

# Making Every Contact Count (MECC)



Developing people  
for health and  
healthcare

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What?

# Making Every Contact Count?

Making Every Contact Count **enables organisations and individuals** to develop and be able to use a **different approach** to working with people to address health and wellbeing. **Telling** people what to do **is not the most effective way** to help them to change. Making Every Contact Count is about altering **how we interact with people** through learning **how to recognise opportunities** to talk to people about their wellbeing.



# Core MECC definition

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

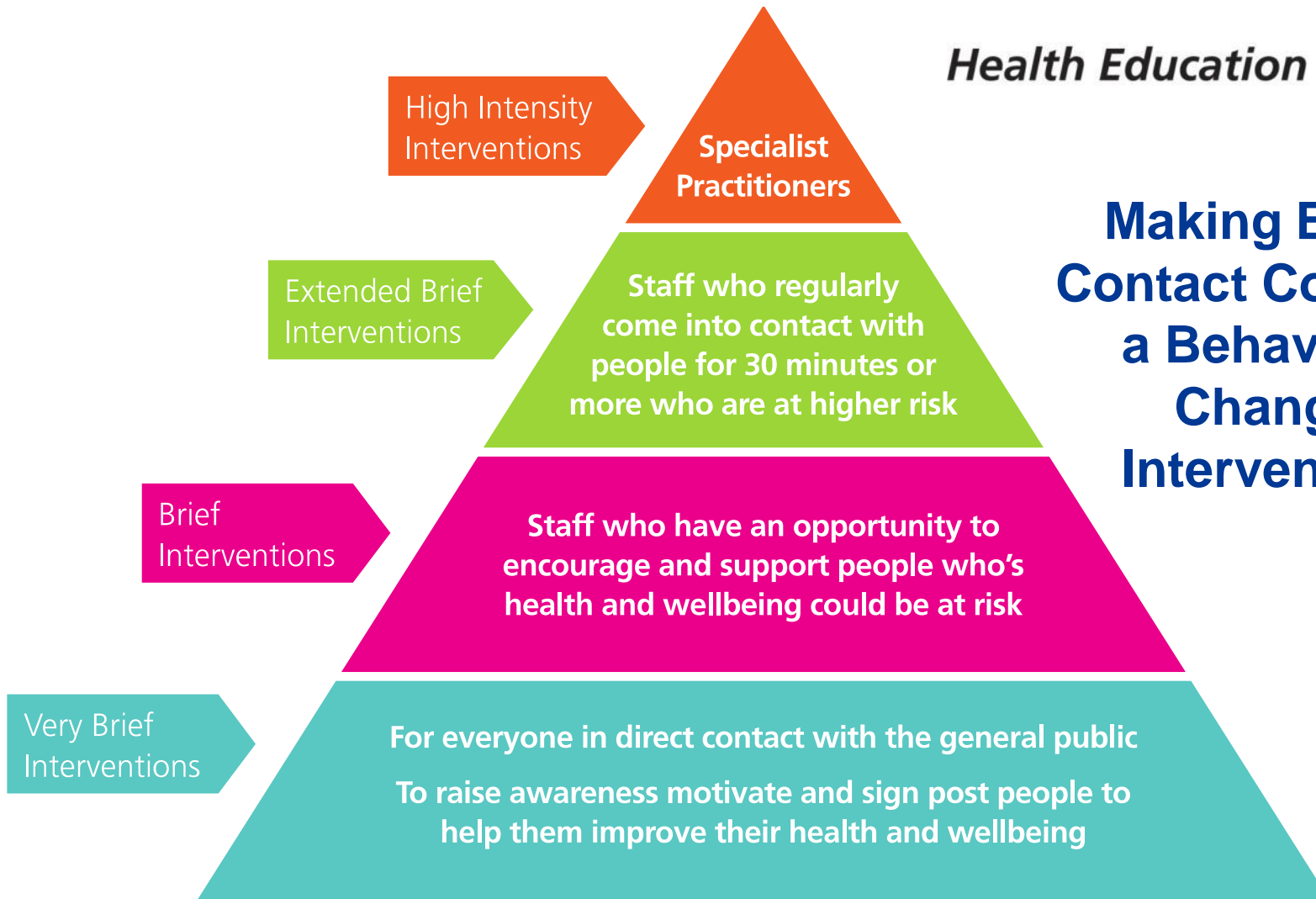
MECC supports the opportunistic delivery of consistent and concise healthy lifestyle information and enables individuals to engage in conversations about their health at scale across organisations and populations:

- For organisations, MECC means providing their staff with the leadership, environment, training and information that they need to deliver the MECC approach
- For staff, MECC means having the competence and confidence to deliver healthy lifestyle messages, to help encourage people to change their behaviour and to direct them to local services that can support them
- For individuals, MECC means seeking support and taking action to improve their own lifestyle by eating well, maintaining a healthy weight, drinking alcohol sensibly, exercising regularly, not smoking and looking after their wellbeing and mental health.

