Case study from Ginette Unsworth – Communications Programme Director

NHS HEALTH CHECKS
Background

- Fourth largest local authority in England
- Bottom of performance tables in 2013 for health checks take up and delivery
- In 2013 more than half GPs not offering checks
- 5 different CCGs in area
- Approx 180 GP surgeries
Insight

- Carried out with 40-74 years old general and males in deprived areas
- Low awareness
- “Don’t want to be told off”
- “Rather not know if I’m ill”
- “There’s nothing they can do – it’s hereditary”
- Wasting doctors time
- Males living in deprived areas less likely to attend
The campaign

- Ran during Jan/Feb for general awareness and targeted hard to reach men in March 2014
- Advertising across billboards, Railway stations, buses, football grounds, radio, beermats, shopping centres, fuel pumps, on-line advertising, newspapers
NHS
Get a free NHS health check
If you’re 40-74 and your doctor invites you, it’s important to go

Stay healthy for those that you love

Lancashire County Council
www.lancashire.gov.uk

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Target men in deprived areas
Outcomes

• **22% increase** in health checks given during Q4 (compared to average of other 3 quarters). Overall uptake of **74%** of eligible population against target of 75%.

• **51% increase** in health checks given in first two 2014 quarters compared to 2013.
Learnings

The call to action and outcome would have been stronger if we could use:

If you’re 40-74 ask your doctor about having a health check
Current campaign

Ask your doctor for a free NHS health check if you’re aged 40-74
Or find out how to book a health check near you
lancashire.gov.uk/health

Stay healthy for the ones you love

Lancashire County Council
Current campaign

- £18k advertising campaign currently running
- Railway stations, billboards, radio, football grounds, Asian Image, mosques
- Community based checks
- Internal campaign for own staff and councillors
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