

## **Making Every Contact Count (MECC) Update Health Improvement Partnership Board - 13<sup>th</sup> September 2018**

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### **Purpose of Report**

1. To request that the board notes:
  - (a) the opportunities of Making Every Contact Count (MECC) to improve population health
  - (b) the progress made so far in Oxfordshire.
  
2. To request that the board:
  - (a) supports and encourages organisations in Oxfordshire to embed the principles of MECC into their work as part of their wider prevention programme
  - (b) encourages representation and participation in the Systems Delivery Group by other appropriate organisations from across the County.

### **Introduction:**

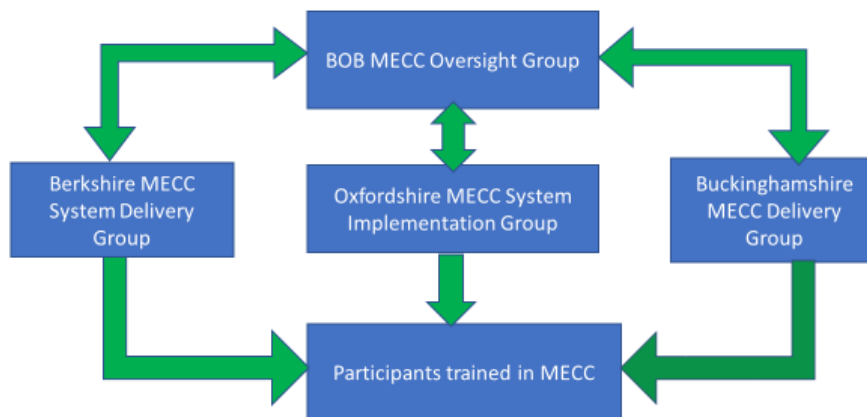
Making Every Contact Count (MECC) is an evidence based approach to health improvement which involves training people to give them the confidence to raise issues about health with others and follow up with very brief advice and signposting for support. MECC involves responding appropriately to cues from others to encourage them to think about behaviour change and steps that they could take to improve their health and wellbeing.

MECC works through opportunistic conversations in everyday life – this could be at work, at school pick up time, in a shop. Anywhere, where there is contact between individuals, not just in health-related settings. The wider the range of settings where people are trained in the principles of MECC means the greater the number of people who can potentially be reached with these conversations.

Training in MECC can take various forms including face to face and on-line training. The training typically covers five lifestyle behaviours: healthy eating and maintaining a healthy weight; physical activity; smoking; alcohol and mental wellbeing. People who receive MECC training are not expected to be health experts but will understand the basis of MECC and gain confidence to use the skills gained.

MECC contributes to the prevention agenda in population health management and there is a MECC Co-ordinator that supports and guides the roll out of MECC across the Berkshire, Oxfordshire and Buckinghamshire (BOB) Sustainability and Transformation Partnership (STP) footprint.

Consistency of the MECC message is key and there is a structure in place to help facilitate this as below.



As MECC is a key objective of the BOB STP prevention work, a BOB wide MECC launch event took place in March 2018, led by the STP MECC Co-ordinator.

A discussions took place around what does great MECC look like, to achieve a shared consensus and there was a planning session covering themes of: workforce development, identifying teachable moments (and opportunities for MECC/lifestyle changes), mapping of activity and discussions around links to social prescribing. There was also a discussion around the scope of influence for MECC e.g. NHS contracts, levers, opportunities to explore and strategies and opportunities for each area to take forward.

For Oxfordshire, the initial quick wins identified in the session were around NHS contract monitoring (where standard NHS contracts have a requirement for a MECC action plan to be put in place by the provider) and addressing health inequalities through MECC.

### **MECC in Oxfordshire**

The first Oxfordshire MECC System Implementation Group meeting took place in March 2018 with the group scheduled to meet monthly as a task and finish group since then. Progress and subsequent frequency of meetings will be reviewed in December 2018.

As taken from the draft Terms of Reference, the purpose of the Oxfordshire MECC System Implementation Group will be 'to facilitate inter-organisational collaboration by bringing together broad representation from statutory, voluntary and charity sector stakeholders in Oxfordshire. The group will seek to maximise development and delivery of strategic and implementation plans by working collaboratively. This group will connect with other delivery and implementation groups. The group will share ideas and learning to encourage MECC being rolled out at scale and pace.'

The main functions of the group are expected to involve:

- Scoping each represented organisation's needs, assets and position for implementing MECC and tracking MECC activity within the organisations represented.
- Producing a shared logic model/action plan with clear objectives and timescales.
- Sharing experiences of activities and resources
- Working collaboratively to be able to take advantage of future scalable options for implementation and encourage others
- Contributing to the development of metrics to support further learning and evaluation of MECC

It is expected that the core membership of the group will comprise of representation from the organisations below, with other key stakeholders invited as the group develops.

