



Public Health
England

NHS Health Checks – 23 Nov 2015

Behavioural Insights Projects

Karen Tan – PHE Behavioural Insights Researcher

Dr Tim Chadborn – PHE Behavioural Insights Lead Researcher



Contents

- 1. Behavioural Insights (Overview)**
- 2. About PHE Behavioural Insights Team**
- 3. NHS Health Checks Projects using behavioural insights**



Behavioural Insights

Utilising insights from research in behavioural economics and psychology to improve public health outcomes

Why?

- Behaviour underpins the effectiveness of health interventions
- Behaviours often complex and not predictable at individual level We are influenced by context

How?

- Demonstrate how behavioural insights can improve public health outcomes and sharing of evidence:
 - Design with potential to scale up with low resources.
 - Robust testing of intervention. Avoid self-reported outcomes (if possible)



Behavioural Insights at PHE

Overview:

- PHE and Department of Health Behavioural Insights Teams partner with local governments, third sector and private sector organisations
- Design, deliver, evaluate and fund collaborative projects
- Develop low cost approaches to improve behavioural outcomes

NHS Health Checks:

- Majority of those eligible for an NHS HC are still invited by letters
- We want to enhance these letters,
 - wide reach
 - low costs
 - local setting
 - quickly scalable





1. Medway Letters (Results Available)
2. Southwark Letters (Results Available)
3. Southwark Texts & Letters (Dec 2015)
4. Northamptonshire Letters (Jan 2016)
5. Stoke on Trent Letters (Mid 2016)
6. Bristol (Dec 2015)
7. Salford Videos on GP waiting room screens (Results Available)
8. Southwark GP Prompts (Dec 2015)



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DH/Medway Letter Trial

Dear XXXX

You are due to attend your NHS Health Check.

Please call us on 0207 222 5555 to book your appointment and record the date and time on the slip below.

Take a look at the enclosed information about the NHS Health Check and how it would benefit you.

Yours sincerely

DrXXXXXXXXXX

Please record your appointment time and location here and stick this to the fridge

My NHS Health Check is at _____ on _____ at _____
location date time

Dear XXXX

We are inviting you to attend your free NHS Health Check.

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 heart disease, stroke, kidney disease or diabetes. 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, sex, 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.

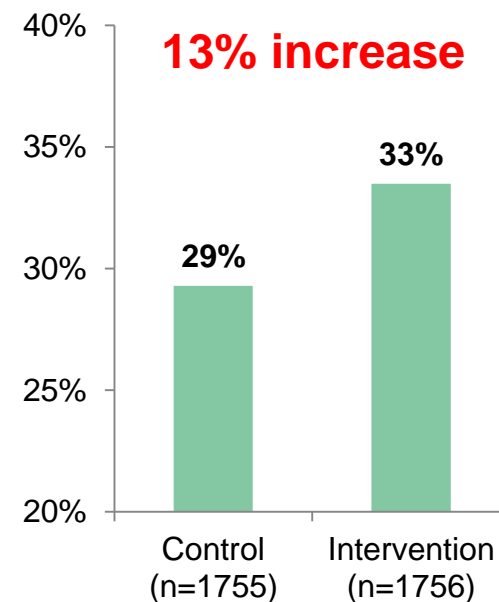
Take a look at the enclosed leaflet for more information about the NHS Health Check and how it could benefit you.

Please call the surgery to book your appointment on XXXXXXXX.

Yours sincerely

DrXXXXX

Free NHS Health Check
Helping you prevent heart disease, stroke, diabetes and kidney disease.



- Simpler
- More direct and action-orientated
- Tear-off slip to increase commitment



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1. Small changes to invitation letters and text messages can increase NHS Health Check uptake

2. Changes to text messages could effect NHS Health Check Uptake (March 2016)



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1. Southwark Letters & Text Messages

People were randomised to receive one of 4 letters:

1.

Original letter as control

NHS
England

Ref: 123456
NHS ID: 1234567890
20 September 2015

Dear GHD
Mr Test Patient
1st Line
2nd Line
3rd Line
4th Line
POST CODE

On behalf of
Southwark Council

Dear Mr Test Patient

Invitation to a free health check

We are inviting you to have a free NHS Health Check. NHS Health Check is a national programme for people between 40 and 74.

