

# Ipswich and East Suffolk Alliance



## Case Study:

# LD HEALTH CHECKS

Young people from the Papworth Trust in Ipswich helped design a set of online resources to support a campaign aimed at encouraging over-14s with learning disabilities to undergo annual learning disability (LD) health checks.

The resources, which included easy-read posters, booklets and social media graphics, aimed to help them understand why they should attend an annual health check at their local GP practice.

The NHS Ipswich & East Suffolk and NHS West Suffolk clinical commissioning groups (CCGs) have a responsibility to ensure that the parents and carers of young people with learning disabilities are encouraged to take their children to these annual check-ups.

The CCGs' Communications Team produced a media release on the importance of annual LD health checks that achieved coverage in the local press and supported ACE Anglia and one of their LD peer educators to appear on BBC Suffolk during LD Awareness Week.

