



MAPPING AND IMPLEMENTATION PLAN for the Oxfordshire Making Every Contact Count (MECC) Work Programme

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Executive summary

Following two papers to the Health and Wellbeing Board in December 2021 and July 2022, as well as a subsequent MECC workshop session with the board in March 2022, this mapping and implementation plan outlines how we can develop a more strategic approach to MECC in Oxfordshire ensuring we help to address health inequalities across the county.

Background

- 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. ¹
- MECC is recommended by a range of health organisations, policies and strategies as a key driver for improving health outcomes in a population. These include The Local Government Association, The NHS 5-year Forward

¹ [MECC Implementation guide \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

View, Health Education England and the Office for Health Improvement and Disparities.²

- A paper³ was taken to the Oxfordshire Health and Wellbeing Board on 16th December 2021 to highlight the opportunities for MECC to contribute to the delivery of the Joint Health and Wellbeing Board Strategy (2018-23)⁴. MECC is already captured as one of the “live well” priorities of the Joint Health and Wellbeing Strategy and supports the “tackle inequalities” priority. The paper explained the significant potential and broad scope of MECC and its application to any stage of the life course to help improve health outcomes. The paper recommended the arrangement of a workshop for members of the board which was subsequently delivered on 8th March 2022.
- System partners who attended the workshop were very enthusiastic and keen to see MECC implemented further at scale across the system. It was identified that resource would be needed to achieve this and Oxfordshire were successful in securing £200,000 of funding from what was the Oxfordshire Clinical Commissioning Group (the OCCG has now become the Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Board).
- In February 2023 and using part of the OCCG funding, a Health Improvement Practitioner was appointed to the Oxfordshire County Council Public Health team to help support the strategic scale-up of MECC across Oxfordshire. The post is a 2 year full-time fixed term contract ending in March 2025.
- A more strategic approach to MECC will mean that the foundations already in place for MECC delivery can be built on and scaled up within a wider range of settings to encourage people to be more comfortable to talk about health and wellbeing as part of everyday conversations.
- The MECC work programme will have a specific focus on reducing health inequalities across Oxfordshire. This core objective supports two of the top nine priorities set out in the Oxfordshire County Council Strategic Plan (2022-25)⁵: 1) Tackle inequalities in Oxfordshire; and 2) Prioritise the health and wellbeing of residents.
- It also supports two of the ambitions set out by the Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Board (BOB ICB) draft 5-

² Page 11 [wessex-making-every-contact-count-toolkit-final.pdf](https://www.wessexphnetwork.org.uk/wessex-making-every-contact-count-toolkit-final.pdf) ([wessexphnetwork.org.uk](https://www.wessexphnetwork.org.uk))

³ Health and Wellbeing Board paper December 2021

https://mycouncil.oxfordshire.gov.uk/documents/s58758/HWB_DEC1621R11%20-%20HWB%20Strategy%20Priorities%20and%20MECC%20opportunity%20Dec%2021.pdf

⁴ Oxfordshire Joint Health and Wellbeing Strategy

https://mycouncil.oxfordshire.gov.uk/documents/s45109/HWB_MAR1419R27-%20The%20revised%20Joint%20HWB%20sTRATEGY%20-%202018%20-%2023.pdf#:~:text=Oxfordshire%20Joint%20Health%20and%20Wellbeing%20Strategy%282018-2023%29%20Amended%20draft,who%20live%20in%2C%20work%20in%20and%20visit%20Oxfordshire.

⁵ Oxfordshire County Council Strategic Plan (2022-25) <https://www.oxfordshire.gov.uk/council/our-vision-0>

year joint forward plan: 1) To increase primary and secondary prevention work year-on-year, keeping people healthy for as long as possible and delaying a deterioration into poor health; and 2) To reduce health inequalities for our population so that everyone has equal access to appropriate services and support.

Aim:

To strategically implement a sustainable MECC programme across Oxfordshire with a key focus on reducing health inequalities

Objectives:

- **Ensure there is an efficient and sustainable MECC training programme in place which is promoted to staff from a diverse range of organisations, services and teams**
- **Support organisations, services and teams to achieve organisational buy-in and create a cultural change to routinely embed MECC in their work**
- **Support organisations, services and teams to embed their own MECC implementation and evaluation plans**
- **Evaluate the MECC programme including providing recommendations for future work and future funding arrangements**

Aims and objectives

Current MECC activity

Below describes organisations across Oxfordshire which are currently implementing MECC. The list below provides some examples of how MECC can be implemented within Oxfordshire. It is hoped the examples can be used as case studies to facilitate engagement with other organisations who are considering implementing MECC. It is also hoped that the great MECC work already taking place can be built on and joined up to create a more strategic scale-up of MECC. It should be noted that this is not an exhaustive list and there may be other organisations implementing MECC in Oxfordshire which have not been included.

Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Board (BOB ICB)

The BOB ICB Personalised Care Training team coordinate and deliver the core MECC training offer in Oxfordshire (and the wider BOB area). This training offer is comprised of the following:

- **Standard MECC training:** entails an e-learning for health online MECC module followed by a 3 hour MECC course online which includes a practical element. Attendees are signposted to the national MECC website. Sign-up is via this email bobicb.personalisedcaretraining@nhs.net
- **MECC train the trainer course:** entails an e-learning for health MECC module plus 4 x 2hr sessions online. Most attendees have already done standard MECC training and are interested in MECC and comfortable with delivering training. Once trained, MECC trainers can deliver the 3-hour standard MECC training. Trainers then have access to training slides, handouts, training evaluations, certificates etc which are all held on a central platform called "the knowledge hub". All MECC trainers have to sign a learner's agreement agreeing to deliver at least one MECC session each year. Sign-up is via this email bobicb.personalisedcaretraining@nhs.net
- **MECC super trainer course:** involves training people to deliver MECC train the trainer courses. There has only ever been 1 super trainer course. Sign-up is via this email bobicb.personalisedcaretraining@nhs.net

As of April 2023, there are 7 super trainers across BOB including 2 from Berkshire East.

All MECC trainers are invited to MECC refresher training twice yearly.

In the training, attendees are encouraged to signpost people to [Livewell Oxfordshire, Thames Valley MECC Link](#) and the [MECC App](#).

In addition to MECC training, the Personalised Care team at BOB ICB also deliver MECC Introduction and Awareness sessions to organisations/teams/services, usually as part of a team meeting. These are 15 minutes. They also deliver MECC Engagement sessions which are 45 minutes and cover what MECC is and the training that the ICB can offer. The team often bespoke these to the audience and what is required.

Oxfordshire Library Service

The Oxfordshire Library service has been developing their programme of MECC for several years and have adopted the approach as 'business as usual'. Libraries are focal points within the community and so staff are well placed to be having MECC conversations with visitors and colleagues.

