



# Making Every Contact Count (MECC)

**Our Approach: 2016 - 2019**



Honesty



Everyone counts



Accountable



Respectful



Teamwork





# Foreword:

Solent NHS Trust has a vision to provide great care, a great place to work and great value for money. We are system players and care passionately about the health and wellbeing of the people in the communities we serve. We have an amazing opportunity to influence people's choices in every one of the 1.5 million interactions which our staff have with their patients and service users every year.

We want to use this influence to support people in making positive choices about their own health and wellbeing. We are not just about providing a service for people in a crisis, but about preventing that crisis happening, by working with the determinants of health.

This strategy outlines our aspirations and plans for Making Every Contact Count and supporting our local people to live healthier and happier lives.



**Alex Whitfield**  
Chief Operating Officer  
(Strategic MECC Champion & Executive Lead)



# Overview:

Many people die too early from diseases and illnesses that are largely avoidable. In Southampton and Portsmouth, the main causes of mortality are cancer and circulatory diseases (including heart disease and stroke) – \*SCC JSNA, 2015; PCC JSNA, 2015. Many of these diseases are directly related to our lifestyles (such as eating healthily and smoking) and are often behavioural traits that can be modified through targeted behavioural change interventions.

Making Every Contact Count (MECC) is a behaviour change programme which is about encouraging frontline staff to make the most of the opportunities and contacts with patients/clients in order to positively impact on their health and well-being. The programme provides opportunities for supporting people enabling them to identify and make changes to their lifestyles in order prevent ill-health and contributes to the long-term aim of improving population health and well-being and reducing health inequalities.

MECC focuses on ensuring that the promotion of health and well-being is embedded in organisational culture and service delivery. Through this, staff are able to spot opportunities, facilitate healthy conversations with clients/patients and then empower clients/patients to identify their own solutions to improving their health and well-being. It is not a “tell and do” programme, it is an “empower and enable” programme providing/ enhancing skills of frontline staff to deliver health improving conversations and empowering patients/clients to make positive stepped behaviour change.

Evidence shows that brief interventions on healthy living are cost effective and produce effective behavioural change outcomes. MECC is a way of making a difference for the population on a large scale by all frontline staff embedding prevention in their day to day work with clients/patients. For example, Very Brief Interventions (VBI) given to just ten service users a year by frontline staff in this Trust will equate to thousands of healthy behaviour change opportunities each year and yet take up very little staff time.

*\* SCC JSNA, 2015 = Joint Strategic Needs Assessment; Southampton City Council, 2015*

*PCC JSNA, 2015= Joint Strategic Needs Assessment; Portsmouth City Council, 2015*

# How does MECC fit with the Trust's Vision, Values and Priorities?



## The Trust's vision and priorities:

*"To provide great care, be a great place to work and deliver great value for money"*

## Our Trust values:

- Honest,
- Everyone counts
- Accountable
- Respectful
- Teamwork

These link strongly with the MECC programme.

MECC also links strongly with the Trust's Quality goals and priorities around improving quality and safety so that patients and/or service users experience consistent quality of care and improved clinical outcomes.

By delivering MECC across the Trust we are enhancing the organisational culture and practise of putting patients/clients first by providing high quality care for all, securing the best possible patient/client outcomes and best value for tax payers. In practice, this could mean that a patient who attends a podiatric outpatient clinic for treatment is engaged in a "healthy conversation". Through this it may become clear that the client is considering a behaviour change (such as stop smoking) so they can be referred on to Solent's specialist Stop Smoking Services or they may wish to increase their physically activity and so can be referred on to relevant agencies for support. Progress is reviewed at the next appointment.



It is known that using a MECC approach can increase staff health and well-being (using MECC to reflect on own health and well-being), motivation and job satisfaction. Training staff to use MECC provides CPD opportunities to develop/enhance skills, confidence and knowledge. Staff implementing MECC can see that they have a role in promoting health and well-being which can lead to job satisfaction and motivation.

