

“Making the free NHS Health Check work for you”

Free NHS Health Check

Helping you prevent heart disease, stroke,
diabetes and kidney disease.



Agenda

(Increasing uptake - all population groups and practices)

- Telford Experience
- Shropshire Experience
 - Making Social Media Work for you
 - Health Check Champions
- Discussion



Some questions to think about

- You want a plumber or an electrician or a builder
 - Who would you go for?
 - What drives your decision?
- You have a favourite restaurant
 - What makes it special?
 - What would stop you going back?
 - What would stop you recommending it to friends and family?



Social Marketing for Behaviour Change

DEFINITIONS

“Social marketing is the use of marketing principles to influence human behaviour in order to improve health or benefits society”

“Social marketing is about growing your business through user-driven websites like Youtube, Facebook, Digg and more”

“If you would persuade, you must appeal to interest rather than intellect”

Benjamin Franklin



Social Marketing for Behaviour Change

1. What is the social (or health) problem I was to address?
2. What actions do I believe will best address that problem?
3. Who is being asked to take that action? (audience)
4. What does the audience want in exchange for adopting this new behaviour
5. Why will the audience believe that anything we offer is real and true?
6. What is the competition offering? Are we offering something the audience wants more?

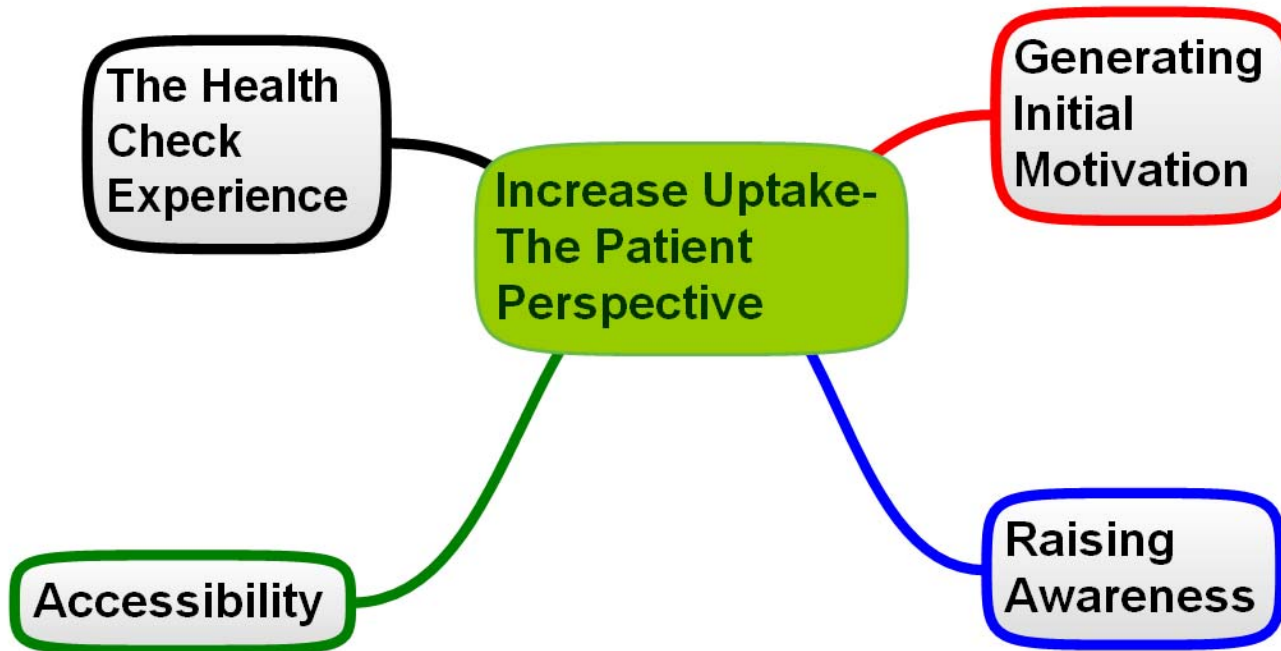


Social Marketing for Behaviour Change

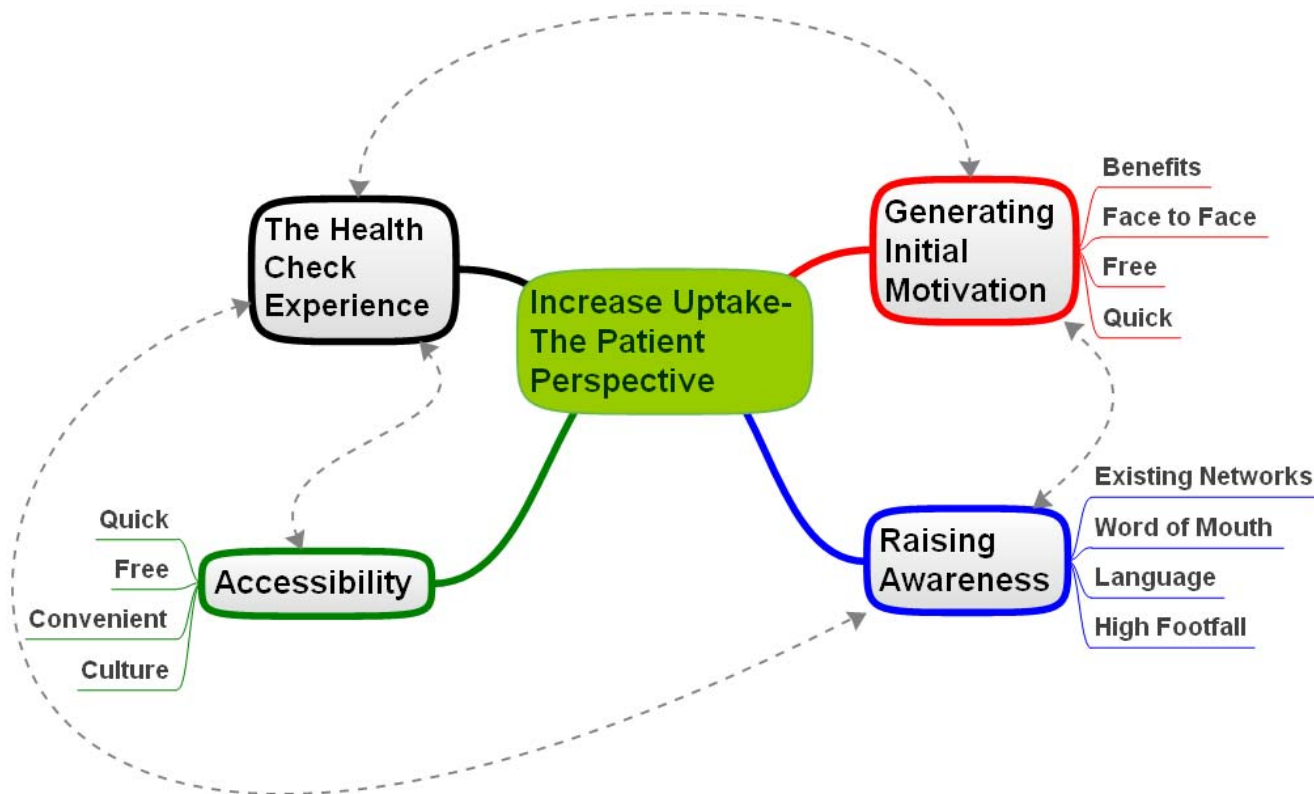
7. What is the best time and place to reach members of our audience so that they are the most disposed to receiving the intervention?
8. How often, and from whom, does the intervention need to be received if it is to work?
9. How can I integrate a variety of interventions to act, over time, in a coordinated manner, to influence the behaviour?
10. Do I have the resources to carry out this strategy alone, and if not, where can I find useful partner?



