

# MECC COMMUNICATIONS TOOLKIT



**Making Every  
Contact Count**  
in Yorkshire and the Humber

**Healthy chats  
for better health**

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# What is Making Every Contact Count (MECC)

Making Every Contact Count (MECC) is an approach that leverages everyday interactions to support individuals in making positive changes to their physical and mental health.

It involves raising awareness, motivating individuals, and signposting them to relevant self care, national or local support services.

MECC enables the opportunistic delivery of consistent and concise healthy lifestyle information and enables individuals to engage in conversations about their health at scale across organisations and populations.



# Why MECC is as important as ever?

Many long-term diseases are closely linked to known modifiable risk factors such as tobacco, alcohol, being physically inactive or overweight. As these risks are modifiable risks, we need to maximise the opportunities we all have to prevent avoidable illness.

In the UK we have seen a steady increase in people living longer which is great news, however healthy life expectancy has stalled and is worse for people living in poorer areas of the country.

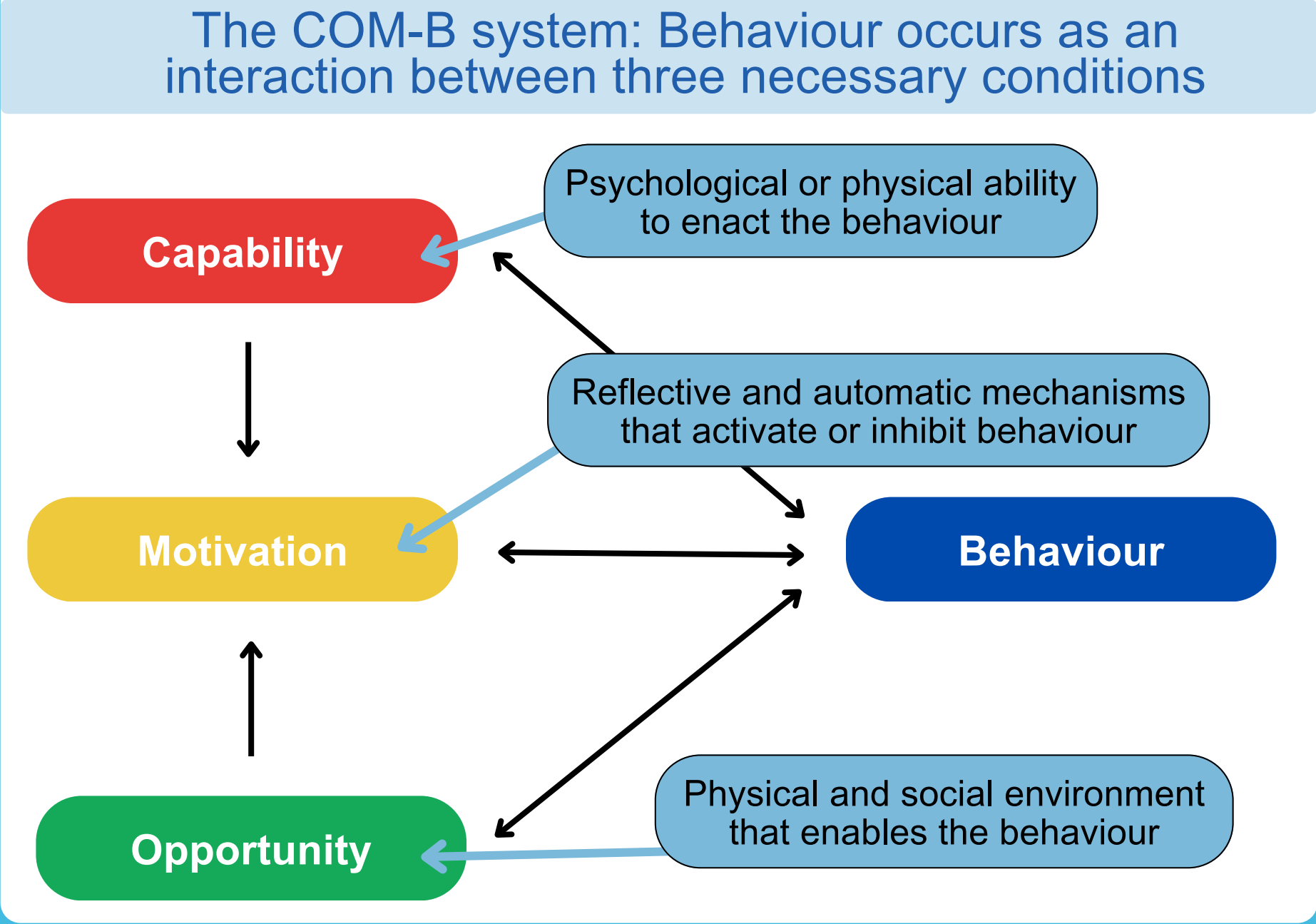
By equipping more people to deliver very brief, health-promoting conversations during routine interactions, we can create a societal shift from sickness to prevention.

