**The problem**

- 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'

**The mechanisms**

- 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

**The goal**

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