

**Outreach Purpose
1: increase uptake
of health checks**



**Outreach
Purpose 2:
health
improvement**



**Reach
Target
Group**

**Engage in
Keep Well
Health
Check**

**Longer Term
Engagement in
Interventions for
Health
Improvement**

**Reduced
cardiovascular
risk factors**

**Reduced
cardiovascular
morbidity &
mortality**