# EXPLAINING MECC

## Key messages

MECC utilises a behaviour change approach that is focused on exploring the persons capability, opportunity and motivation to make a change, its not about telling poeple what to do.

### The COM-B Model



# EXPLAINING MECC

## Key messages

Our MECC conversations are framed around a 'What matters to you' approach, this approach takes whole person approach, the things that matter to all of us either stay well/or to act to improve our health and wellbeing.





# EXPLAINING MECC

## Key messages

The importance of a 'What matters to you' approach can enable support for other social and environmental health factors that influence our health and wellbeing i.e. cost of living support, loneliness, housing issues etc.

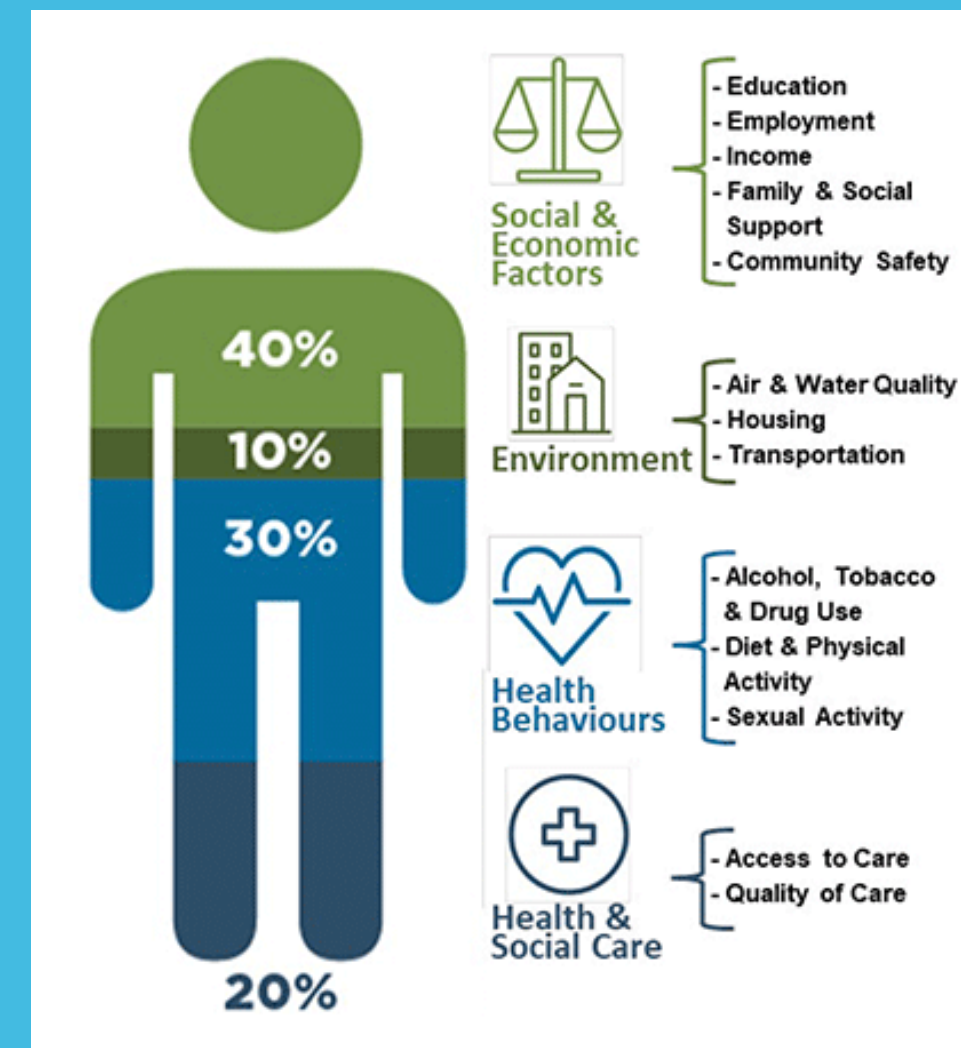


Diagram adapted from [Bookse et al., 2010](#) and [King's Fund – A Vision for Population Health](#) – Used for illustrative purposes.

# EXPLAINING MECC

## Key messages



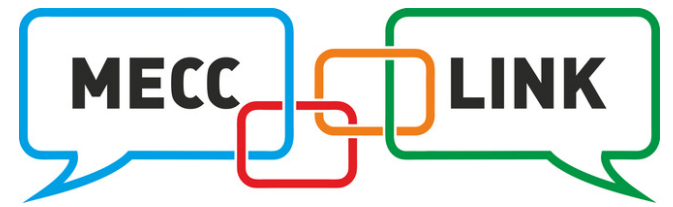


# INTRODUCING MECC LINK

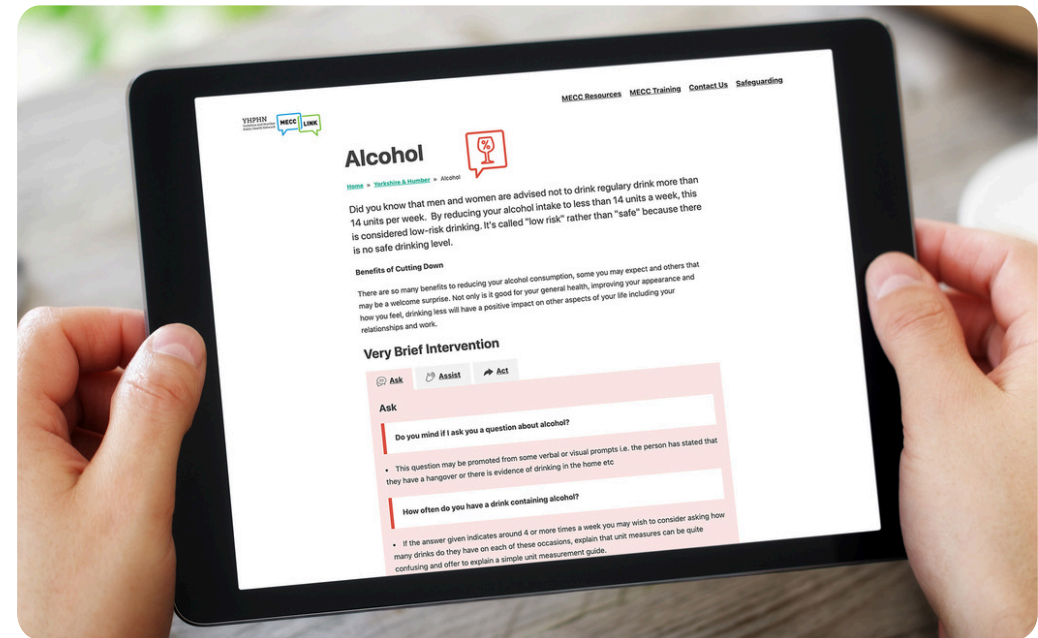
The Yorkshire and Humber MECC Community of Improvement ha developed a simple web-based signposting tool called MECC Link.

MECC Link provides a simple but flexible resource to support the competence and confidence of users to deliver healthy conversations and to signpost to sources of self-care, national and local support services...

and it does this all in one place.

