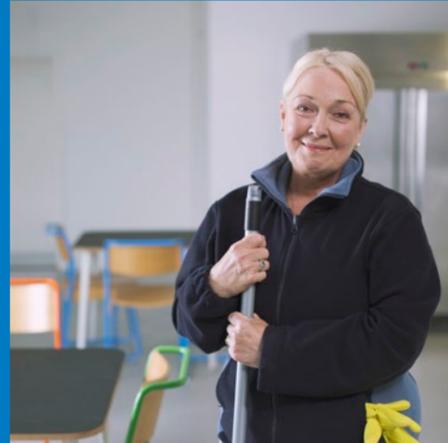


# NHS Health Check Identity Guidelines

April 2015



**NHS  
HEALTH  
CHECK**

Helping you prevent  
diabetes  
heart disease  
kidney disease  
stroke & dementia

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# Background

---

Public Health England has developed these identity guidelines to support local promotion of the NHS Health Check.

The creative approach has been updated from the previous 'cog man' identity, and has been thoroughly tested with the public to provide marketing support and drive uptake of the NHS Health Check.

These guidelines are designed to provide the information needed to produce effective NHS Health Check materials locally.

## NHS

The NHS brand is an essential element of the NHS Health Check identity. The brand inspires public confidence, is highly regarded and has near universal recognition. It is a significant asset to use in the promotion of the NHS Health Check and distinguishes the NHS Health Check from other commercially available offers, providing public reassurance about cost and quality.

## Use of the NHS Health Check visual identity

---

It is important to use the NHS visual identity, the NHS lozenge and NHS Health Checks lock-up in particular, as set out in these guidelines and not to alter the individual elements in any way. The NHS lozenge is a registered trademark and the NHS Health Checks identity sits underneath this wider NHS identity.

It is also important that those who are commissioned to provide or promote NHS Health Checks use the identity as set out in these guidelines and only use it in relation to the marketing and provision of NHS Health Checks and not for other activities, including the promotion of related commercial products such as training or non NHS Health Check services. This ultimately provides clarity and reassurance for those who are offered an NHS Health Check.

# Overview

## What's fixed

- NHS lozenge size and position
- NHS Health Check lock-up
- Photography is always full bleed
- Use of Frutiger typeface

## What's flexible

- Choice of photograph (a selection of images are available for you to use free of charge)
- Position, text and colour of proposition box
- Call to action
- Partner logos
- Content of proposition box

## NHS Health Check

When referring to the NHS Health Check, always capitalise the first letters, always include the NHS brand and never pluralise.

## Colour palette

The blue used throughout these guidelines is the main NHS Health Check colour. Research with the public showed that this colour is seen as reassuring.

## Typeface

The typeface used for NHS Health Check Identity is Frutiger. This is an NHS typeface and you must always use this typeface when producing any communications about the NHS Health Check.

**For more information on colour palette and typefaces, please visit the NHS Identity website [nhsidentity.nhs.uk](http://nhsidentity.nhs.uk)**

**NHS**

**Aged 40-74?**  
Find out about our **FREE NHS Health Check**

Even though you might be feeling great, if you're over forty you may be at risk of heart disease, stroke, kidney disease, diabetes or dementia.

A **FREE** NHS Health Check can help you reduce these risks and make sure that you stay healthy.

Call (*tel. number here*) or visit (*yourlocalNHShealthcheckURL here*)

**NHS HEALTH CHECK**

Helping you prevent

- diabetes
- heart disease
- kidney disease
- stroke & dementia

In partnership with

YOUR COMMERCIAL PROVIDER LOGO HERE

YOUR LOCAL AUTHORITY LOGO HERE

**Example**  
A4 Press Ad

# Elements

## Elements

There are six elements to the NHS Health Check Identity.

- 1 NHS lozenge
- 2 Lock-up
- 3 Photography
- 4 Proposition box
- 5 Call to action
- 6 Partner logos

### 1 NHS lozenge

See [page 08](#)

### 2 Lock-up

See [page 09](#)

### 3 Photography

See [pages 10 & 11](#)

### 4 Proposition box

This box is used to contain the headline and body copy. See [page 12](#)

### 5 Call to action

The call to action is a flexible element within the campaign depending on locality. See [page 13](#)

### 6 Partner logos

The partner logos are a flexible element within the campaign depending on partner relationship and locality. See [page 14](#)



# NHS lozenge usage

## NHS lozenge

The NHS lozenge always sits top right, in full colour.

It is this mark that signals NHS ownership and research shows that it reassures the public.

The NHS lozenge placement from the top and right margins is always equal to the height of the logo.

See [page 8](#) for more information.



**NHS**

Aged 40-74?  
Find out about  
our **FREE** NHS  
Health Check

Even though you might be feeling great, if you're over forty you may be at risk of heart disease, stroke, kidney disease, diabetes or dementia.

A **FREE** NHS Health Check can help you reduce these risks and make sure that you stay healthy.

Call (tel. number here) or visit  
(yourlocalNHShealthcheckURL here)

**NHS HEALTH CHECK**

Helping you prevent  
diabetes  
heart disease  
kidney disease  
stroke & dementia

In association with  
YOUR COMMERCIAL PROVIDER LOGO HERE  
YOUR LOCAL AUTHORITY LOGO HERE

# NHS lozenge

The NHS lozenge is a registered trademark and must be used correctly and consistently in accordance with the NHS Identity Guidelines. You can find these on the NHS Identity website at [nhsidentity.nhs.uk](http://nhsidentity.nhs.uk)

Always use the original artwork for the NHS lozenge, which you can download from the NHS Identity website. Do not attempt to recreate the logo.

**The NHS lozenge should be used on all Health Check materials.**

## Exclusion zone

You must leave a clear space around the NHS lozenge in which nothing else can appear (the 'exclusion zone'). This helps to ensure clarity and improve the impact of the logo. The clear space (X) is proportional and is defined by the height of the NHS lozenge.

