

Health on the shelf

Health event 2025

VENUE



Merry Hill Shopping Centre

DATE AND TIME



12 – 14 November
9:00am – 15:00pm

ATTENDEES



Over 400 people engaged with the event

EVENT AIMS

Increase awareness of local health services

Provide free early health checks

Promote prevention and self-care

Promote digital tools like the NHS App

Strengthen local partnerships

Reduce health inequalities

STALLHOLDERS

- The Mary Stevens Hospice
- DGFT Pharmacy Team
- Dudley Council Public Health
- Your Health Dudley (ABL)
- Home Instead
- Beacon Centre for the Blind
- Talking Therapies Plus
- White House Cancer Support Limited
- Dudley Stroke Association
- Healthwatch Dudley
- Foundation Trust
- BCH NHS Foundation Trust
- AoC Trust
- Top Church
- Dudley Group NHS Charity
- JST (Just Straight Talk)
- Black Country ICB Digital First
- We Love Carers

- DGFT Social Prescribing Link Workers
- Alternatives
- Dudley 0–19 service
- Brook
- The What? Centre
- Boots Hearing
- DGFT AAA Screening
- DGFT Macmillan Living with and Beyond Cancer
- Change, Grow, Live. Atlantic Recovery Community Service
- Cranstoun Dudley children's and young people service
- Dudley Council Education, SEND & Family Solutions Children's Services
- DGFT Lung Health Screening Programme
- Workwell Black Country Healthcare NHS

EVENT HIGHLIGHTS



30 stallholders from health service, voluntary sectors and charities



Event promotion on socials reached 13,545 accounts in total approximately



13 students from DGFT and The University of Birmingham helped facilitate blood pressure checks



MPs congratulated partners on the collaboration and wealth of services



Over 400 people engaged with the event



Over 38 people gave valuable feedback at event



Over 200 blood pressure checks were conducted



Merry Hill has asked us to return next year

BLOOD PRESSURE READINGS

Over 200

people had their readings taken and were given advice on how to keep on top of their blood pressure maintenance.

33

of these individuals had high readings and have been identified as people with potential risk. The remaining had normal readings.

Location Demographics:

56.07% individuals had DY postcodes

28.97% individuals had B postcodes

14.95% individuals had any other postcode (WV or even MK)

ATTENDEE FEEDBACK

*“Very
informative”*

*“Lovely people,
very helpful and
knowledgeable”*

*“Everyone was
so helpful”*

*“Extremely
useful”*

How helpful was the
information provided at the
stalls?



How would you
rate the health market?



Would you attend a similar
health and wellbeing event in
the future?

100%

TOP THEMES

The event was highly successful, well-received, and seen as genuinely valuable for the community. People learned new information, felt supported, and expressed a strong desire for similar future events — especially if promoted more widely and held more often.

**Helpful and
friendly staff**

**Desire for more
frequent and
better-advertised
events**

**Raised
awareness of
local support**

**High-quality
information**

STALLHOLDER FEEDBACK

Did you make any useful
connections with other
organisations or partners?

92.31%

How well were communication
and coordination managed
before and during the event?



Did you feel the
event helped raise awareness of
your service or programme?

100%

Would you attend a similar
health and wellbeing event in
the future?

100%

*“Very
informative”*

*“Lovely people,
very helpful and
knowledgeable”*

*“Everyone was
so helpful”*

TOP THEMES

Stallholders found the event well-organised, valuable, enabling them to:



**Raise
awareness**



**Reach new
audiences**



**Form
new
partnerships**

Minor improvements relate to:



**Audience
targeting**



**Ensuring stall
content stays clearly
health/wellbeing
focused**



**Event
advertising**

NEXT STEPS

Following the success of this year’s event, the Dudley Group NHS Foundation Trust will explore opportunities to continue and further expand Health on the Shelf in the coming year, including increased promotion, broader community reach, and enhanced stall alignment to meet emerging local health priorities.