



Welcome to the MECC Moments Lunch and Learn Webinar

#MECCMoments

<https://mecc-moments.co.uk/>

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Working together to improve health and
wellbeing in Cheshire and Merseyside

03/11/2022

Housekeeping for today

- As we have a large number of people registered for the event, microphones and cameras will be auto disabled
- Please post your comments and questions in the chat function
- Please feel free to tweet about today's event using #MECCMoments

Agenda

- Introduction from Steve Peters, Population Health Workforce Programme Lead
- Reminder of MECC principles
- Overview of refreshed MECC Moments website
- Demonstration of the MECC Moments service directory
- Q&A via chat function
- FAQs will be published post event for any questions not covered in Q&A

What do we mean by Making Every Contact Count (MECC)?

“an approach to behaviour change that uses the millions of day-to-day interactions that organisations and people have with other people to support them in making positive changes to their own physical and mental wellbeing” NHS (2018)

Current context – now more than ever, we need holistic consideration of health to make even more efficient use of our time due to the pandemic

What is MECC?

1
“MECC is about prevention”
Together we're helping to change behaviour through positive health and wellbeing choices.

2
“MECC is about brief conversations”
Conversations might be as brief as 30 seconds – the public and staff are both busy, so we want to make a big difference with a small chat.

3
“MECC uses existing interactions”
We're making the most of the contact with the public that's already happening, taking already great work and making it even better.

4
“MECC is for everyone”
Anyone who interacts with the public could be using MECC to help people across Cheshire and Merseyside make healthier choices.

What MECC is and is not – important to consider for health inequalities!



A simple way for all NHS, local authority, community and voluntary staff to make an even bigger difference in their day-to-day roles.



A time-consuming addition to daily workload. It doesn't involve lecturing people or giving expert support.

Trusted messengers

- Unique position
- Evidence base
- No wrong front door
- Breadth of reach across the health economy



MECC – work that lead to this relaunch

- SWOT analysis
- Impact of pandemic
- Whole MECC relaunch preparation
- Lunch & Learn session today
- MECC for Mental Health webinar
- NW MECC Meeting 19th October
- HEE Review of MECC resources for LD & Autism
- MECC for Physical Activity

The screenshot shows the website for Champs Public Health Collaborative. The header includes the logo and navigation links: About us, What we do, News, Training & Events, and Contact Us. The main heading is "Making Every Contact Count".

The Vision

Making Every Contact Count (MECC) is a behaviour change approach that encourages people to make positive choices through individual, organisational, and environmental interactions. Workforce colleagues from NHS, local authorities, voluntary and community sectors give people simple and consistent messages and signpost them to services that can help improve their health and wellbeing.

The Cheshire & Merseyside vision is that all front-line staff will have the skills and confidence to have positive conversations about health and wellbeing as everyday practice. This could include behaviour changes such as stopping smoking or increasing physical activity.

The intended goal is to create a focus on prevention and build on the success of existing local work already taking place. MECC is a key driver for achieving the prevention priorities set out by the Cheshire & Merseyside Health & Care Partnership.

Why is it important?

MECC is a simple way for all NHS, local authority, community and voluntary staff to make an even bigger difference in their day-to-day roles	12,000 hospital admissions & 270 deaths could be prevented each year with brief interventions, economic modelling shows	65% of staff trained in MECC have improved their own health behaviours
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What are we doing?

A Strategic Framework was formed from recommendations made at a system leadership workshop in April 2018. A communications and engagement strategy was also created to set out ambitions to deliver a campaign across Cheshire & Merseyside encouraging the public sector to incorporate MECC into their daily interactions.

As part of this 'MECC Moments' campaign, a signposting website was created for NHS and local authority staff to have MECC conversations and easily share information about services in their area.

