



Public Health
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Marketing toolkit for NHS Health Check

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Agenda

- **Importance of NHS Health Check**
- **Branding review approach**
- **Campaign approach**
- **Research findings**
- **Branding and identity direction**
- **Next steps**
- **Q&A**
- **Feedback forms**



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Health Check is a top PHE priority

- And we have been tasked with how national marketing can support the NHS Health Check programme



Branding review – the process

Comprehensive - collaborative

**Review:
existing
evidence
on the use
of the NHS
brand**



Research with:

**1. Local
Authority NHS
Health Check
Leads**

**2. PHE centre
leads**

**Covering views,
current usage &
future plans
NHS Health
Checks brand
identity**



**Development of
a broad range
of:
Brand identities
Communication
& marketing
materials**



**Research with:
the public
Iterative testing
& development
of materials**



**Share findings
today!**

**Listen to
feedback**



**Finalise
marketing
toolkit**



We understand some of the challenges you face on a daily basis

*“Some of the practices are taking quite a while to get up and running, so I don’t want to go over-publicising and practices struggling.”
(Local Lead)*

*“You can’t think of the programme as ‘one size fits all’. We need some tools to get to different people. If I need to target people in areas of deprivation, I may need to change “that message from the messages I use to target more well-to-do areas of the Asian population.”
(Local Lead)*

‘Templates are really helpful. Health is very new to LA comms, So it feels like I am the one who has to create everything. Some support in that respect would be Really useful, nationally’ (Local Lead)



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A national marketing campaign locally delivered

- **We are here to share our plans on how we can support**
 - Show you our early work
 - Get feedback on the detail of what needs to be in the toolkit
- We have a very clear point of view that this campaign needs to be a **national campaign but locally delivered**
 - Your needs are different at the local level and we want to provide you with the tools to most effectively engage your audience in the specific way and on the specific points you need to engage them on



Why a national campaign locally delivered?

- We could create & deploy a **big national TV campaign** like C4L or BCOC.....
-But **risk seriously damaging the NHS Health Checks programme**
- Flooding services with demand that can't be met creates consumer frustration and 'feast and famine' for services
- NHS Give Blood Campaign changes to the national campaign locally implemented model



Everyone loved the idea of a national TV campaign & Gary Lineker

But data analysis demonstrated it to be inefficient / damaging



What marketing evidence shows

- **Evidence shows marketing works best when**

- It is customer focused

What is in the best interests of the consumer what do they need to know and do?

- Nationally implemented advertising is supported by coherent/consistent customer journey

You can't have a nationally implemented campaign if the service is inconsistent

- When there is a clear call to action requiring **behaviour change not awareness**

Awareness alone is not a valid objective. Cabinet Office would not agree funding

People are bombarded with 1000's of advertising messages everyday. Salience (being noticed & being remembered) is a massive challenge

But rest assured we will review our plans and if and when it is possible and appropriate for a nationally delivered campaign this will be given the focus it needs



The marketing toolkit

- **But what we can offer is a national campaign to be delivered locally**
 - This creates a national feel and synergy with the central website
 - But allows flexibility to accommodate local priorities and delivery
 - And helps lay the foundation for a future centre-led campaign when the time is right
- **The marketing toolkit will cover the full mix**
 - Updated identity
 - Branding guidelines
 - PR campaign templates
 - Press and Radio advertising templates



Scope and approach

- But still we'd strongly suggest that if you don't have clear CTA and coherent customer journey don't spend your money on paid for media
 - spend it on SMS reminders to attend appointments



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Review of existing evidence



Our start point is deliberately NHS



- The private sector does not often launch completely new brands* as it is often not cost effective
- It takes many years and significant investment to create new brands
- The brand value associated with the NHS is a result of years of massive investment