## Exclusion zone sizes

A3 X=12.5mm

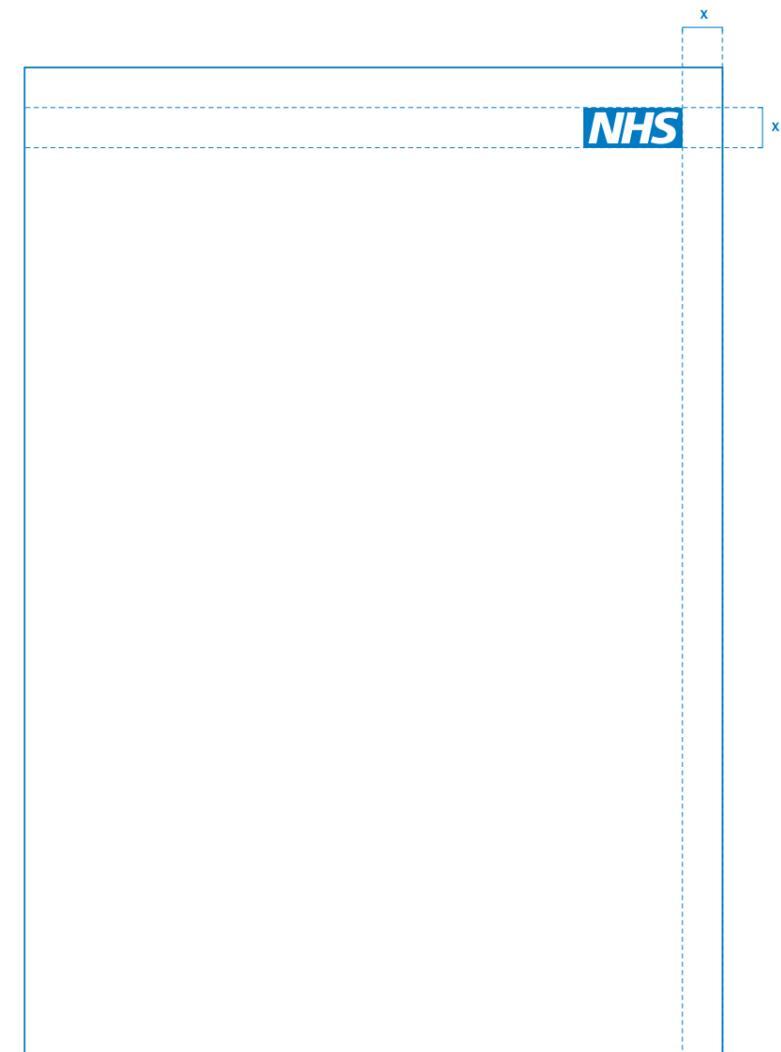
A4 X=10mm

A5 X=6mm

DL X=6mm

A6 X=5mm

Business Card X=4.25mm



## Positioning

The NHS lozenge must always be placed in the top right position.

# NHS Health Check lock-up

## *Primary*

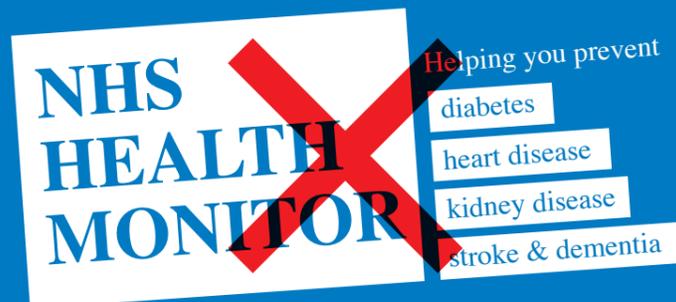
On the right is our primary lock-up. We tested several branding options, and this version was the most understood by the audience.

The lock-up design should never be altered and in all primary instances should be white out of blue.

Alternatively a reversed or mono version may be used in certain formats (see pages 25 & 29).

Below are examples of how **NOT** to use the primary lock-up.

For digital use of the lock-up, please refer to page 17.



# Photography

## Photography

From our research, we have identified the most successful visual approach with regards to engaging the Health Check audience.

As the photography has proved such an integral part of the new identity, we have created a bespoke, royalty free set of photographs which follow the 'recipe' set out below.

You can find the new Image Bank at [www.healthcheck.nhs.uk](http://www.healthcheck.nhs.uk) under **Commissioners and healthcare professionals > Marketing and Branding > Image Bank**.

A summary of the images can be seen overleaf on **page 11**.

If you would prefer to commission your own photography or should you need to choose additional images from other sources, then follow the outlined 'recipe' below as this has proven to be successful.

## Photograph 'recipe'

- A face, close up or in context
- Smiling and/or satisfied
- Signs of ageing but healthy looking
- Look like they are about to tell you something
- Ordinary

Portrait close-ups should be used to reflect the target audience. Lifestyle photography should not be obstructed by any other element of design.

**NHS**

Aged 40-74?  
Find out about  
our **FREE NHS**  
Health Check

Even though you might be feeling great, if you're over forty you may be at risk of heart disease, stroke, kidney disease, diabetes or dementia.

A **FREE** NHS Health Check can help you reduce these risks and make sure that you stay healthy.

**NHS HEALTH CHECK**

Helping you prevent  
diabetes  
heart disease  
kidney disease  
stroke & dementia

Call (tel. number here) or visit  
(yourlocalNHShealthcheckURL here)

In association with  
YOUR COMMERCIAL PROVIDER LOGO HERE  
YOUR LOCAL AUTHORITY LOGO HERE

# Photography *Image Bank*

This page shows examples of the photographs available to download from the Image Bank.

You can find these images at [www.healthcheck.nhs.uk](http://www.healthcheck.nhs.uk) under **Commissioners and healthcare professionals > Marketing and Branding > Image Bank**



*These images are subject to Crown copyright protection and may be used free of charge in the marketing of the NHS Health Check programme.*

# Proposition box

## Proposition box

This text box treatment is used to contain the headline and body copy. Device margins are equal around all edges (illustrated right).

The box must also be sympathetically placed upon the image making sure not to obstruct key elements.

The box colour should be taken from the image or the NHS colour palette and set to 90% opacity.

## Headline and body copy

Both the headline and body copy are set in Frutiger Roman 55 with highlighted copy set in Frutiger Black 75.

The headline should be short and concise and always be separated from the body copy by a single white line.

For more information on typography, please visit the NHS Identity website [nhsidentity.nhs.uk](http://nhsidentity.nhs.uk)



# Call to action

## Call to action

This should contain contact details and important URL links set in Frutiger Bold and Frutiger Roman. Information should ideally be written on two lines and always sit top right.

**NHS**

Aged 40-74?  
Find out about  
our **FREE** NHS  
Health Check

Even though you might be feeling great, if you're over forty you may be at risk of heart disease, stroke, kidney disease, diabetes or dementia.

A **FREE** NHS Health Check can help you reduce these risks and make sure that you stay healthy.

Call (*tel. number here*) or visit  
(*yourlocalNHShealthcheckURL here*)

**NHS HEALTH CHECK**

Helping you prevent

- diabetes
- heart disease
- kidney disease
- stroke & dementia

In association with

YOUR COMMERCIAL PROVIDER LOGO HERE

YOUR LOCAL AUTHORITY LOGO HERE

# Partner logos

## Partner logos

Each partner relationship is different and needs to be considered individually. It's important to think about how using partner logos may affect what the audience will understand from the poster.

If you choose to add partner logos, they should always be white and sit aligned with the NHS Health Check lock-up and the NHS lozenge\*. The local authority logo should always sit to the right of the commercial provider logo (illustrated right).

**\*The NHS lozenge must always be used.**

**NHS**

Aged 40-74?  
Find out about  
our **FREE** NHS  
Health Check

Even though you might be feeling great, if you're over forty you may be at risk of heart disease, stroke, kidney disease, diabetes or dementia.

A **FREE** NHS Health Check can help you reduce these risks and make sure that you stay healthy.