[You can visit the MECC Moments website here](#)

MECC Moments website

Relaunch of MECC Moments website

<https://mecc-moments.co.uk/>

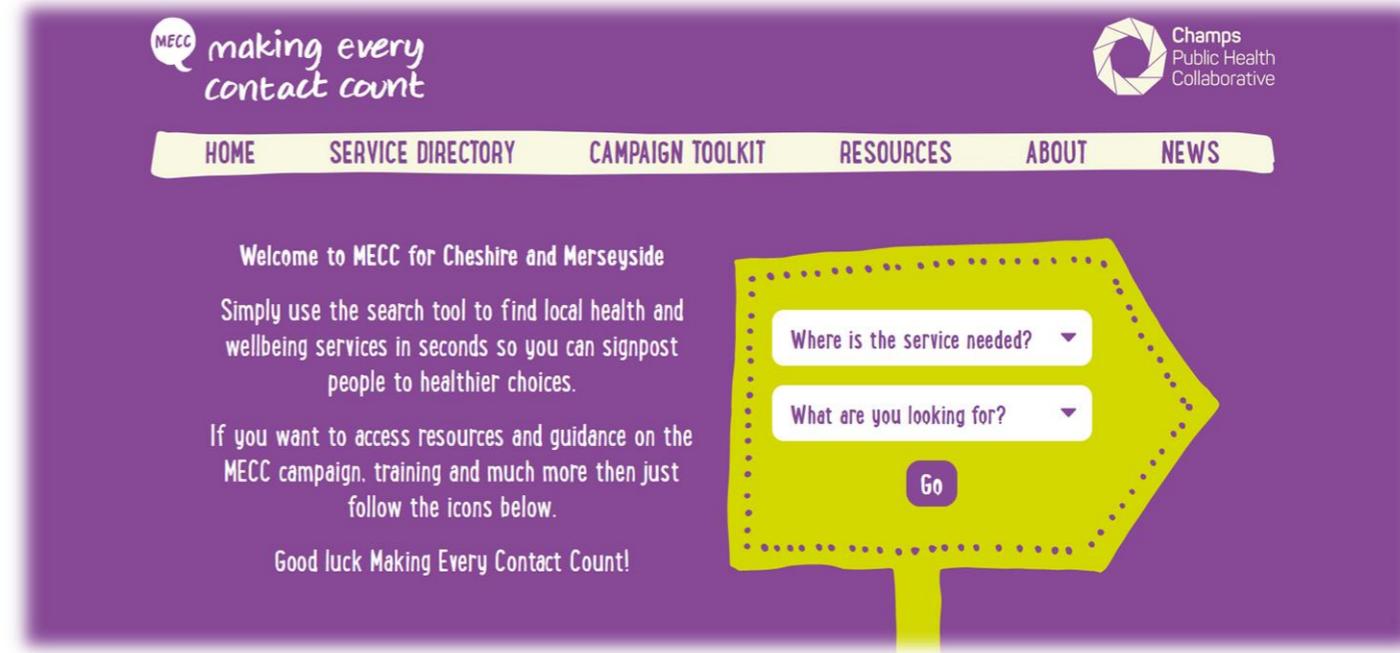
Cheshire and Merseyside's tool to support professionals delivering MECC and or MECC training



