



Using the NHS Health Check market segmentation information pack

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Background

The seven NHS Health Check segments covering the 30 to 74 year-old population were developed using a mixed methods approach. The method and results are described in the [full market segmentation report](#).

Purpose

The segmentation provides insight into the attitudes, awareness and needs of 30 to 74 year-olds towards their health and NHS Health Checks. This insight is intended to support local authority commissioners and providers to communicate, design and deliver NHS Health Checks in a way that is more likely to engage people who are underrepresented and at greater risk of having a heart attack or stroke in the next 10 years.

Application

Local commissioners could use the [segmentation information pack](#) to:

1. Establish a priority segment from those which overrepresent people least likely to attend a check and/or likely to have a higher risk of cardiovascular disease (CVD).
 - National data shows that NHS Health Check attendance is lower amongst men, younger people and the 10% most deprived. These groups relate most strongly to the Disempowered Dismissive, Struggling Hesitant and Ambitious Ambivalent segments. Historical data in the [NHS Health Check interactive dashboard](#) could also be used.
2. Develop communications, such as invitations, specifically tailored to the needs of the priority segment.
 - Use the insight from the segmentation to develop messaging tailored to the priority segment. Use this messaging with everyone as, given their higher levels of interest, it is unlikely to alienate the other groups but could improve the chances of successfully engaging your priority segment.
 - Use existing NHS Health Check resources to help you apply the insight from the segmentation, for example the [PR toolkit](#) or the [top tips](#) for NHS Health Check patient information leaflets and media campaigns.
3. Consider where changes to service design and delivery could improve engagement by the priority segment.
 - Use the segmentation insight on the factors influencing attendance to design a service that maximises enablers and minimises barriers to attendance.
4. Use locally available socio-demographic information to map the priority segment to the population to identify where they are most likely to be.
 - Some areas may have access to tools such as Experian or Acorn. This data could be used to identify, based on socio-demographic characteristics, where people in the priority segment are most likely to live.

5. Target marketing, communications and delivery in areas or communities identified by mapping the likely location of the priority segment group using segment socio-demographic information and local data or tools.

The market segmentation information pack is not a training resource, delivery of checks by providers should continue to follow the principles set out in the [NHS Health Check Best Practice Guidance](#).