

# Making Every Contact Count in North Yorkshire

## Phase 1: Internal staff December 2015 – current

A training programme of e-learning and classroom sessions was commissioned and co-designed by the Public Health team, and delivered in-house by the Council's Training and Learning team. A training needs assessment was conducted and 2500 employees were initially identified for training. Participants completed the e-learning prior to the classroom session. To date, 1400 staff have been trained.

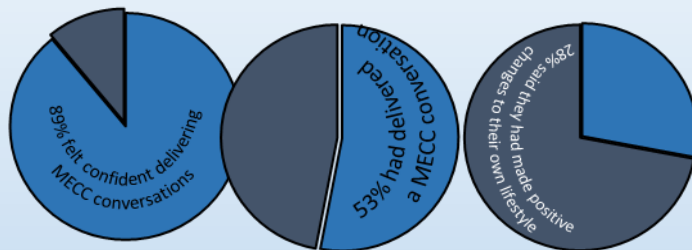


## Phase 2: the wider public health workforce March 2017 – current

The Public Health team commissioned an external training provider, Social Marketing Gateway, to design and deliver a train the trainer programme to 100 individuals, from a minimum of 20 external partner organisations. A post-training support package, including telephone support, coaching and networking, is also offered to participants to support them to deliver ongoing sessions, in order to enhance the sustainability of the project.

"We discussed Mike's heavy drinking and how this might be related to his post-traumatic stress disorder... he said he felt isolated since moving house so we have looked at getting him involved in a trip with a local social group"

## Phase 1 Evaluation: 3 months after training...



"Peter's flat smelt strongly of cigarette smoke so I offered to bring him some information about quitting smoking at my next visit"

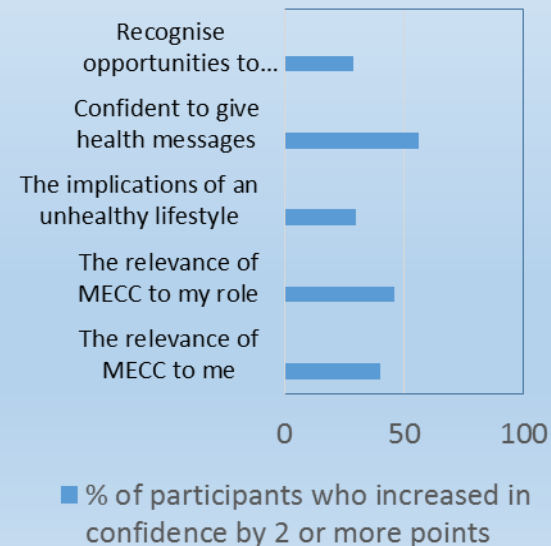
### Phase 1: What went well

- Enhanced partnership working and relationships across the organisation, particularly between the Training and Learning, and Public Health teams
- Positive feedback from training participants and high numbers of individuals trained
- Innovative approach to evaluating the programme and measuring impact, including follow up surveys at 3 months, adding a case note to Liquid Logic (adult social care case note system), and an impact evaluation survey
- Raised the profile of MECC across the organisation through a variety of communication routes including leadership meetings, the intranet and team briefs
- Effective quality monitoring of training provision

### Phase 1: Challenges

- Funding availability
- Engaging stakeholders from all directorates and justifying release of staff for training
- Processing evaluation data required administrative support
- Although a range of approaches were used, measuring impact was still challenging

## Phase 1 Evaluation: Pre- and post-training confidence scores (self-reported)



### Next steps

- Despite the scaling back of Phase 1 due to funding availability, continue to monitor performance and evaluate impact
- Monitor the delivery of Phase 2 and enhance the sustainability of the project by ensuring a robust post-training support package is delivered