

## **Cheshire & Merseyside Making Every Contact Count (MECC) Case Study** **Up scaling MECC together across Cheshire and Merseyside**

### **Purpose of the case study**

To inform of the partnership approach taken in Cheshire & Merseyside to collaborate and strengthen the approach to embedding and up scaling MECC to deliver tangible outcomes in health and care.

### **Delivering MECC at scale in Cheshire & Merseyside**

#### **Background**

The Champs Public Health Collaborative is working with key partners to create a new innovative and large scale approach to MECC across the sub-regional footprint (2.5 million). 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 C&M Directors of Public Health (DsPH) endorsed a paper with a series of key recommendations to upscale and strengthen MECC as a cross cutting theme across three high level priorities AMR, alcohol and hypertension. 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 NW Strategic Clinical Networks (SCN).

#### **Dedicated full time post**

In September 2017 the C&M DsPH collectively agreed to resource a part time MECC post to ensure dedicated capacity to lead activity and to engage with local partners and build collaborative relationships to help create a culture shift. The NW SCN agreed to also part fund a post enabling a full time post for just over a year. The post holder began in January 2018 and is hosted in the Champs support team until March 2019.

#### **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 (now developed which informs of strategic planning and future priorities) 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 launched**

The C&M MECC Partnership Board is now established and met for the first time on 27<sup>th</sup> July 2018. It is co-chaired by Rachael Gosling, Public Health England and Jon Develing, C&M Health and Care Partnership. The Board provides oversight of the MECC strategic framework developed.

#### **Three 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 Local Workforce Action Board (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**

Focussing 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, to support the development of a high quality, accredited face to face MECC training programme. This will increase the capability and confidence of front line staff to 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 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 developed 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, ensuring 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 alongside an evaluation.

### **Evaluation**

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

### **C&M NHS 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.

### **Next Steps**

- Accreditation of MECC face to face training programme proposed
- Robust evaluation framework developed and embedded in organisations to demonstrate impact
- Engaging C&M branding commissioned and shared resources developed
- Commitment to C&M MECC pledge at Senior Leadership Workshop Dec 2018
- Rollout of consistent, accredited training to C&M organisations at scale