

# Making Every Contact Count

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## Three steps to MECC

### **Step 1 – ASK:**

*"May I just ask you whether you are interested in any of our local healthier lifestyle services?"*

*"Do you smoke?"*

*"How much exercise do you do on a regular basis?"*

*"We are asking everyone about their lifestyle behaviours, as our everyday habits can affect our health and wellbeing. May I just explain how?"*

## **Step 2 – ADVISE:**

Give the relevant advice. Be encouraging and motivating of change.

**Quit smoking** with support from Stop Smoking Services. Have a smoke free home and car too.

**Keep active.** Aim to have 30 minutes of moderate activity five times a week. You need to be doing an activity that takes a little effort...

makes you feel a little out of breath, and feel a little warmer. You can build up your activity in ten minute chunks.

**Eat a healthy, balanced diet.** Aim to eat five portions of fruit and vegetables a day, and lower your salt and sugar intake. Cut down on saturated fat. Check out your BMI, and lose weight if necessary. Even a small weight loss can have big benefits.

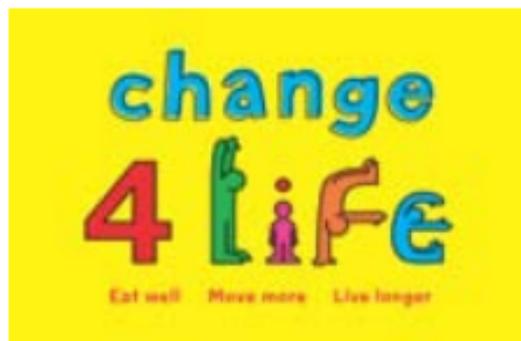
**Aim to drink at lower risk levels** no more than a glass or two of alcohol on any occasion. Have at least two alcohol free days each week.

**Reduce stress in your everyday life.** Go for a walk, go swimming, listen to music, read a good book... whatever works best for you.

**You could try taking the five ways to well-being.** Keep active, Connect with others, Keep learning, Take notice of the good things in your life, and Give something back to others.

### Step 3 – ASSIST:

Signpost to local services. For example, Change4Life and NHS Choices.

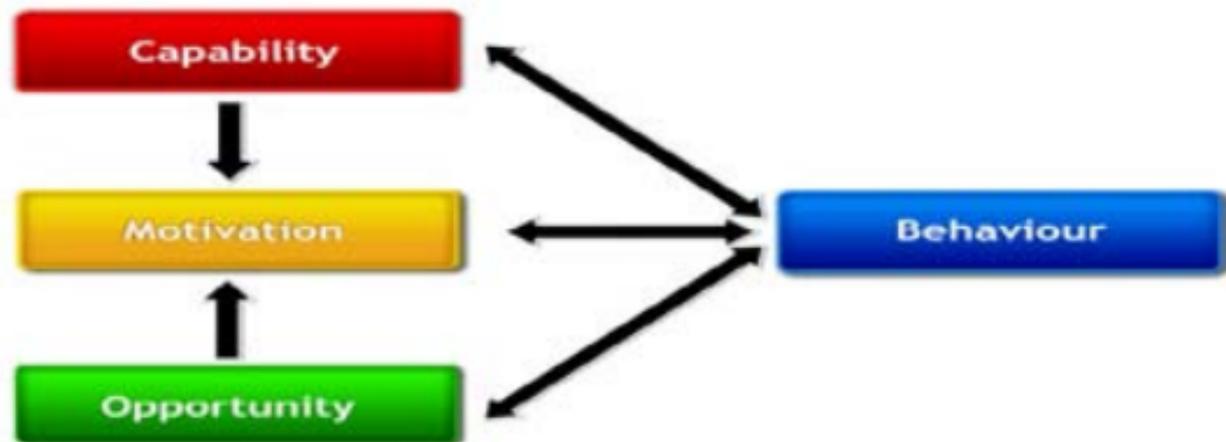


## COM-B Model

Can you say anything to help people feel more **capable** of change, more **motivated** to change and to have the **opportunity** to change?

Capability, Opportunity and Motivation are three key ingredients necessary for behaviour change. Think about influencing all three in your brief chat for change.

## COM-B: A Model of Behaviour change



*Ref: The Behaviour Change Wheel (Michie, 2014)*

**CAPABILITY:** the physical strength, knowledge, skills etc needed to perform the behaviour; the ability to overcome barriers to performance.

For example, "***What support do you think you will need to do it?***"

***"What has worked in the past?"***

***"What information do you think you need?"***

**MOTIVATION:** Motivation can be driven by awareness of the benefits of change, feeling that it is important to change, and having a belief that change is possible.

For example, "***Have a think about the benefits for you of making a change.***"

***"I'm sure that you can do it with the right support!"***

**OPPORTUNITY:** there must be the opportunity for the behaviour to occur.

For example, "***Have you got support from people around you?***"

***"Would you like to know how to access local services?"***

## Door Openers



### **Set the scene:**

Sometimes you may have the opportunity to set the scene for MECC. This can be by putting up posters in your waiting rooms which invite people to think about adopting healthier lifestyle behaviours, or by showcasing a national campaign.

*e.g. "This week we are raising awareness about diabetes... I'm not sure if you are aware of how our lifestyles can affect our risk of becoming diabetic..."*

**Look for "door openers" to a quick chat for change.**

A door opener may be a news item, a national campaign, something you have noticed about the person, something they mention to you... it may be **anything** that presents you with an opportunity to have a chat for change.

**As a health worker we always have a door waiting to open.**

*"Lifestyle behaviours have been in the news a lot. I know it's not why you are here primarily today, but I wanted to take this opportunity to encourage you to have healthy lifestyle behaviours, as it will help you to reduce your risk of future ill health."*

## **Examples of this are...**

### **A national campaign:**

*"It's National No Smoking Day next week. Were you aware of that?"*

*"Have you seen the information about Dementia Awareness?"*

### **Something you have observed:**

*"I can see it's a struggle for you to walk very far today because of that chesty cough."*

**This might open a door to a quick chat about lifestyle changes they might make or to signpost for further support:**

*"Would you like some help with getting more physically active?"*

**Something they have mentioned in conversation:**

*"You said you were interested in getting some books on how to get healthier. Is that something that particularly interests you?"*

**Sometimes a “door opener” can be making a link between a behaviour and the goal/aspiration /concerns of the person:**

*"You said you wanted to save up to have a holiday next year to help you to recover... You mentioned that you want to keep active so that you can enjoy your holidays with the grandchildren."*

**Sometimes a "door opener" can be an issue that you have noticed is coming into the foreground, or is a barrier to the person achieving what they want:**

*"You said you were worried that your mum is leaving hospital and as she has a long road ahead of her until she is fully recovered, you*

*are worried about having to take time off work to look after her. Would you like to know about some support for you and your mum?"*

*"You realise that if you want to take that holiday at the end of August then you need to have this wound healed. Are you aware of how smoking can affect wound healing?"*

**Sometimes "door openers" are routine:**

*"We are asking everyone in A and E about their alcohol use as it may impact on any treatment or medications that you may need. May I just ask a couple of routine questions?"*

*"When people pop into Pharmacy for a medicines review we like to make sure that we can address any issues that might impact on your treatment. May I just ask a few quick questions about lifestyle behaviours?"*