The library service have provided the number of conversations that have been taking place between April-November 2022 as below:

Smoking	35
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Alcohol	39
Weight/healthy eating	142
Physical activity	277
Mental health and wellbeing	2036
Conversation about other health topic	1313
Signpost to health resource/service	680
TOTAL	4522

The total figure listed above is an increase on the 3977 conversations recorded for the full-year 2020-21. The library service have recently started to report the number of conversations taking place into the Joint Strategic Needs Assessment (JSNA).

The impact of MECC on a library service user is demonstrated below:

‘A regular library user accessed a cancer drop-in session in one of Oxfordshire’s libraries where he was encouraged to visit his GP. One diagnosis later and a course of treatment, he returned to the library and thanked the library staff for saving his life!’

The library service have set up a system to train staff in-house using a cascade training approach (based on the BOB MECC model) and have been establishing branch MECC Champions. Colleagues leading on MECC co-ordination have adapted the training delivery to create a modular course on their shared drive that can be accessed by staff and then they plan for the MECC Champions to support with practising conversation skills.

More recently, information and advice around cost of living and food poverty has been incorporated into MECC training and delivery within the library service. The food poverty training was developed and shared by Good Food Oxfordshire.

MECC has been a catalyst for other health and wellbeing activities such as blood pressure checks, seated exercise sessions in one of the libraries and displays on lifestyle topics. The reservation fee to bring an item from another branch (£1.30 per item) has also now been lifted for ‘Reading Well’ collection books or books recommended following a MECC conversation to help support signposting.

The library service would like to further expand the role of MECC Champions to be involved for example in setting up health and wellbeing related displays, activities and events and to enable the champions to take more ownership of MECC within their branches. A regular meeting has been set-up between libraries and public health to take this work forwards.

Here for Health, Oxfordshire University Hospital NHS Foundation Trust

Here for Health offers a free health and wellbeing support service focusing on lifestyle behaviours for patients, staff, and visitors. The service offers telephone/video call support as well as drop-ins. Patients can be referred by a healthcare professional/department during an inpatient stay or by attending an outpatient appointment. Patients/staff and visitors can also self-refer. The service also delivers health promotion stands with both internal and external partners.

Raising awareness and taking advantage of the opportunity to have brief conversations about health and wellbeing.

Here for Health has 11 members of staff; 1 is a MECC super trainer (meaning they are qualified to deliver MECC train-the-trainer courses) and 1 is a MECC trainer (meaning they are qualified to deliver MECC training to staff). All other staff are MECC trained. MECC is part of their induction training when they join the team.

Here for Health deliver MECC/Here for Health teaching sessions for hospital staff teams which vary from 30 minutes to 2 hours. These include an introduction to Here for Health, what the service does and how to refer into it as well as an introduction to MECC, other behaviour changes conversation tools and how people can use these in their roles. As examples, they've given training sessions to pre-op, paediatrics, the Emergency Department and hepatology consultants. Interest in the teaching sessions varies with interest typically lowest during the winter months due to system pressures. Here for Health would like to expand a tailored training offer to other teams but capacity and time is an issue. Staff turnover in paediatrics has also caused difficulties with staff becoming MECC trainers and then leaving the organisation.

The Trust has MECC-based training around smoking and alcohol as e-learning which utilises the 3As. The 3As stands for "Ask Assess Act". First, ask the person open discovery questions to explore whether they want to change. Then assess whether they have the capability, motivation, and opportunity to change. Finally, act by summarising what the person has said, support them in making goals and promote support services. The Trust also promote Thames Valley online MECC training for teams which don't have time for face-to-face training.

Oxfordshire Fire and Rescue service

Oxfordshire Fire and Rescue Service have worked closely with Public Health to embed MECC within Safe and Well visits that are carried out by staff. The key members of staff that deliver this prevention service to the most vulnerable (called Safe & Well Advisors), have all received face-to-face MECC training (though a refresher is probably due). During the safe & well visits, MECC-styled conversations are had around key health topics including smoking and alcohol. These conversations are recorded in writing on a tablet and fed back to the Fire and Rescue Service.

Good Food Oxfordshire

Good Food Oxfordshire is a network of over 150 organisations who are motivated to promote a healthy, fair, ethical, and environmentally sustainable food system in Oxfordshire. Part of their work also involves tackling food poverty.

Good Food Oxfordshire have created 3 online training modules on food poverty, Healthy Start and Play:Full each incorporating the principles of MECC. All their staff (5) have completed the food poverty training and they are actively promoting the training to other organisations. The Oxfordshire Library Service is in the process of

getting their staff to complete the food poverty module developed by Good Food Oxfordshire.

Achieve Oxfordshire

Achieve Oxfordshire is delivered by Thrive Tribe and funded by Oxfordshire County Council. They have partnered with weight loss providers to offer a range of free programmes to help residents lose weight.

All staff at Achieve Oxfordshire have completed the standard 2-hour MECC training as part of their induction alongside training in Motivational Interviewing and Behaviour Change levels 1 & 2.

There are 4 Adult and Children's Weight Practitioners trained as MECC trainers (via National Centre for Behaviour Change) and regularly deliver online MECC inspired healthy weight training to frontline health professionals (via Healthy Hearts Grants) such as Style Acre and Emmaus. The training focuses on increasing confidence and skills of staff to talk about healthy weight with their service users.

Achieve Oxfordshire would like to increase the number of MECC trainers in their team and be supported with disseminating their MECC healthy weight training, particularly to organisations who might refer to Achieve Oxfordshire as part of their role.

District and City Councils

A few years ago, the district and city councils received some MECC training which resulted in varying levels of implementation of MECC initiatives. There is scope to build on this and rollout MECC wider within the district and city councils depending on resource and capacity. Below is a summary of some of the MECC work that has happened to date in each district/city council.

In 2017/18, Cherwell District Council had one MECC trainer who delivered training to a handful of voluntary and community sector organisations. Although this did not result in high levels of MECC activity, in April 2023, conversations around MECC have been reignited with Cherwell District Council, as part of the current more strategic implementation approach being taken.

The Vale Community Hub (operated through Vale of White Horse District Council) are in the process of rolling out Good Food Oxfordshire's Food Poverty training.

One member of staff in the Active Communities team at Oxford City Council completed the MECC train-the-trainer course a few years ago. Again, more recently conversations around MECC have been reignited with Oxford City Council colleagues.

Some of the district/city staff involved in the You Move and Move Together programmes (in partnership with Active Oxfordshire) have completed MECC training and MECC train-the-trainer. At the time of writing (April 2023), it is understood that the You Move and Move Together Coordinators at Cherwell District Council, South

Oxfordshire District Council and Vale of White Horse District Council have completed MECC training. Discussions are currently underway to rollout MECC wider across all of the You Move and Move Together programmes.

Further work is needed to explore what each of the district and city councils are doing in MECC and how this could be built on taking into account capacity and resources within the district and city councils.