Call (tel. number here) or visit  
(yourlocalNHShealthcheckURL here)

**NHS  
HEALTH  
CHECK**

Helping you prevent  
diabetes  
heart disease  
kidney disease  
stroke & dementia

In association with  
YOUR  
COMMERCIAL  
PROVIDER  
LOGO HERE

YOUR  
LOCAL  
AUTHORITY  
LOGO HERE

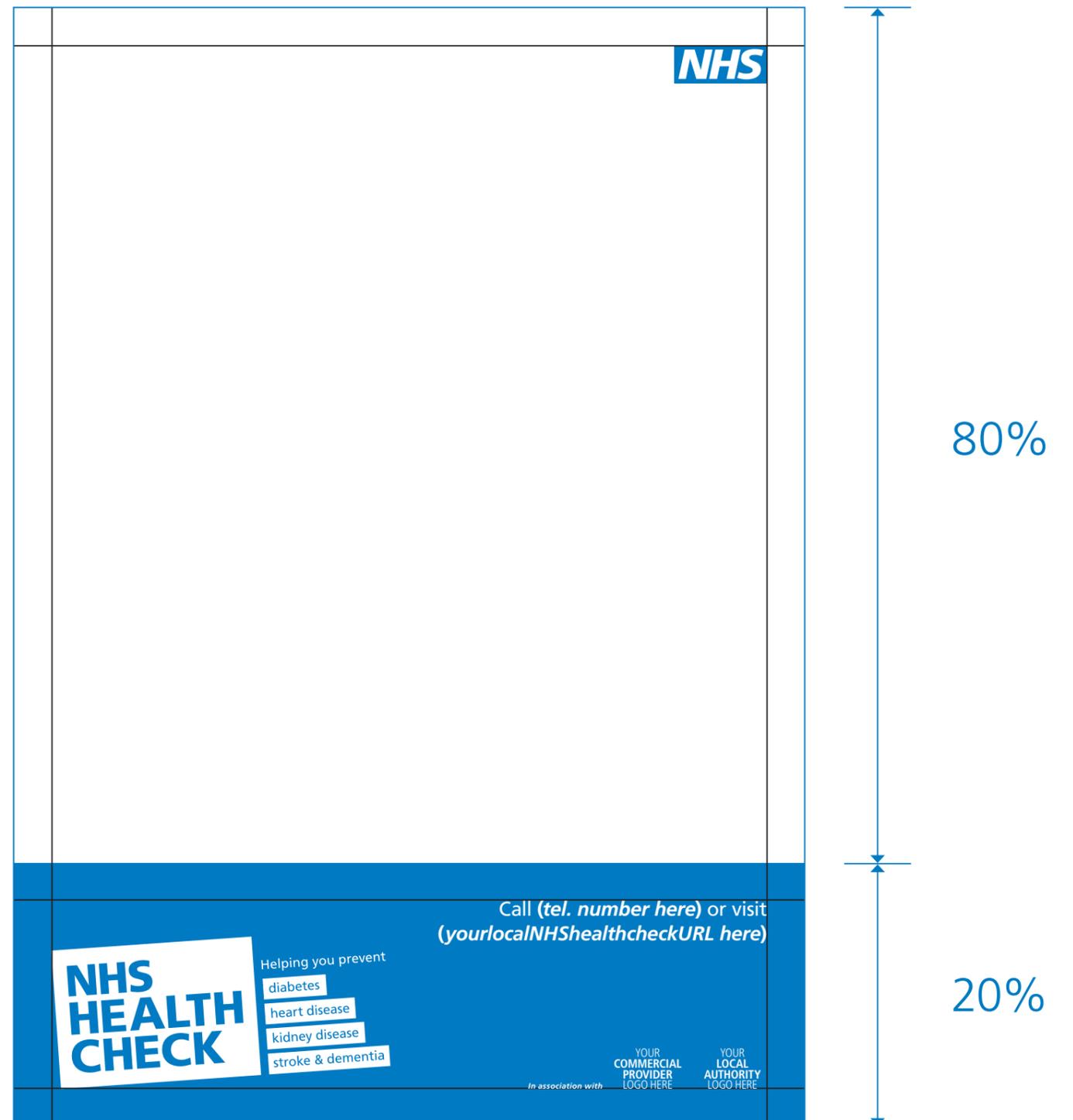
# Print advertising lock-up

## Portrait

The primary NHS Health Check logo lock-up must always be used on printed advertising and must always sit on a blue bar (taking up 20% of the height).

The NHS Health Check logo lock-up always aligns to the left and bottom margins in portrait formats.

Margins are dictated by the NHS lozenge height, see [page 8](#) for more information.



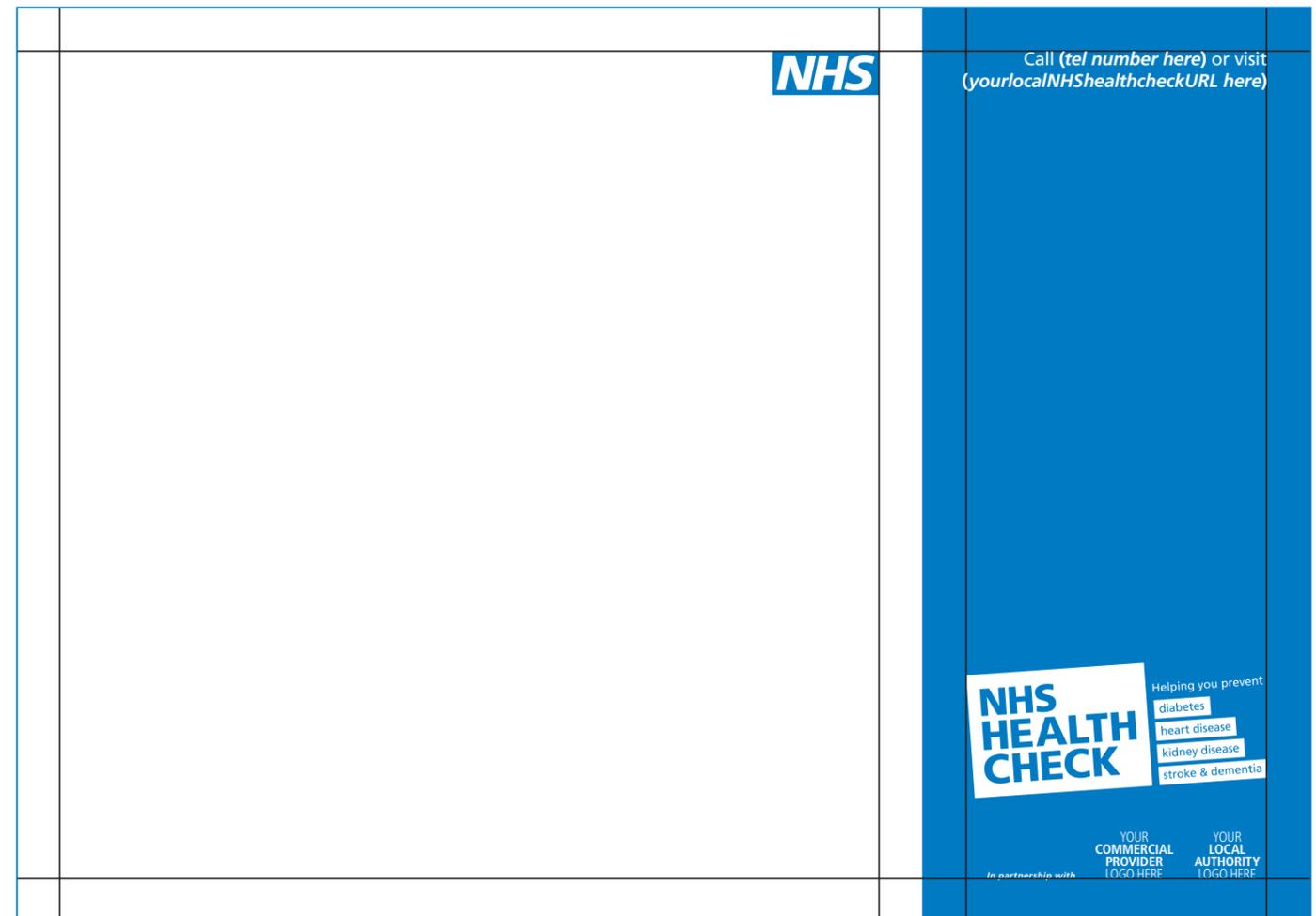
# Print advertising lock-up

## *Landscape*

The primary NHS Health Check logo lock-up must always be used on printed advertising and must always sit on a blue bar (taking up 30% of the width).