Working together to improve health and wellbeing in Cheshire and Merseyside

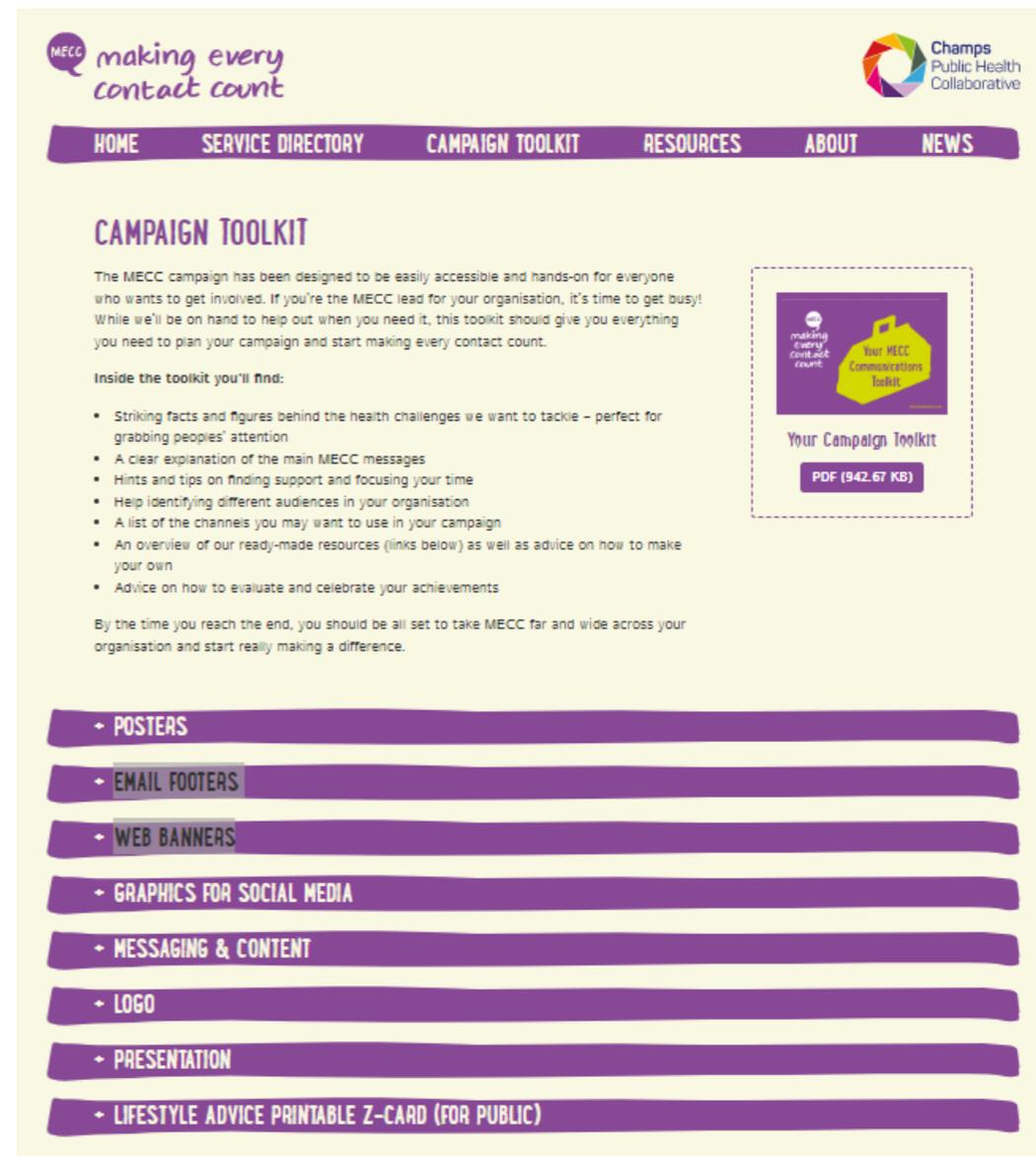
MECC Moments updates

- Place based approach
- Service directory update
- Included priority areas identified through All Together Fairer (Marmot) work in Cheshire & Merseyside



Campaign Resources

- Posters
- Email footers
- Web banners
- Graphics for social media
- Messaging & content
- Logo
- Presentation
- Lifestyle advice printable Z-card (for the public)



MECC making every contact count

Champs Public Health Collaborative

HOME SERVICE DIRECTORY CAMPAIGN TOOLKIT RESOURCES ABOUT NEWS

CAMPAIGN TOOLKIT

The MECC campaign has been designed to be easily accessible and hands-on for everyone who wants to get involved. If you're the MECC lead for your organisation, it's time to get busy! While we'll be on hand to help out when you need it, this toolkit should give you everything you need to plan your campaign and start making every contact count.

Inside the toolkit you'll find:

- Striking facts and figures behind the health challenges we want to tackle – perfect for grabbing peoples' attention
- A clear explanation of the main MECC messages
- Hints and tips on finding support and focusing your time
- Help identifying different audiences in your organisation
- A list of the channels you may want to use in your campaign
- An overview of our ready-made resources (links below) as well as advice on how to make your own
- Advice on how to evaluate and celebrate your achievements

By the time you reach the end, you should be all set to take MECC far and wide across your organisation and start really making a difference.

