

MAKING EVERY CONTACT COUNT

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How it feels - ice breaker

Terms you may have heard of

UNDERSTAND ENHANCE ACHIEVE

- Motivational interviewing
- Health coaching
- Solution focused approaches
- Working with
- Strengths based approaches
- Co-production

What they all have in common

- Person centred – it's about the person you're talking to and not you
- Use of skills such as active listening, asking of open questions aiming to motivate and make the person feel they are in the driving seat about the decisions **THEY** want to take about their lifestyle
- Shifting the power dynamic – patient/person is not a passive recipient of information
- Start from a positive position, rather than negative
- Encouraging people to play an active role in their own health and wellbeing

What is MECC then?

- Opportunistic and short chat about the patient / client's health and wellbeing needs – typically lasting up to 5mins but importantly, chat is focused on **THEIR** needs, goals, concerns and strengths
- Utilises effective communication skills
- Draws on the COM-B behaviour change model
- Aims to increase personal awareness of risks around a lifestyle or wellbeing issue, increases motivation to make a positive change and offers support where needed by offering information on services who might be able to help.

Scale of the problem

- 2 in 10 adults are smokers
 - 7 in 10 men and 6 in 10 women are overweight / obese
 - 1/3 people have drinking patterns which could be harmful
 - ½ women and 1/3 men don't do enough exercise
- (from Health Survey for England 2012, Health and Social Care Information Service)

The rationale / key docs



Public Health England

NHS

**Making Every Contact Count (MECC):
Consensus statement**

Produced by Public Health England, NHS England and Health Education England,
with the support of partner organisations identified below

April 2016

NHS Employers

NICE National Institute for Health and Care Excellence

Local Government Association

Royal College of Nursing
Blagdyn, working since 1918

Care Quality Commission

RSPH
ROYAL SOCIETY FOR PUBLIC HEALTH
VISION, VOICE AND PRACTICE

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- *“MECC 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 physical and mental health and wellbeing.”*
- *“A MECC interaction takes a matter of minutes and is not intended to add to the busy workloads of health, care and the wider workforce staff, rather it is intended to fit into and complement existing professional clinical, care and social engagement approaches.”*

Both pp6

5 year forward view



“If the nation fails to get serious about prevention then recent progress in healthy life expectancies will stall, health inequalities will widen, and our ability to fund beneficial new treatments will be crowded-out by the need to spend billions of pounds on wholly avoidable illness.”

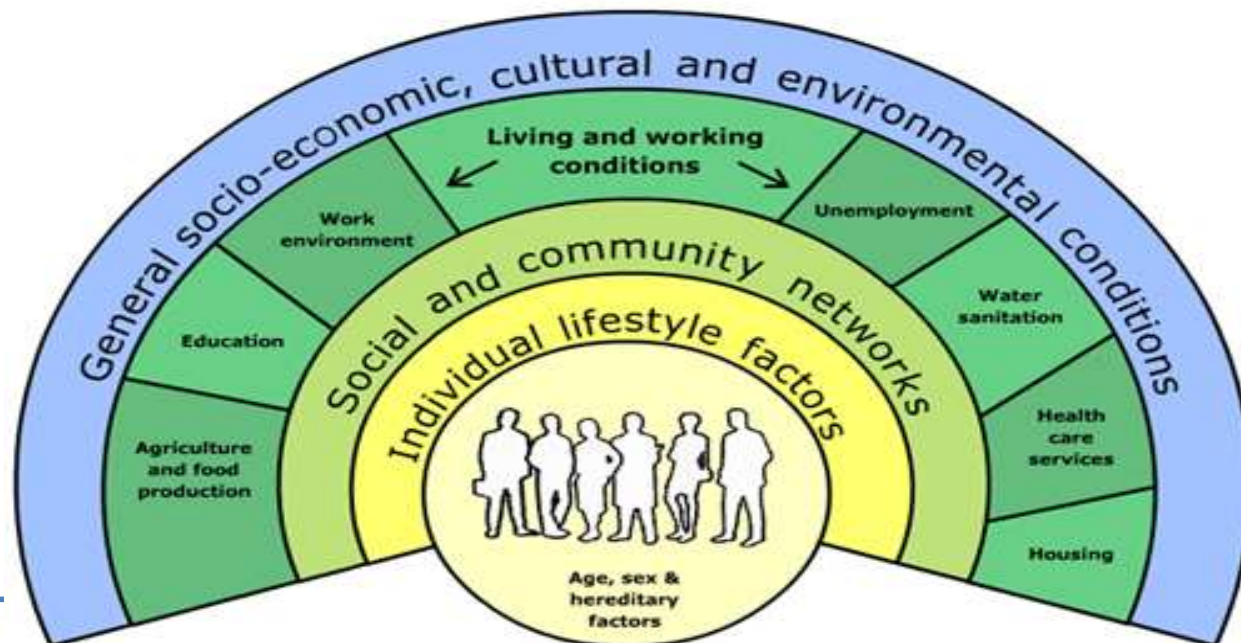
- *“Making changes such as stopping smoking, improving diet, increasing physical activity, losing weight and reducing alcohol consumption can help people significantly reduce their risk of disease. Supporting people to make these behaviour changes can help reduce premature deaths and disability, helping achieve long-term health, social care and public sector savings.”*

(MECC Consensus Statement (April 2016) NHS, PHE, RSPH, LGA, CQC, NICE, NICE, RCN, ADPHS)

What is MECC?

