Welcome

Making Every Contact Count in Cheshire & Merseyside Systems Leadership Workshop

Facilitator: Mari Davis
Endorsement for our approach…

“I am absolutely delighted to add my personal endorsement to really upscale the delivery of Making Every Contact Count across the NHS but also local government and the voluntary sector. As a former nurse and now elected member, I believe we can make a real difference together and Making Every Contact Count can help our organisations become more prevention focused.”

Councillor Janet Clowes, Cabinet Member: Adult Social Care & Integration Cheshire East, Co-Chair Champs Blood Pressure Partnership Board and Health & Care Partnership CVD Board member
Video
Dave Sweeney, Director of Transformation, C&M Health & Care Partnership
Agenda for today

9.30   Setting the context and possibilities for MECC
9:45   What makes MECC important to us all
10:00 Hearing from the experience of where MECC is working well
10:30 Understanding what we already have in place and where
11:15 – 11:30  Refreshment break
11:30  Creating our ambition for the future
12:30 – 1:30 – lunch and networking
1:30  Putting the building blocks in place
2:30 – 2:45 Tea break
2:45  Ways of working together – the C&M pledgethon
3:45  Closing comments
4:00 Close

Working together to improve health and wellbeing in Cheshire and Merseyside
Points to note…

- Fire exits
- Toilets
- No fire alarms planned
- Phones on silent
- Twitter hashtag #meccitcountC&M
- Photos will be taken and possibly video
The opportunities for developing
Making Every Contact Count
at scale and pace in Cheshire & Merseyside

Presented by Eileen O’Meara
Clinical Lead for Prevention, Health & Care Partnership and DPH for Halton Council

10th April 2018

Working together to improve health and wellbeing in Cheshire and Merseyside
Today’s presentation

• Quick overview of how we work together as a Collaborative and define MECC
• Highlight some opportunities for working together at scale on MECC across C&M
• Then handover to you for your ideas
Aim of the Champs Collaborative –
Improve the health and wellbeing of local people

1. Increase local impact by working together as strong public health system leaders
2. Innovate and learn together, facilitate peer support and challenge
3. Share specialist resource and expertise
4. Create and disseminate the evidence
5. Secure new external resources
Champs Collaborative Overview

- Our Collaborative is made up of many members and partners
- A 13 year collaboration, built from an award winning public health network with a national profile
- Led by the eight Local Authority Directors of Public Health as an Executive Board
- Reports to the Local Authority Chief Executives, designated lead CEO is Margaret Carney (Sefton Council)
- Facilitated and enabled by a small but flexible and dynamic Support Team (hosted by Wirral Council)

*Champs has “an enviable reputation for effective collaborative working”*  
(Andrew Furber, President of the ADPH November 2015).
Working as a public health system with PHE and NHS England

• Work as collective leaders for public health influence on the health and social care system in C&M

• Focus on a smaller number of priorities, in partnership with PHE and NHS England as a system leadership group

• Maximise opportunities with national partners

• Annual review of progress and priorities together
Making Every Contact Count (MECC) is

“an approach to behaviour change that uses the millions of day-to-day interactions that organisations and individuals have with other people to support them in making positive changes to their physical and mental health and wellbeing.

It enables the opportunistic delivery of consistent and concise healthy lifestyle information and enables individuals to engage in conversations about their health at scale across organisations and populations”.

National MECC Advisory Group
Defining MECC

For organisations - providing their staff with the leadership, environment, training and information they need to deliver the MECC approach.

For staff - having the competence and confidence to deliver healthy lifestyle messages, to encourage people to change their behaviour, and to direct them to local services that can support them.

For individuals - seeking support and taking action to improve their own lifestyle by eating well, maintaining a healthy weight, drinking alcohol sensibly, exercising regularly, not smoking and looking after their wellbeing and mental health.
MECC Plus for all organisations

• It is recognised that partner organisations such as local authorities may adopt a broader definition of the MECC approach, which is referred to as MECC plus.

