

Making Every Contact Count Toolkit

Implementation Guide

This Implementation Guide has been developed to support the implementation of Making Every Contact Count. The Implementation Guide was first piloted as part of the Wessex Making Every Contact Count pilot which was evaluated by the University of Southampton. It was then called the Organisation Assessment Tool and an Implementation Checklist (which were taken from the Midlands and East Making Every Contact Count toolkit), which, following the evaluation, was integrated and adapted into the Implementation Guide. An early version was piloted with the implementation of Making Every Contact Count with Gosport Borough Council.

This tool will help to assess organisations' current position as a health-promoting organisation and help identify any areas for further input or improvement. It can also act as an implementation checklist as the responses to the questions in each of the 8 areas will highlight the potential activities needed and can form the basis of a local action plan to help introduce or further implement Making Every Contact Count. For further information on the rationale for and the benefits of applying this tool, refer to the [Health Education England Wessex toolkit page 26](#).

The Implementation Guide has been designed to support organisations' to reflect before implementing Making Every Contact Count or undertaking further activities. It can be used in the context of the whole organisation, teams or departments you work with, or both.

The checklist has been structured so that you can either use it whole, or you can select and use sections. For example the initial section on organisational strategy may be useful to use with board members.

Each area of the Implementation Guide has a section in the guidance and implementation toolkit. Working through the sections, there are questions in the first column. These are intended to help prompt discussion and reflection, and in answering these it will help shape the development of an action plan to implement Making Every Contact Count for your organisation. The second column says where the guidance and toolkit additional information can be found. The action plan should be revisited during the process of implementing Making Every Contact Count.

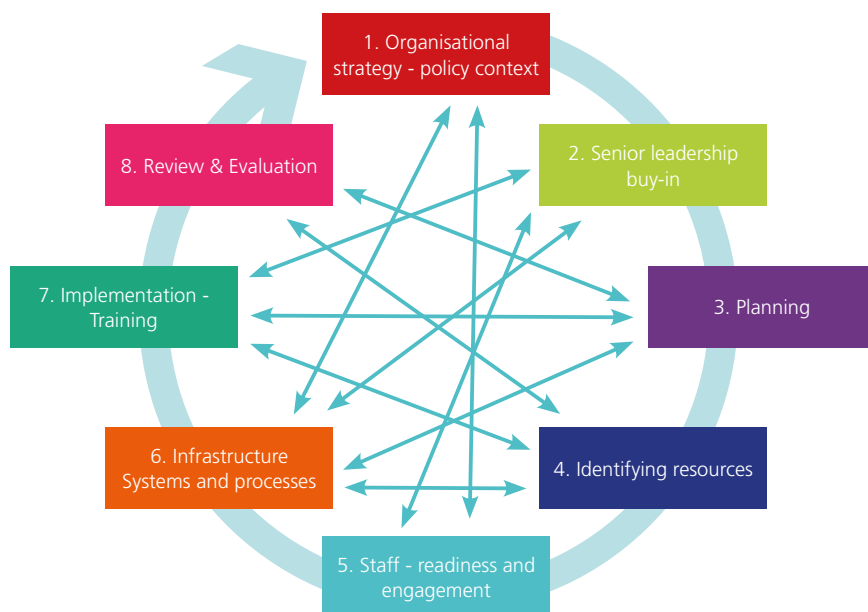


Diagram to illustrate the 8 steps in planning and implementing Making Every Contact Count.

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Action point	Activity & tools you may wish to use	Comment – achieved/part achieved/development area	Action required to implement Making Every Contact Count within team/service/organisation
<p>1. ORGANISATIONAL STRATEGY</p> <p>To shape why Making Every Contact Count should be taken forward.</p> <ul style="list-style-type: none"> • What is your organisations vision? • How does Making Every Contact Count fit the organisations goals? • Are there shared goals? • What are other organisations within your region undertaking for Making Every Contact Count? • Have you identified where Making Every Contact Count activities can fit into wider health improvement plans or activity across your region? • Are the benefits for patients/clients and staff identified? 	<p>TOOLS:</p> <ul style="list-style-type: none"> • Policy context section of the guidance • Case stories • Briefing Paper • What is Making Every Contact Count? Presentation • The briefing paper 		
<p>2. SENIOR LEADERSHIP</p> <p>Senior leadership buy-in is crucial to the successful implementation of Making Every Contact Count.</p> <ul style="list-style-type: none"> • Is the organisations senior leadership aware of Making Every Contact Count? • Is there an opportunity to increase the organisation’s senior leadership involvement? If so, whom and how? 	<p>TOOLS:</p> <ul style="list-style-type: none"> • Briefing paper • What is Making Every Contact Count? Presentation 		
<p>3. PLANNING</p> <p>To implement Making Every Contact Count, a team of people are needed to lead and champion the approach. This section will enable identification of key individuals to support implementation.</p> <ul style="list-style-type: none"> • Who is going to be responsible for leading the implementation (developing, reviewing and monitoring an action plan) of Making Every Contact Count within the organisation and it’s teams? • Do you need to form a ‘Making Every Contact Count implementation team’ from across the organisation to lead the programme? • Who are the key stakeholders who should be involved? • Who will be the Making Every Contact Count champions? • How will you identify and engage them? • Do you need Making Every Contact Count meetings? If so, do they need to be face-to-face? Virtual? Who will attend and how often do they need to happen? 	<p>TOOLS:</p> <ul style="list-style-type: none"> • Briefing paper • What is Making Every Contact Count? Presentation 		