## In summary, the delivery of MECC:

- **Provides great care:** enhances service provision and the care provided as it is based on people's needs using an evidence based approach; supports people to be well in our community; treats people with respect, giving equal emphasis to physical and mental health; ensures services are effective and give good experience
- **Supports a great place to work:** increases staff health & well-being awareness; increases staff motivation, job satisfaction and morale; provides staff with the opportunity to learn and develop
- **Maximises great value for money:** provides cost savings through reduced demand on services and efficient use of resources



# MECC National Policy Drivers:

Over the years, national policy has seen a shift towards focusing health care models more on prevention and Public Health in order to ensure positive health and wellbeing outcomes for populations. Some key policy drivers (below) highlight that we need to look at what we can do differently and large scale across our services if we are to support and deliver on this agenda:

**NHS Future Forum (2012)** made the recommendation that every healthcare organisation should deliver MECC and “build the prevention of poor health and promotion of healthy living into their day-to-day business”.

**The Public Health Outcomes Framework (PHOF)** highlights the importance of improving health and reducing health inequalities of our population by addressing the wider determinants of health.

**The Local Government Association (LGA)** can see the important role local authorities have in supporting the implementation of MECC. Their services bring opportunities for MECC and can impact on the wider determinants of health (i.e. housing, social care, transport).

**The NHS – Five Year Forward View, (NHS 5YFV)** talks about a ‘radical upgrading of prevention and public health’ and the role the NHS has in enabling self-care and management of health. ‘The NHS has an important public health role in MECC. The NHS must focus on preventing illness, with staff using every contact they have with people as an opportunity to help people stay in good health – by not smoking, eating healthily, drinking less alcohol, and exercising more.’

**Sustainability and Transformation Plans (STP)** shows how local services will evolve and become sustainable over the next 5 years - ultimately delivering the 5YFV vision of better health, better patient care and improved NHS efficiency. MECC is part of the 5YFV.


**The Health Education England Mandate** sees the role it has in helping the workforce to make the NHS 5YFV happen. The mandate makes plain the role HEE has in developing people to have the confidence, skills and knowledge to Make Every Contact Count.

**Public Health England (PHE)** PHE in Evidence into Action talks about a ‘fundamentally new approach to creating and sustaining health, mental and physical, at every stage of life and across all our communities’ being needed. PHE have an important role in working with others to take MECC forward both locally and nationally ensuring this is done consistently and successfully to build a good evidence base.


# Summary of Population Health & Wellbeing Across Southampton, Portsmouth and Hampshire

(Public Health England – 2015; Health Profile Data)

	Southampton	Portsmouth	Hampshire
Smoking	21.1%	22.3%	15.4%
Hospital stays for alcohol related harm	733	650	488
Adult obesity	25.1%	25.1%	22.2%
Excess adult weight	64.8%	57.9%	65.1%
Physical activity (exercise regularly)	58.6%	51.1%	57.5%
Suicide rates	12.1	11.6	8.0
Life Expectancy (male)	78.2 years	78.2 years	81.1 years
Life Expectancy (female)	82.7 years	82.2 years	84.2 years

 Significantly better than England average

 Not significantly different from England average

 Significantly worse than England average



# Solent's MECC

## Vision and Goals:

Solent NHS Trust's MECC long-term vision (which fits with our Trust's vision to provide great care, a great place to work and great value for money) is that our workforce (across Southampton, Portsmouth and Hampshire) contribute to the prevention/early intervention and Public Health agenda by supporting the health and well-being of patients/clients and staff at every appropriate contact.

