

# Worcestershire County Council – Case Study

## NHS Health Checks Outreach Service



In April 2013, ICE Creates was commissioned to deliver an NHS Health Checks outreach service in Worcestershire. Working with a diverse demographic, ICE took the route of working with employers and community venues to maximise reach and uptake of the service.

This was achieved through specialist engagement with companies and organisations citing the many benefits employers and employees gain from taking advantage of the free NHS Health Check programme, as well as integration with our digital wellbeing tool (Puffell.com).

Our specialist team, qualified in motivational interviewing and MECC, have delivered over 2,750 NHS Health Checks to date – successfully delivering across a wide range of venues including South Co, Wiseman Dairies and Sanctuary Care Group. This includes delivery of over 400 NHS Health Checks to Worcestershire County Council staff as a major employer in the area.

ICE has also worked within primary care to support individuals in their own GP Surgery. At a practice in Malvern, we have provided just over 500 NHS Health Checks to registered patients, saving both time and money for the practice whilst ensuring individuals received the best quality service through referral to our own and other locally available lifestyle services.

Our interactive tool (Puffell.com) is an additional resource where individuals can

access further support with lifestyle changes through online resources and collaborative forums, as well as being able to set and track health improvement goals. On this basis, Puffell is invaluable in providing real and sustainable change beyond that of the services we are delivering.



The NHS Health Checks service has worked particularly well in partnership with the stop smoking service that we also provide in Worcestershire.

Referrals between the two services offer clients the ultimate convenience. We are able to clearly demonstrate the benefits of quitting smoking or making any other lifestyle changes in conjunction with reducing the risk of the patient suffering a cardiovascular disease, such as a heart attack, within the next 10 years.

Using this integrated model builds a compelling case as to why a patient often feels encouraged to make a lasting behaviour change following an NHS Health Check.

*For more information please contact:*

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