Your Campaign Toolkit
PDF (942.67 KB)

- POSTERS
- EMAIL FOOTERS
- WEB BANNERS
- GRAPHICS FOR SOCIAL MEDIA
- MESSAGING & CONTENT
- LOGO
- PRESENTATION
- LIFESTYLE ADVICE PRINTABLE Z-CARD (FOR PUBLIC)

MECC Resources Evaluation Toolkit

- Quick guide on 'How to Evaluate MECC'
- Essential to provide evidence of progress
- Reporting to other departments and board level
- Gain support and ownership for local MECC programmes

MECC making every contact count

Champs Public Health Collaborative

HOME SERVICE DIRECTORY CAMPAIGN TOOLKIT RESOURCES ABOUT NEWS

EVALUATION TOOLKIT

Evaluation of MECC, as a part of a programme of prevention, is essential to provide evidence of progress.

A quick guide on 'How to Evaluate MECC' has been produced to support a consistent approach to measuring impact across Cheshire & Merseyside. Reporting can be shared with other departments and at board level to gain support and ownership for local MECC programmes of work.

Cheshire and Merseyside
MECC Evaluation

PDF (749.66 KB)

RESOURCES

MECC Evaluation Literature

GET RESOURCE

MECC Resources Training Toolkit

- Training is key to the success of MECC
- Ensuring staff have the skills, knowledge and confidence
- Deliver clear, consistent health and wellbeing messages
- Signposting people to appropriate services
- HEE e-learning for Health MECC modules, or to support your organisation in developing a local approach.

MECC making every contact count

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HOME SERVICE DIRECTORY CAMPAIGN TOOLKIT RESOURCES ABOUT NEWS

TRAINING TOOLKIT

Training is key to the success of Making Every Contact Count. Ensuring staff have the skills, knowledge and confidence to deliver clear, consistent health and wellbeing messages and signposting people to appropriate services is vital. Please use the links below for e-learning modules, or to support your organisation in developing a local approach.

In Cheshire and Merseyside an accredited face to face MECC training programme has been developed you can book a free session for up to 20 staff in your organisation. For further information and booking please contact stephenpeters@wirral.gov.uk

If you are commissioning or designing training, or comparing training course content, the quality marker training checklist compiled by Public Health England and Health Education England can be used to assess the quality of the content.

RESOURCES

E-learning for health

If you work in the NHS, social care or local authority then you can access freely all the resources listed using the link below via the E Learning for Health platform.

[GET RESOURCE](#)

Cold Homes

[Supporting residents with increased cost of living](#)