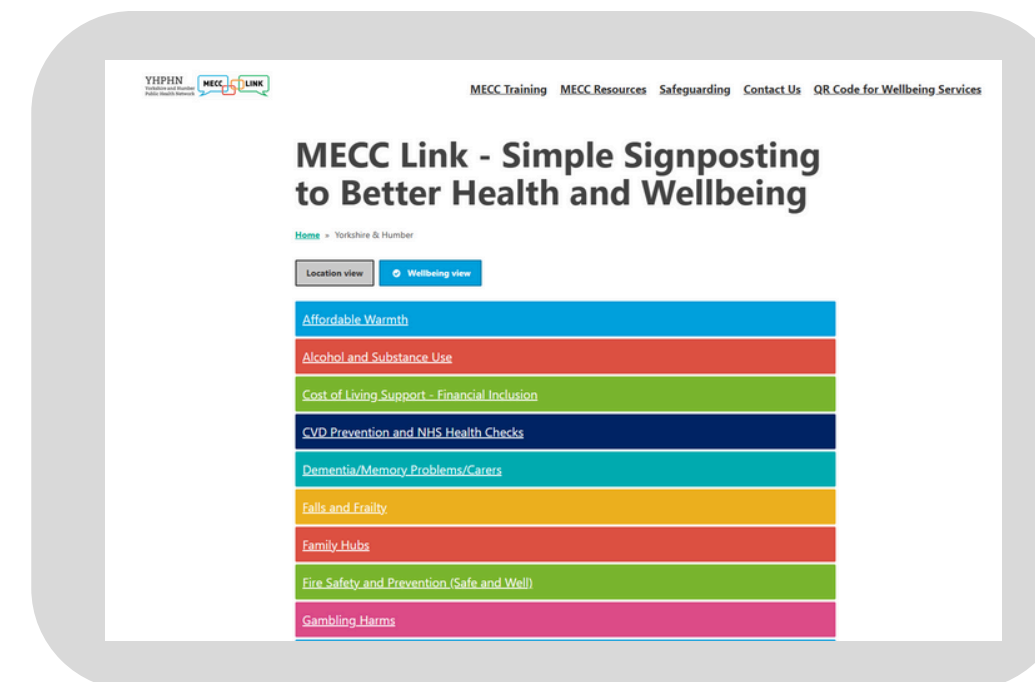
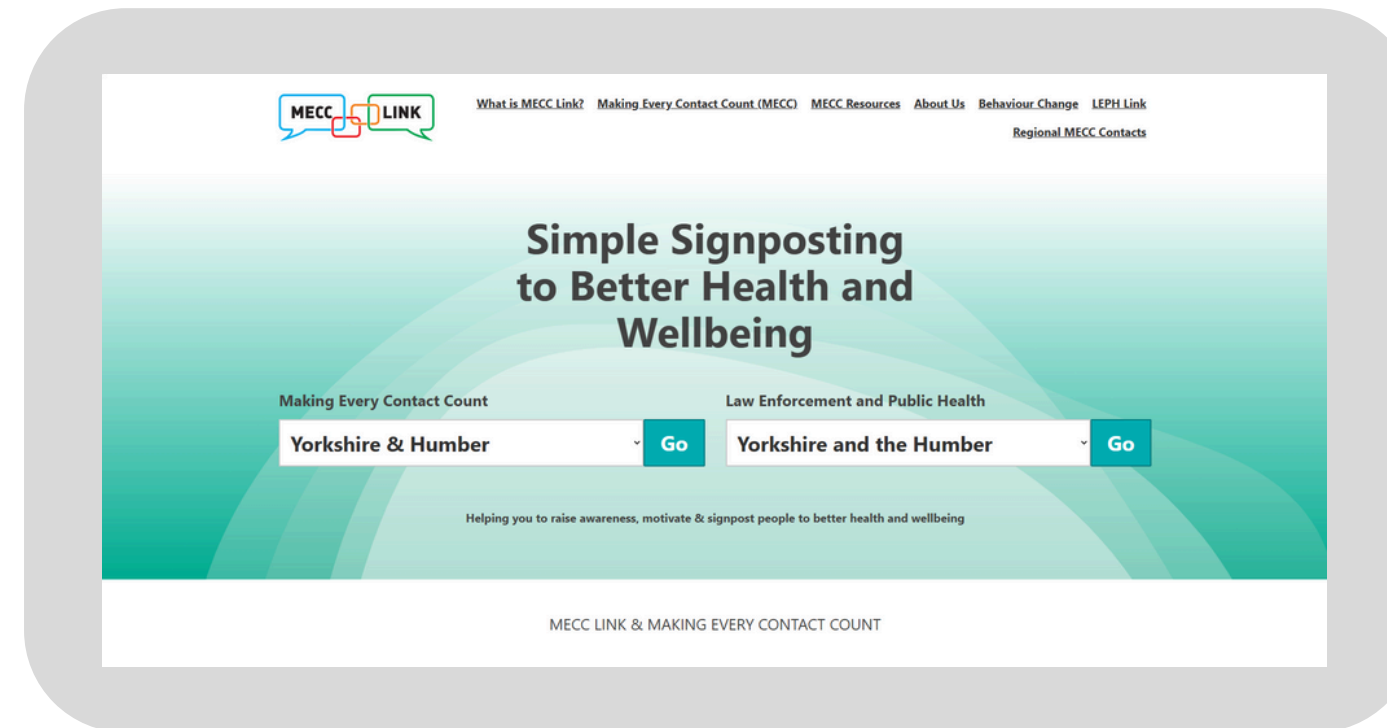


