

Appendix 1: NHS Health Check Social Marketing Intervention Campaign

Public Engagement Events

Public engagement events are strongly recommended as a way of engaging with the target audience and raising awareness of the “NHS Heart Check Up”. Not only will engagement build brand trust, but it also gives a face to the brand and will allow for quality engagement. However, a main concern in the utilization of events of this type is that they may attract the wrong audience, specifically attracting the ‘worried well’. In order to circumvent this potential issue, it is recommended that a targeted intervention campaign should be used in order to reach our target audience that consists of hard to reach, high-risk groups such as male manual workers. Two types of targeted public engagement events are outlined below:

Targeted Public Engagement Events

Targeted public engagement events in the form of roadshow style awareness raising events at supermarkets and community centres, for example, would allow for effective engagement with the at-risk population and provide the target audience with information about the “NHS Heart Check Up”. At these events, members of the public can be screened for eligibility by promotional staff and booked in to attend the out-reach clinic pre-booked appointment events hosted by pharmacies. Locations for public engagement events will be carefully selected to take place in high-risk areas of Nottinghamshire County to effectively engage with the target audience. Promotional items and leaflets will be distributed at these events where we would aim for quality engagement as opposed to quantity, given that the aim of these events is to engage with the at-risk population rather than the worried well. It would be advisable that in addition to a health advisor (or indeed a range of health advisors) being present at the event who could field specific health-related questions from the public, spokespeople in the form of appropriate council members would also attend the events in order generate press coverage and demonstrate support for the campaign.

Pre-booked Appointment Events

Delivery of “NHS Heart Check Up” events where the at-risk population will have been pre-screened at public engagement events and booked in to attend the out-reach clinic events hosted by pharmacies. In total, we would aim to conduct 3 events that will take place (spread out over the course of a year, for example) in the highest risk areas of the county with 12-14 appointments booked in at each event. This will produce a total of 40 attendees. It would also be beneficial for the pre-booked engagement events to have spokespeople in the form of appropriate council members who would also attend the events in order generate press coverage, demonstrate support for the campaign and, if possible, have a “NHS Heart Check Up” themselves. Here, photo opportunities of councilors having a “NHS Heart Check Up” would be particularly effective.

Venue Advertising

In order to raise awareness of the “NHS Heart Check Up” and increase attendance at the public engagement events, free venue advertising via the council and other channels such as staffrooms at transport depots, job centres, bus stations, Working

Men's Clubs, District and Borough Council buildings, council leisure centres, libraries, Housing Associations, Citizen's Advice Bureaux, Credit Unions and Trade Unions would be effective in engaging with the target audience of hard to reach, high-risk groups such as male manual workers. A wave of household leafleting is recommended prior to each event to maximize attendance. In addition, beer mat advertising in pubs and Working Men's Clubs would be an effective method of engagement with this target audience. Venue advertising would be in place for a number of weeks prior to the public engagement events in order to maximize attendance and awareness of the events.

Budget

Element	Detail	Cost
Pilot project Management	Oversight of programme delivery, liaison with health check providers by Notts County Council Public Health team.	£0.00 (NCC)
PR Campaign	PR schedule and plan developed. PR campaign delivery, coordination, media liaison etc. with pilot intervention events by Notts County Council Comms. & Marketing team.	£0.00 (NCC)
Pilot Intervention materials development and production	Developing and delivering a pilot intervention. Producing a short evaluation report of pilot scheme with key recommendations for future work.	£16,191.00