The logo lock-up sits centrally within the blue bar and should be a NHS lozenge height away from the partner logos.

Margins are dictated by the NHS lozenge height, see [page 8](#) for more information.



70%

30%

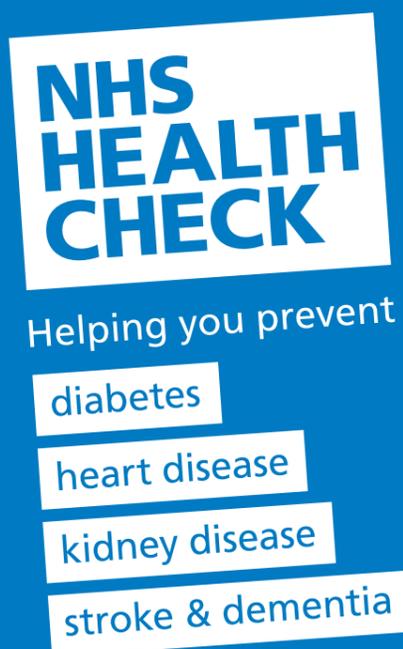
# NHS Health Check lock-up

## *Digital*

Below are the lock-ups for use in digital advertising.

They allow for use at smaller sizes but where possible the primary lock-up should be used (see [page 9](#)).

One is for tall formats and the other is for shallow formats.



Tall formats



Shallow formats

## Examples of NHS Health Check materials

---

The following pages show how the range of NHS Health Checks marketing materials should look.

Along with the guidelines, these examples can be used by you and your designer as a reference when producing your own materials. Remember to always refer to the guidelines to maintain the NHS Health Check identity and ensure maximum impact.

# Press ad *Portrait*

This page shows an example layout for a portrait press ad using the elements outlined earlier in this document.



The image shows a portrait press advertisement for the NHS Health Check. It features a man sitting at a table eating a sandwich. The ad includes the NHS logo in the top right corner. A blue text box on the left contains the headline and sub-headline. Below the headline is a paragraph of text and a short paragraph. At the bottom, there is a blue banner with the NHS Health Check logo, a list of conditions, contact information, and logos for commercial providers and local authorities.

**NHS**

**Aged 40-74?**  
Find out about  
our **FREE** NHS  
Health Check

Even though you might be feeling great, if you're over forty you may be at risk of heart disease, stroke, kidney disease, diabetes or dementia.

A **FREE** NHS Health Check can help you reduce these risks and make sure that you stay healthy.

Call (tel. number here) or visit  
(yourlocalNHShealthcheckURL here)

**NHS HEALTH CHECK**

Helping you prevent  
diabetes  
heart disease  
kidney disease  
stroke & dementia

In partnership with  
YOUR COMMERCIAL PROVIDER LOGO HERE  
YOUR LOCAL AUTHORITY LOGO HERE

# Press ad *Landscape*

This page shows an example layout for a landscape press ad using the elements outlined earlier in this document.

The image shows a landscape-oriented press advertisement. On the left, a man in a blue patterned shirt sits at a wooden table eating a sandwich. A semi-transparent blue box is overlaid on the right side of the image, containing text. In the top right corner of the image area, the NHS logo is visible. To the right of the image is a solid blue vertical panel containing contact information, the NHS Health Check logo, a list of conditions, and partner logos.

**NHS**

Call (tel number here) or visit  
(yourlocalNHShealthcheckURL here)

**Aged 40-74?**  
Find out about  
our **FREE NHS**  
Health Check

Even though you might be feeling great, if you're over forty you may be at risk of heart disease, stroke, kidney disease, diabetes or dementia.

A **FREE** NHS Health Check can help you reduce these risks and make sure that you stay healthy.

**NHS HEALTH CHECK**

Helping you prevent  
diabetes  
heart disease  
kidney disease  
stroke & dementia

In partnership with  
YOUR COMMERCIAL PROVIDER LOGO HERE  
YOUR LOCAL AUTHORITY LOGO HERE

# A3 Poster

The NHS Health Check identity can also be used to create striking posters.

The example shown is purely for illustrative purposes as the layout can be changed depending on the format requirements of the medium.



**NHS**

**Aged 40-74?**  
Find out about  
our **FREE** NHS  
Health Check

Even though you might be feeling great, if you're over forty you may be at risk of heart disease, stroke, kidney disease, diabetes or dementia.

A **FREE** NHS Health Check can help you reduce these risks and make sure that you stay healthy.

**NHS HEALTH CHECK** Helping you prevent  
diabetes  
heart disease  
kidney disease  
stroke & dementia

Call (tel. number here) or visit  
(yourlocalNHShealthcheckURL here)

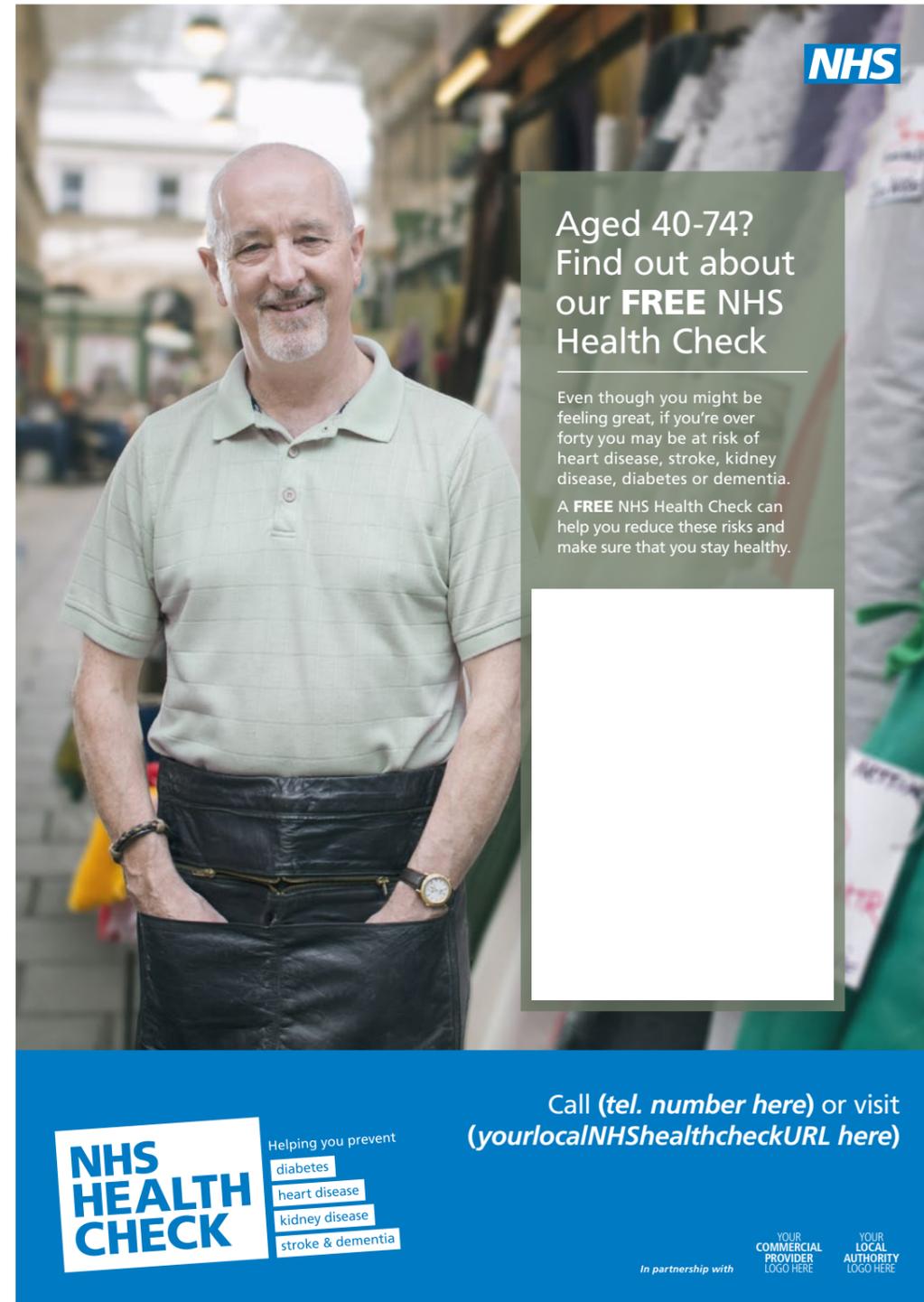
In partnership with  
YOUR COMMERCIAL PROVIDER LOGO HERE  
YOUR LOCAL AUTHORITY LOGO HERE

