

# COI(Network) - MECC

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# What is MECC

- Opportunistic and short chat about the patient / client's health and wellbeing needs – typically lasting up to 5mins but importantly, chat is focused on **their** needs, goals, concerns and strengths
- Utilises effective communication skills
- Draws on the COM-B behaviour change model
- Aims to increase personal awareness of risks around a lifestyle or wellbeing issue, increases motivation to make a positive change and offers support where needed by offering information on services who might be able to help.

# The rationale / key docs



- *“MECC 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.”*
- *“A MECC interaction takes a matter of minutes and is not intended to add to the busy workloads of health, care and the wider workforce staff, rather it is intended to fit into and complement existing professional clinical, care and social engagement approaches.”*

Both pp6

# Our journey



Yorkshire and Humber leading the way developed MECC



Following Public Health's transition to LAs



Network formed by LAs



MECC COI (Network)

# LA's leading the way examples of great practice

- East Riding
  - identifying trainers from a range of organisations
  - delivery commencing 2017
- Wakefield
  - delivering MECC since 2009
  - part of a broader approach to embed H & W into practice.
  - working with partners to embed e.g. CCGs, Police
  - induction programme for health & social care staff based on MECC.
  - Creating partnership group to embed MECC across district

# LA's leading the way examples of great practice

- Leeds
  - MECC embedded as part of the LPH Training offer
  - delivering bespoke offer to key workforces eg Hubs, libraries
  - embedding MECC in the Leeds' STP approach "working with"
  - supporting LCC induction incorporating MECC
  - next step to develop system wide partnership to embed MECC
- Sheffield
  - e package "H & W is Everyone's Business"
  - MECC training programme
  - evaluation of MECC programme with
  - "Wellbeing Coaching Skills" Programme – social care staff
  - embedding approach into Council activity and Sheffield's

# LA's leading the way examples of great practice

- Doncaster

Launched a Making Every Contact Count e-Learning module which focuses on five key areas; Smoking, healthy eating, alcohol, physical activity and mental wellbeing. Both, Doncaster council employees and external partners can access.

# Big ambitions for MECC - COIN

- To build capacity and capability for MECC across Yorkshire and Humber
- To share best practice and learning
- To develop and promote the high impact resources for MECC
- To be an advocate for MECC
- To support and develop evaluation of MECC



# MECC - COI(N)

- Executive sponsor DPH
- Chair – LA
- Deputy Chair - PHE
- Reps from all LAs
- Fire and Rescue
- NHS - HEE/CCGs/AHP/Ambulance
- and growing

# Challenges

- Consistency of approach/language
- Capacity and resource
- IT System incompatibility/external access
- Changing strategic landscape eg STPs
- Engaging across system
- Local V's regional

# MECC Sector-led Improvements

Example 1 - System wide conference on MECC in Y&H - 26 April 17

Individual pockets of funding

- Sheffield City/SchARR
- PHE
- HEE

MECC COI - Enabler

- Academic input on behavioural change and the evidence for MECC from SchARR
- Sharing good practice from LA's/NHS and Wider workforce in the form of videos, posters and good practice workshops

<b>Making Every Contact Count across Yorkshire &amp; Humber</b> "Developing and evaluating learning to support system wide approaches to positive lifestyle behavioural change"	
<b>Wednesday 26th April 2017 - The Showroom Workstation, Paternoster Row, Sheffield.</b>	
09:30-10:00	Registration and coffee
10:00 - 10:10	Welcome and introductions Professor Elizabeth Gwyder, (University of Sheffield & Vol Barker, Health of School of Public Health)
10:10 - 10:30	Making the case: Why do we need to Make Every Contact Count? Terri Roche - DPH, Rotherham (MECC community of improvement network sponsor) <i>Including first good practice video - Leeds City Council (Local Authority)</i>
10:30 - 11:00	Changing behaviour: Motivations for behavioural change? Dr Emma Everaerd-Hack, SchARR & Dr Dile Hert, Sloan Medical Centre, Sheffield <i>Including second good practice video - SOAR (Voluntary Service)</i>
11:00 - 11:15	Implementing MECC: Tools and resources Jonet Flint/Margit Vaveris, Health Education England <i>Including third good practice video - See Clinician Leeds Teaching Hospitals (NHS)</i>
11:15 - 11:30	Coffee break
11:35 - 12:00	Q & A - Panel discussion led by Greg Fell DPH, Sheffield (On panel, Vol Barker, Jonet/Mags, Julia Weldon, Terri Roche, SchARR) <i>Including fourth good practice video - Fire Service (Wider Workforce)</i>
12:00 - 12:20	Case snippets-workshop presents to give a brief synopsis of what their workshops will cover Lunch and Networking
12:20 - 12:35	Emergency: Healthy Conversations
13:15-13:30	Workshops - 20-25 minutes session with a choice of 2 per delegates <i>Including fourth good practice video - Fire Service (Wider Workforce)</i>
13:30 - 14:30	1. Health Promoting Hospital - Doncaster Royal Infirmary (NHS) 2. Community Anchors - Wakefield (Charities/Voluntary Sector) 3. Healthy Conversations - Sheffield City Council/SchARR (Local Authority) 4. Link to wider determinants - North/East of Region TBC (Wider Workforce)
14:30 - 14:45	Break
14:45 - 15:20	Next Steps (TBC) Questions to be worked up but will include Sub regional collaboration-how to move forward together.
15:20 - 15:30	Plenary and wrap up DPH or the Centre Director or OO
15:30	Close

