

The problem



The mechanisms



The goal

Offer of health check not received by target individual

Literacy or health literacy barriers preventing engagement with health check

Work/caring commitments prevent engagement with health check and/or health improvement interventions

Preventative health not given priority

Psychosocial barriers prevent engagement with health check and/or health improvement interventions

Structural barriers prevent prioritisation of health check and/or engagement with health improvement programmes

The hidden and multi-faceted nature of outreach 'problems'

Outreach workers as healthcare postal workers

Outreach workers as verbal communicators of Keep Well health checks

Outreach workers as facilitators of access to health checks

Outreach workers as heightening candidacy in target population

Outreach workers as providers of psychological interventions

Outreach workers as enablers of signposting, referral and good community networks

Outreach workers as assessors of readiness for action or change

Increased uptake of preventive health services leading to reduction in clinical risk factors, cardiovascular events and, ultimately, reduced health inequalities