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/515949/Making\\_Every\\_Contact\\_Count\\_Consensus\\_Statement.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/515949/Making_Every_Contact_Count_Consensus_Statement.pdf)



# Making Every Contact Count as a Behaviour Change Intervention



Behaviour change interventions mapped to NICE Behaviour Change: Individual Approaches  
<https://www.nice.org.uk/Guidance/PH49>

# Who is Making Every Contact Count for?

- **Everyone!**
- Individuals who have **contact** with the **public**.
- Individuals who have contact with individuals who experience **health inequalities**.
- Individuals who have contact with people in a **health setting**.
- Individuals who may have an opportunity to **talk about health and wellbeing** to others.

**‘we...valued the opportunity to train together, managers to admin staff; there aren’t many courses we can all benefit from’**

**Southern Health NHS Foundation Trust  
Fareham and Gosport School Nursing Team**

# The Need for Making Every Contact Count





# The need for Making Every Contact Count

- **NHS Five Year Forward View:** Focus on prevention is essential for better health and a sustainable NHS
- **HEE Mandate:** “preventing illness with staff using every contact they have as an opportunity to help people stay in good health”
- **Local Government Association:** Vehicle for not only health improvement but supporting wider determinants of health
- **PHE Priority:** From Evidence into action: opportunities to protect and improve the nations health
- **NHS England:** Making Every Contact Count is in NHS Standard Contract.

# Wessex Pilot

- **Three pilot settings:  
Acute – Community - Local Authority**
- **Adapted from the Midlands and East Making Every Contact Count approach**
- **‘Healthy Conversation Skills’**
- **Independently evaluated by the University of Southampton**
- **Report can be found at:  
[www.wessexphnetwork.org.uk/mecc](http://www.wessexphnetwork.org.uk/mecc)**

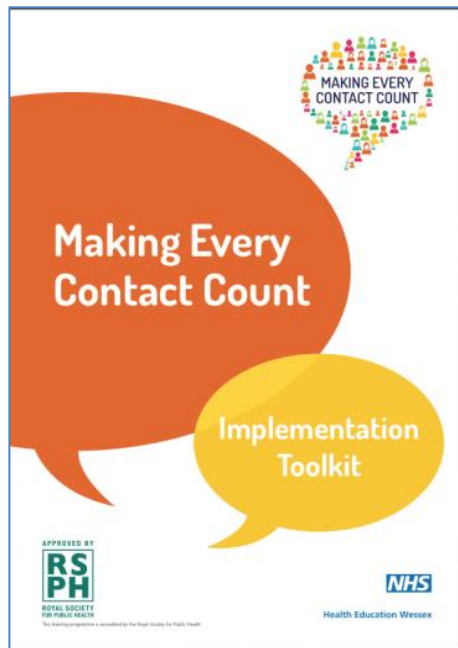


# Wessex Making Every Contact Count Evaluation Findings

- Organisational buy-in is key for implementing Making Every Contact Count
- Middle Managers/Team Leaders are key facilitators in implementing Making Every Contact Count
- Workforce need to be supported to attend Making Every Contact Count training
- Workforce recognised that they did have a role in promoting health and wellbeing.