The aim of the check is to assess your risk of developing heart disease, stroke, kidney disease or diabetes and then to work with you to reduce that risk. If we find any problems with your health we can also provide treatment.

The check is a 10-minute check and is based on straightforward questions and measurements such as age, sex, family history, height, weight and blood pressure. We will also take a simple blood test to measure your cholesterol and glucose levels, in some cases.

Following the check, you will receive free personalised advice about what you can do to stay healthy, as well as treatment if this is necessary. There is good evidence that by taking early action, you can improve your health and reduce your likelihood of developing these conditions.

You can have your health check at a local pharmacy listed in the enclosed leaflet, or at your surgery (Southwark Surgery). To book your check please ring 020 8500 4000 and quote NHS Health Check.

If you are unable to make it to the surgery you can also have your check done by the Southwark Health Check Outreach Team. Please go to www.southwark.nhs.uk and click on 'Health Living' for information on outreach services in Southwark.

Take a look at the enclosed leaflet for more information about the NHS Health Check and how to book yourself in.

Yours sincerely
Dr Doctor

NHS quality code for all, now and for future generations

2.

Personalised
commitment

NHS

Dear Mr Test Patient

Your NHS Health Check is personal

Please call us to book your appointment at your GP's surgery or if you can't call us then call us on 020 8500 4000.

You can also book your health check at your local pharmacy listed in the enclosed leaflet. To book, please ring 020 8500 4000 and quote NHS Health Check.

Yours sincerely
Dr Doctor

Dr Doctor is invited by mail merge

Please receive the details of your appointment and all on your 1st line.

Please do not be invited by mail merge

GP practice - do not be invited by mail merge

I am going to my NHS Health Check on ___/___/13 at ___ surgery

Practice address - do not be invited by mail merge

3.

Deadline
commitment

NHS

Dear Mr Test Patient

Your NHS Health Check is due in August

Please call us to book your appointment at your GP's surgery or if you can't call us then call us on 020 8500 4000.

You can also book your health check at your local pharmacy listed in the enclosed leaflet. To book, please ring 020 8500 4000 and quote NHS Health Check.

Yours sincerely
Dr Doctor

Dr Doctor is invited by mail merge

Please receive the details of your appointment and all on your 1st line.

Please do not be invited by mail merge

GP practice - do not be invited by mail merge

I am going to my NHS Health Check on ___/___/13 at ___ surgery

Practice address - do not be invited by mail merge

4.

Testimonials

NHS

Dear Mr Test Patient

Your NHS Health Check is personal

Please call us to book your appointment at your GP's surgery or if you can't call us then call us on 020 8500 4000.

You can also book your health check at your local pharmacy listed in the enclosed leaflet. To book, please ring 020 8500 4000 and quote NHS Health Check.

Yours sincerely
Dr Doctor

Dr Doctor is invited by mail merge

Please receive the details of your appointment and all on your 1st line.

Please do not be invited by mail merge

GP practice - do not be invited by mail merge

I am going to my NHS Health Check on ___/___/13 at ___ surgery

Practice address - do not be invited by mail merge

Dear Mr Test Patient

This photo and text are for your personal use only. They are not to be used for any other purpose. If you have any questions about this, please contact your GP or the NHS Health Check team.

Yours sincerely
Dr Doctor



1. Southwark Letters & Text Messages

People were randomised to be in one of 4 text message conditions:

Primer
One week before letter



<Practicename>: Dear <firstname2>, your NHS Health Check is due at your GP practice. We will post you a letter soon with info about how to book your appt

Reminder
One week after letter



<Practicename>: Dear <firstname2>, Your GP recently sent you a letter inviting you to attend your NHS Health Check. Call xxxxxxxxx to book an appt.

1.

No text message



2.

Primer and reminder



3.

