

Frontline staff

As frontline staff you have the opportunity to recognise appropriate times and situations in which to engage with individuals and help them on the pathway to improving their health and wellbeing which is crucial in making MECC successful.

Frontline staff have a responsibility to:

- identify opportunities to build MECC into your existing practice
- identify ways in which the organisational environment, systems and process can support you to deliver MECC
- reflect on your their own lifestyle choices and experiences.

Commissioning organisations

Commissioners have a major role in the implementation of MECC as you have the opportunity to:

- make full use in contracts of any incentive scheme such as CQUINs related to MECC implementation

All organisations are unique. Your organisation will be at a different stage and have different experiences to others. This is why you will need to follow a flexible implementation process, drawing on a number of practical tools and resources.

The Implementation Process: Summary



A number of tools and resources designed to assist your organisation with the implementation of MECC, can all be found at: <http://nhs.ic/makeeverycontactcount>

An Implementation Guide and Toolkit for Making Every Contact Count: Using every opportunity to achieve health and wellbeing



Developed by the East Midlands Health Trainer Hub, hosted by NHS Derbyshire County

This document supports an ambition of NHS Midlands and East



The full version can be downloaded from <http://nhs.ic/makeeverycontactcount>

"Every day colleagues across Derbyshire Community Health Services (DCHS) NHS Trust care for and support more than 5,000 people in our local community. This gives us an unparalleled opportunity to Make Every Contact Count by giving our workforce the skills, knowledge and confidence to talk to people about their health and work with our service users to access the right lifestyle advice and support to take control and make the changes they can to improve their health.

DCHS has committed to developing our workforce to be able to seize the opportunity to talk to people about their lifestyle and help achieve our aim of providing community based health services that enrich the lives of people in our local communities and make the biggest difference to health and wellbeing that we can."

Tracy Allen, Chief Executive,
Derbyshire Community Health Services NHS Trust

Making Every Contact Count (MECC) is about encouraging and helping people to make healthier choices to achieve positive long-term behaviour change.

Organisations need to build a culture and operating environment that supports MECC to improve health and wellbeing amongst service users and staff.

MECC involves:

- systematically promoting the benefits of healthy living across the organisation
- asking individuals about their lifestyle and changes they may wish to make, when there is an appropriate opportunity to do so
- responding appropriately to the lifestyle issue/s once raised
- taking the appropriate action to either give information, signpost or refer individuals to the support they need.



There are clear benefits to organisations which adopt MECC.

Service users – better health and wellbeing, quicker treatment outcomes, confidence and motivation to change, feeling supported and reduced health inequalities.

Organisation – helps meet Care Quality Commission (CQC) quality requirements, improves staff retention, fewer sick days, increased productivity, appropriate use of services and cost savings.

Staff – improvements to, and awareness of, health and wellbeing, feeling empowered and motivated and increased morale.

The implementation approach to achieve MECC is based on three core components:

Organisational Readiness

Organisational development and support is critical for staff to implement MECC. Organisations need to provide the leadership, environment, infrastructure and processes to support lifestyle improvement amongst staff, service users and the general public.

Staff Readiness

Staff need to be engaged with implementation and embed it within existing practice, building on their knowledge of their client group and expertise of service delivery. Staff should be competent and confident to support lifestyle improvement amongst service users when the opportunities arise.

Enabling and Empowering the Public

The public should be supported to engage with and/or ask about lifestyle improvement opportunities. Consideration needs to be given to accessibility and usability of information, opportunities for self-care, the impact of the wider determinants on health and wellbeing and the importance of developing individual's health literacy.

The responsibility for MECC spans a range of strategic and operational roles across commissioning and provider organisations.

Provider organisations

Head of the organisation (Chief Executive Officer (CEO)/Board members)

At CEO/Board level it is important that you set the vision and lead the organisation's culture of maximising every opportunity to achieve health and wellbeing. You have the opportunity to:

- commit organisational support and identify a Board level champion and implementation lead
- include MECC in the vision and values of the organisation

Senior and middle managers

At this level, the emphasis is on leading operational staff and embedding awareness of, and commitment to, MECC throughout the organisation. Regardless of whether or not you are directly involved you will need to:

- offer leadership to MECC and support frontline staff in its delivery
- provide time and resources for staff to deliver MECC and gain the competence and confidence they need for delivery
- identify appropriate mechanisms to support and empower staff that may want to make a change to their lifestyle.