Oxfordshire Public Health Promotion Resource Unit, Oxford Health NHS Foundation Trust

Before the COVID-19 pandemic, the Oxfordshire Public Health Promotion Resource Unit was involved in a MECC pilot rolled out by the Oxfordshire Library Service. The resource unit helped develop MECC training which was tailored and delivered to library staff. Pre-pandemic, users who newly signed up to the resource unit would receive a welcome email which signposted to MECC training.

Staff within the resource unit are MECC trained. One is a MECC trainer.

Going forwards, there may be opportunities to link with the resource unit to help promote MECC (e.g. via their newsletter) and initial discussions indicate the team may have capacity to support with the development and distribution of MECC resources e.g. leaflets, flyers, conversation cards etc.

Others

A wide variety of organisations and services have had staff engage in MECC training and MECC Train-the-Trainer courses over the last few years. These have included:

January 2019 – March 2020	NHS GP Practices – reception, administration and health care professionals Voluntary and Community Sector - Restore, Refugee Resource Pharmacies South Central Ambulance Service DWP Job Centre Community Dental Service Oxford Health Mental Health team Practice nurses
March 2020 – April 2021	Age UK NHS Social Prescribers Adult Social Care – community care Carers Active Communities Oxfordshire County Council Customer Services
April 2021 – March 2022	Community support roles Private and NHS Care Providers
April 2022 – March 2023	Voluntary and Community Sector - Christians Against Poverty, ACRE, Oxfordshire MIND, Donnington Doorstep, Florence Park CC, Sport in Mind, LEAF,

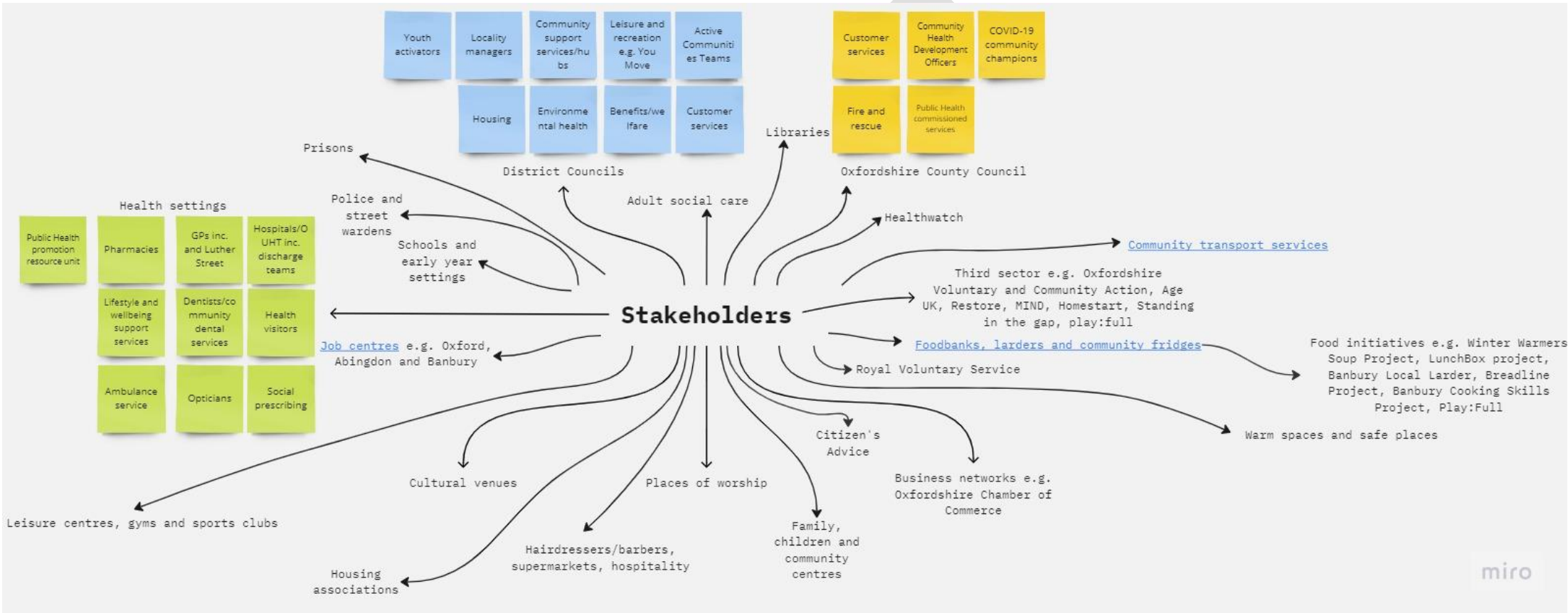
	Asylum Welcome, Oxford Community Arts, AFiUK & Lighthouse, Transition, Turning Point, McIntyre charity, Citizen's Advice Move Together coordinators
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Stakeholder review

Part of this work programme will involve coordinating and joining-up existing MECC activity that's already happening across organisations. The other part will involve engaging and supporting more stakeholders (statutory and non-statutory) to use MECC. For particularly large organisations e.g. hospitals, engagement may only involve specific teams or departments initially.

The mind map below maps out possible stakeholders we may wish to engage with MECC. This list was compiled during a workshop with the Oxfordshire MECC Partnership in March 2023 and was then built-on following subsequent conversations with colleagues within the Oxfordshire County Council and District and City Councils.

Please note this is not an exhaustive list and flexibility will be needed when engaging with stakeholders. When approaching stakeholders, consideration for their time, capacity, workload and organisational priorities will need to be taken.



Target areas/groups

To ensure we are taking a targeted approach to tackling health inequalities, it is important we focus on areas and population groups at greatest risk of poorer health outcomes.

The Oxfordshire Joint Strategic Needs Assessment (2022)⁶ highlights that although Oxfordshire was ranked the 10th least deprived of 151 upper-tier local authorities in England, the county has 1 area ranked within the 10% most deprived nationally (part of Northfield Brook) and a further 16 areas ranked in the 20% most deprived nationally (1 in Abingdon, 3 in Banbury and 6 in Oxford)⁷. Areas which border each other have been grouped by Oxfordshire County Council's Business Intelligence team into 10 distinct most deprived wards in Oxfordshire: Abingdon Caldecott, Banbury Cross & Neithrop, Banbury Grimsbury & Hightown, Banbury Ruscote, Barton & Sandhills, Blackbird Leys, Littlemore, Northfield Brook, Osney & St Thomas and Rose Hill & Iffley.

The Joint Strategic Needs Assessment (2022) and Director of Public Health Annual Report (2019-20)⁸ highlights that people living in more deprived areas of Oxfordshire are more likely to experience poorer outcomes such as poorer education and skills development, higher fuel poverty and greater long-term unemployment. These factors harm health. For example, men living in the more affluent areas of the county are expected to live around 6.4 years longer than those in poorer areas. For women the gap in life expectancy is around 4.7 years. Moreover, the number of years spent living in good health is reduced for people who are living in areas of deprivation. There is a need therefore to improve outcomes and reduce health inequalities specifically in the more deprived areas of Oxfordshire.

