

# Making Every Contact Count (MECC)



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# Overview

- What is Making Every Contact Count?
- Links to the Cancer Strategy
- Making Every Contact Count in the SW
- Making Every Contact Count in the Peninsula
- Next steps /contacts

What?

# Making Every Contact Count?

Making Every Contact Count **enables organisations** and **individuals** to develop and use a **different approach** to working with people to address health and wellbeing.

**Telling** people what to do **is not the most effective way** to help them to change.

Making Every Contact Count is about altering **how** we interact with people through learning **how to recognise opportunities** to talk to people about their wellbeing and signposting them to support opportunities.



# Benefits of MECC

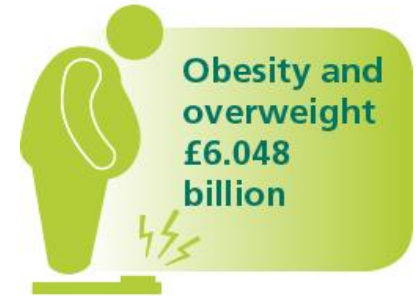
- **Patient / Service user benefits** – longer, healthier lives
- **Quality Benefits** – Improving quality of services and patient outcomes
- **Efficiency benefits** – MECC will build skills in staff to help service users to change their behaviour and stay healthy- reducing demands for health and social care

# The need for MECC

stopping smoking



maintaining a healthy  
weight & diet



increasing physical activity



reducing  
alcohol consumption



promoting mental and  
emotional health and wellbeing



# Why is MECC a STP Priority in Devon?

- 101,889 individuals with 2 long-term conditions (LTC), 40,583 with 3 LTC
- 162,048 hazardous and harmful drinkers
- 138,720 smokers (18+), 1268 mothers smoking at time of delivery and 33,967 smokers in routine/ manual occs  
262,990 inactive adults
- 618,787 overweight or obese adults
- Approx 82,800 staff employed in the health & social care



# System-wide Endorsement

- **Local Government Association:** Vehicle for not only health improvement but supporting wider determinants of health
- **NHS Five Year Forward View:** Focus on prevention is essential for better health and a sustainable NHS
- **HEE Mandate:** “preventing illness with staff using every contact they have as an opportunity to help people stay in good health”
- **PHE Priority:** From Evidence into action: opportunities to protect and improve the nations health
- **NHS England:** Making Every Contact Count is in NHS Standard Contract.



# MECC in the NHS

***“The Provider must develop and maintain an organisational plan to ensure that Staff use every contact that they have with Service Users and the public as an opportunity to maintain or improve health and wellbeing, in accordance with the principles and using the tools comprised in Making Every Contact Count Guidance.”***

- NHS England 2016/17 NHS Standard Contract Service Conditions





Behaviour change interventions mapped to NICE Behaviour Change: Individual Approaches  
<https://www.nice.org.uk/Guidance/PH49>

# Making Every Contact Count Training

- Deliver **‘very brief’ or ‘brief’** evidence-based advice interventions for lifestyle behavioural change; the core elements of which are stopping smoking, increasing physical activity, reducing alcohol consumption maintaining a healthy weight & diet and promoting mental health and wellbeing.
- Be **competent and confident** to deliver this intervention; and
- Be knowledgeable about local services and **how to signpost** people to enable them to access them.



# Healthy Conversation Skills

1. Use Open Discovery Questions to help someone explore an issue
2. Reflect on your practice and conversations
3. Spend more time listening than giving information or making suggestions
4. Use Open Discovery Questions to support someone to make a SMARTER plan.

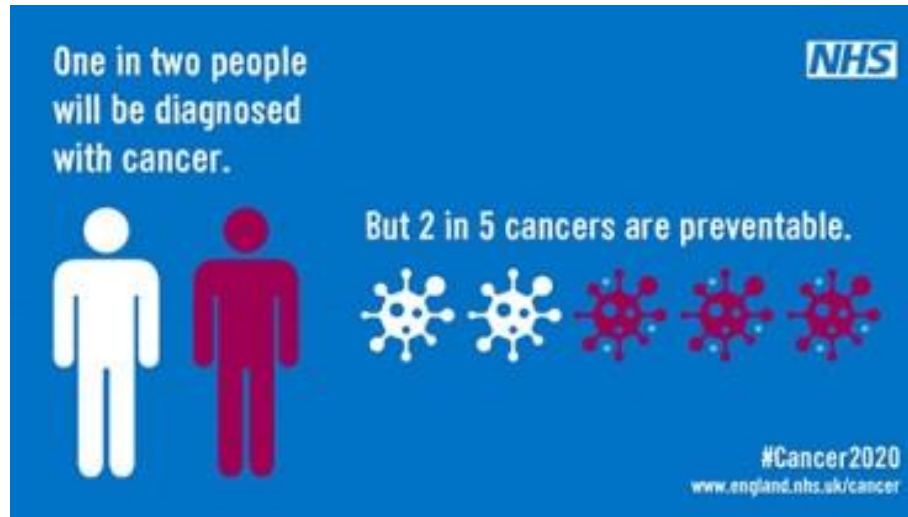


**“...I think it makes  
you stand back and  
realise that people do  
have their own  
solutions and you do  
need to get to know  
their world...”**

