



Halton and St Helens **NHS**
Primary Care Trust

GO Men's Health Programme

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Men's Health – Why?

- Men tend to use health services less than women
- Men are more likely to delay seeking help when ill

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Audience Definition

- Men over 40 in Halton's three most deprived areas
- Often not engaged in any services
- High levels of social isolation

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Halton's Approach

Behavioural goals:

- Motivate the target audience to attend a free men's health check
- Engage attendees with additional programmes relevant to their health situation

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Our Insights

- Promotion of confidentiality
- A simple, clear and powerful brand
- Direct mailings
- Sessions in local venues
- Incentives to attend
- Use of secondary audiences

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The Materials



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Results

- All initial health check sessions fully booked
- DNA (Did Not Attend) rate for the sessions has been very low at **10%**
- **70%** of men have gone on to access other health programmes
- Additional funding for programme already secured

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Tackling Cancer

- GO offers the opportunity to cross-pollinate other work streams – especially the ‘Get Checked’ Cancer Programme
- Incorporation of ‘unexplained changes to your body’ question aids early detection of cancers



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Contact Us



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