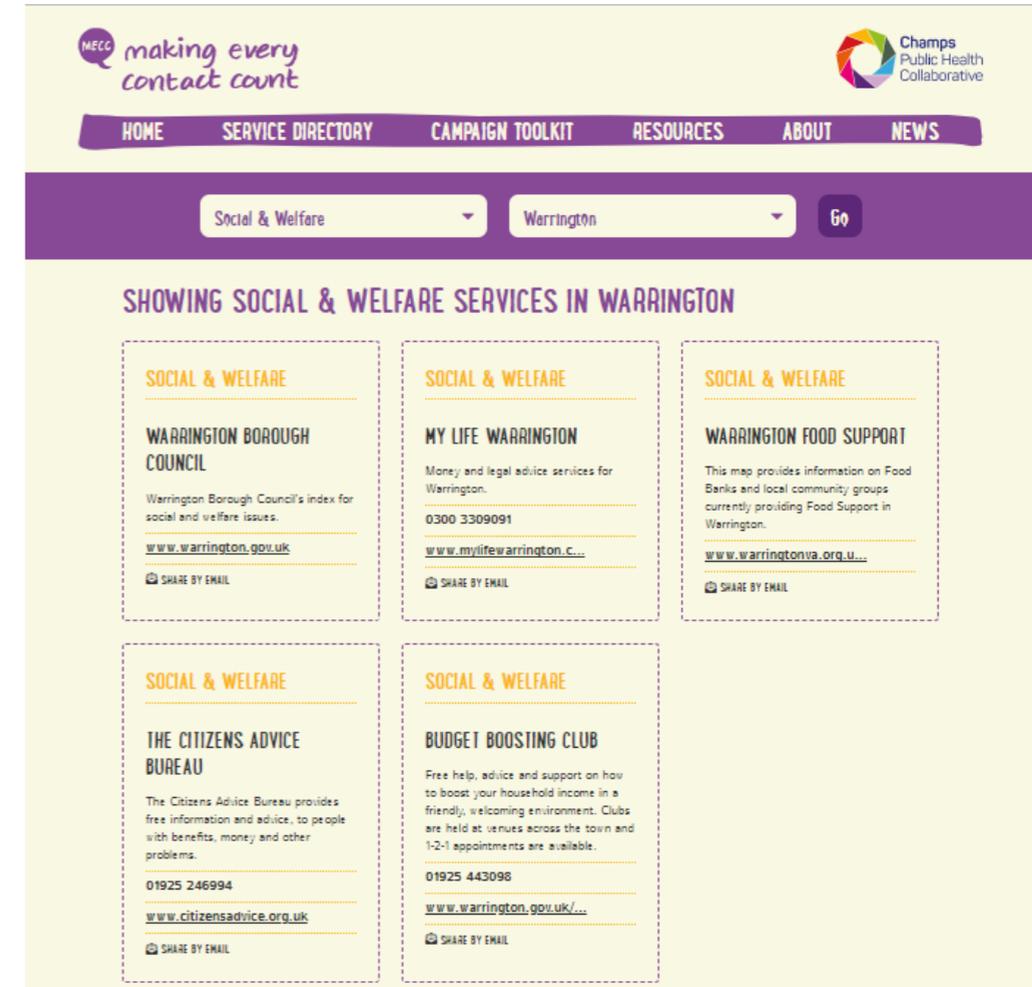
[Engaging with local communities to achieve behaviour change](#)

[FUEL POVERTY AND HEALTH TRAINING RESOURCES](#)

Display orientation

MECC moments updates

- Service directory update with LA PH teams
- Including social determinants:
 - Emerging cost of living crisis
 - Food support
 - Housing support
 - Employment support
 - Fuel Poverty
 - Citizens Advice



The screenshot displays the MECC website interface. At the top left is the MECC logo with the tagline 'making every contact count'. At the top right is the Champs Public Health Collaborative logo. A navigation bar includes links for HOME, SERVICE DIRECTORY, CAMPAIGN TOOLKIT, RESOURCES, ABOUT, and NEWS. Below this is a search bar with 'Social & Welfare' selected in the first dropdown and 'Warrington' in the second, followed by a 'Go' button. The main content area is titled 'SHOWING SOCIAL & WELFARE SERVICES IN WARRINGTON' and features five service cards, each with a 'SHARE BY EMAIL' button.

SOCIAL & WELFARE	SOCIAL & WELFARE	SOCIAL & WELFARE
WARRINGTON BOROUGH COUNCIL Warrington Borough Council's index for social and welfare issues. www.warrington.gov.uk SHARE BY EMAIL	MY LIFE WARRINGTON Money and legal advice services for Warrington. 0300 3309091 www.mylifewarrington.c... SHARE BY EMAIL	WARRINGTON FOOD SUPPORT This map provides information on Food Banks and local community groups currently providing Food Support in Warrington. www.warringtonva.org.u... SHARE BY EMAIL
THE CITIZENS ADVICE BUREAU The Citizens Advice Bureau provides free information and advice, to people with benefits, money and other problems. 01925 246994 www.citizensadvice.org.uk SHARE BY EMAIL	BUDGET BOOSTING CLUB Free help, advice and support on how to boost your household income in a friendly, welcoming environment. Clubs are held at venues across the town and 1-2-1 appointments are available. 01925 443098 www.warrington.gov.uk/... SHARE BY EMAIL	

Next steps

- Identify your target audience
- Develop your campaign
- Train your teams to deliver MECC
- Ongoing promotion of MECC Moments tool
- Develop a Community of Practice, to share best practice and learn from each other



Champs
Public Health
Collaborative

Thank you Now let's have a look at the website

Working together to improve health and
wellbeing in Cheshire and Merseyside