This MECC programme will therefore focus on embedding MECC within organisations/services that are located in or serve people living in the 10 most deprived wards in Oxfordshire. It is hoped that organisations supporting people across the life course will be involved in the MECC programme such as early years settings and services aimed at older adults. Where possible, organisations/services that support particularly vulnerable people (e.g. people who are homeless, people who have experienced domestic abuse) will also be approached as we know that these groups are at significant risk of experiencing poorer health outcomes compared to the rest of the population.

⁶ [Joint Strategic Needs Assessment | Oxfordshire Insight](#)

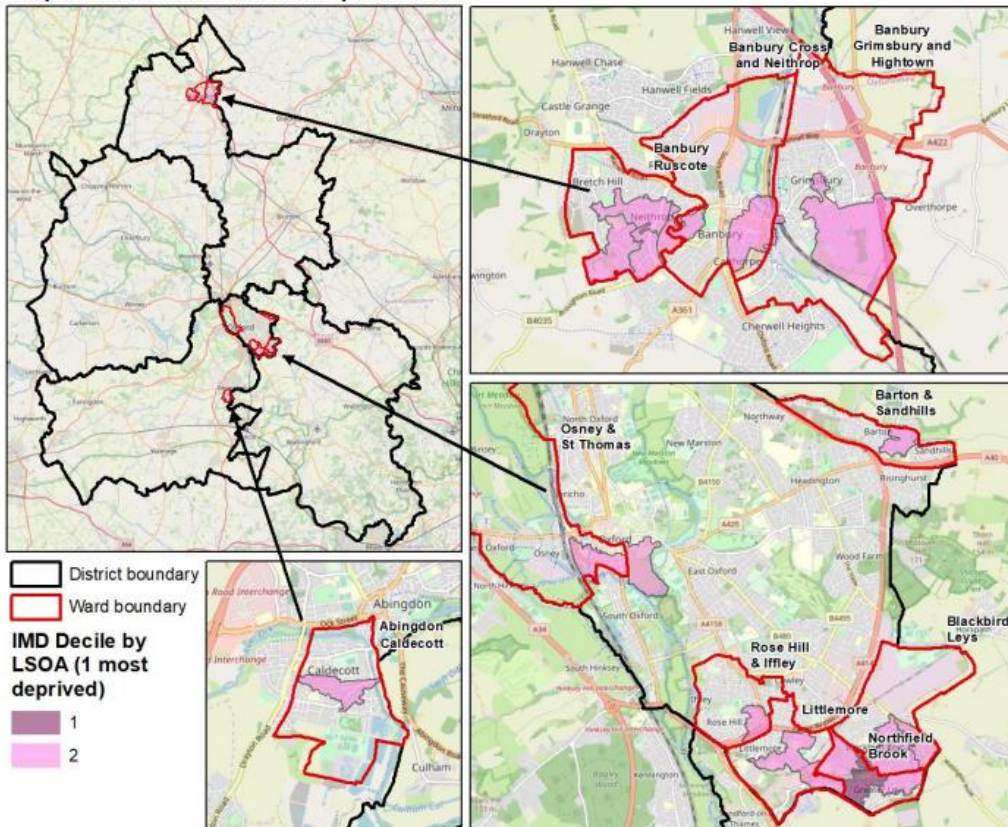
⁷ [202301 Bitesize Oxon 10 most deprived wards.pdf \(oxfordshire.gov.uk\)](#)

⁸ [2019-20 Director of Public Health annual report | Oxfordshire County Council](#)

10 most deprived wards and population characteristics

Area	Population (Census 2021)	Median age (Census 2021)	Non-White British % (Census 2021)
Oxfordshire	725,292	38.8	23.2
Abingdon Caldecott	7,575	39.5	20
Banbury Cross and Neithrop	10,257	37.8	35.7
Banbury Grimsbury and Hightown	10,423	35.2	41
Banbury Ruscote	11,597	35.1	29.3
Barton & Sandhills	7,271	33.6	48.3
Blackbird Leys	6,387	34.3	47.3
Littlemore	6,230	34.9	42.5
Northfield Brook	7,080	34.7	41.8
Osney & St Thomas	6,487	29.2	52.4
Rose Hill & Iffley	7,083	36.7	50.3

Map of Oxfordshire's 10 most deprived wards



The map and table above were taken from the [JSNA Bitesize on Oxfordshire's 10 most deprived wards](#)

In addition to the mind map on page 10, the table below presents specific organisations/services located within the 10 most deprived areas of Oxfordshire who could be engaged in the MECC programme. These stakeholders were identified through Oxfordshire's [community insight profiles](#) and by looking on Google Maps. It should be noted that it is not expected that all these organisations/groups/services will be engaged with, but it is hoped the mapping exercise will help identify potential services/groups/organisations to approach in each of the 10 deprived areas of Oxfordshire. **Items highlighted yellow** are considered key neighbourhood anchor

institutions using intelligence from the community insight profiles. *Areas without a community insight profile do not currently have highlighted anchor institutions.*

<p>Abingdon Caldecott For more information about organisations/services/communities groups visit Abingdon Caldecott Community Profile Annex 1 - Groups, Organisations and Assets.pdf (oxfordshire.gov.uk)</p>	<p>Community spaces and activities</p> <ul style="list-style-type: none"> • Inspiring Minds (hold events at Preston Road Community Centre) • Abingdon Vineyard Church • Preston Road Community Centre (hold walking groups, slimming world etc) • Carousel Family Centre (run 3 free programmes: family centre, family links and SEND) • Abingdon Community Church • Vineyard church (run a toddler group, youth group, money course and foodbank at Preston Road community centre) • Abingdon DAMASCUS Youth Project • Abingdon children’s and family centre • Abingdon County Hall Museum • Trinity Church Centre (not based in Caldecott but SOFEA provide education, employability and wellbeing programmes for vulnerable youngsters based in Abingdon Caldecott. Also have a community larder and café on site)
	<p>Health</p> <ul style="list-style-type: none"> • Abingdon Community Hospital • Abingdon GP surgery • Malthouse GP surgery • Marcham Road Family Health Centre • Stert Street Dental Practice • Ock Street Dental Clinic • Bath Street Dental Practice • Precinct Dental Practice • Healthy Abingdon
	<p>Get active</p> <ul style="list-style-type: none"> • Leisure Centre (White Horse)
	<p>Education & training</p> <ul style="list-style-type: none"> • Thameside Primary School • Caldecott Primary School • Ladybirds pre-school • Abingdon Job Centre
	<p>Shops</p> <ul style="list-style-type: none"> • Tesco • Coop
	<p>Housing</p> <ul style="list-style-type: none"> • Sovereign Housing Association (main social landlord in Caldecott. Also run an extra-care scheme at Nicholson House)
	<p>Community spaces and activities</p>

Banbury Cross & Neithrop and Banbury Ruscote

For more information visit [Community Insight Profiles | Oxfordshire Insight](#)