• This may include conversations to help people think about wider determinants such as debt management, housing and welfare rights advice and directing them to services that can provide support.
Opportunities for working together at scale on MECC across C&M
Champs DsPH have committed their support

- In August 2017 Champs DsPH agreed a strategic intent to develop system wide leadership for upscaling the delivery of MECC in C&M
- The key goal being not to replace local MECC strategies but really enable them to flourish
- DsPH would like to establish a partnership approach using strategic system leadership and shared resources
DsPH identified six key steps

1. Map and build upon existing local MECC activity
2. Create a shared partnership vision across C&M
3. Establish a Partnership Board and Strategic Plan
4. Share resources and learning across C&M
5. Strengthen local work and evaluation, plus support innovation
6. Develop engaging branding and marketing
Joint MECC lead post with DsPH and the SCN

- DsPH funded a joint MECC post with the SCN to ensure dedicated capacity to lead MECC and help establish a collective vision, Board and Strategic Plan
- Louise Vernon commenced in Jan 18 and is hosted by the Champs Support Team
- She has begun with a high level scoping exercise to provide an accurate baseline position to build upon
Building on local work – Mapping of C&M MECC activity to date

• Scoping exercise for Local Authority and NHS Trusts in progress
• Fantastic local activity to build upon across C&M
• Implementation is diverse across the local areas and the focus of the MECC activity is different
• Many examples of good practice/excellent local resources that have been developed and could be shared
Building on local work – Mapping of C&M MECC activity to date

- **Resources** - excellent resources developed across C&M including the Cancer Alliance Live Well, Stay Well pack to be used in the 3 redesigned cancer pathways (lung, colorectal and vague symptoms)
- **Training** - the majority of local authorities offer MECC training
- **Collaborative work** - already happening across the sub region; North Mersey MECC group collaborative working with Liverpool Trusts and the CCG, in East Cheshire the CCG and local authority are working together on prevention focused joint campaigns
- **Community based projects** - great examples promoting and delivering MECC messages and working with groups who may not often access healthcare settings regularly
Building on local work

- LA (Halton) contribution to support training and communications
- A large number of C&M provider trusts have made a small financial contribution to MECC
Successful Champs British Heart Foundation bid

- New conversational tool being developed to help effective behaviour change discussions (based in insight work developed with WHO, BUPA and Frog Design)
- Fire fighters trained in MECC and blood pressure monitoring as part of safe and well visits
- Second bid submitted with a focus on workplace health
Support from C&M Health and Care Partnership (Former STP)

- Call for radical upgrade in prevention in Health & Care Partnership (HCP) and focus on prevention and public health
- DsPH recommended MECC as a cross – cutting theme across three high level priorities: alcohol harm, high blood pressure and AMR
- Business cases highlighted a clear return on investment framework for implementing MECC
- C&M HCP Chair and CEO endorsement MECC at scale
Collaboration with key partners – NICE, HEE, PHE, NHSE

- **NICE** has offered to collate all NICE guidance/products that relate to MECC and could support activity at sub-regional level.
- **HEE** LWAB have endorsed the delivery of MECC at scale and a business case for additional funding will be submitted in May.
- **PHE** have also agreed to support potentially around marketing and benefits realisation implementation.
- **NHSE** have funded the expansion of Healthy Living Pharmacies and would like to see an expansion of MECC in Primary Care.
Creating our vision
Learning from other regions

- **London** - focus on shared resources, consistent branding and communications and have developed a Resource Hub which provides easy access to everything an organisation would need to plan, implement and evaluate a successful programme. They have developed a MECC pledge.

- **Yorkshire & Humber** - established a Community of Improvement and are focusing on a social movement for MECC #meccithappen

- **East Midlands** - have built a network of trainers. MECC is being embedded into induction programmes and mandated training. Local Authorities have a focus on staff health and wellbeing.
What if every organisation across C&M had ……

• A MECC champion and organisational sign up at the highest level
• A trained trainer (or two) and it was expected to be implemented
• MECC in all JDs/induction training/mandated training
• MECC in all place based plans
• Access to shared high quality resources – training, communications materials,

What else could make implementing MECC become easy and normal?
What partners could we engage?