- **NHS brand**

- Is highly regarded, trusted inspiring public confidence (despite any negative might read)
- Distinguishes the NHS Health Check from other commercially available offers. Important as there are perceived quality & cost issues from any other provider i.e. supermarkets
 - “You just don’t want to feel that your health is cheap.”
- Brings flexibility in terms of delivery:
 - Comfortable with HCA/other HCPs doing NHS Health Checks
 - “As long as it is run by the NHS, I don’t mind.”
 - 50-65 years old age group comfortable with NHS mobile clinics e.g. blood donation, breast screening,
 - 65+ more likely to prefer GP setting

From the public point of view there is an exceptionally strong case to continue to use the NHS brand



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Research: Local Authority NHS Health Checks Leads

Amy Smith – Research Works



Method and sample

- A **mixed quantitative and qualitative approach** was adopted to explore the range of materials being used, as well as an understanding of future branding plans. The sample comprised:
 - **5 x qualitative depth interviews**, 45 minutes duration with PHE Centre Leads
 - **20 x qualitative depth interviews**, 45 minutes duration with LA Health Checks Leads
 - **70 x semi-structured quantitative/qualitative telephone interviews**, 15-30 minutes duration, with Local Authority Health Checks Leads
- Representation from **each NHS Health Checks region** was achieved



Reminder of existing identity

NHS

Stroke

Heart disease

Diabetes

Kidney disease

Name of GP Surgery
Free NHS Health Check

We can help you manage your risk of heart disease, stroke, diabetes and kidney disease.

If you receive an offer of a NHS Health Check - take it!

Free NHS Health Check

Helping you prevent heart disease, stroke, diabetes and kidney disease.



Key findings

- **The current NHS Health Checks Brand Identity is currently well used:**
 - Two thirds using entire original 'cog man' brand identity
 - Majority (three in four) using one or more elements
 - **NHS lozenge** used by three in four
- **Half had developed their own materials**
 - Either adapting/localising original 'cog man' brand identity
 - Or adopting an entirely different creative approach (often to target specific audiences)
- **Over a third using Local Authority brand identity**
 - Local Authority brand being used as mark of "ownership"



Future branding plans

- **NHS Health Checks branding in state of flux**
 - No clear picture about future branding plans
 - Decisions likely to be influenced by perceived importance of:
 - communicating “ownership” via Local Authority branding
 - and perceived “engagement” value of NHS brand
- **In addition, there were a wide range of potential co-branding decisions**
 - Private providers, CCGs, Change4Life, voluntary sector partners, other local “healthy living” brands, possibility of regional branding
- **However, in future**
 - Majority (3/4) were likely to use at least one of the four elements of the original ‘cog man’ brand identity
 - Large majority (9/10) were supportive of continued use of NHS brand



The role for PHE centre

- **PHE was felt to have a role in clarifying the identity of the programme**
i.e. the relationship between national and local, NHS and Local Authority
- **PHE was also felt to have a role in supporting local decision-makers**
 - Develop a rationale for branding choices
 - Provide branding support for those at different stages in implementing NHS Health Checks locally
 - those at the start of implementing the programme
 - those trying to develop their programmes by engaging a range of hard-to-reach audiences



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Creative development Research with the public



Background & research objectives

- The evidence review identified **a lack of up-to-date research about general public views of the current Health Check identity** or reactions to other NHS Health Check designed materials
- A branding/marketing agency, Golley Slater, was commissioned to create an updated 'look and feel' for NHS Health Checks
- Qualitative research **explored the general public's views of both the current and potential future NHS Health Check identities**



Method and sample

- **Four qualitative community hall days were conducted**, generating a total of 64 individual, face-to-face depth interviews (20 minutes duration). Qualitative research is best suited to a creative development process
- **The sample comprised:**
 - 32 interviews male, 32 interviews female
 - 32 interviews BC1, 32 interviews C2DE
 - 16 interviews with respondents from each of the following age brackets: 40-49 years old, 50-59 years old, 60-69 years old and 70-74 years old
 - Ethnic minority representation was achieved
- The community hall days were conducted in **St Albans, Peterborough, Newcastle and Birmingham** w/c 10th and 17th February 2014