- **The Hill Community Centre** (run by Banbury Community Church; run lots of groups including a SEN family group and smart tots exercise)
- **Ruscote Community Centre**
- **The Sunshine Centre** (run a community larder, soft play, health visitors etc.)
- The Beacon Drop-In Centre (support for people suffering from homelessness, mental health or substance abuse problems)
- Banbury Community Support Service
- Mill Arts Centre
- Banbury Children and Family Centre
- **Sunrise multicultural project**
- Faithworks Furniture Project (linked to Banbury Community Church)
- Banbury Shed (RVS)
- Lunchbox Project
- The Oxford Parent-Infant project (run sessions at The Hill and The Sunshine Centre)
- MIND
- Restore
- St Joseph The Worker Church
- St John the Evangelist Church
- Fairway Methodist Church
- Marlborough Road Methodist Church
- St Mary's Church
- Southam Road Evangelical Church
- Banbury Community Church
- St Paul's Church
- The People's Church (also run a foodbank)
- St Francis Church
- **Park Road Mosque (and foodbank)**
- Salvation Army

Health

- Banbury Keystone Mental Health and Wellbeing Hub
- Banbury Wellbeing Hub
- Windrush Surgery
- Horsefair Surgery
- Banbury Cross Health Centre at South Bar House and Bridge Street
- The Orchard Health Centre
- Peak pharmacy x2
- Banbury Dental Clinic
- Banbury Dental Practice
- Bloxham Dental
- Damira Bridge Street Dental Practice
- The Cornhill Dental Centre

	<ul style="list-style-type: none"> • 45 The Green Dental Practice • 41 South Bar Dental Practice <p>Get Active</p> <ul style="list-style-type: none"> • Spiceball leisure centre • Woodgreen leisure centre • The Hill Sports and Community Facility <p>Education & training</p> <ul style="list-style-type: none"> • William Morris School • Orchard Fields Primary School • St Mary's C of E Primary School • St Joseph's Roman Catholic Primary School • Queensway Primary School • Hillview Primary School • Frank Wise School • North Oxfordshire Academy • Banbury and Bicester College <p>Shops</p> <ul style="list-style-type: none"> • Aldi • Lidl • Waitrose • Tesco Express • Tesco Extra • Coop • Londis • Castle Quay shopping centre
<p>Banbury Grimsbury and Hightown More information can be found here Community Insight Profiles Oxfordshire Insight</p>	<p>Community spaces and activities</p> <ul style="list-style-type: none"> • Grimsbury Community Centre (run slimming world, toddler sensory play, physical activity classes etc) • East Street Children's Centre and Early Years • Banbury Mosque (run a community fridge) • Grimsbury Methodist Church • St Leonard's Church • Bridge Street Community Garden (run by Banbury Community Action Group) • Al medina 313 • Banbury Young Homeless Project (also run a foodbank) • Dementia Active Banbury <p>Health</p> <ul style="list-style-type: none"> • Knights Banbury Pharmacy • Woodlands Surgery • Hightown Surgery • Horton General Hospital <p>Education & training</p> <ul style="list-style-type: none"> • St Leonard's C of E primary school • Dashwood Banbury Academy • Muddy Feet Forest School <p>Shops</p>

	<ul style="list-style-type: none"> • Tesco Express • Coop • Londis • Morrisons • Lock 29 • Banbury Gateway Shopping Park
<p>Barton and Sandhills For more information about organisations/services/community groups visit Barton Community Profile Insight.pdf (oxfordshire.gov.uk)</p>	<p>Housing</p> <ul style="list-style-type: none"> • Sanctuary Housing <p>Community spaces and activities</p> <ul style="list-style-type: none"> • Barton Neighbourhood Centre with larder, stay and play, Barton Advice Centre, Oxford School of Traditional Martial, Art sessions, yoga, zumba and umbrella club) • Barton library • Barton Community Association (run a larder as well as physical activity clubs) • Barton Children and Family Centre (closed temporarily) • St Mary's Church (run a gardening group, Bereavement Group, coffee group) • Barton Community Church (run a foodbank, dementia group and listening service) • Barton Art in Nature • Eatwells Community Café • Barton community partnership <p>Health</p> <ul style="list-style-type: none"> • Barton GP Surgery/Hedena Health • Barton Pharmacy <p>Get Active</p> <ul style="list-style-type: none"> • Barton Community Pavilion (Barton United Football Club & Man vs Fat) • Barton Leisure Centre <p>Education & training</p> <ul style="list-style-type: none"> • Bayards Hill Primary School • Barton Park Primary School • Endeavour Academy • Oxfordshire County Music Service • Sandhill Pre-School <p>Shops</p> <ul style="list-style-type: none"> • Underhill circus shops
<p>The Leys (Blackbird Leys and Northfield Brook) For more information about organisations/services/community groups visit</p>	<p>Community spaces and activities</p> <ul style="list-style-type: none"> • Blackbird Leys Community Centre (run a larder, fridge and food parcels) • Agnes Smith Advice Centre • The Clockhouse and Barn (run community groups e.g. pilates, arts & crafts, tea & talk) • Jubilee 77 Community Centre • Dovecote House

<p>202209 The Leys Community Profile Version 1.pdf (oxfordshire.gov.uk) (page 14-16)</p>	<ul style="list-style-type: none"> • Blackbird Leys Children and Family Centre <p>Health</p> <ul style="list-style-type: none"> • The Leys Pharmacy • Jenners Delivery Pharmacy <p>Get active</p> <ul style="list-style-type: none"> • Leys Pool and Leisure Centre • Ready Set Go & Active Reach projects run by Oxford Hub • Blackbird Leys Recreation Ground <p>Education and training</p> <ul style="list-style-type: none"> • Windale Primary School • Pegasus Primary School • Orchard Meadow Primary School • City of Oxford College
<p>Littlemore</p>	<p>Community spaces and activities</p> <ul style="list-style-type: none"> • Littlemore library • The Peeple Centre • International Centre of Newman Friends • The Church of Blessed Dominic Barberi • Littlemore Community Centre • Littlemore Restore café and shop • Littlemore Village Hall • St Mary and St Nicholas Church <p>Health</p> <ul style="list-style-type: none"> • Lloyds Pharmacy • Littlemore mental health centre <p>Get Active</p> <ul style="list-style-type: none"> • Kassam stadium and Oxford United FC • Littlemore RFC • UKCF Academy • Jive+ • Flair Dance Studio <p>Education & training</p> <ul style="list-style-type: none"> • The Oxford Academy • Busy Bees Nursery • Emmanuel Christian School • John Henry Newman Academy • The Old Station Nursery <p>Shops</p> <ul style="list-style-type: none"> • Sainsbury's • Vue cinema
<p>Osney and St Thomas</p>	<p>Community spaces and activities</p> <ul style="list-style-type: none"> • West Oxford Community Centre • St Frideswides church • Restoration Church