Simple  
Signposting  
to better  
health and  
wellbeing



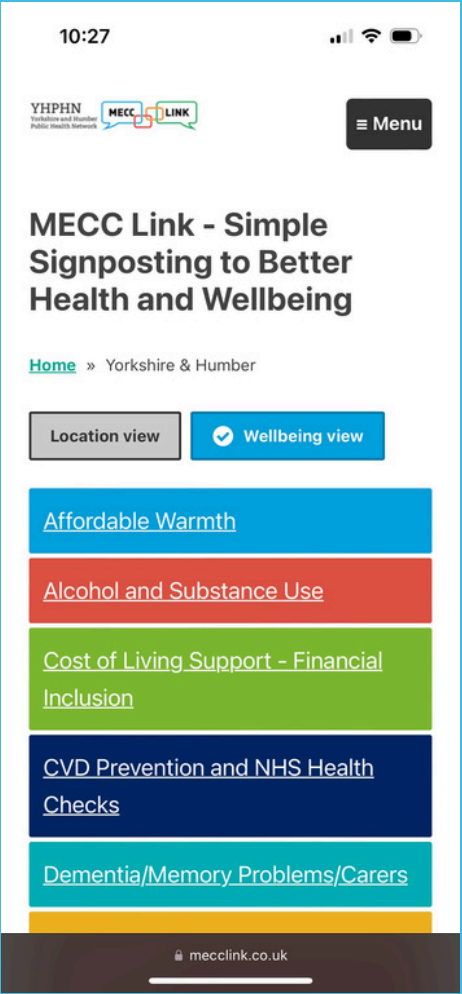
MECC Link helps to guide you through the simple 3A's process and includes all the key sources of self-care information, alongside national and local support for every local authority area in the Yorkshire and Humber region.

This information can be accessed quickly and conveniently from any mobile device or tablet.

