

Hampshire Perspectives Summary

For HCC 'Consultations and other ways to have your say' webpage

NHS Health Checks

Helping us improve levels of uptake for NHS Health Checks by understanding barriers and motivations to attendance.

[Hampshire Perspectives is the County Council's residents' forum.](#)



This report summarises key findings from the 43rd Hampshire Perspectives survey.

It was conducted to help us increase

our understanding of experiences and attitudes around NHS Health Checks in Hampshire, and establish degree of knowledge about how to access a health check, while understanding any other relevant barriers. The survey also focused on how invitations and health promotion messages for NHS Health Checks are received, and how these might be improved.

The findings are being used to inform strategy, support development of promotional campaigns, and help shape some service aspects such as invitations.

The survey itself was open between 29 April and 13 May 2025. Hampshire Perspectives members aged 40-74 were invited to take part (eligible age for health checks is 40-64), and some additional participants were recruited externally to increase the reach amongst 40-50 years olds who are newly eligible for the Health Checks. 916 respondents completed it in total, 849 of whom were forum members.

Key findings were as follows:

Different approaches likely to be needed for different people – Older and younger people have different attitudes towards NHS Health Checks, as do people who are willing to attend (the majority of respondents) vs those who are unwilling and may need extra encouragement.

People don't know much about NHS Health checks - Unless having already attended one, respondents had generally heard of them, but few knew much about them. What knowledge there was tended to be more functional (free, a bit about how they are carried out), rather than why they're important, or the logistics involved. There is also some confusion between general checks that may be carried out as part of a GP visit, vs specific NHS Health Checks.

Willingness to attend is high, but varies by age group (younger people typically a bit less willing). Recall of having received an invitation for an NHS Health Checks

amongst the core target (40-74s) is moderately high (66%), and just over half said they had attended. For those not remembering an invitation, willingness to attend was strong (over 90%) but with clear age differences: those aged 40-50 being less inclined to than older respondents.

Barriers to attendance - Barriers include perception of GP waiting lists, and either already knowing what the checks would say, or concern about what they might reveal. There was also belief that GPs should focus on the sick, and a sense that appointments aren't convenient. For the actively unwilling minority, key barriers were a belief that checks are unnecessary, plus some general mistrust of the healthcare system. For younger respondents, worry about what might be revealed was higher than for older people, as were barriers around convenience / location / time.

A generally positive experience - Most people who had attended a health check fed back positively on the experience, but around half also fed back on aspects that could be better.

Invitations are an important trigger - Receiving the invitation is a strong trigger to attending, but respondents also hypothesised that they'd be more likely to attend if they had concerns about their health.

Reaction to a sample text message was broadly positive – it was seen as clear, simple, concise, with the specific tests involved clearly stated, and appropriate sign-up / information links provided. Those suggesting improvements felt more detail about the checks and benefits would be helpful.

Encouraging attendance - Beyond addressing barriers, messages about dementia prevention had potential to motivate, especially for older respondents. Opinion was divided over calling the checks 'heart health checks' vs 'health checks', indicating either is acceptable.