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The audience

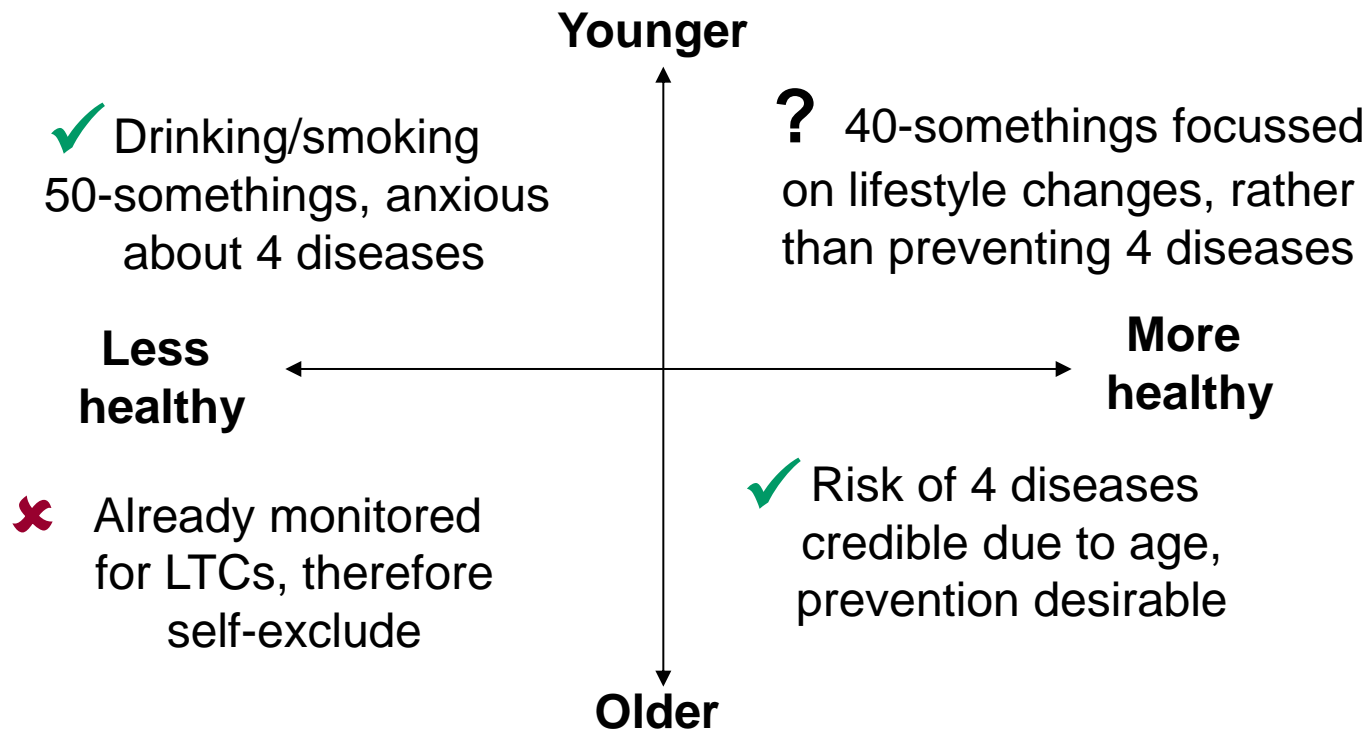


The NHS Health Checks audience is extremely broad

- **Particularly in terms of:**
 - **Age range:** 40 – 74 years old
 - **Lifestyle:** e.g. clean living, retired ABC1 ladies in their 60s to heavy drinking/smoking, manual working C2DE men in their 50s
 - **Health status:** from those who have never had a health issue to those with long term conditions + significant health events e.g. heart attacks
- **The perceived relevance of NHS Health Checks varies by age and health status**



