Making Every Contact Count (MECC) - Col



Susan Blundell - Col Chair Chris Sharp - PHE Lead



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 <u>www.mecclink.co.uk</u> 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

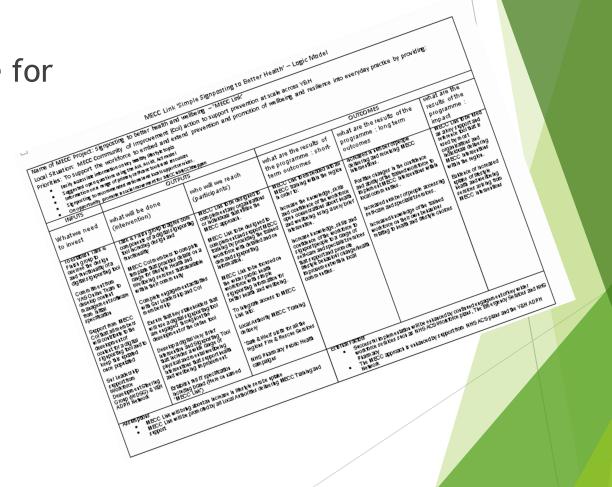
- ADPH
- HEE
- Point of contact Behaviour Change STP Conference sharing our approach



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



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 CoI to focus on and why?
 - ▶ Q2, What would you need from the MECC CoI 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

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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?