- CVS
- Universities and HEIs
- Private sector
- Others?
Over to you.....

- Hear more about your great work locally and your ideas for MECC at scale
- Together create a shared C&M vision for MECC
- Identify the key elements for a strategic framework for MECC and how we can take this work forward
Contact

Cheshire & Merseyside Programme Lead for MECC

Louise Vernon
Louisevernon@wirral.gov.uk
Thank you

Keep in touch....
www.champspublichealth.com
Find us on Facebook
Follow us on Twitter @CMPHN

Working together to improve health and wellbeing in Cheshire and Merseyside
Connecting around why we care

Why does MECC matter to me?
Share with a partner for 3 minutes each

Working together to improve health and wellbeing in Cheshire and Merseyside
Session 2
Hearing from the experiences of where MECC is already working well
Making Every Contact Count
Warrington

Katie Donnelly
Warrington Public Health Team
History of MECC in Warrington

• Started MECC strategic discussion in 2011 with training delivery starting in 2012
• Purchased the Stockport Health Chats model initially
• Re-developed session the following year utilising feedback from participants
• Developed implementation plan and cascade trainer model across partners
• Developed a CQUIN with Acute Trust & Bridgewater
• Built into public health and adult social care contracts
• Developed an evaluation framework including post training follow up
Lessons learnt from initial launch

Organisational buy in
Staff buy in
Part of an overall behaviour change approach

Utilise existing contracts / partnerships / programmes of work where possible

Need to keep momentum
Cascade training
Evaluation – low response
MECC – more than just a training session!

Organisations need to build a culture and operating environment that supports continuous health improvement through the contacts it has with individuals.

Doing this will improve health and wellbeing amongst service users, staff and the general public and reduce health inequalities.
Organisational Readiness

Leadership

Co-ordination & Processes

Workforce development

Available information

Responsive services
Staff Readiness

For staff to be engaged they need ownership of the implementation process

Staff training is important to give staff skills and confidence to have health and wellbeing conversations

Need to consider; organisation support, how staff feel about their own health and wellbeing, environment, time and capacity.
Important Considerations

Are we doing all we can to offer help and guidance?

Where would you be in contact with people to have MECC discussions?

Impact of own lifestyle choices

How do you build MECC into existing practice?

How would you react and broach particular topics?

What effect would this have on you or those you know?
Enabling and empowering the public

The public expect to be asked about their health and wellbeing

Isn’t just about getting people into service but giving them the skills and confidence to self manage.

People often have more than one need – wider determinants

Community MECC & Health Champions
What next?

Make the case for re-launch
Organisational & Staff buy in
Champions within organisations
Resources - time, capacity & budget
Training, Information & Services
Evaluation
Implementation Plan
Developments to date
Making the case paper
Behaviour change approach
Warrington Brand
Voluntary sector
Health in Business
Accountable Care Partnerships
Community MECC
Updated training package
Difficulties mastered are opportunities won

Organisational buy in
Public & staff awareness
Capacity to deliver
Consistency in delivery
Maintaining momentum
Evaluation
Any questions?

Thank you
Delivering a Large Scale Approach to MECC in Liverpool

Gavin Flatt  
Senior Public Health Practitioner  
Public Health, Liverpool City Council  
Gavin.Flatt@liverpool.gov.uk

Jennie Williams  
Programme Manager – Self Care & Long Term Conditions, Liverpool CCG  
Jennie.Williams@liverpoolccg.nhs.uk
The 3 main workstreams of work around MECC currently being undertaken in Liverpool are:

- developing MECC plans and implementation of MECC within all Liverpool trusts

- development and implementation of Cancer Alliance funded MECC materials in Lung, colorectal and vague symptom pathways in Merseyside and Cheshire STP.