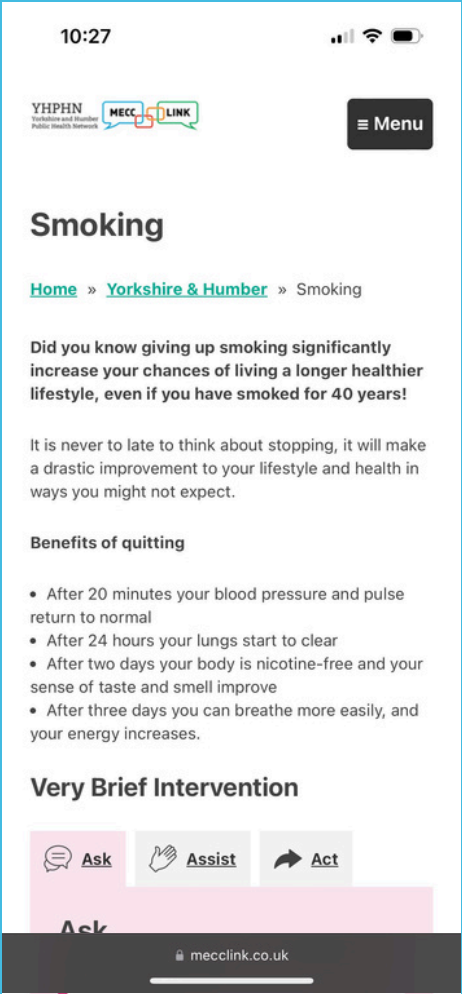




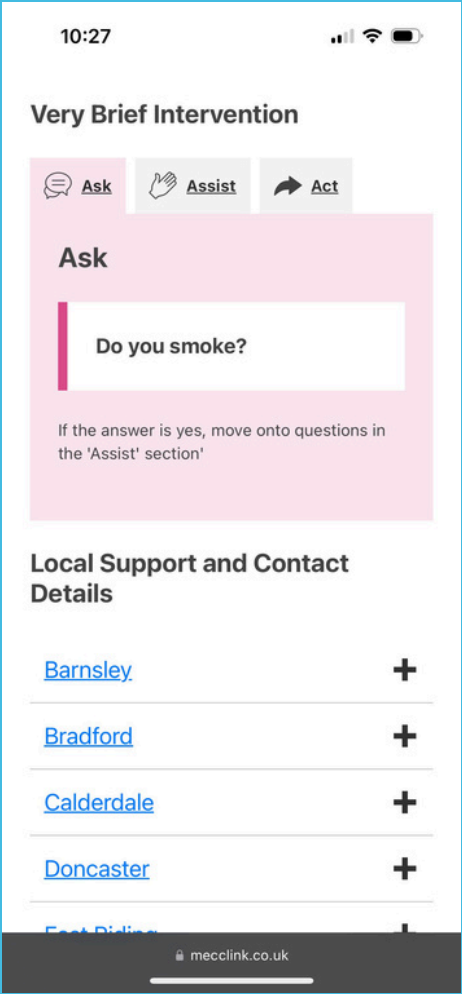
# MECC Link - Simple Signposting to Better Health and Wellbeing



