



Oxfordshire Health Improvement Partnership Board

Making Every Contact Count (MECC)

Kate Austin
Health Improvement Principal
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Making Every Contact Count (MECC)

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.

<http://makeeverycontactcount.co.uk/>



Background

[Health and Wellbeing Board Paper](#) - 16th December 2021

Health and Wellbeing Board Workshop – 8th March 2022

[Health and Wellbeing Board Paper](#) - 7th July 2022

- Opportunities identified for MECC to contribute to the delivery of the Joint Health and Wellbeing Board Strategy.
- Application of MECC to any stage of the life course to help improve health outcomes.
- Potential to scale up activity
- £200,000 funding from Oxfordshire Clinical Commissioning group to be used over the next two years
- Focus on inequalities



Approach

- Recruitment of a Practitioner to support the strategic scale up of MECC engagement
- Mapping exercise of current MECC activity across the system
- Stakeholder review including statutory and non-statutory partners
- Identification of gaps in current provision focused on areas and population groups at greatest risk of health inequality
- The development of a system action plan to roll out MECC at scale into priority areas.



Governance

- The Oxfordshire MECC partnership to steer and support the MECC work
- Regular reporting into the Health Improvement Board on progress and delivery



Finance (indicative utilisation of the MECC funds)

Item/Activity	Estimated budget
Staffing costs (including on-costs)	£120,000
Training costs – venue/equipment/resources/incentives/ refreshments etc	£20,000
Promotional materials/marketing	£10,000
Backfill costs for organisations undertaking training/champion activities	£50,000
TOTAL	£200,000



Outcomes Expected

- Engagement with statutory organisations, the Voluntary and Community Sector, faith groups, businesses, and pharmacies etc
- Enabling organisations to embed a MECC approach within communities to help address inequalities



Recommendations:

- Encourage political and officer level support from within Board member organisations
- Nominate a contact person within each organisation
- Support the reach to organisations outside of the Health Improvement Partnership Board