	<ul style="list-style-type: none"> • St Barnabas Church • Oxford Castle & Prison <p>Health</p> <ul style="list-style-type: none"> • Woodland's pharmacy <p>Get Active</p> <ul style="list-style-type: none"> • West Oxford Bowls Club • Oxford Golf Centre • Medley Sailing Club • Oxford University Canoe and Kayak Club <p>Education and training</p> <ul style="list-style-type: none"> • West Oxford Community Primary School • St Thomas' Day Nursery • Oxford Job Centre • City of Oxford College <p>Shops</p> <ul style="list-style-type: none"> • Waitrose • Aldi • Sainsbury's Local
<p>Rose Hill and Iffley For more information about organisations/services/communities visit RoseHill Community Profile Insight.pdf (oxfordshire.gov.uk)</p>	<p>Community spaces and activities</p> <ul style="list-style-type: none"> • Rose Hill Community Centre and Gym (run a larder, junior youth club, social club, advice centre, swap library, older adult social group, exercise classes and martial art classes. Building also houses an NHS Community Early Pregnancy Assessment Unit) • St Mary the Virgin Church • Florence Park Community Centre • Rosehill Children and Family Centre • Rose Hill and Iffley Low Carbon (host a repair café) • Rose Hill community network • Rose Buds Stay & Play (Homestart) • Syrian Sisters • Oxfordshire Asian Women's Voice • Rosehill Musalia (Mosque) <p>Health</p> <ul style="list-style-type: none"> • The Leys Pharmacy • Iffley Turn Practice <p>Get active</p> <ul style="list-style-type: none"> • Rose Hill gym • Rose Hill Junior Football Club

	Education and training <ul style="list-style-type: none">• Rose Hill Primary School• Little Pioneers nursery and pre-school• Youth Ambition (career advice for young adults at Rose Hill Community Centre)• Iffley Academy
	Shops <ul style="list-style-type: none">• Coop
	Housing <ul style="list-style-type: none">• Alice & Margaret House sheltered housing

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MECC Implementation Project Plan 2023-2025

Below is an action plan for the MECC work programme. Progress on the action plan will be reported to the Oxfordshire Health Improvement Partnership Board. The action plan will be updated every 6 months in the two-year project timeline with the first update due in October 2023.

Actions	Tasks	Timescales	Partners/stakeholders	Resources	Progress update
Budget To have a budget plan in place for 2023-25					
1. Confirm funding arrangements including a draft plan outlining where, how and when the budget will be spent	1. Capture feedback from Oxfordshire MECC Partnership on how MECC budget could be spent. 2. Create draft plan outlining what the budget will be spent on, when and how and obtain sign-off from the Oxfordshire MECC Partnership and any other relevant partners 3. Link with wider SE MECC network and BOB ICB where relevant	July 2023	Oxfordshire MECC Partnership SE MECC group	Stakeholder time Budget	

2. Consider project funding awards to organisations to support with MECC rollout	<ol style="list-style-type: none"> 1. Seek advice from Legal & Procurement at OCC 2. Get views from the Oxfordshire MECC Partnership 3. Develop an expression of interest form 	September 2023	Oxfordshire MECC Partnership Legal OCC Procurement OCC	Budget Expression of interest form	
Target groups To utilise the MECC programme to help reduce health inequalities					
1. Identify populations groups and/or geographical areas we wish to target with the MECC programme	<ol style="list-style-type: none"> 1. Consult key public health documents such as the JSNA to help identify target groups 2. Obtain feedback from Oxfordshire MECC Partnership on which groups we wish to target 	May 2023	Oxfordshire MECC Partnership	JSNA, Annual Director of Public Health report and any other documents to inform identification target groups Stakeholder time	In progress
2. Identify organisations/services who are interested and would like to implement or find out more about MECC	<ol style="list-style-type: none"> 1. Obtain feedback from Oxfordshire MECC Partnership and Public Health on how to identify 	May 2023	Oxfordshire MECC Partnership Public Health colleagues	Stakeholder time	

	<p>organisations interested in MECC</p> <p>2. Attend health and wellbeing community partnerships and engage with Community Health Development Officers and Community Champions to obtain insights</p>		<p>Health and wellbeing community based partnerships</p> <p>Community Health Development Officers</p> <p>Community Champions</p>		
<p>Training</p> <p>To ensure there is a sustainable and efficient MECC training programme across Oxfordshire</p>					
<p>1. Refresh the knowledge hub</p>	<p>1. Ensure the knowledge hub is up to date</p> <p>2. Ensure resources are available for in-person and online MECC training sessions</p>	<p>September 2023</p>	<p>BOB ICB MECC trainers</p>	<p>Training record systems</p> <p>Stakeholder time</p>	
<p>2. Development of signposting pathways including non-digital forms of signposting</p>	<p>1. Find out which current methods trainers are using to signpost to services</p> <p>2. Obtain feedback from Oxfordshire MECC Partnership, BOB ICB and MECC trainers on Livewell Oxfordshire, MECC</p>	<p>September 2023</p>	<p>BOB ICB MECC trainers</p> <p>Oxfordshire MECC Partnership</p> <p>HEE</p>	<p>Stakeholder time</p> <p>Budget for printing</p> <p>Materials for signposting e.g. Livewell Oxfordshire, MECC Link and the MECC App</p>	

	<p>Link the MECC App and explore other signposting options if required</p> <p>3. Ensure signposting pathways are available non-digitally as well as digitally</p> <p>4. Ensure signposting is embedded within training</p>			<p>Method of distributing resources to trainers</p> <p>Method of storing resources for trainers e.g. online</p>	
<p>3. Work with BOB ICB and key partners to continually update MECC training and train-the-trainer courses with topical information</p>	<p>1. Review weblinks and other information sources for areas of interest e.g. cost of living</p> <p>2. Amend training to include relevant information</p> <p>3. Cascade to individuals trained in MECC/MECC Trainers</p>	Ongoing	<p>BOB ICB</p> <p>MECC trainers</p> <p>Wider partners</p>	<p>Stakeholder time</p> <p>Information sources</p>	
<p>4. Create a MECC intranet page for OCC staff, a MECC page on OCC website and info about MECC on Livewell.</p>	<p>1. Link with comms and relevant leads</p>	December 2023	<p>OCC Comms</p> <p>BOB ICB</p> <p>Livewell website developers</p>	<p>Time</p> <p>Access to OCC intranet, OCC website and Livewell</p>	

