



Public Health
England

Protecting and improving the nation's health

National MECC Guidance

Sarah Jewell
Public Health Workforce Manager (Kent, Surrey and Sussex)

Objectives

1. Outline the role of the National MECC Advisory Group
2. Introduce the current national MECC guidance

National MECC Advisory Group

- National MECC Advisory Group – chaired by PHE
- Members form across PHE, HEE, Education Providers, NHS Provider Network and others
- Aims to offer a national overview of MECC innovation
- Development of national resources
- Members offer MECC expertise across other national groups
- Currently exploring MECC evaluation

National MECC Resources

A range of resources to support the local implementation and evaluation of MECC activity and the development of training resources:

1. Making Every Contact Count (MECC): Consensus statement
2. Making Every Contact Count (MECC): Implementation plan
3. Making Every Contact Count (MECC): Quality marker checklist for training resources
4. Making Every Contact Count (MECC): Evaluation framework

Making Every Contact Count (MECC): Consensus statement

1. The signatories of this statement recommend that the evidence-based Making Every Contact Count approach should be applied across all health and social care organisations, and it describes our commitments to support organisations adopting the MECC approach
2. The statement has been developed national organisations to provide clarity on what is meant by MECC, to highlight the evidence base, and to illustrate the population and workforce benefits of this behaviour change approach
3. It is intended to provide the basis for organisational action and the adoption of the MECC approach within the NHS, local authorities, the allied and wider health and care workforce, and relevant agencies

Consensus statement signatories

Public Health England

NHS England

Health Education England

Royal Society for Public Health

National Institute for Health and Care Excellence

Association of Directors of Public Health

NHS Employers

Royal College of Nursing

Local Government Association Care Quality Commission NHS
Improvement

Consensus statement - Core MECC definition

1. 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
2. MECC supports 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

MECC Means

Organisations

Providing their staff with the leadership, environment, training and information to deliver the MECC approach

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 for expert support

Individuals

Seeking support and taking action to improve their own lifestyle around five core topics

