

C&M MECC Stakeholder briefing

Upscaling MECC together across Cheshire and Merseyside

Purpose of Briefing

To inform the stakeholder network of progress since the April MECC Partnership workshop

Background

The Champs Public Health Collaborative are working with key partners to create a new innovative and large scale approach to Making Every Contact Count (MECC) across the Cheshire & Merseyside (C&M) footprint. The ambition goes beyond increasing MECC training opportunities to a creating a culture shift and focus on prevention, particularly in the NHS.

In August 2017, the CM DsPH endorsed a paper with a series of key recommendations to upscale and strengthen MECC activity across C&M. DsPH supported key recommendations to help drive the delivery of MECC at pace and scale across the sub-region using a systems leadership approach with partners. This ambition was endorsed by Public Health England (PHE) and the Strategic Clinical Networks (SCN).

➤ **Systems Leadership Workshop**

In April 2018, a systems leadership workshop was held with key partners from across C&M to establish a shared vision and the key elements of a strategic framework to make the ambition a reality. The partners wanted a consistent and standardised approach to MECC with an online portal to share resources and robust evaluation methods. Establishing a culture focused on prevention was seen as critical to enable staff to fully utilise MECC training and the partners identified that effective communication and senior leadership support essential. It was agreed to establish a partnership Board to oversee the work on behalf of the broader network.

➤ **New MECC Partnership Board launches July 27th**

The C&M MECC Partnership Board has now been established and met for the first time on 27th July. It is co-chaired by Rachael Gosling, Public Health England and Jon Develing, C&M Health and Care Partnership. The board will provide oversight of the MECC strategic framework developed.

➤ **Task and Finish Groups established**

Three task and finish groups have also been established to support training, communications and engagement and evaluation.

➤ **Successful C&M LWAB Funding bid - £120,000 over 18 months to support key deliverables**

Taking the insight from the partnership workshop three key deliverables for implementing the C&M MECC Strategic Framework have been developed in a successful bid to the C&M LWAB. The successful bid for £120K will deliver the following three key outcomes;

1. Creating an inclusive and preventative culture

This will focus on embedding MECC into organisational strategies as part of a wider focus on prevention and enabling sustainable delivery. One of the key outcomes will be the identification of

MECC champion within each organisation. The purpose of the champion will be to ensure that MECC maintains a high profile within each organisation embedding MECC into existing policies, processes and initiatives so MECC is seen as part of the everyday practice. An action of the MECC Systems Leadership Workshop in April was the agreement to develop a C&M MECC pledge for organisations to commit an ambition to achieve MECC.

2. MECC Training

A task and finish group has been established, chaired by Richard Phillips, Public Health England. The group will support the development of a high quality, accredited face to face MECC training programme which will increase the capability and confidence of front line staff to have deliver the key healthy lifestyle messages and reduce the duplication and inconsistency of training which is apparent currently. The programme is planned to be rolled out in phases and will pilot a train the trainer model in a possible two areas to enable delivery at pace and scale. Wider roll out across all health and care organisations will follow the pilot phase. The training will be delivered where there is no current commissioned provider. A suite of resources will be available on a shared portal.

By developing a network of accredited trainers across the sub region it will support sustainability long term. The training will also have the added value of improving staff health and wellbeing by influencing staff's own lifestyle choices.

3. Communications and engagement

A task and finish group has been established, Chaired by Tracey Lambert, Champs Public health Collaborative to support development of shared resources to maximise the impact of MECC and to ensure a consistent message across the sub region. An external provider will be commissioned to create a C&M engaging MECC brand alongside a communications campaign aimed at frontline staff and communications toolkit to be shared with local communications teams to support consistency. A shared central repository for resources and signposting will also be created which is essential in supporting the training rollout.

➤ Evaluation

It is vital that a robust evaluation framework is developed to measure progress and support organisations to achieve MECC. A small task and finish group has been established chaired by Charlotte Simpson from Public Health England to ensure a consistent approach is developed.

➤ MECC Strategic Framework

A MECC framework has now been developed as a result of feedback from partners from the workshop on 10th April and the first partnership board meeting. This will be developed further and form part of the Champs Strategic Delivery Plan 18/19.

➤ C&M Provider Trust Commitment to MECC/Training

Eileen O'Meara wrote out to Chief Executives of provider trusts in February to ask for a commitment to MECC and a contribution of £1,000 towards MECC face to face training delivered. 17 out of 19 trusts have now signed up and made contributions.

Report by Louise Vernon (MECC Programme Lead, Champs Support Team) 23/8/19