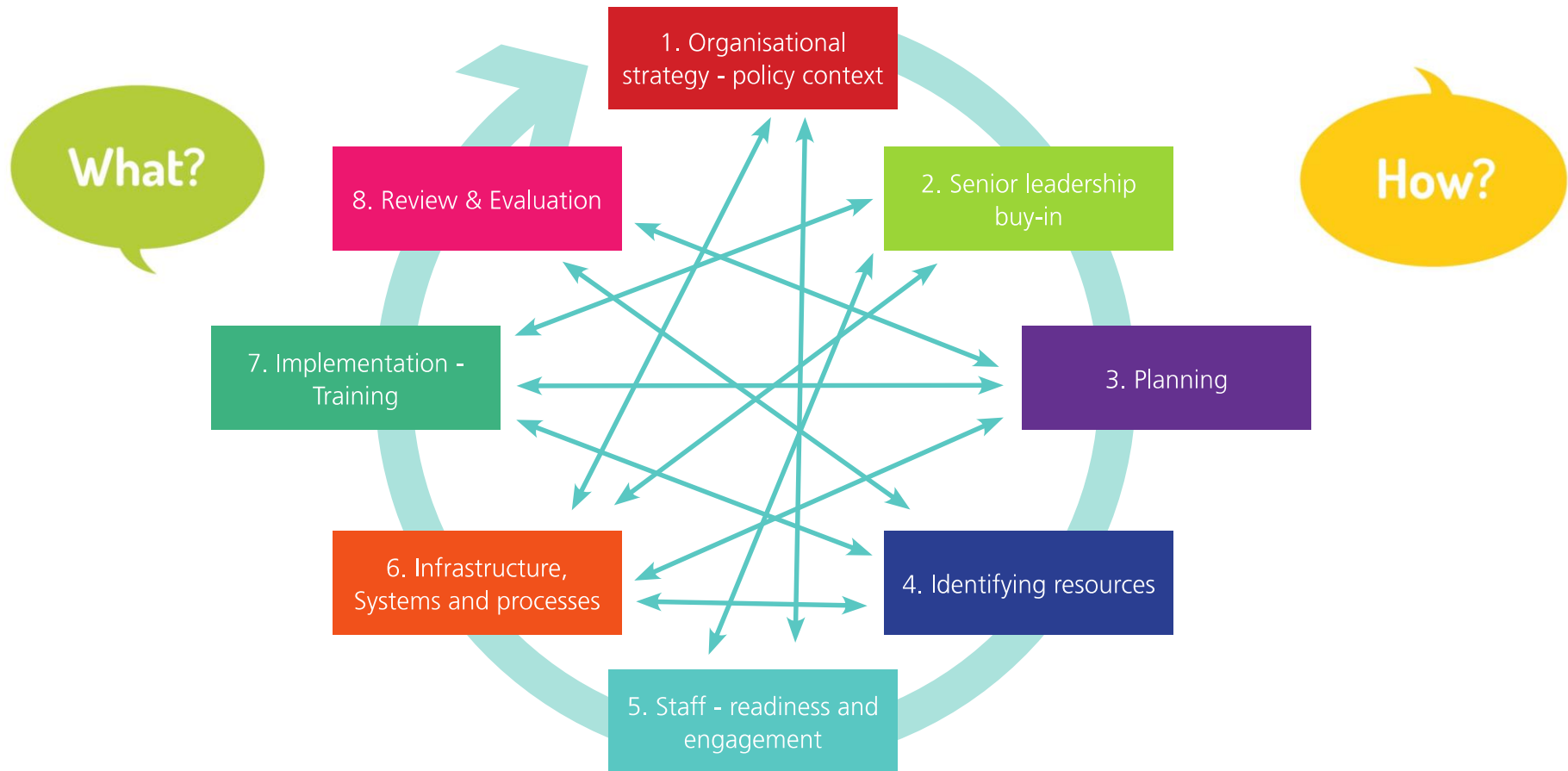


# Implementing Making Every Contact Count: The Offer from the School of Public Health



- Wessex Making Every Contact Count Implementation Toolkit
- Making Every Contact Count Train-the-Trainer Programme
- Support via the Wessex Making Every Contact Count Network
- Facilitate and guide you to develop a Making Every Contact Count lead for your organisation
- On-going advice and guidance on Making Every Contact Count implementation.

# Implementation Steps



# Making Every Contact Count Training

- Deliver '**very brief**' or '**brief**' evidence-based interventions for lifestyle behavioural change; the core elements of which are stopping smoking, increasing physical activity, reducing alcohol consumption maintaining a healthy weight & diet and promoting mental health and wellbeing.
- Be **competent and confident** to deliver this intervention; and
- Be knowledgeable about local services and **how to signpost** people to enable them to access them.