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<p>4. IDENTIFYING RESOURCES</p> <p>It is important to identify what resources are needed and available to support implementation.</p> <p>For example:</p> <ul style="list-style-type: none"> • Time • Budget • Staff capacity for training (delivery via Train-the-Trainer and attending training) • Facilities and equipment needed? E.g. Rooms, laptops etc. • Physical areas where staff work: are there any barriers to holding Healthy Conversations? 	<p>TOOLS:</p> <ul style="list-style-type: none"> • Guidance on preparing a resource directory 		
<p>5. INFRASTRUCTURE – SYSTEMS AND PROCESSES</p> <p>Need to consider what systems and processes are required to embed Making Every Contact Count and whether the existing infrastructure can be modified to support staff to Make Every Contact Count and how it can be embedded to be sustained long-term.</p> <ul style="list-style-type: none"> • Activity and outcome monitoring – how will you know how many Healthy Conversations have taken place? • How can you integrate monitoring forms into existing systems? • How will the referrals and signposting to other services be managed? Who will be responsible for collating the information on services to signpost to? How will you monitor signposting/referrals? • Will Making Every Contact Count be an agenda item at team meetings? At one-to-one meetings with staff? How can support be made available to staff where required? For example, via information displayed in organisational surroundings and staff intranet. • Can Making Every Contact Count be written into organisational policies, processes and procedures? Are there existing projects or initiatives within the organisation that Making Every Contact Count could incorporate within, or build upon? • How can reporting on Making Every Contact Count activities be incorporated into existing core annual reports? • How can all new staff be trained in Making Every Contact Count? Can it be part of an induction programme? • How can Making Every Contact Count be included in job descriptions, person specifications, or as part of organisational codes of practice, or outlines of professional duties? • How Making Every Contact Count activities can be captured and reflected during staff appraisals. Can role modelling with a Making Every Contact Count Champion be considered in your organisation? • Consider activities to support staff wellbeing. 	<p>TOOLS:</p> <ul style="list-style-type: none"> • Making Every Contact Count Case studies • Making Every Contact Count and Healthy Conversations Record Sheet 		

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<p>6. STAFF READINESS AND ENGAGEMENT</p> <p>To consider how staff can be engaged, empowered, and their inside knowledge used to maximise opportunities to promote health and wellbeing.</p> <ul style="list-style-type: none"> • Which workforces will be identified to be trained and engaged in Making Every Contact Count delivery? • What criteria will be used to determine which teams/groups/departments are selected? • How will teams/groups/departments be recruited? • How can staff be engaged from the beginning to support the implementation to sustain Making Every Contact Count? • What can staff do to support the process of implementing Making Every Contact Count? E.g. Questionnaires for staff/suggestion boxes or input into forms and systems/processes. • How can staff support the identification and understanding of departmental pressures/ barriers and the opportunities to embed Making Every Contact Count? • How can staff be facilitated to share their challenges, learning and successes in having Healthy Conversations? 	<p>TOOLS:</p> <ul style="list-style-type: none"> • Briefing paper • What is Making Every Contact Count? Presentation 		
<p>7. IMPLEMENTATION – TRAINING</p> <p>Making Every Contact Count is about organisational change and workforce development, this section is to plan how staff can be prepared to Make Every Contact Count.</p> <ul style="list-style-type: none"> • What knowledge and skills do staff have already? How will you identify these and any gaps? • How will the training be implemented? How will you accommodate roles/shift patterns etc.? • Train-the-Trainer – who will become trainers? • How will staff be introduced to Making Every Contact Count? • How will staff be trained? eLearning for knowledge and face-to-face Healthy Conversation Skills training delivery. How will it be contextualised to fit with staff roles? • How will training be evaluated? • In addition to the initial training, how will subsequent skills practice or training opportunities be identified for staff? 	<p>TOOLS:</p> <ul style="list-style-type: none"> • What is Making Every Contact Count? Presentation • Making Every Contact Count Flyer for Training • Making Every Contact Count Trainer Best Practice Agreement o eLearning o Face-to-face training in Healthy Conversation Skills (HCS) o Evaluation forms - Healthy Conversation Skills Training Manual o Peer observation from Healthy Conversation Skills Training Manual 		

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8. REVIEW AND EVALUATION

To ensure implementing Making Every Contact Count has been effective, it is essential to monitor and review the process and outcomes and impact in order to amend future delivery.

- How will you know if the systems for monitoring progress are effective?
- How will you provide evidence of impact?
- How can you capture outcomes from patients/clients where possible?
- Feedback on uptake of referrals?
- Are there wider benefits beyond helping service users/patients/clients?
 - Staff health and wellbeing, staff sickness
 - Staff feedback
 - Cost savings monitoring of outcomes
 - Credibility of the benefits.
- Who do you need to keep informed, of what and how?
- How will you report and share the benefits and findings with others?

WHAT NEXT

- How will you further cascade Making Every Contact Count?
- Which other teams could take Making Every Contact Count forward?

- Making Every Contact Count & Healthy Conversations Record Sheet