

NHS LifeCheck joins NHS Choices

This spring, NHS Choices took over the management and development of NHS LifeCheck. As the online 'front door' to the NHS, NHS Choices is the natural home for the LifeChecks and the integration with NHS Choices offers some exciting opportunities.

The Department of Health has up to now been responsible for developing the NHS LifeCheck programme. However, now that the three tools have been launched successfully, it will be the job of NHS Choices to continue to develop and further refine the three tools and look at opportunities for new age groups.

NHS Choices, www.nhs.uk, has a massive eight million visits per month and provides a whole range of information, advice and interactive services. These include: finding a local GP or dentist, sourcing information and support for carers, reading the latest advice on a specific condition, researching and comparing the performance and patient satisfaction levels of hospitals, and posting public comments about medical services.

If you would like to find out more about NHS Choices and how you may be able to use it in your



NHS Choices has eight million visits each month.

work with clients, patients and the general public, go to www.nhschoicestraining.co.uk, click 'Create Account' and choose from a selection of free, five-minute helpful videos which you can watch online.

You can also sign up to receive the NHS Choices newsletter by clicking here: <http://www.nhs.uk/aboutnhschoices/professionals/nhschoicesnewsletter/pages/signupforthenewsletter.aspx>

What else is on NHS Choices?



www.nhs.uk

Live Well lifestyle information pages

Finding Services GP, dentist, hospitals, clinics

Medical Advice symptom checkers, NHS Direct

Carers Direct one-stop shop for carers

A-Z of Health search for a condition or click on the body map

Information Prescriptions save useful information in one place

Interactive Tools vaccination planner, quit smoking

Hospital/GP feedback compare and add comments

Behind The Headlines what's true and what's not

Blogs diaries and messages on various topics

Videos informative short films

NHS information for your website

NHS Choices runs a syndication scheme whereby local authorities and other organisations have the option to use more than 80,000 pages of NHS information and advice, together with a directory of local services, presented in their own house style on their own branded website.

The content is provided free of charge and the service can take just days to set up. Users Organisations can choose to use some or all of the information available.

Click on the link here to find out more:

www.nhs.uk/professionals

Successful stay in Habbo Hotel:

More than 11,000 young people completed an NHS Teen LifeCheck as part of an innovative promotion in online virtual world Habbo Hotel. www.habbo.co.uk

The 'habbos' (young people who are members of the website) participated in competitions, polls and forums, with the chance to win prizes including Nike I.D. trainers and iPod nanos.

The response figures were almost double that of similar government campaigns and easily achieved our target.

Almost 42,000 people took part in a series of health and wellbeing polls, which provided some interesting results:

- 56% of the teens who responded feel happy most of the time, 27% feel happy sometimes, 9% don't feel happy very often and 4% never feel happy
- Over 60% of teens worried about putting on weight
- 55% have tried alcohol
- 45% said they try to be healthy but end up eating things they know are unhealthy
- 55% of respondents have a really big group of friends, 30% have a few really good friends and 15% said they don't have many friends
- When worried or stressed about something most (45%) will talk to their teacher or parent about how they are feeling
- 70% claimed to have experienced bullying. 31% would tell a teacher or their parents if they saw someone being bullied and 21% would tell the victim to confide in someone they trust about it
- 47% said they worry about their future often.



Thousands of Habbos visited the TLC sponsored Lido.

Planning your local NHS MidLifeCheck campaign

With 18% of people surveyed being aware of NHS MidLifeCheck and what it is about, now is a great time to begin a local campaign.

This solid base should give local areas a head start on planning activities and partnerships appropriate to target groups and specific objectives.

All NHS MidLifeCheck resources have now been added to www.lifecheckers.co.uk and can be downloaded free of charge. This includes the 32-second GPTV video, which can be shown on screens in communal areas, at events or on your own website.

