Thousands log on to find out how they’re doing

NHS MidLifeCheck launches for the over 40s

Since going live on Monday 8 February, over 100,000 mid-lifers have logged on to www.nhs.uk/midlifecheck to find out how they are doing.

Approximately 4,200 people are going to www.nhs.uk/midlifecheck each day - almost triple what was expected. Over one in every ten people who have completed the online quiz (15%) have already set a plan to improve their health and wellbeing and one in five of these (19%) have signed up to receive motivational messages that will help them on their journey to achieving their personal goals.

Denise Welch - from ITV’s Loose Women and BBC drama Waterloo Road - and Jim Broadbent - seasoned British actor who has starred in films including Harry Potter and Bridget Jones’s Diary - are voicing the radio adverts. The adverts are being featured on local radio stations around the country, the full list can be viewed here http://www.arterymedia.co.uk/nhslifecheck/stations.pdf

talkSport presenter, Mike Parry, has completed an NHS MidLifeCheck and set personal goals to improve his health and wellbeing. Listeners have been following his progress for the past five weeks on air. You can listen to clips from his show here http://www.arterymedia.co.uk/nhslifecheck/talksport.mp3

Advertising is appearing in national newspapers, women’s weekly magazines and national and local radio to help raise awareness of NHS MidLifeCheck. The print ads feature striking images of mid-lifers, asking the question ‘Am I doing OK?’ It is also being promoted on TV screens in some doctors’ surgeries through the Life Channel network and on pharmacy bags.

Marketing materials are available to download on the Lifecheckers website.

Employers see the benefit of NHS MidLifeCheck

Major employers across the country are partnering with NHS MidLifeCheck to bring the new service to their employees.

Organisations such as Tesco, Serco and Kerry Foods will be running an NHS MidLifeCheck month this month. All have taken advantage of the employer toolkit, provided free of charge by NHS LifeCheck, designed specifically for employers to support them in the promotion of the month.

The campaign, “Your Lifestyle MOT”, will also be promoted through organisations’ internal channels including: intranet sites, internal newsletters and payslip messaging. Throughout the month, employers will be making computers available for staff to take an NHS MidLifeCheck on-site, as well as supplementing activity with their own health and wellbeing initiatives. Tesco is planning to supply on-site pharmacists as part of its month’s activity, while Kerry Foods intend to tie the campaign in with its own health and welfare programme.

If you want to find out how NHS MidLifeCheck could prove a valuable addition to your existing employee benefit package and to speak to someone about our free NHS MidLifeCheck employer toolkit get in touch with the NHS MidLifeCheck team at iris by contacting Jo Arden on jo.arden@iris-london.co.uk.
To ensure that services are promoted in a range of settings and that the core audiences are targeted, NHS LifeCheck has been developing partnerships with a range of organisations across the commercial, voluntary and statutory sectors.

This week, a major NHS LifeCheck partnership goes live with **Morrisons**. The retailer is supporting the campaign by promoting the service through all its pharmacy stores. Activity includes messaging around healthy foods as well as the distribution of NHS LifeCheck credit card sized handouts cards for customers and briefing notes for the pharmacist.

Bruce Pimnot, Morrisons’ chief superintendent pharmacist, said about the retailer’s involvement: “At Morrisons we pride ourselves on giving expert health advice, so we felt that informing our customers about NHS LifeCheck was a perfect match.”

Another major pharmacy, **Superdrug**, has also thrown its support behind NHS LifeCheck by agreeing to run messaging on its pharmacy bags. An estimated 150,000 bags are distributed each week, giving NHS LifeCheck a huge, national reach.

Partnerships have not only been concentrated on large scale opportunities however, they can also be used to target the specific groups who would benefit most from NHS LifeCheck. The **Who Cares? Trust** is one such partner. Giving a voice to young people in care, Who Cares? was keen to promote NHS Teen LifeCheck but wanted to do it in a way that would appeal to its audience. In response to this, an NHS Teen LifeCheck cartoon for its magazine was developed – enabling the teen service to be promoted in a fun and engaging way.