UNDERSTAND ENHANCE ACHIEVE

- Skills can be used at home, at work or in the wider community
- But can also be applied to wider determinants and can therefore include topics like: housing, fuel poverty,
- Health chats get people thinking about the changes they could make to their health and wellbeing



Therefore a MECC conversation could also include:

- Debt management
- Financial inclusion
- Fuel poverty
- Housing and welfare rights

How not to have a MECC conversation

- Susan's film
- Paul's film

How to have a MECC conversation

- Susan's film
- Paul's film

Better conversations: A whole city approach to working with people

Working 'with' means...



Focus on
'what's strong'
rather than
'what's wrong'

*What helps, what works?
What would good or better look like?
What do other people say you are good at?*

Put people at
the centre of
all decisions

*What is important for you ?
Tell me how you will..
Having discussed some options, what stands out?*

Build on the
assets in
ourselves, our
families & our
communities

*Tell me what you know about X
Where else can you get help ?
What support do you have around you?*

Actively listen
to what
matters most
to people

*Let me check if I have heard what you have said (summarise)
Tell me what matters most just now?
It sounds like.....
I can see you are really upset / passionate / angry / pleased.....*

Be
'restorative'.
Offer high
support and
high challenge

*I can see you are really committed to...
You've made great progress with...
How can we support you to move this forward?
Is there another way you can look at this? (Challenge)
How have you got on with (x) since we last spoke? (Challenge)*

Start with
people's lived
experience

*Tell me about..
What are you thinking, feeling seeing?
-How have things been in last week/month?*

Work as
partners to
achieve
individual
goals

*What would you like to accomplish?
What would that look like?
Shall we discuss some options?*

In Leeds we believe wellbeing starts with people: The connections, conversations and relationships between services and citizens and between people in their families and communities have a huge impact on us all.

Quality conversations make a difference, especially when used positively by services to work 'with' people to find solutions rather than things being done 'to' people or 'for' them.

Our commitment to working with people is about bringing these beliefs to life, by developing the skills and mind-set across Leeds' health and care workforce to use solutions that work *with* people wherever it is safe, appropriate and the right thing to do.

Conversational techniques – using OARS

- **O**pen questions
- **A**ffirmations – way of being positive about what you are hearing without directly praising
- **R**eflective listening
- **S**ummarise

Thinking outside the box exercise

On your tables, please

- Have a conversation about your role and how you come into contact with members of the public, and / or clinicians, nurses, HCAs etc etc
- What are the small changes you could make to incorporate MECC into your interaction with these?
- Feedback

What could you do?

- Produce MECC awareness cards to members with basic principles
- Signpost your users to our training offer
- Have a YOHLNET rep on Y&H COIN
- Designate a month to MECC month - campaign
- Promote some of the national docs and guidance
- Attend your local MECC course
- Learn about key services around the main lifestyle factors in your area

What we're doing here in Leeds

UNDERSTAND ENHANCE ACHIEVE

- Podcasts
- Proactive telecare work →
- Bespoke training for reps from public libraries
- Chair the Y&H MECC COIN
- Ensuring any services being procured include MECC



Summary points

- **MECC** is **NOT** focused on helping people to change their behaviour, as it is too short an interaction to do that.
- **IS** focused on helping people to think about changing **by raising their awareness of issues, being encouraging and supportive of change, and signposting to further supporting agencies**
- Most commonly will be about a health behaviour, such as Smoking, Alcohol, Physical Activity and Healthy Eating. However does support wider determinants.
- Anyone working with the public can incorporate MECC into their conversations within their role (or with their colleagues)

What we hope you learnt

- That a MECC approach takes no longer
- Seeing people as a resource
- That it is not your responsibility to ‘sort peoples health’
- The power of words has such impact
- How we are starting to embed this in Leeds

Resources you might be interested in

<http://www.makeeverycontactcount.co.uk/>

Making Every Contact Count (MECC) Implementation Guide (2016) Health Education England and PHE

Nesta (2016) Making the Change: behavioural factors in person - and community centred approaches for health and wellbeing. Available from:

<http://www.nesta.org.uk/publications/>

Thank you for listening

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