The perceived relevance of NHS HC varies by age & health status





Heartland audience by perceived relevance and interest is 50s & 60s

- NHS Health Check as a general concept lands most easily with 50s & 60s
- For people in their 50s, relevance was influenced by perceived health status – people considering themselves less healthy tended to be more interested
- For people in their 60s, relevance was influenced by age – health checks were perceived as appropriate for anybody 60-something
- That's not to say it doesn't appeal to other groups but it is harder to engage them



40 something

50 something

60 something

70 something



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Visual engagement



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We tested a very wide range of materials

How are you?



NHS Health Check
Helping you prevent:

- ✓ strokes & dementia
- ✓ heart disease
- ✓ diabetes
- ✓ kidney disease

NHS Health Check
Helping you prevent:

- ✓ strokes & dementia
- ✓ heart disease
- ✓ diabetes
- ✓ kidney disease

Aged 40-74?
Find out more about our **FREE** health check today.

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

Even though you might be feeling great, if you're over 40 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.

HERE TO MAKE SURE YOU CAN KEEP UP WITH HIM



FREE NHS Health Check
Helping you prevent:

- ✓ strokes & dementia
- ✓ heart disease
- ✓ diabetes
- ✓ kidney disease



FREE NHS Health Check
Helping you prevent:

- ✓ strokes & dementia
- ✓ heart disease
- ✓ diabetes
- ✓ kidney disease

“Stroke or Dementia? I never knew I was at risk until I had my NHS Health Check. Now I can do something about it.”

NHS Health Check.
Helping you prevent:

- ✓ strokes & dementia
- ✓ heart disease
- ✓ diabetes
- ✓ kidney disease

Stay healthier for life

HERE to make sure you don't miss my walkies everyday



How are things?





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An identified the most successful visual approach

- **The recipe – photographs of ‘people like me’:**
 - A face, close up, or in context
 - Smiling/satisfied
 - Signs of ageing, but healthy looking
 - Look like they are about to tell us something
 - Ordinary





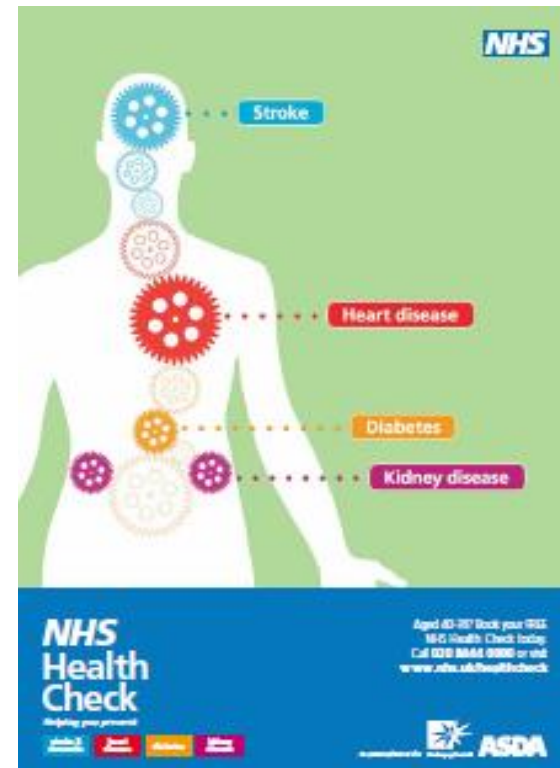
A range of images are needed

- **Gender:** women responded to female images; men responded to male images (achieved by the current collection)
- **Lifestyle:** working people responded well to images of people working (also achieved by the current collection)
- **Perceived age:** needs to reflect the core perceived age range (50s to 60s)
 - Anyone 40-something is likely to be perceived as too young
 - Anyone seventy-something is likely to be perceived as too old
- **Ethnic minority** images need to follow the 'recipe' and also be appropriate and relevant to these group



And what about 'cog man'?

