

Making Every Contact Count in Physiotherapy: addressing the health and wellbeing of patients, staff and the wider local community

Relevance

- NHS Five Year Forward View – the need for a 'radical upgrade in prevention and public health'
- Allied Health Professionals form part of the wider public health workforce
- Local health profiles of the town of Bury show increased rates of diabetes, smoking related deaths and under 75 mortality rate for cardiovascular disease and cancer
- Greater Manchester Combined Authority – support people to take greater control of their own health
- AHP Mandate for Change

Purpose

- Sept 2014, The Physiotherapy Service at PAHTs (Bury) set out to:
- Develop a structure to enable staff to implement the principles of MECC
 - Promote health & wellbeing with patients, staff and our wider local community



www.pat.nhs.uk 2017

Approach

- Develop:
- The Physiotherapy Workforce
 - Strong community partnerships
 - Resources



Outcome

- All staff receive training in: the principles of MECC, motivational interviewing, health profiles of local population, delivery of brief advice/intervention (eg in smoking cessation, increasing physical activity levels, weight management, safe alcohol limits, mental health issues, dementia awareness)

- **Healthy conversations** (documentation audits) have risen from 24% in Sept 2014 to 62% Jan 2017
- Promoting an Active Workforce / Community Engagement**

- **Online Health & Wellbeing resources developed** used by local businesses and organisations including Bury college and Greater Manchester Police (Bury)
- **Workout at Work day 2015** for Trust and Bury Council staff gained media coverage reaching over 86,500 people
- **Workout at Work day Video challenge 2016 being used widely by staff**
<https://youtu.be/BBcUcjKkWd0>
- 6 Active Workforce vlogs reached 6000 views



Promoting an Active Workforce

Bury Lifestyle Services



Developed over 20 local community support partnerships



Discussion / Impact

Physiotherapists are well placed to deliver Making Every Contact Count.

By supporting behaviour change we can make a positive contribution towards addressing the health and wellbeing of our patients and the wider population.

This model of quality improvement is highly transferable and can be adopted by other health and care service delivery teams.

See our slideshow presentation here <http://bit.ly/2eJMrb8>

References:

- (1) Healthy Conversations and the Allied Health professionals, Royal Society for Public Health, 2015
- (2) Bury Health Profile 2015, Public Health England
- (3) Making Every Contact Count (MECC): Consensus statement, Public Health England, NHS England and Health Education England, 2016