

# Making Every Contact Count Community of Improvement



Susan Blundell

Chris Sharp

#meccithappen

# What is a Community of Improvement?

- The MECC Community of Improvement (CoI) is a defined strategic network that is jointly owned by Yorkshire and Humber Directors of Public Health (DsPH) Network and PHE
- We are here to establish a joint approach for the development of a work plan that will support the improvement of public health outcomes within Yorkshire and Humber.

# Our journey



Yorkshire and Humber leading the way developed MECC



Following Public Health's transition to LAs



Network formed by LAs



MECC COI (Network)

# LA's leading the way examples of great practice

- East Riding
  - identifying trainers from a range of organisations
  - delivery commencing 2017
- Wakefield
  - delivering MECC since 2009
  - part of a broader approach to embed H & W into practice.
  - working with partners to embed e.g. CCGs, Police
  - induction programme for health & social care staff based on MECC.
  - Creating partnership group to embed MECC across district

# LA's leading the way examples of great practice

- Leeds
  - MECC embedded as part of the LPH Training offer
  - delivering bespoke offer to key workforces eg Hubs, libraries
  - embedding MECC in the Leeds' STP approach "working with"
  - supporting LCC induction incorporating MECC
  - next step to develop system wide partnership to embed MECC
- Sheffield
  - e package "H & W is Everyone's Business"
  - MECC training programme
  - evaluation of MECC programme with
  - "Wellbeing Coaching Skills" Programme – social care staff
  - embedding approach into Council activity and Sheffield's

# LA's leading the way examples of great practice

- Doncaster

Launched a Making Every Contact Count e-Learning module which focuses on five key areas; Smoking, healthy eating, alcohol, physical activity and mental wellbeing. Both, Doncaster council employees and external partners can access.

# Big ambitions for MECC - Col

- To build capacity and capability for MECC across Yorkshire and Humber
- To share best practice and learning
- To develop and promote the high impact resources for MECC
- To be an advocate for MECC
- To support and develop evaluation of MECC

# MECC - Col

- Executive sponsor DPH
- Chair – LA
- Deputy Chair - PHE
- Reps from all LAs
- Fire and Rescue
- NHS - HEE/CCGs/AHP/Ambulance
- and growing



# Challenges

- Consistency of approach/language
- Capacity and resource
- IT System incompatibility/external access
- Changing strategic landscape eg STPs
- Engaging across system
- Local V's regional

# MECC CoI - Collaborations

Today's conference!

Individual pockets of funding

- Sheffield City/ScHARR
- PHE
- HEE

MECC COI - Enabler

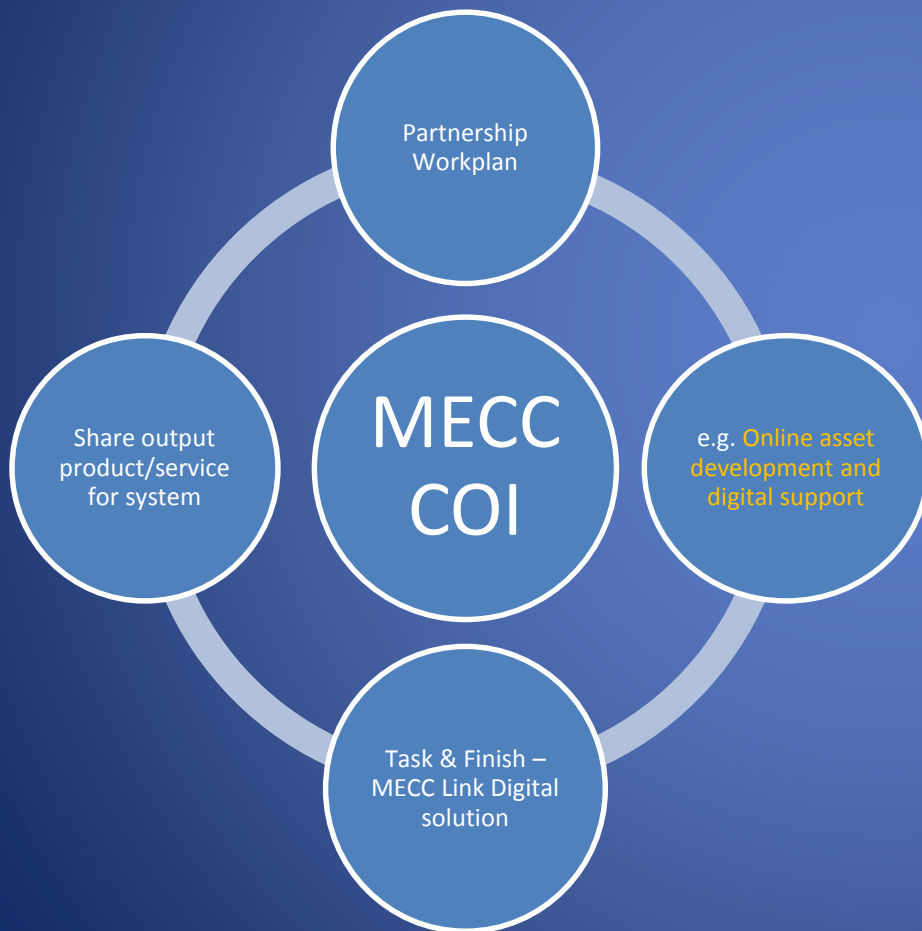
- Academic input on behavioural change and the evidence for MECC from ScHARR
- Sharing good practice from LA's/NHS and Wider workforce in the form of videos, posters and good practice workshops