- Rolling out MECC Liverpool City Council staff.
MECC materials

• Materials to support Making Every Contact Counts (MECC) interactions on the bowel, breast and vague symptoms cancer pathways across Cheshire and Merseyside developed from Cheshire and Merseyside Cancer Alliance funding. These materials are:
  
  – A booklet with the benefits of living well and tips for the four main lifestyle behaviours
  
  – A service leaflet for each local authority area (which the health professional adds to the folder depending on where the patient is from)
  
  – PDF for professionals with navigation links (designed to sit on desktop for easy access) featuring key facts, key messages and tips for four main lifestyle behaviours as well as details of services across Cheshire and Merseyside

• Task and finish group set up to embed materials within specified pathways

• First print run of materials January 2018

• Materials embedded within Merseyside and Cheshire lung, colorectal and vague symptom cancer pathways by March 2018
Making Every Contact Counts resources

Live Well, Stay Well
Your guide to getting the most out of life

Making every contact count
Your guide to helping patients get the most out of life

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Champs Public Health Collaborative
Making Every Contact Counts resources: example of service information

Lifestyle, social and welfare services

**Smoking**
Quit smoking your way with free and confidential advice and support from smokefree Liverpool. Visit: smokefreeliverpool.co.uk
Phone: 0151 374 2535 or 0800 061 4212

**Addiction** supports adults experiencing problems related to their own or someone else’s drug or alcohol use.
Young Addiction supports young people and families with drug and alcohol problems. Visit: addiction.org.uk
Phone: 0151 702 0655 (Adult Addiction)
0151 706 9747 (Young Addiction)

**Physical activity**
Fit for me supports people to get active with free local activities, special offers and motivational support. Visit: fitforme.info
Exercise for Health encourages people to get active and improve health, medical conditions and life expectancy. Ask your GP about a referral. Visit: liverpool.gov.uk/exerciseforhealth
Leisure activities such as a walk in the park, swimming or gardening are all things you can do to improve health and wellbeing. Visit: liverpool.gov.uk/leisure

**Healthy eating**
For advice on healthy eating, food facts, recipes and more, visit: change4life.com
citizensfoodtrust.org.uk
nhs.uk/goodfood

**Social and welfare**
Benefits advice - Get advice and support on benefits managed by the council and its partners. Visit: liverpool.gov.uk/benefits
Phone: 0800 028 3697

Carolina - The council’s free and confidential 24-7 advice service for social care, housing and homeless issues. Visit: liverpool.gov.uk/caroline
Phone: 0151 233 3800

Citizens Advice - Get advice about debt, housing, benefits, consumer issues and more. Visit: liverpoolcab.org.uk
Phone: 0344 848 7700

Foodbanks - Foodbanks provide three days of nutritional, non-perishable food to people in crisis. Visit: southliverpool.foodbank.org.uk
Phone: 07760 718 640
Central Liverpool Foodbank
Phone: 0151 733 3373
North Liverpool Foodbank
Phone: 0151 726 3406

Liverpool Health Trainers
Health trainers provide support and motivation to individuals who want to make a change to their lifestyle. Visit: livewireliverpool.co.uk
Phone: 0300 002 2222

Healthy Homes - The programme aims to prevent ill health and injury resulting from poor quality housing. Visit: liverpool.gov.uk/healthyhomes
Phone: 0800 012 1754

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• Training to be rolled out to social care staff and the Prevention and Early Identification Service of Careline (PIES) staff by March 2018

• Training rolled out to remaining LCC staff May 2018

• Plans to include MECC as part of induction programme
Practicalities of MECC development within the NHS
8.6. The Provider must develop and maintain an organisational plan to ensure that Staff use every contact that they have with Service Users and the public as an opportunity to maintain or improve health and wellbeing, in accordance with the principles and using the tools comprised in Making Every Contact Count Guidance.
Work to date...

Working group with representation from each organisation

Initial workshop April 2017

Further meetings bi-monthly

Plans submitted by March 2018

Compliance report Q1

KPIs / shadow monitoring Q2-4
PHE 8 step checklist

Organisational strategy
Senior leadership
Planning
Identify resources
Infrastructure – systems and processes
Staff readiness and engagement
Implementation – training
Review and evaluation
Where to next?
Thank You
Any Questions?
Q&A

Working together to improve health and wellbeing in Cheshire and Merseyside
Session 3
Mapping what we already have in place
Session 3 – Understanding what we already have in place and where

Use the post its on your table to indicate your strengths and assets. These might include:

- An organisation that is doing great things
- Resources – what are they e.g. training
- Learning capture in place – name it
- A great champion of MECC – name them
- Positive stories - give us a flavour

Be ready to give brief feedback on one strength and one insight
Refreshment break
Session 4
Creating our ambition for the future
Session 4 – Creating our ambition for the future

In your locality groups, have a conversation about your vision and ambition for MECC

- Across Cheshire and Merseyside
- At a locality level

• What would be working well?
• How would people be feeling?
• What would be different for them?