MECC in libraries

To support the strategic scale-up of MECC in Oxfordshire's Library Service

<p>1. Adapt and expand MECC training offer in libraries to encompass topical health issues for the time and population group</p>	<p>1. Obtain feedback from library staff on common issues service users raise with staff 2. Work with partners (e.g. Good Food Oxfordshire) to adapt training 3. Development of a MECC calendar</p>	<p>Ongoing</p>	<p>BOB ICB Library staff Library MECC champion network Wider partners who can support with training content e.g. Public Health</p>	<p>Stakeholder time Staff capacity to adapt and deliver training Information sources</p>	
<p>2. Embed discussions about MECC into library staff team meetings and 1:1s</p>	<p>1. Support general library managers to include MECC into relevant team meetings and 1:1s/personal development plans</p>	<p>September 2024</p>	<p>Library staff Library MECC champion network</p>	<p>Stakeholder time Team agendas 1:1 templates and personal development plans</p>	
<p>3. Improve health service provision and awareness in libraries</p>	<p>1. Work with library teams to identify most common issues service users face e.g. mental health and discuss ways to increase provision/raise awareness 2. Scope which health services may be</p>	<p>March 2024- March 2025</p>	<p>Health service providers Library management team Library MECC champion network Public Health Library service users BOB ICB</p>	<p>Library space Materials (and associated budget) to support service provision Stakeholder time Flyers/leaflets/displays to promote health</p>	

	<p>interested in increasing provision/awareness in libraries and discuss any associated barriers/costs</p> <p>3. Consider how we can embed health services alongside pre-existing library events/initiatives using learning from Public Health colleagues</p> <p>4. Utilise health and wellbeing posters and other resources within library spaces to raise awareness of health and associated local services</p>		Public Health Promotion Resource Unit	services and provide lifestyle advice – link with Public Health Promotion Resource Unit	
4. Join up with local social prescribing link workers	<p>1. Connect with social prescribing link workers and scope capacity and priorities</p> <p>2. Consider how social prescribing link workers could have a greater presence within library services</p>	March 2025	<p>Social prescribing link workers</p> <p>Library management team</p> <p>Library MECC champion network</p> <p>PCNs</p>	<p>Stakeholder time</p> <p>Library space</p> <p>Budget</p>	

5. Comms to demonstrate the impact of MECC conversations in libraries	1. Work with library teams, comms and public health to write comms	May 2023	Comms team Library management team Public Health	Stakeholder time IT	
6. Agree evaluation plan to capture success and impact of MECC in libraries	1. Identify outcomes and metrics 2. Libraries to provide quarterly report to Public Health on health and wellbeing activity across libraries	December 2023	Library management team Data intelligence team at OCC	Stakeholder time Data collection forms/surveys Digital data monitoring systems	
MECC in pharmacies, optometry and dentistry (POD) To support the roll out of MECC in Oxfordshire's pharmacies					
1. Increase number of POD staff who are trained in MECC	1. Attend pharmacy engagement event in September 2023 to talk about MECC and gauge interest. 2. Consider different training formats e.g. bitesize video, F2F session 3. Promote MECC training dates/times in POD newsletters 4. Agree level of training i.e. mandatory vs voluntary CPD 5. Identify staff who are interested in the train	March 2025	Local pharmaceutical committee (covers BOB) POD staff BOB ICB	Stakeholder time Materials (and associated budget) to support promotion Space to run a face-to-face MECC training event (if required) Video software to develop bitesize MECC training (if required) MECC App	

	<p>the trainer course (e.g. pharmacy managers or healthy living pharmacists)</p> <p>6. Link with MECC leads across BOB to create a joined-up offer for PODs</p>			Staff capacity to adapt and deliver training	
2. Support staff to implement MECC in their day-to-day work	<p>1. Develop MECC resource packs to be delivered to PODs and/or consider digital forms of support e.g. MECC App</p> <p>2. Consider embedding MECC into meeting agendas, 1:1s, personal development plans, referral pathways and registration forms</p>	March 2025	Local pharmaceutical committee (covers BOB) POD staff BOB ICB HEE	<p>Stakeholder time</p> <p>Budget to support with development of resource packs and distribution</p> <p>MECC App</p> <p>Team agendas, 1:1 templates, personal development plans, referral pathways and registration forms</p>	
<p>MECC in the Oxford University Hospital NHS Foundation Trust (OUH)</p> <p>To support the strategic scale-up of MECC in the Oxford University Hospital Trust</p>					
1. Strategic scale up of MECC at OUH	<p>1. Link MECC to organisational goals and priorities</p> <p>2. Consider how funding could support greater roll out of MECC</p>	June 2024	Here for Health OUH BOB ICB	<p>Stakeholder time</p> <p>Senior Leadership team.</p> <p>BOB ICB to assist with MECC training</p>	

	<p>training to hospital staff</p> <ol style="list-style-type: none"> 3. Consider development of a OUH MECC champion network 4. Engage with Health Inequalities steering group at OUFHT 				
<p>2. Scale up the number of staff trained in MECC across the trust</p>	<ol style="list-style-type: none"> 1. Liaison between Public Health, Here for Health and BOB ICB to explore ways to scale up MECC training delivered across OUH 2. Identify key departments who may be interested in delivering MECC and reach out to them to promote 3. Raise awareness of MECC and training when working with internal/external partners 5. Support the development of bitesize MECC training including developing resources 	<p>March 2025</p>	<p>Here for Health BOB ICB OUH</p>	<p>Stakeholder time</p> <p>Materials (and associated budget) to support with promotion</p> <p>Space to hold training (if required)</p> <p>Staff capacity to adapt and deliver training</p>	

	to help teach staff about MECC e.g. flyers for staff rooms.				
3. Support evaluation plan to capture success and impact of MECC	<ol style="list-style-type: none"> 1. Establish what MECC means for OUH at strategic oversight level 2. Identify outcomes and metrics (processes rather than outcomes) to support OCC evaluation 3. Consider how reporting on MECC activity can be incorporated into existing reports and support OCC evaluation 4. Share the OCC evaluation report with key stakeholders at OUH 	March 2025	<p>Here for Health OUH Data intelligence team at OCC BOB ICB</p>	<p>Stakeholder time</p> <p>Data collection forms/surveys</p> <p>Digital data monitoring systems</p>	
<p>MECC within Public Health services</p> <p>To support the roll out of MECC within Public Health's commissioned services</p>					

<p>1. Implementation of MECC training in commissioned Public Health services</p>	<ol style="list-style-type: none"> 1. Identify all commissioned Public Health services 2. Meet with key contacts in Public Health team who hold each contract/ add MECC to team meeting agenda 3. Identify which services have capacity and are interested in using MECC 4. Identify whether MECC could be incorporated into existing training for staff 5. Identify number of staff to train and any who wish to do train the trainer to cascade training 6. Consider whether MECC could be put into contracts/tenders/service specs/referral pathways/registration forms 	<p>March 2025</p>	<p>Public Health commissioned services and associated training providers Public Health BOB ICB</p>	<p>Stakeholder time</p> <p>Space to hold training (if required)</p> <p>Staff capacity and space to adapt and deliver training</p> <p>Budget to support with MECC materials</p> <p>Contracts/tenders/service specs/referral pathways/registration forms</p>	
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	<p>7. Explore whether training should be mandatory or voluntary CPD</p> <p>8. Consider resources/materials required to support staff using MECC e.g. flyers</p>				
<p>MECC in other organisations/teams</p> <p>To support the roll out of MECC across OCC and wider organisations including the district and city councils</p>					
<p>1. Identify organisations/teams/services to implement MECC, including OCC services/teams</p>	<p>1. Consider what criteria will be used to determine which teams/groups/departments are identified to be trained and engaged in MECC delivery</p> <p>2. Consider how teams/groups/departments will be recruited</p> <p>3. Meet with potential teams/departments to gauge interest and understand departmental challenges and opportunities to embed MECC</p>	<p>Ongoing</p>	<p>Oxfordshire MECC Partnership BOB ICB Wider statutory and non-statutory organisations OCC</p>	<p>Stakeholder time</p>	