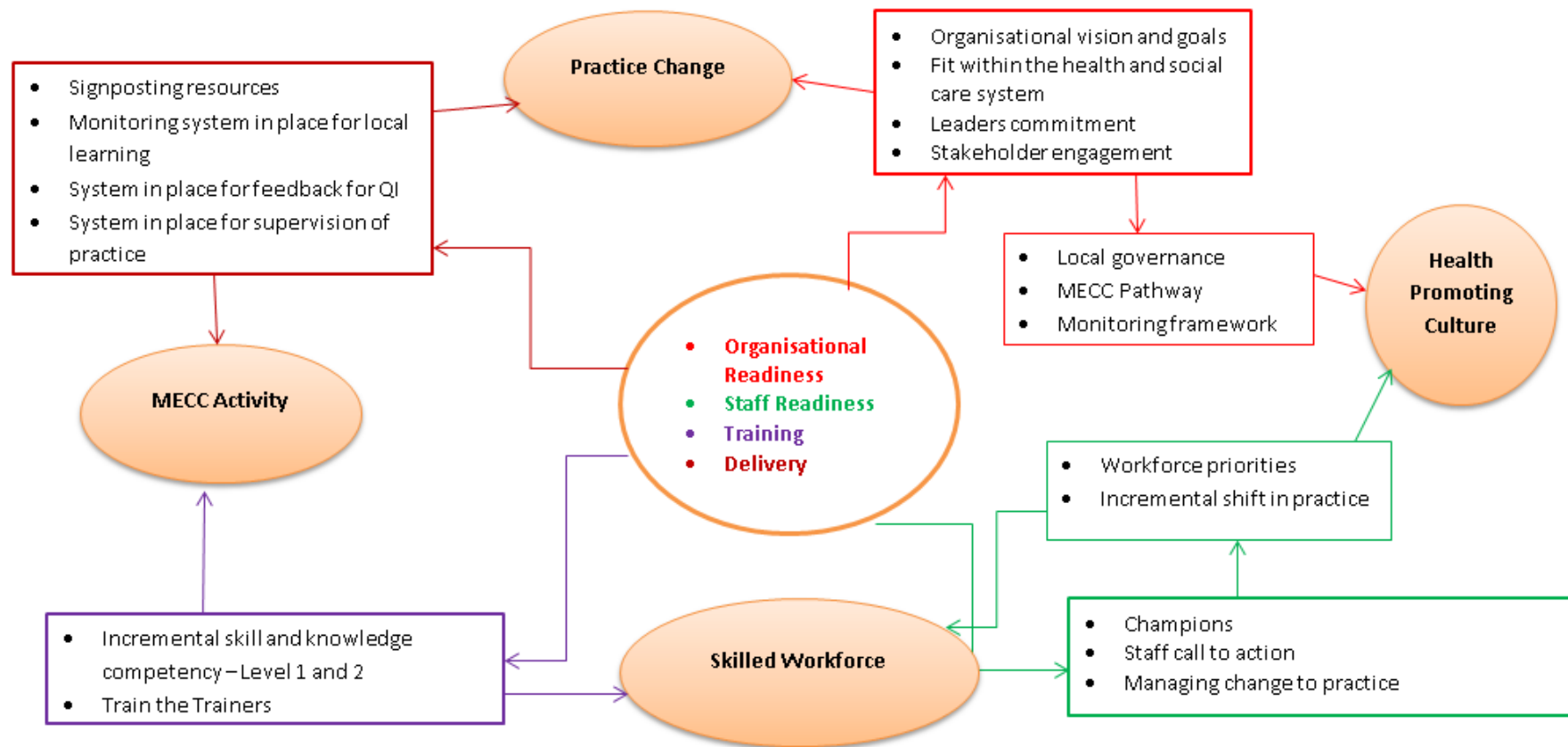
MECC Plus

- Recognises broader MECC exists
- 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.

Making Every Contact Count (MECC): Implementation plan

- A readiness to implement tool developed to support the implementation of MECC
- Aims to help organisations assess their position as a health-promoting organisation and help identify any areas for further input or improvement
- Acts as an implementation checklist

Why do we need a plan?



Implementation – 8 steps



Actions and activity checklist

Action point	Activity and tools you may wish to use	Indicate: Achieved Part achieved or Development area	Action required to implement MECC within team/service/organisation
1. Organisational strategy To shape why MECC should be taken forward. <ul style="list-style-type: none"> • what is your organisation's vision? • how does MECC fit the organisations goals? • are there shared goals? • what are other organisations within your area or region doing in relation to MECC? • have you identified where MECC activity can fit into wider health improvement plans or activity across your area or region? • have the benefits for patients/ clients and staff been identified? 	<p>The HEE Wessex team's MECC guidance and toolkit may be useful, and can be accessed via www.wessexphnetwork.org.uk/mecc</p> <p>A MECC consensus statement is planned in 2016, and will be available via the publications section of PHE's website</p> <p>Background and overview of MECC, eg, policy drivers such as the 5YFV, resources from the LGA and PHE</p>		
2. Senior leadership Senior leadership buy-in is crucial to the successful implementation of MECC. <ul style="list-style-type: none"> • is the organisations senior leadership aware of MECC? • is there an opportunity to increase senior leadership involvement? If so, who needs to be involved and how? 	<p>See HEE Wessex's MECC guidance and toolkit on organisational buy-in and senior leadership.</p> <p>Relevant tools such as those from Midlands and East including making the case presentation to senior leaders, and case stories. http://learning.wm.hee.nhs.uk/resource/making-every-contact-count</p>		

2

Making Every Contact Count (MECC): Quality marker checklist for training resources

- Offers quality markers and check list to assess MECC training programmes or to use as guide to develop a new training package
- Ten quality markers and a set of quality indicators for each marker.
- MECC training programmes are matched against each marker and set of indicators, and scored as fully met, partially met, in development or not met
- Offers an action planning framework

Quality markers

Context of the training: why MECC?

- The training demonstrates the impact that MECC can have at an individual and population level
- The training enables learners to understand how MECC fits into their role and the core business of the organisation they work for

Skills and knowledge: how to deliver MECC

- The training includes a brief introduction to behaviour change theory
- The training includes the five core elements of MECC
- The training is consistent with the latest advice on following a healthy lifestyle
- The training provides advice on how to start conversations on healthy lifestyle behaviours
- The training provides information on local services to enable appropriate signposting