Primer only



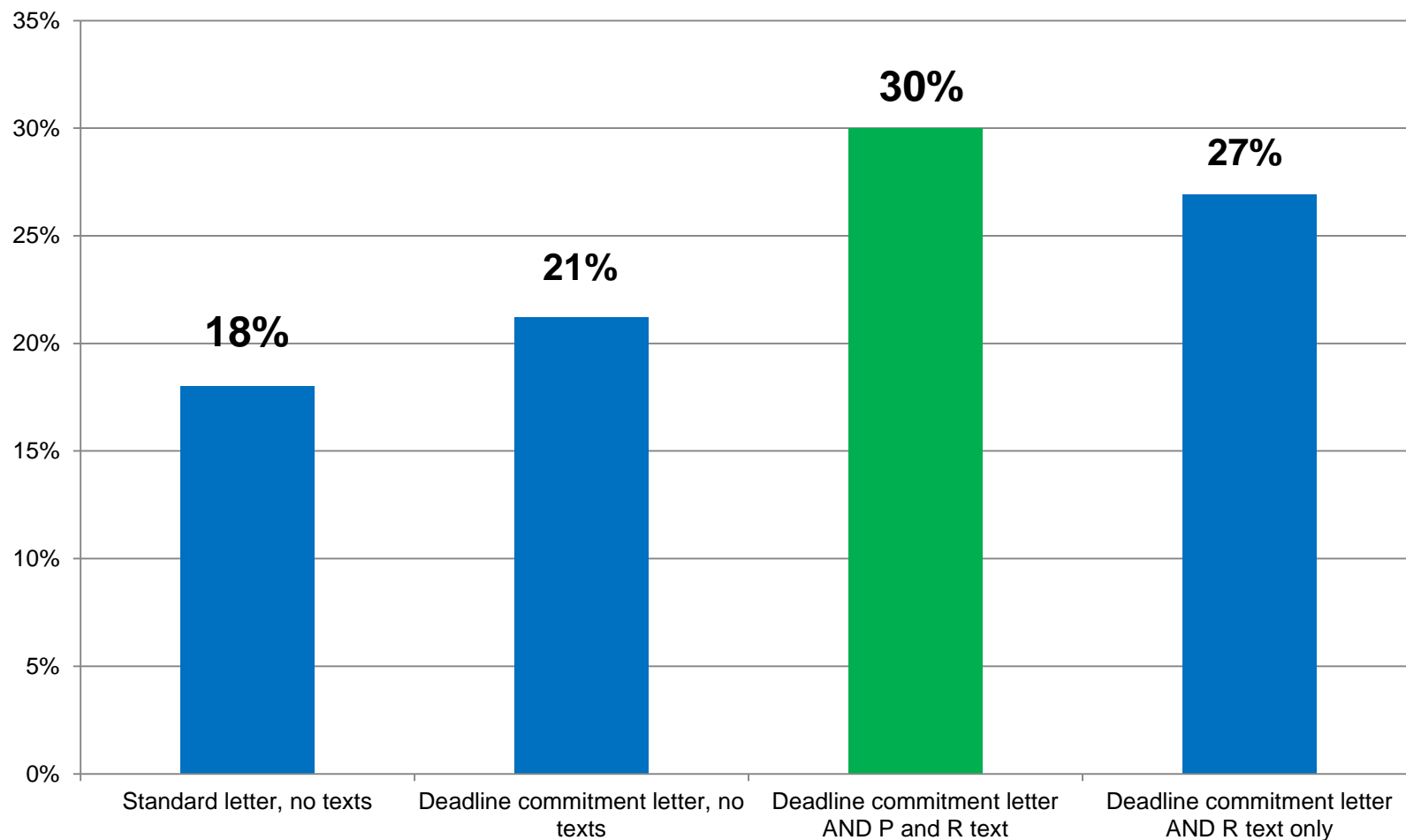
4.

