

Health Screening Campaign for all life stages

Your Health: Your Check

July 2025

Key messages and how to use them

These messages encourage patients to proactively think about their health and check-up needs, helping them make informed decisions before their appointment.

They can be used:

- On your practice website
- In your practice waiting room
- In practice newsletters
- In social media posts
- On noticeboards and waiting area screens
- In bulk text or SMS messages to patients

This campaign aims to improve your patients' engagement with preventative health checks, ensuring they access the screenings and routine appointments relevant to their life stage.

1. Why is this campaign important?

Many patients are unsure about which health checks and screenings they should attend, or they delay routine care until symptoms arise. By encouraging proactive engagement, GP practices can help patients prevent health conditions before they develop, leading to better long-term outcomes.

KEY MESSAGES



This Your Health: Your Check campaign encourages patients to take an active role in their health by understanding which check-ups and screenings are right for them.

This helps reach those who may not routinely engage with preventative healthcare, including older adults and individuals who may be unsure which screenings apply to them.

By doing so, we aim to improve patient experiences, support GPs in delivering the best care, and ensure more people can access the screenings and advice they need to stay well.

2. What is the key messaging?

- **Regular health checks help detect issues early**, giving patients the best chance to manage their wellbeing.
- **Screening is tailored to different life stages** - patients should take advantage of age-appropriate check-ups.
- **Preventative care leads to fewer hospital visits** and better quality of life.
- **Patients can use digital tools and campaign resources to understand what screenings and tests they need.**

3. How can GP practices use this campaign?

Practices can:

- **Display posters** in waiting areas and consultation rooms to encourage patients to book appointments.
- **Use campaign conversation prompts** to help patients understand why check-ups are important.
- **Provide digital tools, the QR code**, and patient guides to improve accessibility to screening information.
- **Share campaign materials** through SMS, social media, and website updates to reach a wider audience.

4. Are you suggesting patients don't already get health checks?

No. The campaign is designed to reinforce the importance of preventative care by helping patients understand which screenings apply to them – or their families in the case of babies and children. Some individuals may not be aware of what tests they are eligible for or may not realise the benefits of early detection.

5. How can patients prepare for their health check?

Patients can:

- Review available screenings based on their age and medical history.
- Use online resources to check which tests they may need.
- Book appointments in advance to stay on track with their health.
- Scan the QR code on the posters or visit the NHS screening website for more details.

6. What is the expected outcome of this campaign?

The campaign aims to:

- **Improve patient awareness of routine check-ups** and preventative screenings.
- **Encourage more patients to attend health checks** relevant to their life stage.
- **Reduce the impact of preventable illnesses** through early detection.
- **Help GP teams facilitate conversations** around preventative care.

7. How long is the campaign running?

The campaign is being promoted throughout July 2025, but you can run it all year if you feel this is a particular topic you want to promote to your list of patients.

8. Where will the campaign be visible?

The campaign includes:

- Posters and waiting room displays for GP practices
- Digital content for practice websites and social media
- SMS and email reminders for patient outreach
- A press release for regional media coverage

Additional resources, including downloadable campaign materials, can be accessed through the [General Practice Communications Hub](#). Patients can also visit the NHS screening website for more information at www.nhs.uk/conditions/nhs-screening/