

Subject: Update to NHS Heart Health Check Text Message Templates

We are writing to inform you with an update to the text message template for NHS Health Check invitations. These templates have been designed using principles from behaviour change theory to increase uptake and encourage patients eligible to book their health checks.

### **New Text Message Templates:**

*Short version (approx. 160 characters):*

Dear [X], Your NHS heart health check is now due, don't miss out. Click here to book. For more information - [www.nhs.uk/nhshealthcheck](http://www.nhs.uk/nhshealthcheck)

Dr [X], Surgery [X]

*Medium version (approx. 250 characters):*

Dear [X], Your NHS heart health check is now due, don't miss out. Click here to book. Your free check includes a cholesterol and blood pressure test. Over 40,000 people in Hampshire benefited from one last year. For more information- [www.nhs.uk/nhshealthcheck](http://www.nhs.uk/nhshealthcheck)

Dr [X], Surgery [X]

### **Behaviour Change Theory:**

Renaming the NHS Health Check to "NHS Heart Health Check" is important because it clearly defines the purpose and benefits of the check, increasing patient motivations to participate. However note that some practices have reported that some patients attend expecting ECGs and Echocardiograms, so please do test this messaging.

The structure of the new text message template follows this format: Its specifically for you, you should go (potential loss if you don't), what it is, why its good, social norm, for more info, and personalisation.

- **Creating a sense of Urgency:** Phrases like "now due, don't miss out" are used to create a sense of urgency, making recipients feel that action is necessary to avoid missing out on important health benefits.
- **Providing Clear Instructions:** Including a direct call to action, such as "Click here to book," provides clear and simple instructions making it clear what the recipient needs to do next, thereby increasing the likelihood of action.
- **Offering Social Proof:** Mentioning that "Over 40,000 people in Hampshire benefited from one last year" provides social proof, showing that many others have taken the action and benefited from it, which can motivate others to do the same.
- **Highlighting Benefits:** By stating that the check includes "a cholesterol and blood pressure check" highlights the specific health benefits making the action more appealing and personally relevant.

We believe these new templates will be more effective in encouraging patients to book their NHS Heart Health Checks, ultimately leading to better health outcomes. We appreciate your support in implementing these changes.