

# Making Every Contact Count (MECC) - Col



Susan Blundell - Col Chair

Chris Sharp - PHE Lead

 #MECCithappen & #YHSLI2018

# What is MECC?

- ▶ Making Every Contact Count (MECC) is an approach to behaviour change that uses the millions of day-to-day interactions that organisations and people have with other people to support them in making positive changes to their physical and mental health and wellbeing.



# Journey and current membership

- ▶ MECC developed in Yorkshire and Humber leading the way
- ▶ MECC delivered locally by some LA's
- ▶ Self-led LA's came together to share practice, ideas and support each other
- ▶ Linked to PHE through Workforce Development post
- ▶ Creation of COIs - formal recognition, Ex sponsor and governance
- ▶ Membership growing
- ▶ Creation of STPs



# Key Objective 1, To share best practice

- ▶ Shared narrative - 3A's - Ask, Assist, Act
- ▶ Knowledge Hub (KHUB)
- ▶ Regional MECC Conference
- ▶ Films
- ▶ Flash Updates
- ▶ Promoting our approach



# Key Objective 2, To build capacity and capability for MECC within Y&H

- ▶ Train the Trainer
- ▶ Social Movement - #MECCITHAPPEN
- ▶ Pharmacy
- ▶ Specific workforces eg Fire & Rescue
- ▶ Local areas linking up and sharing their approach





# Key Objective 3, High Impact Resources

- ▶ MECC Link - [www.mecclink.co.uk](http://www.mecclink.co.uk) VBI & Signposting
- ▶ Signposting postcards
- ▶ Roll modelling MECC Films



# Key Objective 4, Advocate for MECC

- ▶ Align MECC with other Col's e.g PH Pharmacy campaigns
- ▶ ADPH
- ▶ HEE
- ▶ Point of contact - Behaviour Change STP Conference - sharing our approach



# Key Objective 5, Evaluation

- ▶ Promoting local good practice for evaluating courses
- ▶ Sheffield
- ▶ Fire and Rescue
- ▶ MECC Link beta launch
- ▶ Exploring more of a system approach

MECC Link 'Simple Signposting to Better Health' – Logic Model

INPUTS	OUTPUTS	OUTCOMES	IMPACT
<p><b>Local Situation:</b> MECC Community of Improvement (CoI) action to support prevention and promotion of wellbeing and resilience into everyday practice by providing:</p> <ul style="list-style-type: none"> <li>• easily accessible information on key health, lifestyle topics</li> <li>• suggested open questions using the Ask, Act, Act model</li> <li>• information on a range of primary prevention tools and resources</li> <li>• signposting to recommended local support services</li> <li>• an opportunity to promote a social norm for MECC signposting</li> </ul>	<p><b>Name of MECC Project:</b> Signposting to better health and wellbeing – 'MECC Link'</p> <p><b>Local Situation:</b> MECC Community of Improvement (CoI) action to support prevention and promotion of wellbeing and resilience into everyday practice by providing:</p> <ul style="list-style-type: none"> <li>• easily accessible information on key health, lifestyle topics</li> <li>• suggested open questions using the Ask, Act, Act model</li> <li>• information on a range of primary prevention tools and resources</li> <li>• signposting to recommended local support services</li> <li>• an opportunity to promote a social norm for MECC signposting</li> </ul>	<p><b>Local Situation:</b> MECC Community of Improvement (CoI) action to support prevention and promotion of wellbeing and resilience into everyday practice by providing:</p> <ul style="list-style-type: none"> <li>• easily accessible information on key health, lifestyle topics</li> <li>• suggested open questions using the Ask, Act, Act model</li> <li>• information on a range of primary prevention tools and resources</li> <li>• signposting to recommended local support services</li> <li>• an opportunity to promote a social norm for MECC signposting</li> </ul>	<p><b>Local Situation:</b> MECC Community of Improvement (CoI) action to support prevention and promotion of wellbeing and resilience into everyday practice by providing:</p> <ul style="list-style-type: none"> <li>• easily accessible information on key health, lifestyle topics</li> <li>• suggested open questions using the Ask, Act, Act model</li> <li>• information on a range of primary prevention tools and resources</li> <li>• signposting to recommended local support services</li> <li>• an opportunity to promote a social norm for MECC signposting</li> </ul>
<p><b>What we need to invest</b></p> <ul style="list-style-type: none"> <li>• To recruit a group of 10-15 people to develop the digital signposting tool</li> <li>• To recruit a group of 10-15 people to develop the digital signposting tool</li> <li>• To recruit a group of 10-15 people to develop the digital signposting tool</li> <li>• To recruit a group of 10-15 people to develop the digital signposting tool</li> <li>• To recruit a group of 10-15 people to develop the digital signposting tool</li> </ul>	<p><b>What will be done (intervention)</b></p> <ul style="list-style-type: none"> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> </ul>	<p><b>what are the results of the programme - short-term outcomes</b></p> <ul style="list-style-type: none"> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> </ul>	<p><b>what are the results of the programme - long term outcomes</b></p> <ul style="list-style-type: none"> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> </ul>
<p><b>Support from MECC</b></p> <ul style="list-style-type: none"> <li>• Support from MECC</li> <li>• Support from MECC</li> <li>• Support from MECC</li> <li>• Support from MECC</li> <li>• Support from MECC</li> </ul>	<p><b>MECC Link to be designed and developed by a group of 10-15 people</b></p> <ul style="list-style-type: none"> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> </ul>	<p><b>MECC Link to be designed and developed by a group of 10-15 people</b></p> <ul style="list-style-type: none"> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> </ul>	<p><b>MECC Link to be designed and developed by a group of 10-15 people</b></p> <ul style="list-style-type: none"> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> <li>• MECC Link to be designed and developed by a group of 10-15 people</li> </ul>



# Summary - How are we enabling SLI

Multiple risk factors/Support for Integrated H&WB

MECC Link digital signposting

MECC Link motivational Postcards

Sharing good practice/Value for Money

Common language for VBI, TTT, Films

Khub & YHPHN Website

MECC as a social movement for health

Integration into Pharmacy PH Campaigns & Fire and Rescue Safe & Well

#MECCithappen

# Workshop discussion

- ▶ In your table groups:
  - ▶ Q1, What organisations/services both regionally and locally should the MECC Col to focus on and why?
  - ▶ Q2, What would you need from the MECC Col to support a social movement for health using MECC in your area?
- ▶ Personal pledge
  - ▶ How can you/will you raise the profile of MECC and #MECCithappen?

# Contact details

- ▶ Susan Blundell, Health Improvement Principal (Capacity and Capability), Leeds City Council - [susan.blundell@leeds.gov.uk](mailto:susan.blundell@leeds.gov.uk)
- ▶ Chris Sharp, Workforce Development Manager, Y&H Public Health England Centre - [chris.sharp@phe.gov.uk](mailto:chris.sharp@phe.gov.uk)

# Pledge Card

- ▶ I pledge to raise the profile of Making Every Contact Count and #MECCithappen by:

- ▶ Name
- ▶ Organisation



# Workshop discussion - Table:

**Q1, What organisations/services both regionally and locally should the MECC Col to focus on and why?**

**What would you need from the MECC Col to support a social movement for health using MECC in your area?**



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