Reminder only





Overall Results





2. Southwark Text Messages

Small changes to text messages could effect NHS Health Check Uptake

	Control	Intervention
Primer	Invitation to attend NHS HC	Costs
Reminder	NHS HC is due	Social Norms

- Loss aversion: NHS HC is valued at £xx
- Social norms: 'xxxx adults in Southwark like you attended theirs [NHS HC appointment]'

Results:

- Will be presented at the NHS HC Conference 1 March 2015



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Northamptonshire
County Council



Department
of Health

**Small changes to letters could impact the uptake of
NHS Health Checks**



Northamptonshire Letters

6000 members of the eligible population from GP practices randomised into one of three letters (1 control, 2 intervention) inviting them to an NHS Health Check

- Shorter letters – reduced cognitive effort

Messenger Effect: influenced by communicator of information

Loss Aversion: Focus is on the potential loss associated with the lack of action.

Intervention 1: Myth Busting

Excuse: I don't want to bother the NHS

Your GP says: I want you to attend the NHS Health Check, as it can help prevent you developing more serious conditions which will take up more NHS resources.

Intervention 2: Costs

The NHS Health Check is important. Your GP has already set aside funding to pay for your appointment. Please take the time to attend.



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city of
stoke
on trent



Communicating CVD risk score to increase uptake of NHS Health Checks (Results Mid 2016)



Stoke on Trent Communicating CVD risk score

Randomised control trial of the traditional letter compared to a CVD risk tailored letter

Deadlines: 'Due'

Defaults: Wording suggests having a HC is the default option

Saliency: Risk is highlighted to individual.

Personalisation: Messaged is tailored to individual with their CVD risk score (example on right is for high risk individual)

Relative ranking: Compared to others, risk of having a heart attack/stroke is made clear.

Your NHS Health Check is now due.

According to the available information that we hold about your health and lifestyle, you appear to have **an increased risk** of developing heart disease, stroke, diabetes, kidney disease and certain types of dementia, risk which we can help reduce.

...out of 100 people like you, we would expect [personalised risk score] to have a heart attack or stroke in the next 10 years.



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University of
BRISTOL

Evaluation of a telephone outreach service to enhance uptake of NHS Health Checks



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Bristol Telephone Outreach

Quasi experimental approach to determine effectiveness of telephone outreach on the uptake of NHS HCs in Bristol compared to a traditional invitation letter.

- Network Nudge: Community workers make the calls
- Personalisation: Call directly to individual eligible for NHS HC

. Results:

- Expected beginning of December 2015



I love to cook tasty meals
but sometimes the
ingredients are not so
healthy so a free health
check makes sense

Everyone is at risk however if you are over
40 a free health check can improve your
chances of living a healthier life.

Look out for your local Health Check
event or contact your Health Centre
for more information.

NHS HEALTH CHECK

When you get the call or receive an invite
accept and protect your health this winter.

Contact your local practice or go online at www.bristol.gov.uk/healthchecks





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Salford City Council



**NHS HC promotion video
on GP Surgery Waiting Room Screens**



Salford GP Screens

Purpose: Quasi-experimental study to test the effectiveness of videos on GP surgery waiting room screens to increase the uptake of NHS Health Checks.

- Saliency: Novelty of NHS HC information on the GP television screen
- Timeliness: Prompt while waiting, have the capacity and access to book an appointment for an NHS HC.
- Network nudge: We are influenced by the behaviour people who are similar to us.

Salford City Council



Helping you prevent
diabetes
heart disease
kidney disease
stroke & dementia

'My NHS Health Check'



