Communication templates

Awareness of the NHS Health Check remains low, so it is important to consider using these templates, which have been developed with help from behavioural scientists, to get the first communication right, increase awareness and encourage people to take up their check.

These suggested invitation templates include:

- **Warm up messages** – these could be sent prior to an invite to raise awareness of the programme, so an individual is more likely to act when they receive their invite. These should not be coded as an invitation.

- **Invitations via SMS, NHS App message, letter and email** – these should be sent using the method agreed by the commissioner, ideally within two weeks of sending a warm-up message. All first invitations to the NHS Health Check, regardless of the method, should be coded with *523281000000104 | National Health Service Health Check invitation first letter (procedure).*

- **Reminders** - these could be sent to individuals who have not booked an appointment to encourage them to take up the offer. First reminders should be coded with *523301000000103 | National Health Service Health Check invitation second letter (procedure),* and any further reminders or offers should be coded with *523321000000107 | National Health Service Health Check invitation third letter (procedure).*

We are aware that text messages vary in length so have listed below the number of characters in each one without including the salutations. They should be ready to use by adding the name of the patient, contacts if needed, booking links and the NHS Health Check provider's name.

If you want to engage or encourage particular population groups, you may wish to adapt your communications or incorporate targeted outreach using the key messages and learning from the market segmentation research.

1. Warm up messages (optional – main message contains 293 characters)

Your invitation for your NHS Health Check is coming soon! Keep a look out for it. It's free, takes 20 minutes and can help you find out if you are at risk of heart disease, stroke, diabetes or kidney disease early. We can work with you to take early action to help you stay healthy for longer.

2. Invitation - SMS/ NHS App (2 fragment – main message contains 233 characters)

Hi <insert name>,

Your NHS Health Check is due. This is a short, free check-up which can help you find out if you are at risk of heart disease, stroke, diabetes or kidney disease. We can work with you to take early action and stay healthy for longer.

Click on this link <insert link> to book now.

Thanks [GP-Practice-name or NHS Health Check provider name]

3. Invitation- SMS/ NHS App (3 fragment – main message contains 324 characters)

Dear first-Name,

Your NHS Health Check is due. This is a short free check-up including a healthcare questionnaire and a blood test to find out if you are at risk of heart disease, stroke, kidney disease, or diabetes. If we find warning signs, we can work with you to take early action and keep you healthy for longer. Look after future you.

Call <insert number> to book now OR Click on this link <insert link> to book now.

Thanks

[GP-Practice-name or NHS Health Check provider name]

4. Invitation- email

Dear [name]

Your NHS Health Check is due. Book your free your NHS Health Check now to assess your risk of heart disease, stroke, kidney disease, or diabetes and help you stay healthy for longer.

Please call / contact via link if available your <insert name of NHS HC provider> at your earliest convenience on/at <insert link or number>.

The NHS Health Check is offered to people aged 40 to 74. It helps see how healthy you are and helps you find out if you are at risk of heart disease, stroke, kidney disease and diabetes. It's offered to you every 5 years.

It only takes 20-30 minutes and involves a few questions and measurements, including a simple blood test to check your cholesterol. During or after your check you will receive free personalised advice to help you stay healthy.

If we find warning signs, we can work with you to take early action and keep you healthy for longer. Look after future you.

Yours sincerely,

{name of health check provider or GP}

5. Invitation- letter

[GP Practice Name / Letterhead]

Patient Name: [Patient Name]

Address: [Patient Address]

Subject: Invitation for your free NHS Health Check

Dear [Patient Name],

Your free **NHS Health Check** is now due.

Please book online [LINK] or call the surgery at [Phone Number] to book your appointment.

The NHS Health Check is offered to people aged between 40 and 74 once every five years. The goal is to help find out if you are at risk heart disease, stroke, kidney disease, or diabetes. If we find warning signs, we can work with you to take early action and stay healthy for longer.

What the check involves

- The appointment takes about 20 to 30 minutes.
- We will ask simple questions about your family history and lifestyle.
- We will measure your height, weight, pulse, and blood pressure.
- You will need a simple blood test to check your cholesterol level and in some cases your blood glucose levels.

After (or during) the check, you will get free, personalised advice on how to lower your risks and stay well.

(Optional note if blood test is required first): Please note that your appointment should be booked for a few days after your blood test. Please see the enclosed form for details on where to go for your blood sample.

Please read the enclosed leaflet for more details. We look forward to hearing from you.

Yours sincerely,

[Practice Manager / GP Name]
[Practice Name]

6. Reminders (optional, to be sent to non-responders – main message 275 characters)

This is a reminder that your NHS Health Check is due. It's free, takes 20 minutes and can help find out if you are at risk heart disease, stroke, diabetes or kidney disease early. If you have not had a chance to book it yet, we encourage you to do so. Look after future you.

Call < insert number > to book now. OR Click < insert link> to book now.

OR (main message 335 characters)

Your NHS Health Check is still due. If you have not had a chance to book it yet, we encourage you to do so. It's free, takes 20 minutes and can help find out if you are at risk heart disease, stroke, diabetes or kidney disease early. If we find warning signs, we can work with you to take early action and keep you healthy for longer.

Call <insert number> to book now OR Click on this link <insert link> to book now.