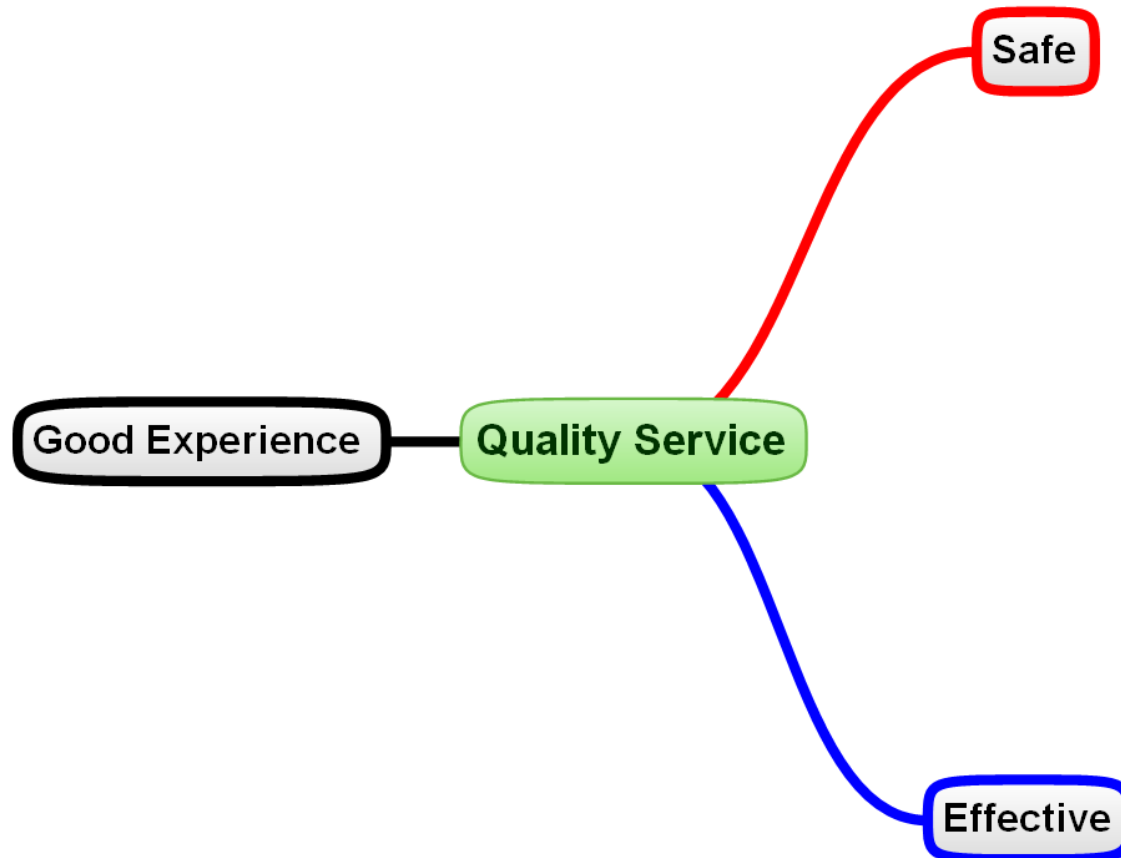
Telford Approach



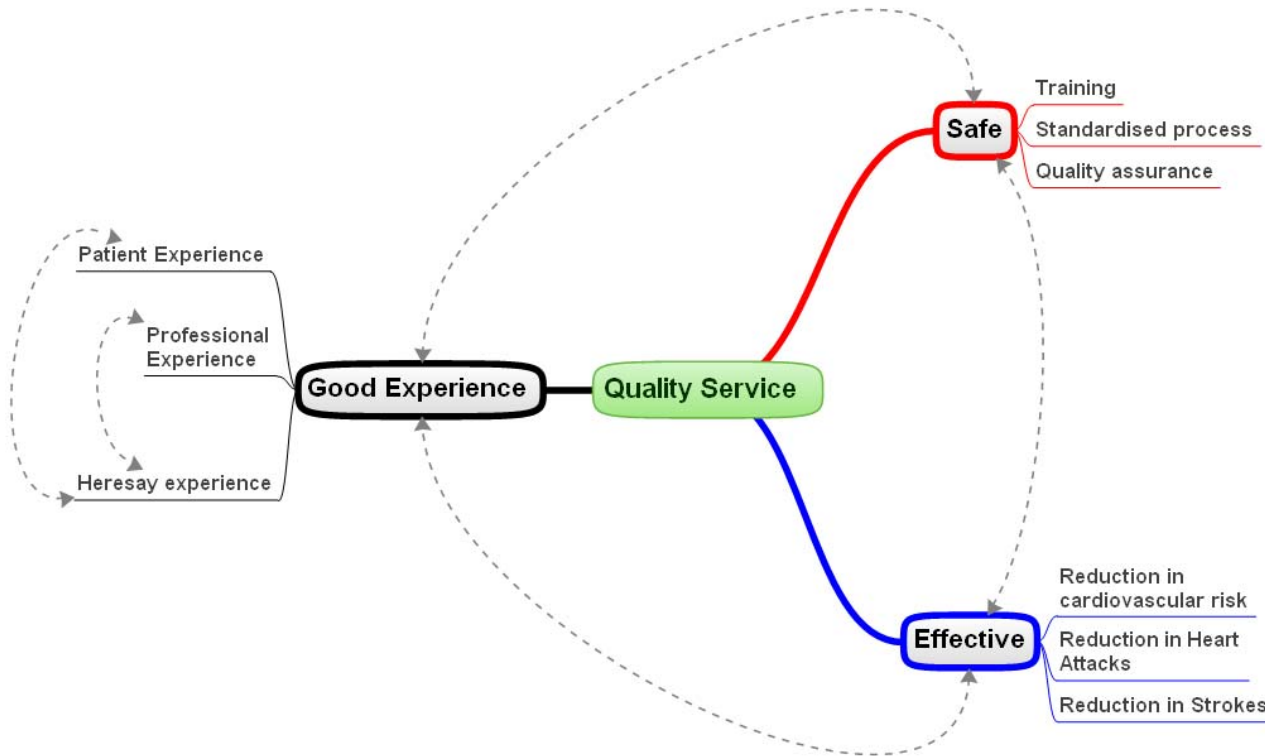
Telford Approach



Telford Approach



Telford Approach



Telford and Wrekin

Service

- GP based
- One stop shop for risk assessment
 - Point of Care Testing
- GP based risk management