# MECC Sector-led Improvements

## Example 2 – Supporting the Wider Workforce – West Yorkshire F&RS

- WY F&R Safer Communities strategy
- Safe & Well – Health, Wellbeing and Safety from April 17
- A real challenge to link District Commanders to Public Health signposting and referral services

### MECC COI - Enabler

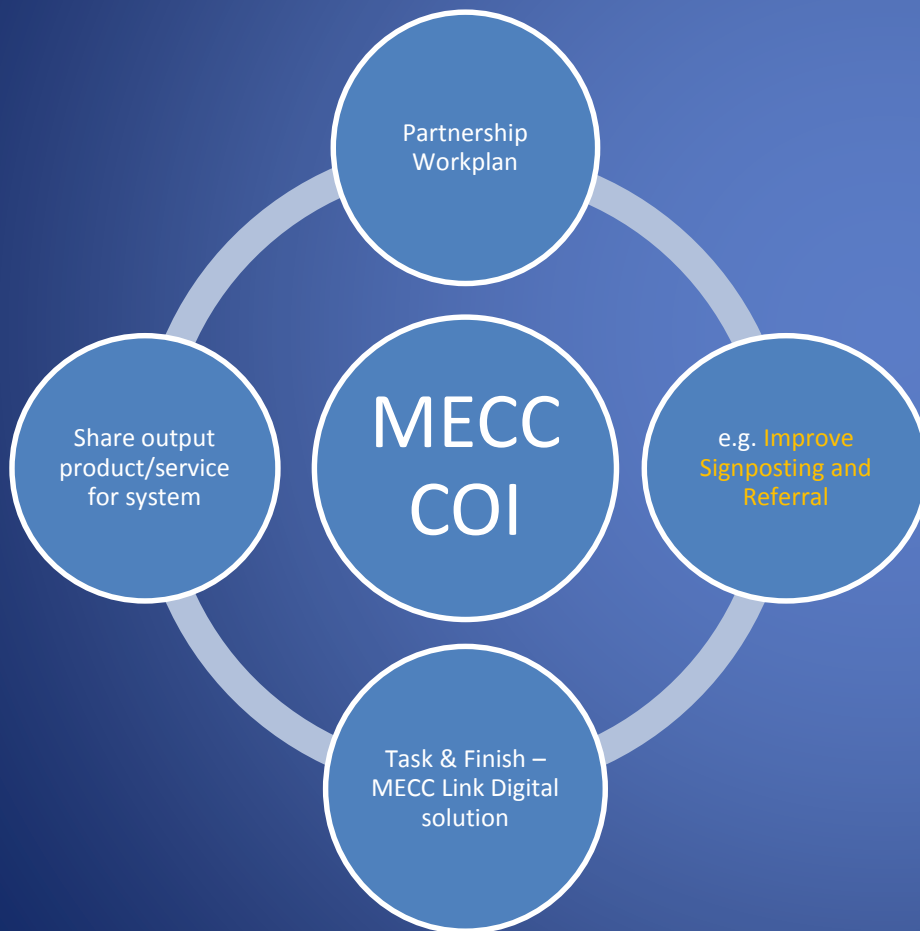
- Training & Development
- Consistent and simple VBI
- MECC Link
- Shift to self help and social prescribing



<https://www.youtube.com/watch?v=rnqehE7malw>

# MECC Sector-led Improvements

## Example 3 – Consistency and Support



## Some key deliverables – 2017/18

- Train the Trainer
- VBA into simple and consistent VBI
- Digital learning assets
- **Improving signposting and referral**
- Develop a simplified MECC resource bank
- To establish a forward view on how MECC can be adapted to self-management, social prescribing etc.

# Questions & Opportunities