### This will be achieved by:

- Adopting MECC as a Trust strategic priority
- Having a board level strategic MECC Champion in place and other MECC champions at every level across services (including Directors, Clinical Leaders, Operational Leaders, Nursing and AHP, Corporate, etc.)
- Evidence of organisational policies and procedures in place, for example Trust's health and wellbeing development strategy, suitable data collection and reporting mechanisms

- Developing and disseminating a communication and engagement plan through Solent's intranet
- Ensuring a clear ambition to deliver MECC in induction and mandatory training
- Incorporating MECC into Trust activities to support staff health and well-being
- Delivering on the 1-year MECC CQUIN which primarily focuses on Southampton staff across 4 clinical areas around the stop smoking behaviour change
- Increasing the number of referrals to Southampton Quitters service, as a key indicator of delivery
- Evaluating and reflecting on the 1-year CQUIN to inform roll out of MECC across the Trust in order to embed and ensure continuity and sustainability.





# MECC Delivery Objectives:

In order to achieve our long-term vision to embed MECC across the Trust, the following delivery objectives need to be engaged with:

- Adoption of MECC as a strategic priority
  - Organisational culture change to support and facilitate behaviour change
  - Delivery of training programmes to enhance staff confidence and skills in order to raise health and well-being issues with patients and support lifestyle behaviour change through very brief or brief evidence-based interventions
  - Core elements of the training focusing on healthy lifestyles: promoting mental and emotional health and wellbeing, increasing physical activity, stopping smoking, reducing alcohol consumption, maintaining a healthy weight and diet
- Increasing staff knowledge of local services and how to sign post patients/staff to these in order to access them
  - Recognising the Trust's Health Promotion Service as experienced in delivering the MECC agenda as well as accredited MECC trainers who currently train staff from agencies within Southampton and Wessex
  - Identification of MECC champions across all services and levels that are trained through an accredited "training the trainer" model. Champions then deliver accredited training to their own services
  - Supporting staff's own health and well-being through organisation policies and activities
  - Embedding change in staff practice into working routines across the Trust



# Governance Arrangements:

To ensure that we are effectively developing, delivering, monitoring and evaluating MECC delivery, the following arrangements will be put in place:

- A Trust wide MECC Task and Finish Working Group will be established and membership sought from key service representatives to monitor MECC delivery
- MECC committee reports to the Trust's Assurance Committee twice a year
- Robust data collection and reporting mechanisms will be developed to capture and record data sets related to:
  - Number of staff completing MECC training (including Training the Trainer)
  - Number of patient healthy lifestyle status recorded
  - Number of patients given MECC support
  - Activity of number of patients engaged in healthy conversations
  - Number of patients sign posted on to other services
- Use qualitative evidence from patient/service user and staff (including MECC Champions) to aid understanding of the impact that MECC has on our services and processes as well as informing new ways of working
- Provide regular reports to assurance meetings at service and corporate levels and Trust Board clearly highlighting the impact of MECC



# What Does Success Look Like?

## Benefits to people who use our services, their carers and families:

- Better individual and family health and wellbeing
- Quicker treatment outcomes
- Personal, tailored support in making positive change
- Increased confidence and motivation to change
- Patients/clients are empowered and supported to make behaviour change
- Long term contribution to the reduction of health inequalities

## Benefits to staff:

- Increased awareness of their own health and wellbeing
- Increased health and wellbeing knowledge and confidence
- Feeling empowered and motivated
- Feeling supported and valued
- Better morale and being part of a Trust that makes an increased difference

## Benefits to the Trust:

- Providing great care:
  - Improvements in health and wellbeing of people who use our services, their carers and families users, and staff
- Being a great place to work:
  - Fewer sick days due to improved health and wellbeing and morale of staff
- Delivering great value for money
  - Increased productivity
  - More efficient use of resources
  - Cost savings through a reduced demand on services
- Contribution to the Trust's Quality goals and priorities and increased positivity of the Trust's reputation
- Increased income for the Trust (CQUIN)
- Contribution to the achievement of a number of national and local initiatives



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If you have a compliment, concern or  
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or **snhs.solentfeedback@nhs.net**

Alternatively, visit:

**www.solent.nhs.uk/contact-us**

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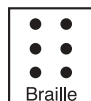
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