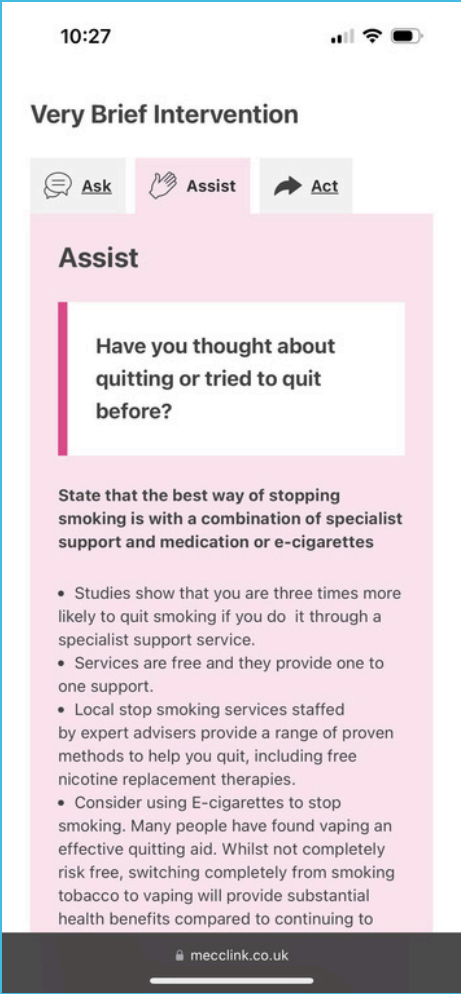
Home page / categories / locations



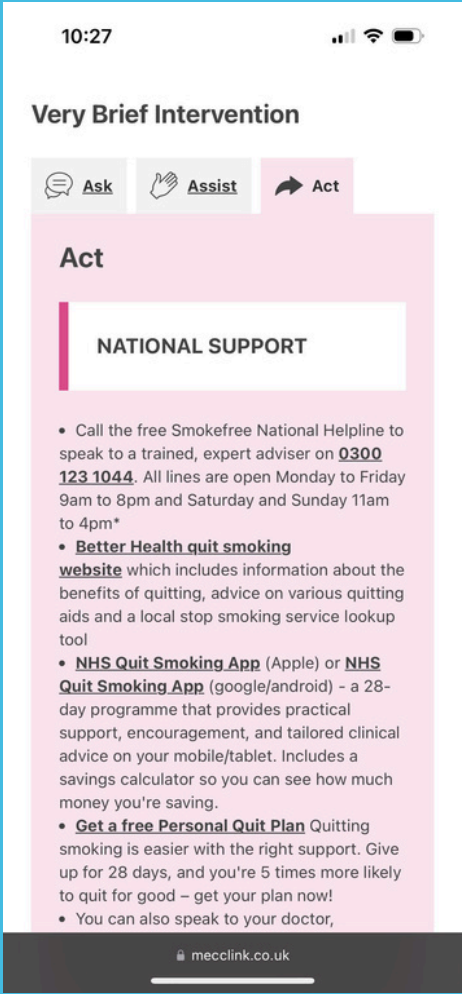
Select category - Smoking



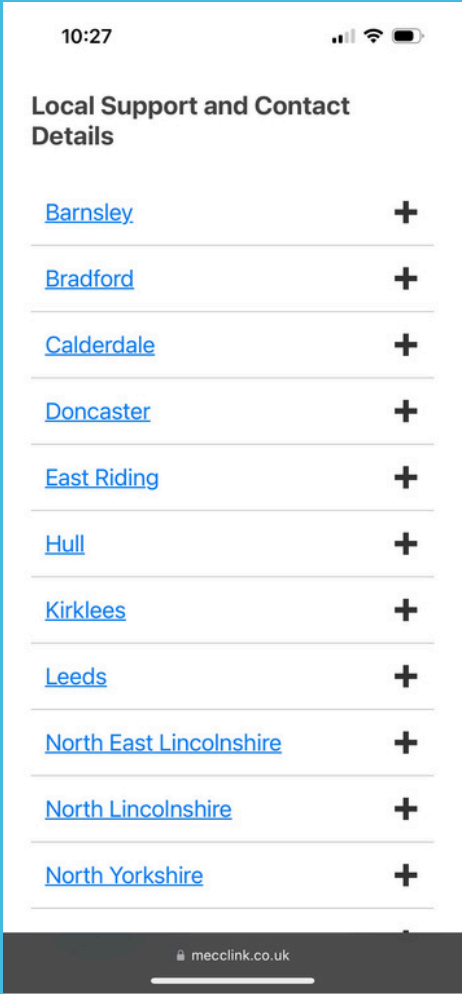
Opening questions - ASK



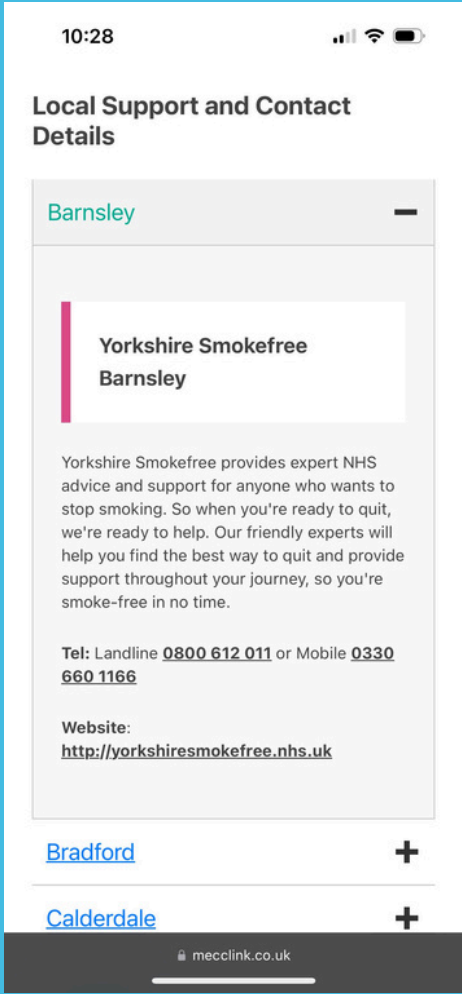
Offering information - ASSIST



Signposting national / self care - ACT



List of local support by LA - ACT



Local support available - ACT

# Training

**Training on  
MECC is  
recommended  
but can be  
flexibly  
delivered and  
light touch.**

## Training ideally needs to include:

- an understanding of the building blocks of health not just modifiable risk factors.
- the ability to apply a very brief intervention using behavioural science (COM-B).
- 'what matters to them' and not focused on any single topic.
- an understanding of the health inequalities which determine the risk of people getting ill and the actions that can be taken to help people to take control of their own lives.
- an overview of MECC Link to enable people to signpost to key sources of self care, national and local support services.

