

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, beer mats, 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](http://www.lancashire.gov.uk)



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# Target men in deprived areas

**NHS**

Get a free  
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If you're **40-74** and  
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it's important to go



**Get an MOT to  
keep you  
running well**

Helps prevent  
**heart disease**  
**diabetes**  
**kidney disease**  
**stroke**  
**dementia**

**Lancashire**  
County  
Council 

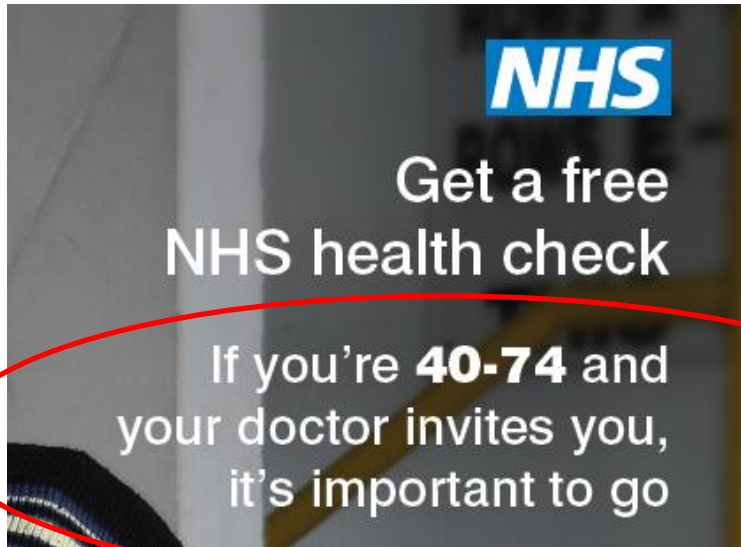
[www.lancashire.gov.uk](http://www.lancashire.gov.uk)

# 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




**NHS**

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](http://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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