- MECC programme lead (BOB STP)
- Oxfordshire County Council, Public Health
- Oxfordshire Clinical Commissioning Group
- Oxfordshire Fire & Rescue
- Oxford Health NHS Foundation Trust
- Oxford University Hospitals NHS Foundation Trust
- Oxfordshire Mind
- Oxfordshire Healthy New Towns
- Oxfordshire District Local Authorities
- Local Pharmaceutical Committee Thames Valley
- South Central Ambulance Service
- Academic Health Science Network
- Age UK Oxfordshire

As taken from the draft Terms of Reference for the group, 'group representatives will cascade information and updates within their own organisations and with other relevant Health related Boards, Partnerships and Committees as appropriate, including the BOB STP Prevention work stream.'

### **Progress to date:**

There are several MECC training initiatives being rolled out in Oxfordshire already. But there is an opportunity to spread this even further with the HIB's support, to develop a joined up and consistent approach. The ultimate aim is to work towards MECC becoming business as usual within organisations and communities in Oxfordshire. The list below highlights some of the progress already made with this:

- Public Health and the Library Service have been working together to pilot a project in several Oxfordshire Libraries to train library staff in the principles of

MECC. With funding from Health Education England Thames Valley this has included e-learning and face to face workshops.

- Work in Regeneration areas of Oxford City through the Health and Wellbeing Partnerships, where very local work is taken forward. The partnerships focus on targeted locality areas through a Community Asset Based Approach and involve local stakeholders including statutory and voluntary sector representatives working together to address issues of health inequality. A half day workshop was held in Barton in March 2018 linked to the Barton Healthy New Town Programme and an introductory/awareness session was held in Wood Farm in April 2018. A further training session for all locality areas and partners/stakeholders took place in July 2018.
- Following a MECC training session that raised awareness for the strategic team, Oxfordshire Fire and Rescue Service have been working closely with Public Health to embed MECC within Safe and Well visits that are carried out by staff across the service. The key members of staff within the Home and Community Safety team that deliver this prevention service to the most vulnerable, have now all received face to face MECC training. The continued close partnership working has resulted in the co-design of guidance and paperwork which has MECC embedded throughout. This digital, tablet based guidance will be used for the effective delivery of visits to provide signposting, support and simple interventions for residents to improve safety and wellbeing in the home.
- NHS Contracts are being reviewed by the Oxfordshire Clinical Commissioning Group for providers to complete a MECC Action Plan as per the standard conditions.
- MECC links with the sign posting principles of some of the social prescribing projects being developed in Oxfordshire, where people are sign posted to evidence based sources of information and resources. Participants being trained in MECC are encouraged to particularly sign post to the Live Well Oxfordshire website <https://livewell.oxfordshire.gov.uk/> which links to sources of health information as well as a directory of services and activities in Oxfordshire. Other Local Authorities are being encouraged to add to this database also.
- Bicester Healthy New Town have a programme of training for public facing business people and others working in the community as part of the Community Activation workstream in the Bicester HNT Delivery Plan.
- Oxford City Council Sport and Physical Activity Team coordinated a MECC Taster Session as part of a Partner Focus Group in April 2018 and as a result have a half-day training session for Sport & Physical Activity partners planned for 26th September 2018.
- Oxford Health NHS Foundation Trust have rolled out training to their Wellbeing Champions this summer and have made MECC training available on their Learning and Development portal for staff on request.

### **Next Steps for MECC in Oxfordshire**

- Agreeing the Terms of Reference for the Systems Implementation Group and finalising the Action Plan and Logic Model to guide future work.
- A MECC session for Banbury planned for October 2018 as part of the Brighter Futures in Banbury Regeneration Partnership work. There will be an hour long information session followed by a 3 hour long training session targeting locality stakeholders.
- A training session for Refugee Resource front line staff which has been planned for October 2018.
- Scoping for a pilot programme to roll out MECC training within the South Central Ambulance Service and also within Oxfordshire Pharmacies.
- Active Oxfordshire are scoping a MECC workshop session to be included in their Active Oxfordshire Schools Conference in November 2018.
- South Oxfordshire District Council and the Vale of White Horse District Council are scoping MECC training for their physical activity instructors and leisure facility staff.
- Training for Thames Valley Police Banbury Neighbourhood Officers is being scoped.
- Continuing to encourage other partners to embed the principles of MECC within their organisations.

### **Recommendations:**

1. That the Health Improvement Partnership Board:
  - (a) supports and encourages organisations in Oxfordshire to embed the principles of MECC into their work as part of their wider prevention programme
  - (b) encourages representation and participation in the Systems Delivery Group by other appropriate organisations from across the County.

### **Sources of further information:**

<https://www.gov.uk/government/publications/making-every-contact-count-mecc-practical-resources>

<https://www.e-lfh.org.uk/programmes/making-every-contact-count/>