# Connecting you to further support in Y&H

There maybe a MECC training course available to you in your Local Authority Area, please email [yhphworkforce@dhsc.gov.uk](mailto:yhphworkforce@dhsc.gov.uk) and we will put you in touch with your local MECC lead.

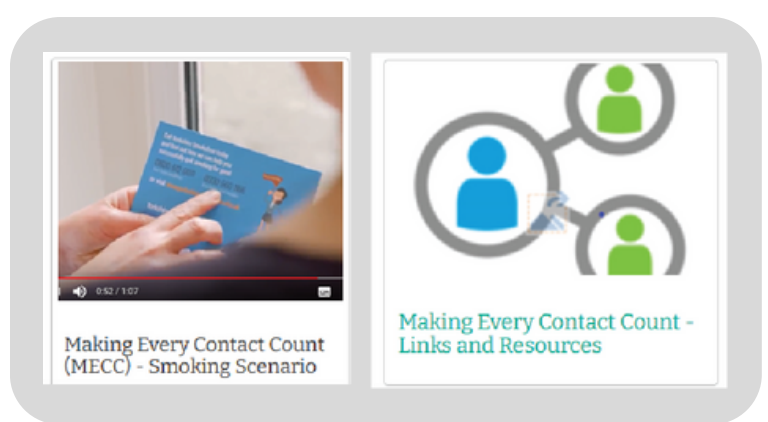
If MECC training is not currently provided by your Local Authority we may be able to support you with access to training materials on your online webinar programme.

# Other MECC Resources

We have collated a number of MECC resources on the Yorkshire and Humber Association of Directors of Public Health Website

This includes:

MECC Training Resources and video



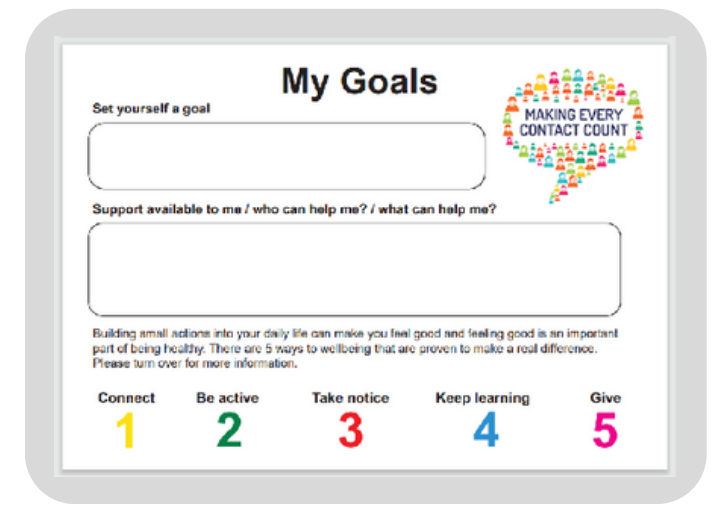
Detailed explanation of MECC Link



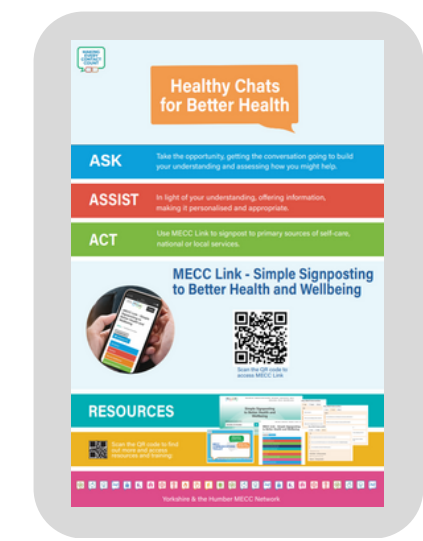
MECC Link email banner



MECC Signposting Card



MECC rollup banner using icon graphics



Suggested social media tags: #meccithappen #Y&HMECC





**[www.yhphnetwork.co.uk](http://www.yhphnetwork.co.uk)**