Draw between you what might be possible on the large piece of flipchart.

Capture some of the key principles and features of your ambitions in words – on the post its
Lunch & networking
Session 5
Putting the building blocks in place
Session 5 – Putting the building blocks in place

1. Creating a culture for behaviour change
2. Upscale training offer
3. Health promoting environment
4. Cheshire & Merseyside MECC Partnership Board
5. Communications & sharing best practise
6. Evaluating impact & return on investment
7. High impact resources
Session 5 – Putting the building blocks in place

1. Creating a culture for behaviour change (e.g. MECC as mandated training, MECC Champions, senior leadership buy in, strategy, policy, staff wellbeing)

2. Upscale training offer (e.g. resources, toolkits, MECC train the trainer accredited programme, NICE resource packs)

3. Health promoting environment (e.g. easy to sign post, workplace health, smoke free charter)

4. Cheshire & Merseyside MECC Partnership Board (e.g. Membership, purpose, governance)

5. Communications & sharing best practise (e.g. shared branding, learning portal, identifying resources)

6. Evaluating impact & return on investment (e.g. recording MECC conversations, referrals, CQUINS)

7. High impact resources (e.g. hashtags, films, signposting, postcards)
Session 5 – Putting the building blocks in place

Each group to consider:

- What will success look like?
- What are our key next step actions and by whom?
- Which organisations need to be involved?
- What are the timescales?

Complete the framework
Move to organisational groupings after the break
Session 6
Ways of working together – the C&M pledgethon

Working together to improve health and wellbeing in Cheshire and Merseyside
Session 6 – Ways of working together

Briefly introduce yourselves by saying

‘What am I finding most exciting about today so far is …...?’
Session 6 – Ways of working together

Nominate a table facilitator:

- What are the **barriers** and **enablers** to working together well from the perspective of your organisation?

- What **unique feature(s)** do we bring to the table as an organisation that can really help us to achieve our ambition?

**Record on the flipchart**
Video
Jon Develing, SRO for Prevention, C&M Health & Care Partnership
<table>
<thead>
<tr>
<th>BRONZE</th>
<th>SILVER</th>
<th>GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRAINING</td>
<td>INFRASTRUCTURE</td>
<td>CULTURE</td>
</tr>
<tr>
<td>✓ MECC E-Learning available for all staff</td>
<td>✓ Easy access for staff and patients to national and regional resources through the HLP London MECC</td>
<td>✓ Board-level MECC leader</td>
</tr>
<tr>
<td>✓ Face to face training programme provided for key staff groups</td>
<td>✓ Hub up to date directory of local resources and services readily available for staff</td>
<td>✓ MECC Champions in place</td>
</tr>
<tr>
<td>✓ Train the Trainer programme developed and implemented</td>
<td>✓ MECC within mandatory training for key staff</td>
<td>✓ MECC within organisational policies</td>
</tr>
<tr>
<td>✓ Strong engagement and collaborative working with local services included in a job role</td>
<td>✓ MECC metrics identified and routinely collected</td>
<td>✓ MECC celebrations and awards</td>
</tr>
<tr>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

LET’S GET C&M HEALTHIER, ONE CONVERSATION AT A TIME
Session 6 – Committing to action

In your organisational groups:

• What can our organisation actually commit to as first steps to take us on the journey of achieving our ambition?

Identify all the actions you might take.

Put these actions on pledge cards and put around the strategic frameworks.
Closing comments
Thank you for attending
Please complete your evaluation form
The presentations can be accessed following the event via www.champspublichealth.com