Support

- Nurse Trainers
- Community based testing
- Health Hub (Single point of access)
- Marketing
 - Traditional
 - Social Media (from Feb 2012)



Shropshire County PCT



Shropshire County PCT

- Early stage in the programme
- Similar approach to Telford - GP LED, Set up supported by Nurse trainers
Point of Care Testing, Risk Management within Practice
- Additional element of Social Media work
- Facebook Marketing campaign

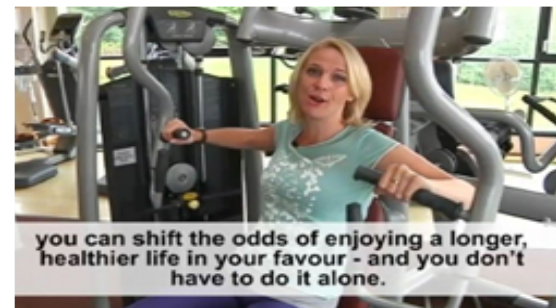


“Health Check Champions”

- Local people that will front future campaigns
- World of mouth viral marketing
- To post regular Health messages to those who liked the site and their contacts
- Recruitment video hosted by a local radio presenter
- Representation by locality and age
- Real people with real issues promoting the Health Checks
- Health Check Champions photographed in an attention grabbing way
- To date 800 likes with some 266,000 contacts and 50 volunteers
- Phase 2 will be promotion of the Health Check champions



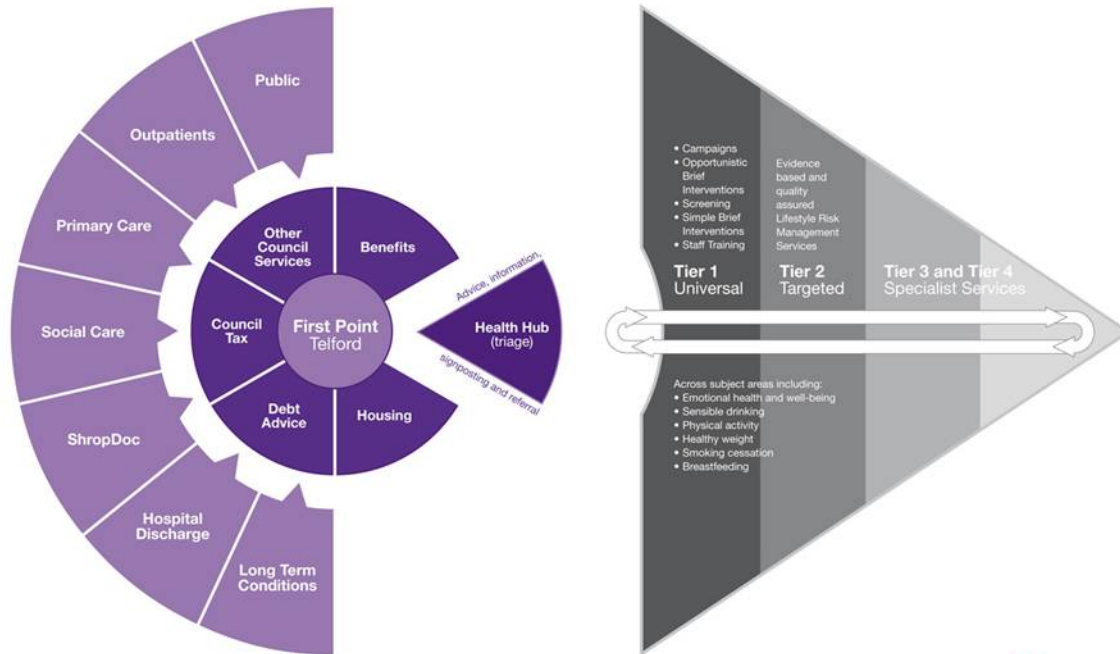
Shropshire County PCT



Telford Approach

Single point of access at First Point Telford for getting healthy, staying healthy.

For the public – to receive information, advice and support to stay healthy and avoid preventable disease.
For professionals – a central point of contact for referring patients, clients and service users for health information, advice and support to access quality assured Lifestyle Risk Management Services.



The Health Hub at First Point Telford is delivered in partnership by NHS Telford & Wrekin, Telford & Wrekin Council and Community Health Services.

Pilot project (Version 1) valid to 31.3.12, NHS Telford and Wrekin Health Improvement clare.harland@telfordpct.nhs.uk