# Empty belly posters

## A4 and A3 posters

Both the A4 and A3 posters can be adapted to include an empty belly, allowing a clear space for custom handwritten messaging.

The A3 example shown right is purely for illustrative purposes as the layout can be changed depending on the format requirements of the medium.



The image shows an A3 poster for the NHS Health Check. It features a photograph of a smiling man in a light green polo shirt and a black leather apron, standing in a butcher's shop. The NHS logo is in the top right corner. A text box on the right contains the following text:

**Aged 40-74?**  
Find out about  
our **FREE** NHS  
Health Check

Even though you might be feeling great, if you're over forty you may be at risk of heart disease, stroke, kidney disease, diabetes or dementia.

A **FREE** NHS Health Check can help you reduce these risks and make sure that you stay healthy.

Below the text box is a large white rectangular area representing an 'empty belly' for custom messaging.

At the bottom of the poster, there is a blue banner with the following text:

**NHS HEALTH CHECK** Helping you prevent  
diabetes  
heart disease  
kidney disease  
stroke & dementia

Call (tel. number here) or visit  
(yourlocalNHShealthcheckURL here)

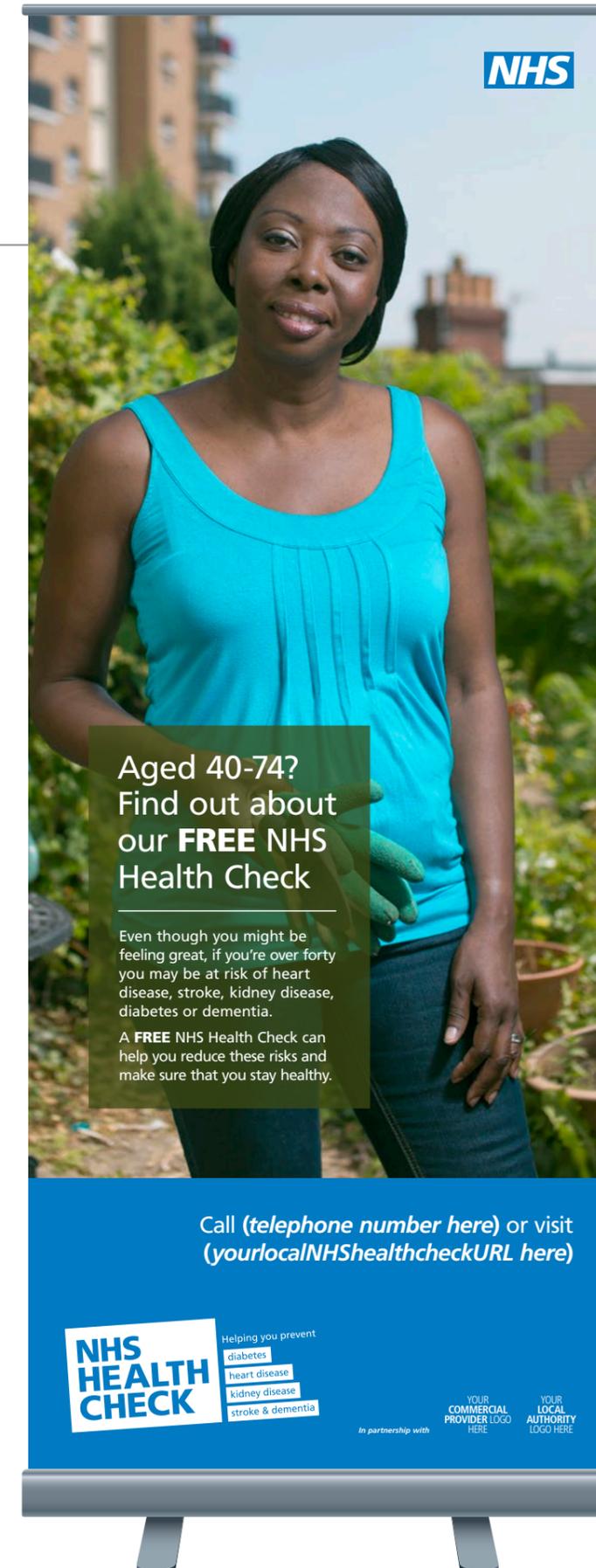
In partnership with  
YOUR COMMERCIAL PROVIDER LOGO HERE  
YOUR LOCAL AUTHORITY LOGO HERE

# Pop-up roller banner

Using a pop-up roller banner can be a very effective way to bring the NHS Health Check identity into a setting.

This example shows how a pop-up roller banner should look using the identity.

Remember to refer to the supplied template (right) and guidelines to ensure that all the elements are positioned correctly.



# Outdoor advertising

This page shows some example layouts for 6 Sheet and both 48 Sheet outdoor posters.

Both the formats shown are purely for illustrative purposes as the layout can be changed depending on the format requirements of the medium.

48 Sheet poster has two iterations - one with a single image and one with multiple images (both pictured).

6 Sheet



48 Sheet single image



48 Sheet multi image



# Letter

Letter templates are available to download in Word format from our resource page.

There are three versions for you to choose from to suit your print requirements.



Dear Xxxx

We are inviting you to attend your **free** NHS Health Check on xx xxxxx xxxx at xxxx

NHS Health Checks are being offered to people aged between 40 and 74 once every five years.

The check is to assess your risk of developing diabetes, heart disease, kidney disease or stroke and dementia. If there are any warning signs, then together we can do something about it.

By taking early action, you can improve your health and prevent the onset of these conditions. There is good evidence for this.