Additional teen partners include the **Youth Justice Board** and **Action for Children**, who are planning to incorporate NHS Teen LifeCheck in a forthcoming project on young people and technology.

Dads are another audience that can be hard to reach, with the majority of media and baby information in the public domain being very mum-centric. Targeted partnerships have enabled to us to speak directly to Dads about NHS Baby LifeCheck. For example, the **Fatherhood Institute** will be handing out materials at their health visitor training centres and in addition to this, **Dad’s Info** now recommends NHS Baby LifeCheck as an important service for Dads through its website and health visitor training courses. NHS Baby LifeCheck is also promoted on its Dad’s Info cards; some 360,000 of which are distributed through midwives.

If you would like to join the organisations above and become a partner on the NHS LifeCheck campaign, please contact the team on LifeCheck@iris-london.co.uk.

**NHS LifeCheck Partners**

**Partner support for NHS LifeCheck gathers momentum**

Retailers such as Tesco and Morrisons will be promoting NHS LifeCheck services in-store.
Mid-Lifers ‘All Talk, No Action’ on health

When it comes to our health and wellbeing, Britain is a nation of ‘all talk and no action’ according to new survey undertaken by the national NHS LifeCheck team.

Despite almost half of adults (46%) believing they need to think more about leading a healthy lifestyle, the same amount (47%) admit to spending a lot more time talking about getting healthy than actually doing anything about it. And a third of adults (33%) say they wouldn’t even know where to start.

The survey was released on Wednesday 3rd March as part of the launch of NHS MidLifeCheck.

The media launch was led by ITV’s This Morning resident doctor, Dr. Chris Steele, who gave ten interviews to local BBC radio stations - including BBC Manchester, Hereford and Worcester, Solent, Kent, Stoke, Norfolk, Surrey and Sussex, Somerset and Northampton. BBC North West news also featured an interview with Dr Chris throughout the morning’s bulletins on 4th March.

More coverage is yet to appear, but so far the story has appeared on Mirror.co.uk, the Daily Mail, the Daily Express, Smooth FM, Reuters and Yahoo.

Press release templates are available to download at www.lifecheckers.co.uk


New mum shares her experiences of motherhood

Radio day boosts NHS Baby LifeCheck visits across the regions

Earlier this year (January), Hannah Marriott, 18, from Doncaster, spoke of her experiences of becoming a mum to 5-month-old daughter, Paige. Hannah was joined by health visitor, Nicola Stenning, to talk about how NHS Baby LifeCheck can help support health professionals in their care for new babies and parents.

A survey commissioned by DH to promote NHS Baby LifeCheck earlier this year, found that mums feel most isolated and have the most questions about their baby’s development 5 months and 1 week after giving birth. These interviews aimed to reassure parents that everyone has questions about whether they are doing things right, particularly during the 5 – 8 month period of their baby’s life.

A total of 13 local radio stations ran news and features on NHS Baby LifeCheck, with nearly 2.5 million listeners hearing the story. The stations which drove the most traffic to the NHS Baby LifeCheck website were BBC Sheffield, Hear West Midlands and national station, Panjab Radio.

For more information on NHS Baby LifeCheck click here www.lifecheckers.co.uk.
NHS Teen LifeCheck takes up residence in Habbo Hotel

New partnership with top teen social networking site

NHS Teen LifeCheck has teamed up with popular teen website Habbo Hotel. Members of www.habbo.co.uk, known as ‘Habbos’, will be able to join a new NHS Teen LifeCheck group and be in with the chance of winning exclusive virtual and real-life prizes by completing the online questionnaire.

‘Habbos’ can redeem a special code from NHS Teen LifeCheck and get virtual avatars (online characters) to wear exclusive NHS Teen LifeCheck stickers and badges as well as branded furniture (or ‘furni’) for their virtual hotel rooms.