Watch the ad here: <http://www.youtube.com/user/NHSChoices#p/search/0/Lupji2uL9WA>

If you would like to share best practice and tell

others about your learnings in running any NHS LifeCheck campaign, please email us or send photos to: lifecheck@dh.gsi.gov.uk

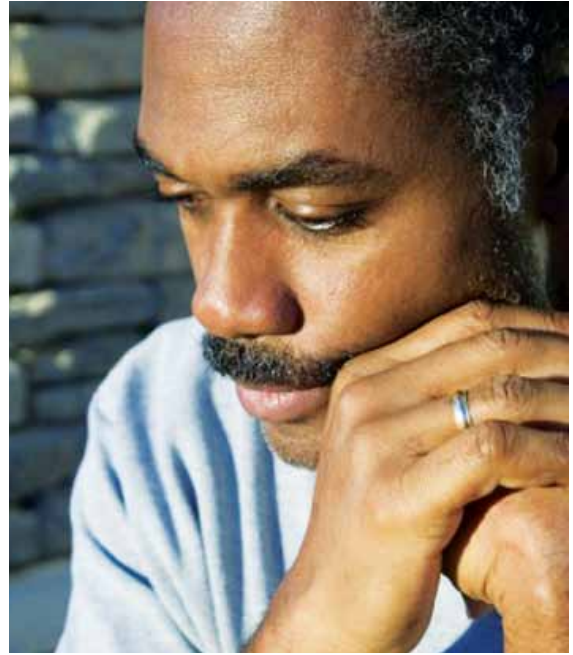


NHS MidLifeCheck's GP TV advert.

The results are in: NHS MidLifeCheck feedback

Following the successful launch of NHS MidLifeCheck, the post-campaign analysis* and research** has revealed some fascinating and valuable insights.

- By the end of the six-week launch period NHS MidLifeCheck had attracted approximately 170,000 visitors – nearly three times its target. Nearly 6,500 also signed up to receive motivational emails, texts or letters to help them achieve their goals.
- 59% of those who started an NHS MidLifeCheck completed it and viewed their results. 11% of these people continued and created a behavioural change plan. The most popular plan was Healthy Eating, followed by Physical Activity and Emotional Wellbeing.
- Emotional Wellbeing was the topic most 'red faced' results were received for, followed by Physical Activity and Alcohol. On average, most people got one red face, two amber faces and two green faces. (These exclude the Weight result.)
- Three quarters of people surveyed said they were likely to visit the site again, with 81% of them saying they would recommend it to others.
- The topics which people said they found most useful were Emotional Wellbeing and Weight.
- 93% of those researched said NHS MidLifeCheck was 'easy' or 'very easy' to use and 81% said the results they received were either 'useful' or 'very useful'. 90% scored the site eight or more out of ten for the way it looks.



34% of users scored red for Emotional Wellbeing.

- 43% of those researched set goals for a healthier life and 27% clicked on website links to get further information. 14% also signed up to receive motivational emails, texts or letters to help them achieve their goals.

Click here to see the marketing evaluation report:

<http://www.nhs.uk/lifecheckers/Pages/UsefulDocs.aspx>

**Taken from anonymised statistics from the NHS MidLifeCheck database.*

*** Independent TNS survey of more than 1600 adults aged 40-60, conducted between January and March 2010.*

NHS LifeCheck - the figures so far...

NHS LifeCheck - all three sites

(10 June 2009 – 27 May 2010)

690,573

NHS Baby LifeCheck

(10 August 2009 – 27 May 2010)

221,798

NHS Teen LifeCheck

(10 June 2009 - 27 May 2010)

279,033

NHS MidLifeCheck

(08 February 2010 - 27 May 2010)

189,742

NB: All figures are totals since national launch and don't include pilots or visits prior to national launch.

LifeCheckers website

Don't forget, Lifecheckers is now live. Log on to www.lifecheckers.co.uk for access to news, resources and helpful information about all NHS LifeCheck services.