The check should take about 20-30 minutes and is based on straightforward questions and measurements such as age, gender, family history, height, weight and blood pressure. There will also be a simple blood test to measure your cholesterol level.

Following the check, you will receive free personalised advice about what you can do to stay healthy.

Take a look at the enclosed leaflet for more information about the NHS Health Check and how it could benefit you.

If you cannot attend this appointment, please call the xxxx on xx xxxxx xxxx and we will arrange a more suitable time for you.

Yours sincerely

xxxxxxxxxxxxxxxxxxxx

(Name of healthcare professional to go here)

Call (*tel. number here*) or visit  
(*yourlocalNHShealthcheckURL here*)



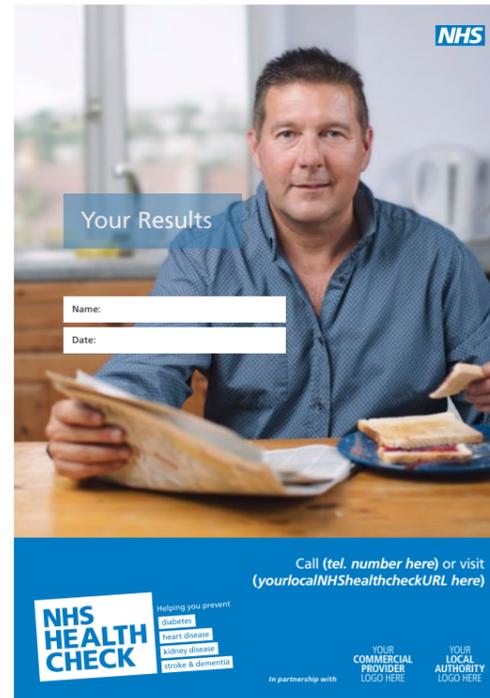
In association with  
YOUR COMMERCIAL PROVIDER LOGO HERE  
YOUR LOCAL AUTHORITY LOGO HERE

# Results booklet and card

The Results Booklet and Results Card provide a useful record for those who have had a NHS Health Check.

The Results Card enables the Health Care Professional to record results and there is also a brief questionnaire for the patient to complete which will help to provide advice on a healthier lifestyle.

The booklet provides additional, more detailed information and guidance about key areas of the check.



### Your goals

Use these pages to set yourself some goals to work towards. Start off with one or two changes that you could make to improve your health. Remember that small changes to your lifestyle can make a big difference to your health.

**What would you like to achieve?**

\_\_\_\_\_

\_\_\_\_\_

**What small thing can you commit to changing?**

\_\_\_\_\_

\_\_\_\_\_

**How can you measure it?**

\_\_\_\_\_

\_\_\_\_\_

**How will you know if you're successful?**

\_\_\_\_\_

\_\_\_\_\_

**What might get in the way?**

\_\_\_\_\_

\_\_\_\_\_

**How will you stop that happening?**

\_\_\_\_\_

\_\_\_\_\_

**Who can help you?**

\_\_\_\_\_

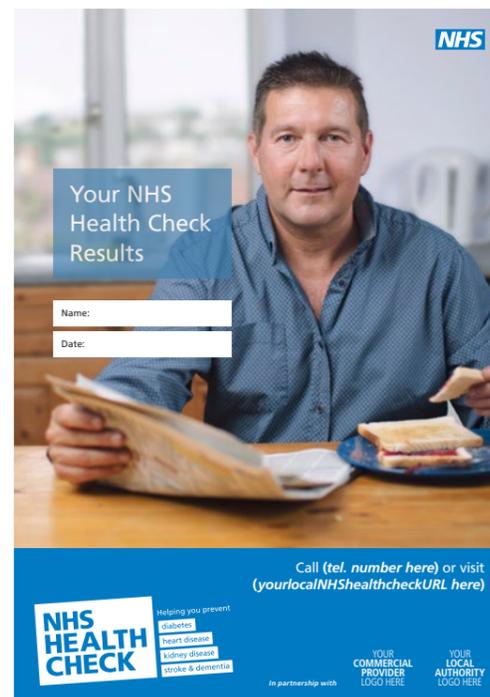
\_\_\_\_\_

**Additional goals?**

\_\_\_\_\_

\_\_\_\_\_

I agree to these goals. \_\_\_\_\_ Date \_\_\_\_\_



Thank you for having your NHS Health Check today. We hope you have found it beneficial.

Some of your results are colour coded:

- Well done
- Be careful
- ACT NOW

Height: \_\_\_\_\_ Weight: \_\_\_\_\_ My reading

Blood pressure	Ideally 140/90 or below	140/90 or above	
Activity	Active	Moderately inactive	Inactive
Smoking	No	Passive	Smoker
BMI	25 or less	25-29	30 or more
If you are Asian	22.9 or less	23-27.4	27.5 or more
Alcohol			
Cardiovascular Risk (%)*	10% or less	Between 10-19%	20% or above
HbA1c			
Cholesterol: Total/Ratio			
FPG (if recommended from BMI and BP levels)			

What small things can you start to change today?

\_\_\_\_\_

What do you want to work on over the next month or so?

\_\_\_\_\_

What's your goal?

\_\_\_\_\_

On a scale of 0-10 how confident do you feel that you can achieve this goal? (1 = not confident, 10 = very confident)

\_\_\_\_\_

What could stop you?

\_\_\_\_\_

Who can help / support you?

\_\_\_\_\_

How can you reward yourself when you achieve your goal?

\_\_\_\_\_

I agree to these goals. Signed \_\_\_\_\_ Date \_\_\_\_\_

\* This means your % risk of developing cardiovascular disease.

# A6 appointment cards

The A6 appointment cards are editable double sided leaflets which outline your NHS Health Check appointment.

There are two landscape iterations of the card available - one with a single image and one with multiple images (both pictured).

The first paragraph on the rear is dependent on relevant data being available in the local area. If this is not available this should be removed.

Appointment card - single image



Appointment card - multi image



**Over (insert figure here) people in (insert area here) benefit from a free NHS Health Check each year.**

- If you are between 40 and 74, you'll be offered a free NHS Health Check once every five years
- The check could help you reduce your risk of developing heart disease, stroke, diabetes, kidney disease and certain types of dementia
- These conditions can often be prevented, even if you have a family history of them
- It only takes 20-30 minutes and involves a few questions and measurements, including a simple blood test to check your cholesterol
- After the check you will receive free personalised advice to help you stay healthy

**Your NHS Health Check appointment:**

Name: .....

.....

Date: .....

Time: .....

With: .....

.....

**Over (insert figure here) people in (insert area here) benefit from a free NHS Health Check each year.**

- If you are between 40 and 74, you'll be offered a free NHS Health Check once every five years
- The check could help you reduce your risk of developing heart disease, stroke, diabetes, kidney disease and certain types of dementia
- These conditions can often be prevented, even if you have a family history of them
- It only takes 20-30 minutes and involves a few questions and measurements, including a simple blood test to check your cholesterol
- After the check you will receive free personalised advice to help you stay healthy

**Your NHS Health Check appointment:**

Name: .....

.....

Date: .....

Time: .....

With: .....

.....

# A5 flyer

The A5 flyer cards are editable double sided flyers which are used to encourage patients about the the benefits of undertaking the FREE NHS Health Check.

There are two portrait iterations of the flyer available - one with a single image (pictured) and one with multiple images.