- Overall, 'cog man' was less engaging for a majority (when compared to photographs of 'people like me')
- However, 'cog man' had the ability to engage a hard-to-reach audience: working, C2DE men, who responded well to the idea of the body as a mechanism





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Communication: headline



Do not assume consumer awareness of NHS Health Check

- **Awareness of 'NHS Health Check' was poor /confused**
- The concept of checking and getting checked is familiar
- But the package of checks as an NHS offer is not and there is some confusion for people who feel they have had some level of check or assessment within primary care



There are some basic facts to communicate

- The key messages are:
 - **If you are aged between 40 and 74 years:** the age bracket immediately establishes relevance and therefore engages the target audience
 - **NHS Health Checks are available:** the official title 'NHS Health Checks' needs to be consistent to avoid confusion with other types of health check
 - **FREE of charge:** addresses the key barrier to engaging with health checks

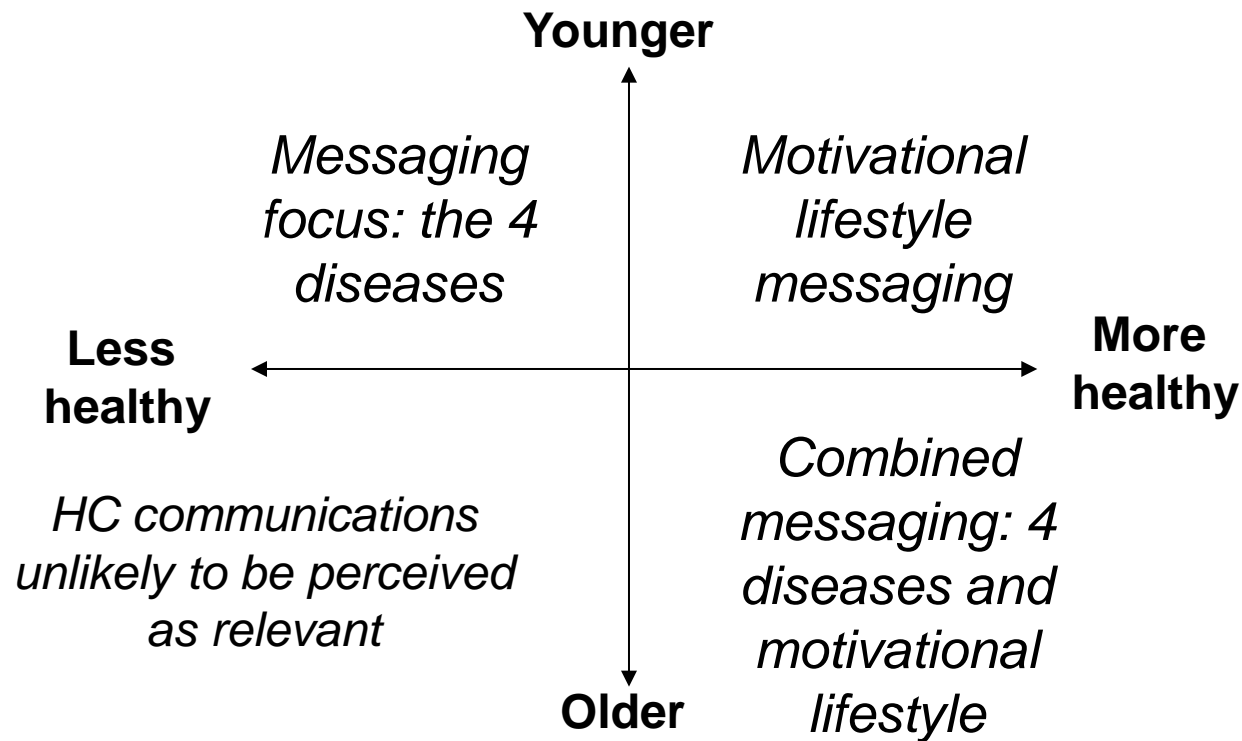


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Communication: copy



Consider differentiating messaging for specific audiences





Rational messaging was only persuasive/ motivating for those who perceived themselves 'at risk'

