

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

**Outreach Purpose
2: health
improvement**

*Doorstep activity
to encourage
attendance at
health check*

*Psychological
interventions to
remove barriers
to attendance at
health check*

*Use of
community
venues to
encourage
attendance
at health
checks*

*Use of psychological
approaches such as
motivational
interviewing for
health improvement*

*Support to
attend
referral
services*

*Signposting and
referral to other
services
(including those
tackling wider
determinants of
ill-health)*

**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**