The first paragraph on the rear is dependent on relevant data being available in the local area. If this is not available this should be removed.

A5 flyer

**NHS**

**Aged 40-74?  
Find out about  
our **FREE** NHS  
Health Check**

Even if you're feeling well, it's worth having your NHS Health Check - we can then work with you to keep you healthy.

**NHS HEALTH CHECK** Helping you prevent  
diabetes  
heart disease  
kidney disease  
stroke & dementia

In partnership with  
YOUR COMMERCIAL PROVIDER LOGO HERE  
YOUR LOCAL AUTHORITY LOGO HERE

**NHS**

**Over (insert figure here) people  
in (insert area here) benefit from  
a free NHS Health Check each year.**

- If you are between 40 and 74, you'll be offered a free NHS Health Check once every five years
- The check will assess your risk of some of the biggest causes of early death in England such as heart attack and stroke
- These conditions can often be prevented, even if you have a family history of them
- It only takes 20-30 minutes and involves a few questions and measurements, including a simple blood test to check your cholesterol
- After the check you will receive free personalised advice to help you stay healthy

For more information visit:  
**yourlocalNHSURLhere**  
Telephone: 0000 000 0000

**NHS HEALTH CHECK** Helping you prevent  
diabetes  
heart disease  
kidney disease  
stroke & dementia

# PowerPoint

This page shows examples of the two PowerPoint templates available for download.

## Primary

NHS Health Check May 2014 

# Presentation heading

Presented by

 Helping you prevent  
diabetes  
heart disease  
kidney disease  
stroke & dementia

In partnership with YOUR COMMERCIAL PROVIDER LOGO HERE YOUR LOCAL AUTHORITY LOGO HERE

## Secondary

NHS Health Check May 2014 

# Presentation heading

Presented by

 Helping you prevent  
diabetes  
heart disease  
kidney disease  
stroke & dementia

In partnership with YOUR COMMERCIAL PROVIDER LOGO HERE YOUR LOCAL AUTHORITY LOGO HERE

NHS Health Check May 2014 Section Number 

## Page Title

Text level 1 for body text

- Text level 2 for bullet points
- Text level 3 for subheading**

Text level 4 for body text



 Helping you prevent  
diabetes  
heart disease  
kidney disease  
stroke & dementia

NHS Health Check May 2014 Section Number 

## Page Title

Text level 1 for body text

- Text level 2 for bullet points
- Text level 3 for subheading**

Text level 4 for body text



 Helping you prevent  
diabetes  
heart disease  
kidney disease  
stroke & dementia

# Digital banners

These layouts show how digital formats might look in various sizes.

In these examples we've used the digital advertising lock-ups (see [page 17](#)) which allow for use in smaller sizes whilst maintaining legibility.

Wherever possible, the primary logo lock-up should be used (see [page 9](#)).

## Example of banner animation

Illustrated below is a possible online digital banner as it might animate through its two frames.

This example follows the shallow formats.

Frame #1



Frame #2



Leaderboard  
728x90px



Skyscraper  
120x600px



MPU  
300x250px



Double MPU  
300x600px

# Web page

This is an example of an NHS Health Check web page within a local authority website.

This layout is flexible but should always feature the logo lock-up and the NHS lozenge.

Wherever possible, photography should be featured and should follow the 'recipe' as outlined on [page 10](#).

Quick reference buttons allow users to easily access additional information on the NHS Health Check programme areas. These can either link to the local authority's own subpages or to relevant pages on NHS Choices [healthcheck.nhs.uk](http://healthcheck.nhs.uk)

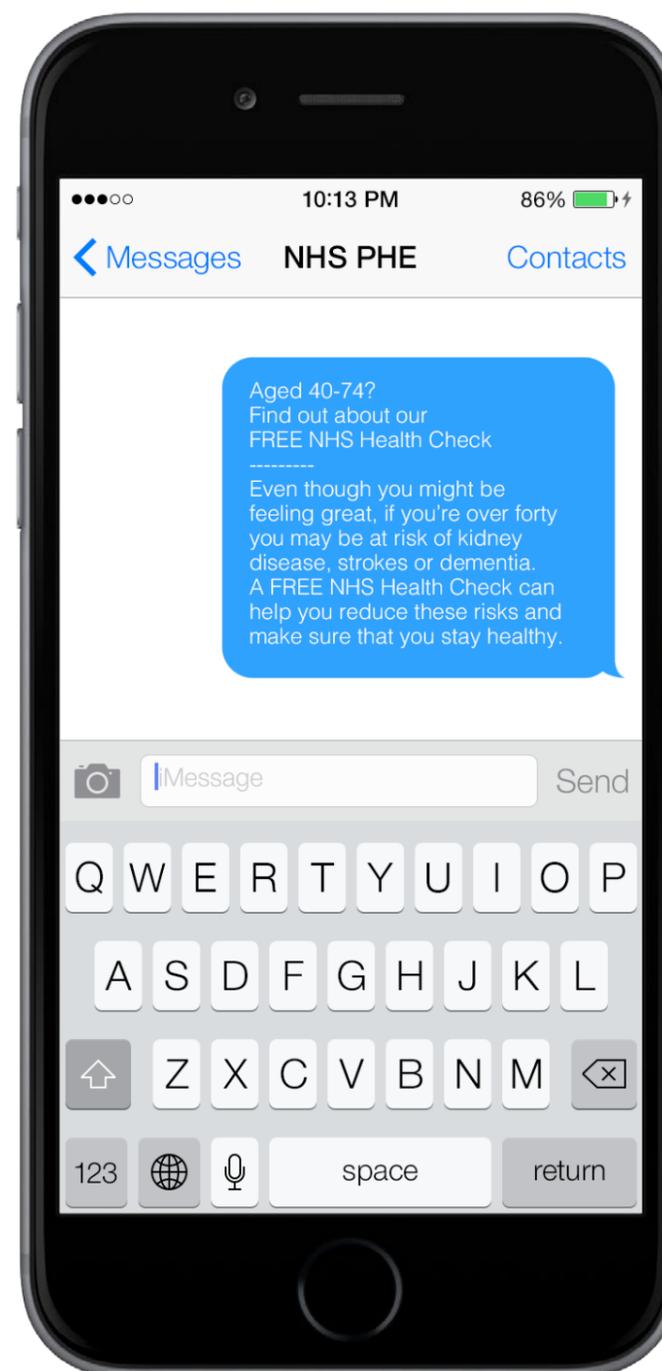
The screenshot shows a local authority website page for NHS Health Check. The page layout includes a top navigation bar with 'LOCAL AUTHORITY LOGO HERE', 'APPLY', 'REPORT', 'PAY ONLINE', 'FEEDBACK', and 'SIGN IN / REGISTER'. A search bar is also present. The main content area features a hero image of a woman with the NHS logo and the text 'NHS HEALTH CHECK' and 'Helping you prevent diabetes, heart disease, kidney disease, stroke & dementia'. Below this is a section titled 'Aged 40-74? Find out about our FREE NHS Health Check' with a sub-header 'Who is NHS Health Check for?' and 'What is an NHS Health Check?'. A sidebar on the right contains quick reference buttons for various tests and services: Blood pressure test, Body mass index (BMI) test, Cholesterol test, Smoking, Cardiovascular disease risk, Physical activity, Setting goals, and Useful contacts. The footer contains 'About us', 'About this website', 'Get involved', and social media links for Facebook, Twitter, Flickr, YouTube, and RSS.