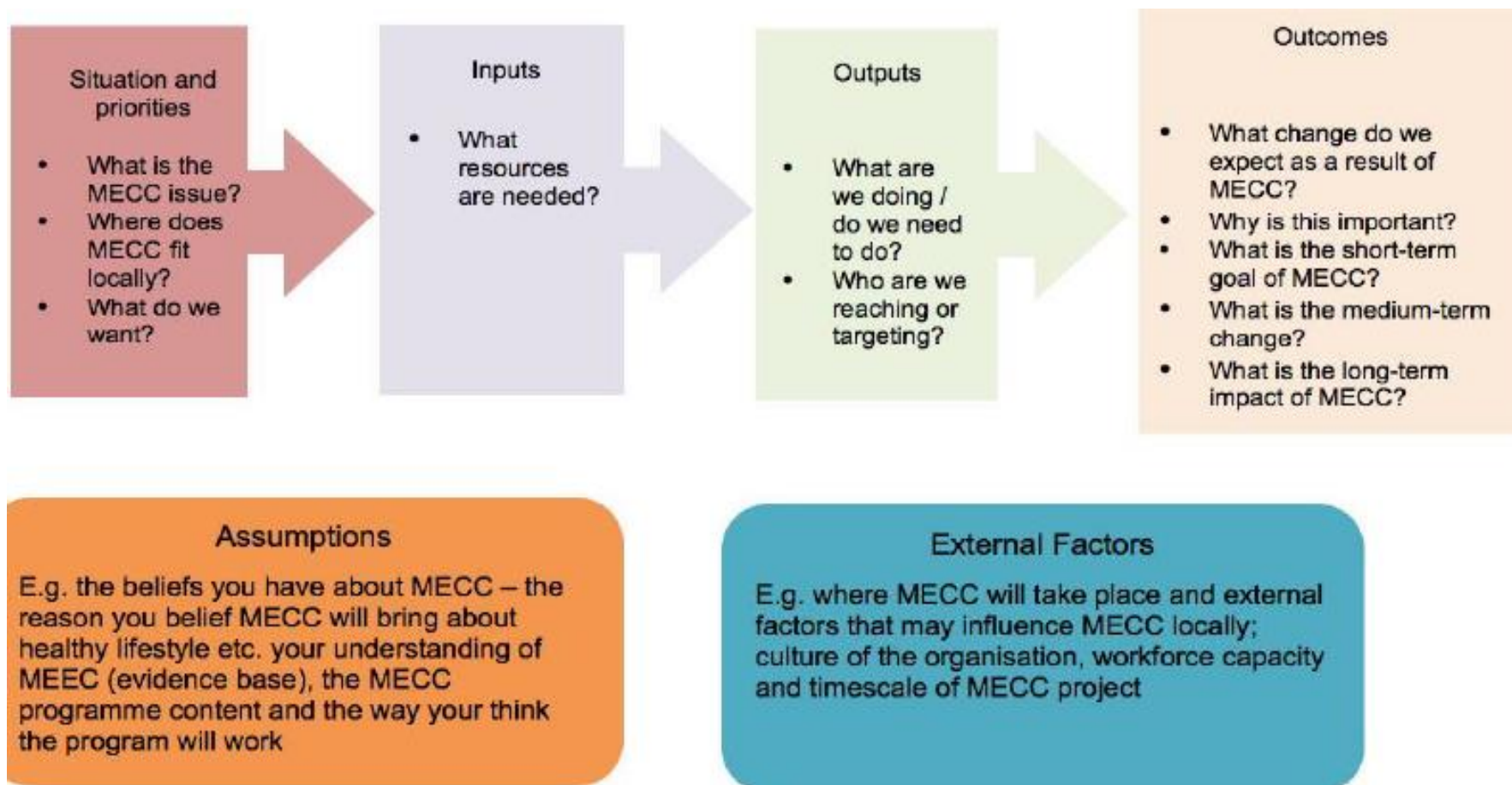
Evaluation: is it working?

- There is an evaluation process in place for assessing the effectiveness of the training programme
- Staff competence and confidence to deliver MECC is assessed
- Staff trained in MECC are able to refresh and update their training on a regular basis

Making Every Contact Count (MECC): Evaluation framework

- Explores how to:
 - Identify the investment in MECC
 - How to select suitable measures for evaluating outcomes
 - How to approach the challenges of assessing and measuring impact
- Offers an logic model approach
 - Allows the local context and influences to mould the evaluation
 - Systematically accounts for inputs, outputs, outcomes and impact

Evaluation framework



Evaluation framework

Project Name:					
Local Setting:					
Priorities:					
INPUTS		OUTPUTS		OUTCOMES	
What we need to invest	What will be done (intervention)	Who will we reach (participants)	What are the results of the programme: short-term outcomes	What are the results of the programme: medium term outcomes	What are the results of the programme: longer term impact
Assumptions			External Factors		

Links

1. [Making Every Contact Count \(MECC\): Consensus statement](#)
2. [Making Every Contact Count \(MECC\): Implementation plan](#)
3. [Making Every Contact Count \(MECC\): Quality marker checklist for training resources](#)
4. [Making Every Contact Count \(MECC\): Evaluation framework](#)
5. [MECC Facebook Group](#)