Outreach Purpose 1: increase uptake of health checks
- 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

Outreach Purpose 2: health improvement
- 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

Longer Term Engagement in Interventions for 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