# Digital media

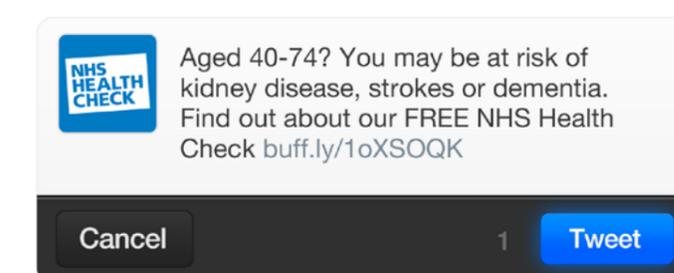
Together with print and outdoor campaigns you could also directly contact your patients via text messaging.

There are a series of customisable messages for use in your digital media campaign (pictured right). These can be individually tailored to each patient or sent out to groups.

## Text



## Twitter post



- a) This is a reminder for [John Smith](#).  
Your FREE NHS Health Check appointment is at [xx:xx](#) on [xx xx](#) 2015 in [xxxxxxxxxx](#) surgery/health centre.  
To cancel/rebook please contact [xxxxxxxxxxxx](#).
- b) Thank you for booking for your FREE NHS Health Check at [xxxxxxxxxx](#) surgery on the [xx xx](#) 2015.  
A NHS Health Check is FREE and can help reduce the risk of kidney disease, strokes or dementia so why not refer a friend between 40 – 74 years?
- c) Do you know someone between the ages of 40-74 years who could benefit from a FREE NHS Health Check? Pick up a leaflet at your local Surgery/Health Centre or to find out more information please call [xxxxxxxxxx](#)
- d) Even though you might be feeling great, if you're over forty you may be at risk of kidney disease, strokes or dementia. A FREE NHS Health Check can help you reduce these risks and make sure that you stay healthy. For more information please call [xxxxxxxxxxxxxx](#)
- e) If you are between the ages of 40 – 74 you are entitled to a FREE NHS Health Check, which can help reduce the risk of kidney disease, strokes or dementia. Pick up a leaflet at your doctors or book an appointment today.

# Radio script

This is an example of an NHS Health Check radio script and a guidance document, which outlines the preferred practices when considering radio advert production.

## Radio script



### Health Check Radio Guide Scripts

**Male**

V.O (Male, 50's) As a bloke you know that once things reach a certain age they need a check-up - your car, your laptop...yourself. Even if you're feeling well a FREE NHS Health Check can help you stay in top condition.

You might not be aware of the risks of heart disease, stroke, kidney disease and diabetes – but the warning signs could be there.

An NHS Health Check is available if you are between 40 and 74 and involves a few questions and measurements, including a simple blood test to check your cholesterol. Afterwards you'll receive personalised advice on how to stay healthy and active.

Find out more about getting a FREE NHS Health Check today (or alternative CTA below)

**Younger female**

V.O (Girl, 8-12) Dear Mummy...I had lots of fun at gymnastics with you today. I can't wait to go again. I wish we could go every week.

V.O (Woman, 40+) Nobody likes to worry about getting older but it's important to think about your future. You might feel okay but once you reach 40 a FREE NHS Health Check can help put your mind at ease and suggest simple lifestyle changes that keep you healthy and active.

V.O (Woman, 40+) So find out more about your FREE NHS Health Check today and stay healthy for your family (or alternative CTA below).

**Older female**

V.O (Female, 20-30) Hey Mum...thanks for coming to the kid's gymnastics show today. It meant a lot to them... they're really looking forward to us all going on holiday together.

V.O (Female, 60+) Nobody likes to worry about getting older but it's important to think about your future, and that includes looking after your health. You might feel okay but if you are aged between 40 and 74 it's worth getting your FREE NHS Health Check.

This involves a few questions and measurements, including a simple blood test to check your cholesterol. Afterwards you'll receive personalised advice on how to stay healthy and active.

So find out more about your FREE NHS Health Check today and stay healthy for your family.

**Alternative CTAs / tags:**

- To find out more about your free NHS Health Check visit your GP today.
- Free NHS Health Checks are available now at your local Tesco; find out more by visiting [healthcheck.nhs.uk](http://healthcheck.nhs.uk)
- Free NHS Health Checks are available now at your local GP Surgery; find out more by visiting [healthcheck.nhs.uk](http://healthcheck.nhs.uk)
- Free NHS Health Checks are available now at your local chemist; find out more by visiting [healthcheck.nhs.uk](http://healthcheck.nhs.uk)
- Free NHS Health Checks are available Tuesdays at X
- Free NHS Health Checks are available during November at X
- To find out more about how you can get a free NHS Health Check visit [healthcheck.nhs.uk](http://healthcheck.nhs.uk)
- To find out more about where you can get a free NHS Health Check visit [healthcheck.nhs.uk](http://healthcheck.nhs.uk)



Helping you prevent  
diabetes  
heart disease  
kidney disease  
stroke & dementia

## Radio guidance doc



### Health Check Radio Guidance Document

**Radio Production**

The following radio advertisements provide a selection of templates each targeting a specific audience; male, younger female and older female. A range of tag endings have also been supplied which can be interchanged with the scripts depending on your objectives, your target audience and the most appropriate call to action.

Each of these scripts are written with a 30 second media slot in mind, although the actual finished advert length may obviously vary slightly. If you plan to only use one radio station to broadcast an advertisement then it may be worth speaking to them first about these production processes as they may be able to assist you.

There are a few things to consider in the production of a radio advertisement as follows:

**Voice over**

We have provided a guide to the type of voice-over we would recommend e.g. Girl aged 8-12 or woman aged 40+. There are a variety of agencies who are able to supply voice-over artists and it is recommended that you use someone who is accomplished in this area; most agents are able to supply a reel of their previous work which should help in their selection. Cost may also be a factor and most voice-over artists will charge for their studio recording fee per hour together with their usage fee (see following note).

**Sound**

Production of the scripts could also benefit from sound design. You have two choices - either to run a bed of music underneath the voice and/or to punctuate the script with appropriate sounds e.g. the click of keys with a laptop or the beeping of a heart monitor etc. Music and sound design should not overpower the voice and therefore the message. The sound /recording studio you use for the production should be able to offer both of these services. In some instances, music selection will also encounter a usage fee (see following note).

**Usage**

Both the voice-over and some library music selections will be accompanied by a usage fee. These will depend on the quality of the artist, the library the music is selected from, its popularity and also on the media you have purchased. Most agents will calculate a usage fee based on the number of stations the ad will air on together with the average OTH (opportunity to hear) or reach.

**Clearance**

All radio ads need to be cleared for use by the RACC (Commercial radios advertising clearance body) before they appear on air. Speak to your radio station, advertising agency or production house as they should be able to offer assistance about this area.

**Radio station/media selection**

The ads should be relevant to the radio station that they are airing on and vice-versa, i.e. if you have booked media on a station which targets ABC1 adults over 45 then the 'male over 50s' script would be more appropriate than the younger female. Also, ask the station to provide demographical information so that you can see their audience make-up and/or the best shows suitable to gain maximum exposure to your key audiences.



Helping you prevent  
diabetes  
heart disease  
kidney disease  
stroke & dementia