As part of the five week partnership, Habbos can also take part in a NHS Teen LifeCheck Wheel of Fortune game, where they compete against each other answering questions about health and wellbeing. Lucky winners will be chosen at random from those who have answered questions correctly. Real life prizes include iPod Nanos and Nike I.D trainers.

It is hoped the partnership will drive at least 10,000 completions of NHS Teen LifeCheck. On the first day, over 3,000 Habbos joined the NHS Teen LifeCheck group.

For more information on NHS Teen LifeCheck, please visit the Lifecheckers website www.lifecheckers.co.uk

NHS LifeCheck in the Press

Netdoctor
“Brits ‘talk but do not act’ on health”

Daily Mail
“Get help turning good intentions into reality”
http://www.dailymail.co.uk/femail/article-1255797/BEL-MOONEY-I-feel-like-freak--love-horrific-scar.html

Nursing Standard
“Click for baby clinic. Mothers of babies between five and eight months old are accessing parenting guidance on a government website”
http://www.arterymedia.co.uk/nhslifecheck/ns.pdf

Healthcare Republic
“Online tool aimed at improving health of ‘mid-lifers’ to be launched”
http://www.arterymedia.co.uk/nhslifecheck/hr.pdf

eGov monitor
“NHS MidLifeCheck launched to boost health for over 40s”
http://www.arterymedia.co.uk/nhslifecheck/eg.pdf
Telford and Wrekin Council has been working to promote NHS Baby LifeCheck across the area with a particular focus on building sustainable networks between parents and carers and library services.

The team realised that libraries are increasingly being used as a one-stop-shop to gain access to a wide range of information, and library staff are an invaluable resource to help signpost members to many different services – including NHS Baby LifeCheck.

Telford and Wrekin Council wanted to make the most of this local service by positioning libraries as a relevant place for parents and their babies to go to and learn more.

However, they knew that the challenge would be to attract those parents and carers who don’t take up library services. Therefore, the team devised “Bounce’n’Rhyme” - fun and interactive sessions aimed to make local libraries a more welcoming, family environment to hopefully ensure that ongoing relationships are created with local families.

The sessions are run regularly allowing parents and carers to build a relationship of trust with local services over time. Along with singing, rhymes and bouncing fun for baby, each session offers the opportunity to complete an NHS Baby LifeCheck on computers with free internet access.

To further incentivise parents and carers to use NHS Baby LifeCheck there is an ongoing prize draw for any parent or carer who has completed an NHS Baby LifeCheck. The prizes on offer are a fantastic selection of books that parents can enjoy with their baby.

“Bounce’n’Rhyme” is promoted throughout libraries with an NHS Baby LifeCheck screensaver on all library computers and a new leaflet for parents and carers signposting NHS Baby LifeCheck and other relevant library services.

Elly Willoughby, project manager for NHS LifeCheck at Telford and Wrekin Council said: “Getting your local libraries involved in promoting NHS Baby LifeCheck is an excellent way of reaching more people; practically engaging with the information given by the service and getting other services involved.

“It is also worth contacting your local Bookstart administrator as part of their role is to encourage the healthy development of children through nurturing a love of books and reading – one of the foundations of a healthy, happy baby.”

NHS LifeCheck needs you!

Refresh for NHS Teen and Baby LifeCheck

Over the next few months we will be reviewing the NHS Teen LifeCheck website, with the aim of refreshing some of the content and improving the look and feel of the site (most likely to reflect the images of the advertising campaign).

We will be consulting with young people for their views, but we also want to hear what you think! If you have any feedback for the national team on www.teenlifecheck.co.uk please send it to lifecheck@dh.gsi.gov.uk

We are also intending to improve the content and navigation of NHS Baby LifeCheck (www.nhs.uk/babylifecheck), so again we would welcome your comments at the above email address.

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.