*We're all at risk of developing
one of these health problems
at some time in our lives. If
you're aged between 40 and
74, a FREE NHS Health Check
can help you reduce that risk.*

Diabetes

Kidney disease

Heart disease

Stroke

- **Those who perceived themselves as 'at risk' were:**
 - The younger, less healthy group who perceived themselves as 'at risk' due to lifestyle factors
 - The older, more healthy group who perceived themselves as 'at risk' due to age
- Learning from 'cog man' suggests that **explicitly identifying the 4 disease areas *within* the creative** is important for these groups



Rational messaging attempting to convey 'at risk' message did not persuade younger, healthier group

“Stroke or Dementia?
I never knew I was at risk
until I had my NHS Health
Check. Now I can do
something about it.”

- Finding out that one is 'at risk' of 4 diseases **was not perceived to be a motivating reason for attending an NHS Health Check**
- **Leading with a focus on one or two specific diseases** was not credible for the younger, healthy group who did not feel 'at risk' in general, nor 'at risk' from these specific diseases



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A more generic approach combines both rational and motivational messaging

Even though you might be feeling great if you're over forty you may be at risk of dementia, kidney disease, diabetes or strokes. A FREE NHS health check can help you adjust your lifestyle and reduce these risks.

If you're over forty it's especially important to make sure that you stay fighting fit. Our FREE NHS health check can help lower the risk of dementia, diabetes, kidney disease and strokes.



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Call-to-action



Guideline call-to-action

- **A specific call-to-action is likely to be the most motivating e.g.**
 - get your FREE NHS Health Check by calling
 - come to on to get your FREE NHS Health Check
- Be aware that there are indications to suggest that promoting NHS Health Checks locally **may well inspire enquiries at GP surgeries**



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Branding & Identity



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A reiteration of the 4 disease areas strengthened communication of the NHS Health Checks offer

- We tested several branding options. This version had the most impact



Call 0345 029 4033 or visit
nhs.uk/nhshealthcheck





From a general public perspective, the NHS is the dominant brand

- When asked who is offering the service, the unanimous answer was ‘the NHS’.
 - **The NHS was therefore perceived to take overall ownership of the NHS Health Checks programme**
- **There was no spontaneous notice taken of the Local Authority logo** – and very little interest in what the presence of their logo might indicate
- **When informed that Local Authorities now have the budget to fund NHS Health Checks, there was equally little interest**
 - There was no evidence to suggest that Local Authority branding would encourage take up of NHS Health Checks



The general public still assume that the NHS is providing the service

- **There was some spontaneous notice of the Asda brand.** When asked, respondents assumed that Asda was 'sponsoring' NHS Health Checks – and felt positive about Asda as a result
- **When informed that a supermarket, such as Asda, might be providing health checks:**
 - Respondents assumed that the supermarket would be the *location* for an NHS led service (e.g. mobile unit in the car park)
- **When informed that the service might be delivered in a supermarket pharmacy,** there was an assumption that the service would either be:
 - Delivered by NHS personnel in the supermarket pharmacy
 - Or delivered by the supermarket pharmacist



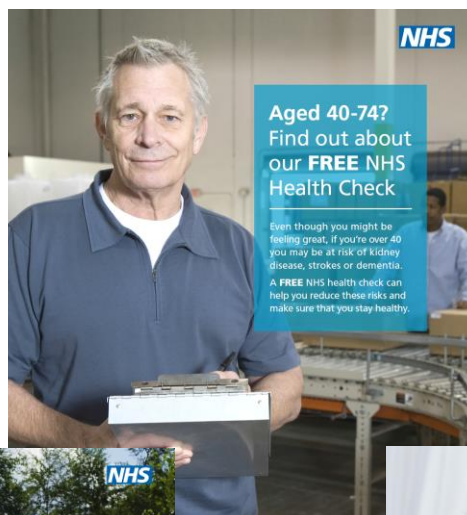
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Putting this all together



