

## Chapter 4: Promoting Health and Well Being and Reducing Inequalities

### Case Study 3

Go – Men's Health Campaign  
Halton and St Helens PCT



**The Go Campaign – A men's health programme launched in 2008 to encourage men to take better care of their health and to make more use of available health services**

#### Why?

- > In response to poor male health statistics in Halton's more deprived neighbourhoods, a dedicated approach was developed to engage with men over 40 through the delivery of free health checks. The target audience consisted of men over 40 in Halton's most deprived wards. A thorough social marketing approach was employed, ensuring the programme was based on clear insights into the lives and attitudes of the target audience

#### What did we do?

- > A dedicated service was built around the needs of local men – with flexible times for health checks, non-clinical settings and venues that were accessible. Motivating the target audience to attend the health checks in the first place was a key challenge – given that men in the most deprived areas are often disengaged from services and in some cases socially isolated. Provision of what they asked for – 'a service just for us' – provided an excellent motivational tool

#### Objectives/Behavioural Goals:

- > To motivate the target audience to attend a free men's health check
- > To engage attendees with additional programmes relevant to their health situation
- > To promote simple ways of achieving healthier lifestyles on a one-to-one basis

#### What did we achieve?

- > The approach increases access to a hard-to-reach group, exemplifies the social marketing concepts of exchange and competition, and is totally based on audience insight gained through meaningful consultation
- > The evaluation of the programme is being carried out by the University of Liverpool. However a review of the marketing has been built into the booking process to enable ongoing refinement and adjustment
- > Initial results surpassed all expectations with the first sessions being over-subscribed. To date the programme has continued to meet its challenging targets, and continued innovation has been seen in the flexibility to keep stimulating demand. 57% of attendees have since gone on to access further services – including diet and exercise interventions, smoking cessation and health trainer services – reflecting ongoing engagement that will drive genuine health improvements

**The Go Campaign has built in the National Social Marketing Centre's key benchmark criteria throughout the whole process. However, this case study provides particularly strong examples of:**

- > Being insight-driven
- > Utilising the exchange concept
- > Using a mix of methods to get the message to the target audience
- > This case study was recently presented at the World Social Marketing Conference

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### Case Study 3 (continued)

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#### Lessons Learned

- > The programme draws upon best practice and developed a social marketing approach, undertaking research with local men. A key element of the programme is a ‘lessons learnt’ approach with continuous consultation with men to encourage contributions from users to shape activities and wider delivery of the programme

#### Key strengths

- > Clear focus on prevention and promotion of health and well being
- > Funded by neighbourhood management in Halton
- > Effective management of a live and dynamic campaign
- > Success has led to the programme being rolled out to St Helen’s

#### Why is it included?

- > The PCT has been able to demonstrate that they have achieved 3 or more in at least five of the WCC competencies
- > The PCT has followed clear and logical steps in its commissioning approach for this new service
- > This is a good example of a service which impacts on major part of the effective health and care pathway

#### Good practice table

WCC Competencies	1	2	3	4	5	6	7	8	9	10	11
	Green	Green	Green	White	Green	Green	White	Green	White	Orange	White

Commissioning steps	1	2	3	4	5	6
	Green	Green	Green	Green	Green	Orange

Effective Health and Care Pathway	0	1	2	3	4
	Green	Green	White	White	White

#### Contact

- **Name:** Anna Nygaard
- **Role:** Public Health Delivery Manager
- Halton and St Helens PCT
- **Email:** [anna.nygaard@hsthpcr.nhs.uk](mailto:anna.nygaard@hsthpcr.nhs.uk)