

Oxfordshire Health and Wellbeing Strategy- agreed priorities

CROSS CUTTING THEMES

- Addressing health inequalities;
- A preventative approach- prevent, reduce, delay and recover
- Community centred approaches



START WELL

- Best start in life and improvements in school readiness
- Early help and early intervention
- Mental health and wellbeing of children and parents

LIVE WELL

- Healthy weight and physical activity
- Tobacco control
- Make every contact count
- Physical health of those with SMI and LD
- Promoting mental wellbeing

AGE WELL

- Social isolation, loneliness and mental wellbeing
- Support for carers,, Falls prevention
- Promoting self care and a strengths based approach
- Immunisation

Making Every Contact Count (MECC)



Aim	MECC utilises opportunistic conversations in everyday life to talk about health and wellbeing. It involves responding appropriately to cues from others to encourage them to think about behaviour change and steps that they could take to improve their health and wellbeing
Local Progress	A range of organisations locally are already engaging with MECC and it is part of our local Prevention Framework but there is potential to scale this up and increase the reach to local residents by developing a deeper community focus and helping addressing health inequalities
Next steps	MECC could become a central plank to delivery of the priorities of the HWB strategy. The HWB could champion an expansion of MECC across the Oxfordshire system to support implementation of the strategy. A MECC training session for Board members in early 2022 would be an opportunity to more fully understand the potential of MECC in Oxfordshire

More information on MECC available at <http://www.makingeverycontactcount.co.uk/> and local case studies at <https://vimeo.com/534378786>