NHS Health Check Briefing for NHS West Norfolk CCG

Norfolk County Council is embarking on a communication campaign for the Norfolk NHS Health Check programme. This briefing presents the rationale behind the campaign and provides you with campaign information.

The NHS Health Check programme is a national cardiovascular risk assessment programme that aims to help prevent heart disease, stroke, diabetes, kidney disease and certain types of dementia. Eligible patients aged 40 – 74 are invited to have an NHS Health Check once every five years and given tailored healthy lifestyle information and support to help them improve or maintain their cardiovascular health. In Norfolk NHS Health Checks are delivered by multiple providers with 85% undertaken at GPs, and the rest in pharmacy and community settings.

The figure below shows the percentage QOF prevalence across each CCG for diseases that are within the scope of the NHS Health Check compared to Norfolk and England. Overall the burden of these diseases is higher in Norfolk than in England.

Figure: QOF GP practice disease prevalence (%) for Norfolk CCGs, 2013/14

GP practice QOF disease registries (Published at: Health and Social Care Information Centre HSCIC)

NHS West Norfolk CCG

Currently in West Norfolk all GP practices deliver NHS Health Checks, with the exception of one practice Heacham. Great Massingham has recently started to deliver NHS Health Checks and Hunstanton recently joined to Vida Healthcare will begin to deliver NHS Health Checks in the New Year. There are nine pharmacies in West Norfolk that deliver NHS Health Checks. The table below shows the number of NHS Health Checks actually offered and delivered in Q1 and Q2 2014/15 against aspirational targets for participating practices in West Norfolk.

<table>
<thead>
<tr>
<th>CCG</th>
<th>NHS Health Checks 2014 /15</th>
<th>Delivered in GP’s</th>
<th>Target</th>
<th>Q1</th>
<th>Q2</th>
<th>YTD</th>
<th>Q1</th>
<th>Q2</th>
<th>YTD</th>
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<tbody>
<tr>
<td>West</td>
<td>Offered in GP’s</td>
<td>YTD</td>
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<tr>
<td>Target</td>
<td>2840</td>
<td>5680</td>
<td>1886</td>
<td>1886</td>
<td>3772</td>
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<td>No</td>
<td>1541</td>
<td>3699</td>
<td>764</td>
<td>865</td>
<td>1629</td>
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<tr>
<td>% target</td>
<td>54%</td>
<td>65%</td>
<td>40.5%</td>
<td>46%</td>
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<td>Uptake rate</td>
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<td>50%</td>
<td>40%</td>
<td>44%</td>
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Table 1: Actual and Target NHS Health Checks figures and uptake rate by CCG for Q1, Q2 and YTD 2014/2015

Overall year to date (YTD) West Norfolk is below target on NHS Health Checks for offered at 65% and delivered 43% with a wide variation between individual practices. The uptake rate of 44% is below the aspirational national target of 66% but the average for Norfolk is in line with Regional and National figures.
The Campaign

The NHS Health Checks campaign 2015 is called ‘Don’t miss life’s precious moments’.

The campaign aims to increase the uptake of NHS Health Checks amongst the eligible population in Norfolk and raise awareness of NHS Health Checks in the community. The campaign will direct people to have an NHS Health Check at their GP practice or in a participating pharmacy. It also directs them to the Norfolk’s Living Well website and NCC Customer Service for more information.

Why

- On average, Norfolk is only delivering half of its target NHS Health Checks, with wide variation amongst individual GP practices.
- On average, only half of the patients offered an NHS Health Check in GP surgeries, take up the offer.
- This campaign aims to increase the number of NHS Health Checks delivered and improve uptake of Health Checks in Norfolk.
- Patients will benefit from the programme and have the opportunity to prevent cardiovascular disease and improve their health.

What

The key message for this year’s campaign is to look after your health, so you ‘Don’t miss out on life’s precious moments’, such as; a graduation, wedding, or holiday of a lifetime. A quick and easy step towards achieving this is having a free NHS Health Check. The campaign will consist of:

- Promotional print material - posters for GP practices, pharmacy and community settings such as libraries, petrol stations, buses and sports venues and will cover rural and urban areas.
- Press – adverts in the EDP and other local newspapers.
- Radio - a radio advert on local commercial stations.

When

- The campaign will start rolling out on Monday 5th January and continue until March 2015.

What it means for NHS Health Check providers

- All GP practices and pharmacies may see an increase in enquiries about NHS Health Checks as people are reminded by the campaign and motivated in the New Year.
- Providers of NHS Health Checks (GP practices and pharmacies) should check the patient’s eligibility before booking an NHS Health Check appointment.
- GP’s can only provide the service to their registered patients, whereas pharmacies can provide the service to any eligible resident.
- Providers are likely to see an increase in delivery of NHS Health Checks during the campaign.
- GP practices and pharmacies that do not offer NHS Health Checks should direct patients to the Norfolk’s Living Well website Health Check page www.mynhshealthcheck.com where they can find a local pharmacy to provide the service.

Support

- Providers of NHS Health Checks will be given posters to advertise their NHS Health Check service (poster version 1 ‘make an appointment here – today’).
- GP practices and pharmacies that do NOT offer NHS Health Checks will be given the generic poster directing people to the Norfolk’s Living Well website Health Check page www.mynhshealthcheck.com
- All GP’s and pharmacies can order supporting leaflets on healthy lifestyle and services from the Health Information Leaflet Service (HILS) http://brochure.norfolkslivingwell.org.uk/
- For more information about the NHS Health Check programme nationally see www.healthcheck.nhs.uk