**Clinical Staff,  
Hampshire Hospitals NHS Foundation Trust**



# MECC Cancer Prevention



“We will do this by engaging clinicians, commissioners and local authority providers in new initiatives to change behaviour, increasing public awareness of risk factors and health promotion, especially with vulnerable groups.”

# MECC Cancer Prevention – Messages that can be delivered by MECC

Move more

Stress less

Eat well

Stop smoking

Get checked

Drink less alcohol

Be sun smart

# Early Diagnosis / Living with and beyond Cancer

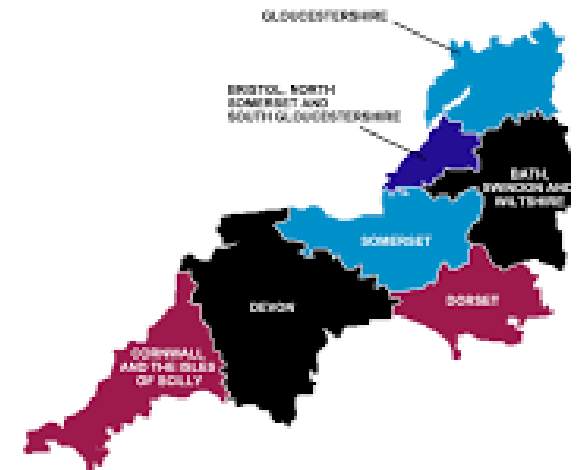
MECC can support early diagnosis by:

- Promoting screening uptake
- Promoting cancer campaigns
- Promoting healthy lifestyles – getting more active, quitting smoking, achieving a healthy, drinking less alcohol



# MECC in the South West

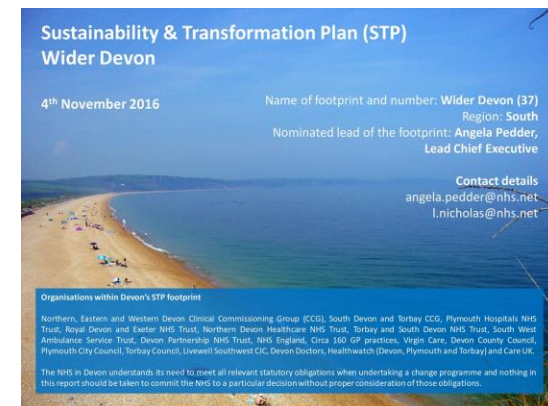
- MECC SW steering group Strategy :
  - Coordinated and consistent approach to MECC
  - Ensuring organisational readiness (STP level buy-in)
  - Ensuring staff readiness and training (cascade model)
  - Robust review and evaluation process to develop the future implementation of MECC
  - Sharing best practice.





# MECC in Wider Devon STP

- MECC steering group and MECC Co-ordinator:
  - MECC is a priority work stream within the STP - working with partner organisations to embed MECC across system.
  - All NHS Trusts agreed to make MECC e-learning mandatory for all staff (no target as yet)
- 33 MECC trainers (50% active)
  - Acute Trusts – developing picture (**NDHT UPHT, RDEFT, SDTHT, DPT**)
  - Primary Care
  - VCSE
  - Local government
  - Place based



# MECC in Cornwall

- Co-ordinator started April 2018 for 12 months to support MECC Steering Group and ensure the implementation of MECC across Cornwall.

MECC in Cornwall will help achieve:-

- the aims of the STP 'Shaping Our Future' to embed prevention and improve the health and wellbeing of the population. The emerging model of care from the STP is for a greater focus on preventing disease.
- Cornwall Council's Business Plan 2018-2021 Healthy Cornwall priority of working towards better health for everyone.



# MECC in Cornwall NHS

- Working with RCHT to roll out MECC training through a series of Action Learning Sets starting with Outpatient and Fracture Clinic Staff. A short introduction to MECC is included as part of mandatory clinical training day for clinical staff.
- Cornwall Foundation Trust have made MECC e-learning mandatory for certain groups of staff with 61% of target staff undertaking the training.
- First MECC Train the Trainer programme will run in October 2018.



# Contact Details

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# Thank you for listening!

Any Questions?