My NHS Health Check - Ryan Parker

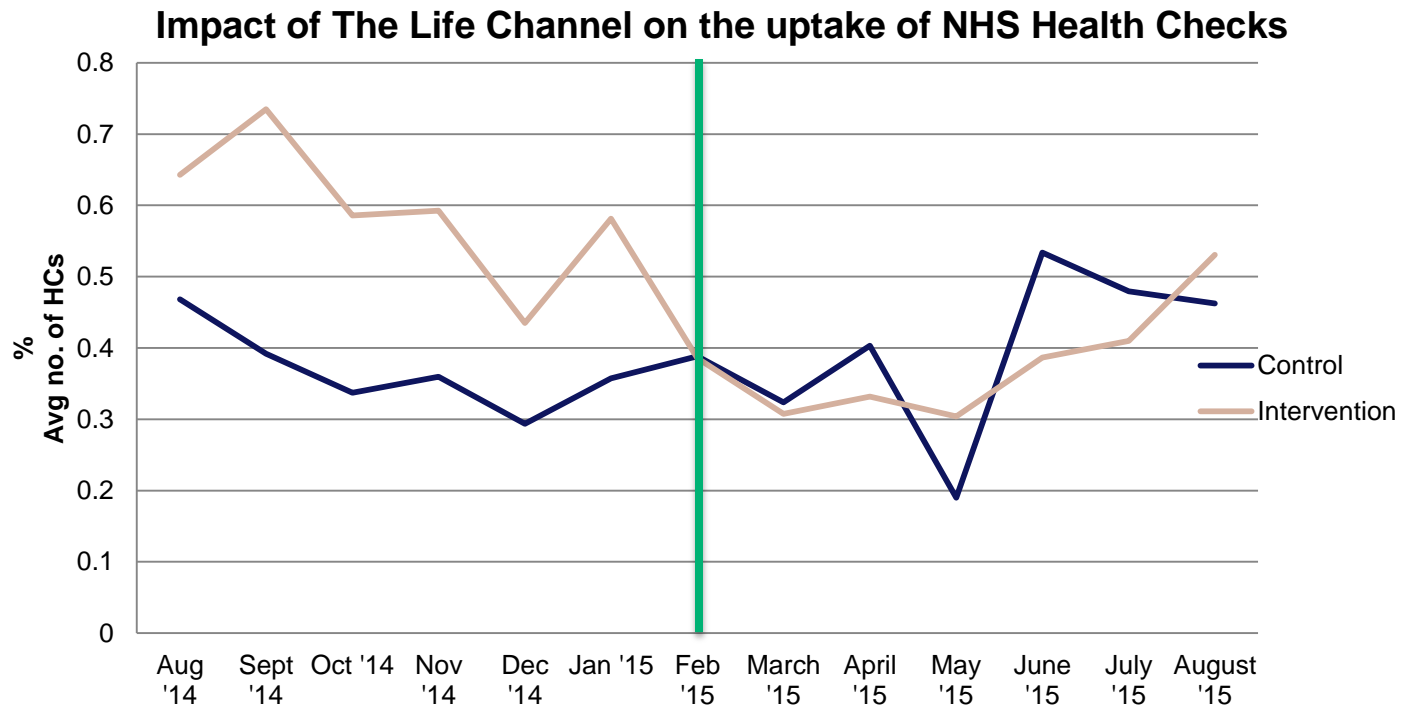
from **Haelo PRO** 10 months ago ALL AUDIO ENGLISH

Salford resident, Ryan Parker, describes his experience of an NHS Health Check.



Salford GP Screens

Results: From the analysis of the data, the Salford NHS HC promotion video played on the GP waiting room screens had no impact on the uptake of NHS HC in Salford.





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3. Prompts on GP screens for staff to invite patients to attend an NHS Health Check