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An identified the most successful visual approach

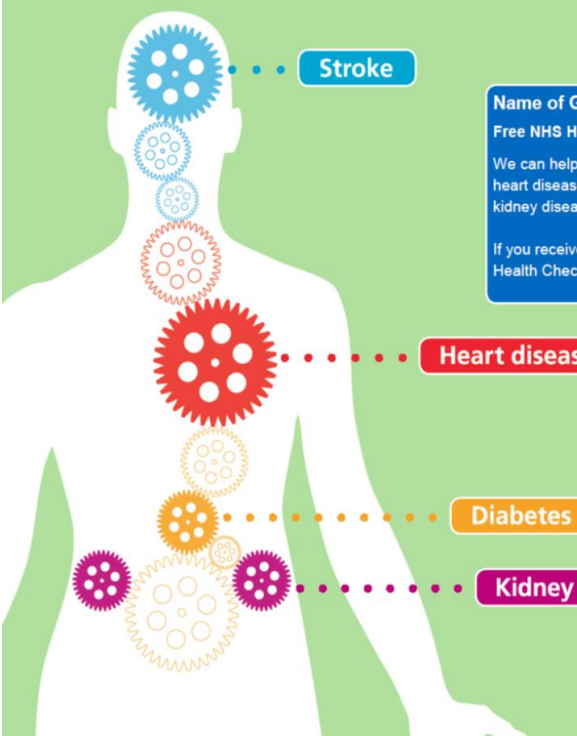





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From....

to....



Stroke

Heart disease

Diabetes

Kidney disease

Name of GP Surgery
Free NHS Health Check

We can help you manage your risk of heart disease, stroke, diabetes and kidney disease.

If you receive an offer of a NHS Health Check - take it!

Free NHS Health Check

Helping you prevent heart disease, stroke, diabetes and kidney disease.



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

Even though you might be feeling great, if you're over 40 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.

NHS HEALTH CHECK

Helping you prevent
diabetes
heart disease
kidney disease
stroke & dementia

Call 0345 029 4033 or visit
nhs.uk/nhshealthcheck

 ASDA



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NHS

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

Even though you might be feeling great, if you're over 40 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.

Call 0345 029 4033 or visit
nhs.uk/nhshealthcheck

NHS HEALTH CHECK

Helping you prevent

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

In partnership with  **ASDA**



Considerations

- **A people first approach**
 - **Who are you communicating to and what do you want them to do?**
- **An advert is not always the answer**
 - **Don't try to do too much. Less can be more**
 - **Don't try to g advert to do the job of a leaflet or pack**
 - **When and where is it best to ask them to do that?**
- **Have a very clear call to action over and above awareness**



Next steps

- Feedback on today
- Finalise the marketing toolkit
 - Shoot and make available the photography
 - Develop clear usable brand guidelines
 - Develop local PR campaign guidance
 - Develop radio executions
 - Update national website to reflect brand development
- Timings



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Putting this all together



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**HERE
TO MAKE
SURE YOU'VE
STILL GOT IT**

Aged 40-74?

Find out about
our **FREE NHS**
health check

We're all at risk of developing one of these health problems at some time in our lives. If you're aged between 40 and 74, a FREE NHS Health Check can help you reduce that risk.

How are things?

*Stay
healthier
for life*

Aged 40-74?
Find out about
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Health Check

Even though you might be feeling great, if you're over 40 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.

*HERE
to make
sure you
don't miss
my walkies
everyday*

Aged 40-74?

Find out more about our
FREE NHS health check today.

*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.*

kidney
disease

diabetes

stroke &
dementia

**HERE
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