# Making Every Contact Count Training

## Knowledge Development: E-Learning

1. Introduction to MECC
2. Introduction to Skills
3. Introduction to Lifestyles
4. Signposting and giving information

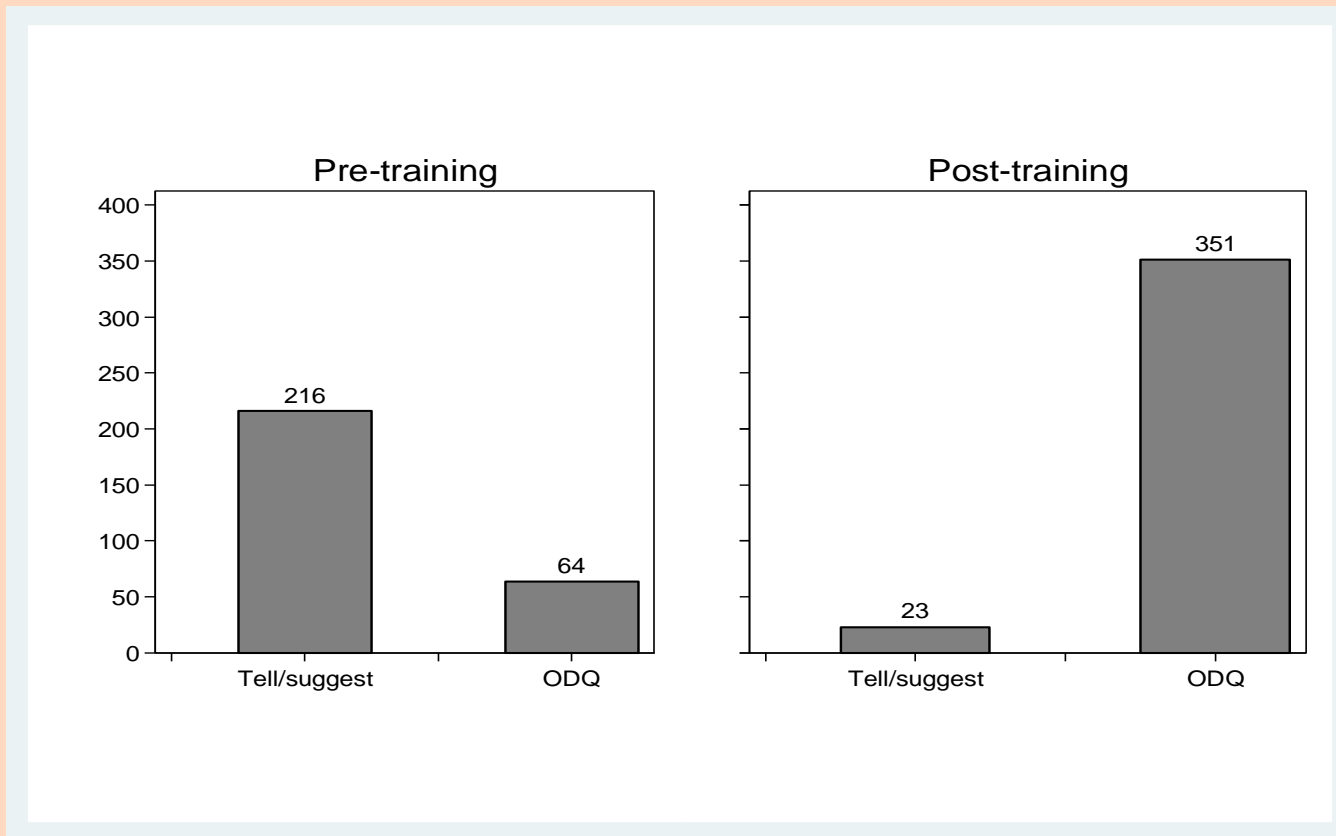
## Skills Development: Healthy Conversation Skills Face-to-face training

1. Use of Open Discovery Questions (ODQ)
2. Reflect on practice and conversations
3. Active listening
4. Using ODQ to support goal setting

## Implementation of MECC Training

- **Knowledge:** E-Learning accessed via HEE E-Learning for Health
- **Skills:** Healthy Conversations Skills accessed via the Train the Trainer course (accredited by RSPH)

# Pilot Evaluation Key Findings



**Making Every Contact Count skills training increases individuals confidence and intention to use Open Discovery Questions**



# MECC Train-the-Trainer Model

## Application Process

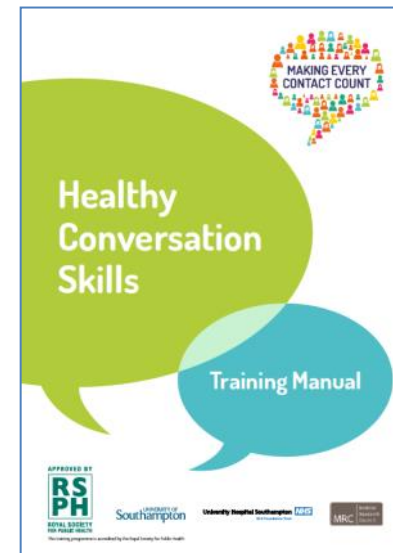
- Selection Criteria
- Employer Support
- Sign up to MECC Trainer Best Practice Agreement

## Train the Trainer Training

- 2 x 3 hour Healthy Conversation Skills Session
- 1 x 1 day Trainer Session

## Training Delivery post TtT

- Training Evaluation
- RSPH Accreditation Certificate
- CPD



**“...I think it makes you stand back and realise that people do have their own solutions and you do need to get to know their world...”**

**Clinical Staff,  
Hampshire Hospitals NHS Foundation Trust**

# Any Questions?

For further information visit:

[www.wessexphnetwork.org.uk/mecc](http://www.wessexphnetwork.org.uk/mecc)