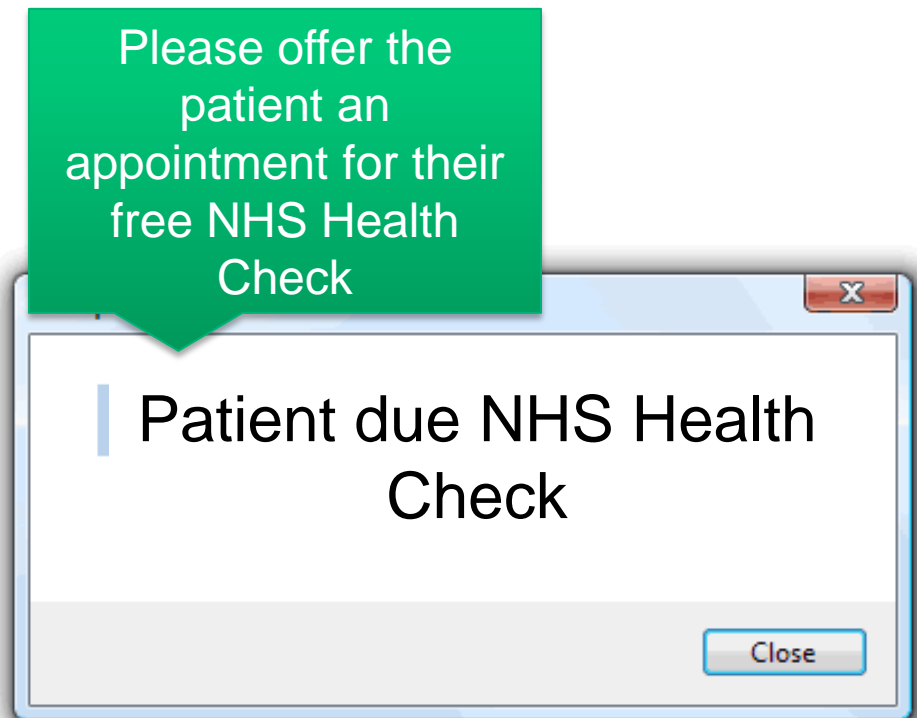
Southwark Prompts

Randomised control trial of automated prompts from GP IT systems to Health care staff as a means of increasing uptake of NHS Health Checks.

- Salience – *visual reminder to offer the NHS HC*
- Urgency – ‘Due’
- Timeliness – *Reminder during staff/patient interaction*

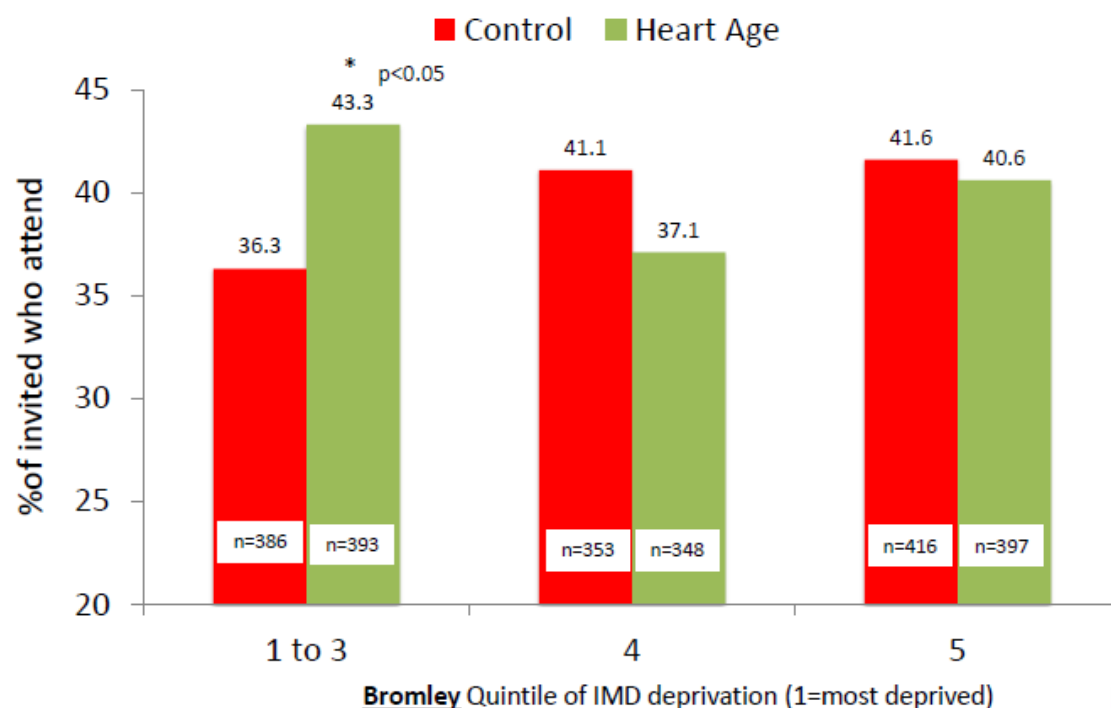
Results:

- Currently under analysis



Bromley: Using Heart Age to boost uptake with the deprived & hard to reach

Heart Age increased uptake in the most deprived groups



- Personalised: CVD risk is made personally relevant.
- Motivates action
- Personalised programme of support to help people reduce their heart age



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Thank You!

Karen Tan

Karen.Tan@phe.gov.uk