**Making Every Contact Count across Yorkshire & Humber**  
 "Developing and evaluating learning to support system wide approaches to positive lifestyle behavioural change"  
 Wednesday 26th April 2017 - The Showroom Workstation, Paternoster Row, Sheffield.

09:30-10:00	Registration and coffee
10:00-10:10	Welcome and Introduction Professor Elizabeth Gwyder, (University of Sheffield & Vol Barker, Health of School of Public Health)
10:10-10:30	Making the case: Why do we need to Make Every Contact Count? Terri Roche - DPH, Rotherham (MECC community of improvement network sponsor) <i>Including first good practice video - Leeds City Council (Local Authority)</i>
10:30-11:00	Changing behaviour: Motivations for behavioural change? Dr Emma Everaerd-Hack, ScHARR & Dr Ollie Hart, Sloan Medical Centre, Sheffield <i>Including second good practice video - SOAR (Voluntary Service)</i>
11:00-11:15	Implementing MECC: Tools and resources Jonet Flint/Megrit Veveris, Health Education England <i>Including third good practice video - Sir Clivekin Leeds Teaching Hospitals (NHS)</i>
11:15-11:35	Coffee break
11:35-12:00	Q & A - Panel discussion led by Greg Fell DPH, Sheffield (On panel, Vol Barker, Jonet/Megs, Julia Weldon, Terri Roche, ScHARR) <i>Including fourth good practice video - Fire Service (Wider Workforce)</i>
12:00-12:20	Case snippets-workshop presents to give a brief synopsis of what their workshops will cover Lunch and Networking
12:20-12:35	Emergency: Healthy Conversations
13:15-13:30	Workshops - 20-25 minutes session with a choice of 2 per delegates 1. Health Promoting Hospital - Doncaster Royal Infirmary (NHS) 2. Community Anchors - Wakefield (Charities/Voluntary Sector) 3. Healthy Conversations - Sheffield City Council (ScHARR) (Local Authority) 4. Link to wider determinants - North/East of Region TBC (Wider Workforce)
14:30-14:45	Break
14:45-15:20	Next Steps (TBC) Questions to be worked up but will included Sub regional collaboration-how to move forward together.
15:20-15:30	Plenary and wrap up DPH or the Centre Director or OO
15:30	Close

# MECC CoI - Collaborations

## The MECC CoI workplan



## Some key deliverables – 2017/18

- **Train the Trainer**
- VBA into simple and consistent VBI
- **Online asset development and digital support**
- Develop a simplified MECC resource bank (Khub and YHPHN website)
- To establish a forward view on how MECC can be adapted to self-management, social prescribing etc.

# MECC CoI - Collaborations

## The MECC CoI workplan



Online asset  
development  
and digital  
support

### MECC Link

- Online signposting tool
- Complementary source general information and advice around healthy lifestyle topics, brief interventions and motivation for change
- Links to further information and support services

### MECC as a Social Movement

- A social movement for MECC would be framed around social media promotion and integration within all training offerings
- #meccithappen

# MECC CoI - Collaborations

## The MECC CoI workplan



Train the  
trainer  
course

### MECC TTT course

- Recognition of the myriad of different approaches for MECC Training within the region
- Pooling together the very best learning from across the region into an accessible menu of delivery options
- Sharing high quality videos from across the region
- Jointly commissioning the development of new media content to support learning and development

# MECC CoI - Collaborations

How the MECC CoI supports local delivery –  
West Yorkshire F&RS

- WY F&R Safer Communities strategy
- Safe & Well – Health, Wellbeing and Safety from April 17
- A real challenge to link District Commanders to Public Health signposting and referral services

## MECC COI - Enabler

- Training & Development
- Consistent and simple VBI
- MECC Link
- Shift to self help and social prescribing



<https://www.youtube.com/watch?v=rnqehE7malw>

# Questions & Opportunities



## **Key links**

<http://www.makeeverycontactcount.co.uk/>

<http://www.yhphnetwork.co.uk/knowledge-exchange/>

<https://www.gov.uk/government/publications/making-every-contact-count-mecc-practical-resources>