	4. Promote MECC by linking it to organisational goals and priorities and highlighting benefits for patients/clients and staff.				
2. Embed MECC within organisational culture	<ol style="list-style-type: none"> 1. Consider whether MECC can be built into existing projects or initiatives within the organisation e.g. referral pathways and registration forms 2. Consider feasibility of adding MECC into job descriptions, inductions, team meetings, 1:1s/personal development plans, staff intranets/portals e.g. adding MECC webpage to OCC intranet 3. Consider resources/materials required to support staff using MECC e.g. flyers 	Ongoing	Wider statutory and non-statutory organisations OCC	<p>Stakeholder time</p> <p>Job descriptions, team meeting agendas, 1:1 templates, personal development plans</p> <p>Budget to support rollout of MECC e.g. grants</p>	

<p>3. Expand MECC training to staff working in other statutory and non-statutory organisations including district councils</p>	<ol style="list-style-type: none"> 1. Promote MECC training and train-the-trainer courses 2. Estimate the number of people in teams/services interested in train-the-trainer courses 3. Agree whether all staff will be trained or if voluntary CPD – could be a phased approach. Agree level of training. 	<p>Ongoing</p>	<p>Oxfordshire MECC Partnership BOB ICB Wider statutory and non-statutory organisations District councils OCC</p>	<p>Stakeholder time</p> <p>Materials to support promotion and engagement</p> <p>Staff capacity and space for training (and associated budget)</p>	
<p>4. Bring health services into other organisations/services (i.e. outreach/pop-ups)</p>	<ol style="list-style-type: none"> 1. Work with organisation to identify most common issues service users face e.g. mental health and discuss ways to increase provision/raise awareness 2. Scope which health services may be interested in increasing provision/awareness (and have capacity) and discuss any associated barriers/costs 	<p>March 2024- March 2025</p>	<p>Health service providers Public Health Service users BOB ICB Public Health Promotion Resource Unit</p>	<p>Space</p> <p>Materials (and associated budget) to support service provision</p> <p>Stakeholder time</p> <p>Flyers/leaflets/displays to promote health services and provide lifestyle advice – link with Public Health Promotion Resource Unit</p>	

	<ol style="list-style-type: none"> 3. Consider how we can embed health services alongside pre-existing events/initiatives using learning from Public Health colleagues 4. Utilise health and wellbeing posters and other resources within spaces to raise awareness of health and associated local services 				
<ol style="list-style-type: none"> 5. Consider how MECC training could be offered to higher education and further education students as part of their studies 	<ol style="list-style-type: none"> 1. Link in with Lead for BOB ICB Personalised Care Team to explore broader personalised care training offer to students 2. Link with colleagues in OCC who supervise students on placements and discuss whether MECC training could be included in their induction 	<p>March 2025</p>	<p>Higher education and further education students BOB ICB OCC (student placements)</p>	<p>Staff capacity and space for training</p>	

Evaluation

To measure the impact of MECC across Oxfordshire

Useful resource: <https://www.gov.uk/government/publications/making-every-contact-count-mecc-practical-resources/mecc-evaluation-guide-2020>

<p>1. Put evaluation plan in place for the start of the roll out and for organisations/teams already using MECC. Ensure recommendations for future delivery are included.</p>	<ol style="list-style-type: none"> 1. Explore how other national/regional/local MECC programmes have been evaluated 2. Consider how a wider evaluation across the SE/BOB footprint can be achieved 3. Agree timescales and metrics 4. Consider integrating monitoring forms into existing systems 5. Share proposed outcomes and metrics with wider organisations and stakeholder groups 6. Identify person/team responsible within organisations for collecting, analysing and reporting data 7. Consider how reporting on MECC activity can be incorporated into existing data reports 	<p>December 2023</p>	<p>Data intelligence team at OCC BOB ICB Oxfordshire MECC partnership SE MECC group BOB oversight group Organisation/service/team involved in delivering the MECC programme being evaluated People receiving MECC i.e. clients/service users</p>	<p>Stakeholder time to inform development of evaluation</p> <p>Staff time to collate feedback and write up evaluation</p> <p>Evaluation forms</p> <p>Participant time to complete forms</p>	
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	8. Share evaluation reports with key stakeholders				
Long-term sustainability To ensure the MECC work programme is sustainable long-term					
1. Work with individual organisations to develop their own MECC implementation plans	1. Liaison with stakeholders	March 2025	Organisations/services interested in MECC	Stakeholder time	
2. Add MECC to corporate and team induction process/training requirements, meeting agendas, job descriptions, person specifications and/or as part of organisational codes of practice	1. Liaison with stakeholders	March 2025	Organisations/services using MECC OCC	Stakeholder time	
3. Develop a recognition/accreditation scheme for organisations/services that use MECC	1. Obtain feedback from key stakeholders 2. Estimate costs 3. Consider how accreditation would be awarded, monitored and refreshed	March 2025	Organisations/services using MECC Oxfordshire MECC Partnership BOB ICB SE MECC group	Materials to support with accreditation (if required) e.g. certificate, badges Budget	

<p>4. Consider development of an online MECC newsletter</p>	<ol style="list-style-type: none"> 1. Obtain feedback from relevant stakeholders 2. Scope ideas for newsletter content 3. Consider who would be responsible for writing and disseminating the newsletter 4. Consider newsletter audience 	<p>March 2024</p>	<p>BOB ICB MECC Trainers Organisations/services using MECC</p>	<p>Web platform to host newsletter</p> <p>Time</p> <p>Budget</p>	
<p>5. Consider MECC resources that can be made available in organisational surroundings (conversation cards, banners posters, flyers, prompt cards) and on staff intranets</p>	<ol style="list-style-type: none"> 1. Obtain feedback from stakeholders 2. Review possible resources and information sources 3. Consider process of printing and dissemination 	<p>March 2025</p>	<p>BOB ICB Organisations/services implementing MECC</p>	<p>Budget</p> <p>MECC resources</p>	
<p>6. Update and refresh the MECC promotional video</p>	<ol style="list-style-type: none"> 1. Identify comms colleagues who can support with video production as well as colleagues who wish to feature in the video 2. Develop a storyboard and film 3. Share video with organisations across Oxfordshire to promote MECC 	<p>March 2024</p>	<p>BOB ICB OCC Organisations/services implementing MECC</p>	<p>Budget</p> <p>Filming equipment</p> <p>Channels to share and promote video</p>	

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