

## Task & Finish Final report to OSP

Task & Finish project name: Stronger Communities – MECC (Making Every Contact Count)

Date: 2/7/19

End Date: March 2019

Report status: Final

### 1. Brief description of the task and finish activity

Making Every Contact Count (MECC) is an evidence-based approach to health improvement which involves training people to give them the confidence to have conversations about health with others and to signpost them on for further support. MECC involves responding appropriately to cues from others to encourage them to think about behaviour change and steps that they could take to improve their health and wellbeing.

MECC works through opportunistic conversations in everyday life and contributes to the prevention agenda in population health management. The Stronger Communities Partnership have been working on MECC as their task and finish project over the past year. This MECC work has been incorporated into the wider MECC activity in Oxfordshire through the Oxfordshire Systems Implementation group where we have taken the opportunity to join with the county wide workstream. This helped ensure that there was consistency, a joined-up approach and that areas of inequality were included in this work. As many of the stakeholders and partners involved in the implementation of MECC work across the County, an Oxfordshire wide update on the strategic MECC activity has been given in this report to provide context, with specific Oxford City MECC activity highlighted.

### 2. Set out headline achievements.

The first Oxfordshire MECC System Implementation Group meeting took place in March 2018, with the group then scheduled to meet monthly as a task and finish group. Progress and subsequent frequency of meetings were reviewed in December 2018, with agreement to continue the meetings on a two-monthly basis from 2019 onwards.

One of the key purposes of the Oxfordshire MECC System Implementation Group is to facilitate inter-organisational collaboration by bringing together broad representation from stakeholders in Oxfordshire. The aim is to seek to maximise development and delivery of strategic and implementation plans by working collaboratively.

Going forward, the Oxfordshire MECC System Implementation Group will be reporting on agreed progress measures to the Health Improvement Board (HIB) as part of their performance framework monitoring in 2019-20.

There are several MECC training initiatives being rolled out in Oxfordshire already, with some covering the City footprint. The aim is to work towards MECC becoming business as usual within organisations and communities in Oxfordshire. The list below highlights examples of the progress already made with this:

- There has been some work in Regeneration areas of Oxford City through the Health and Wellbeing Partnerships. The partnerships focus on targeted locality areas through a Community Asset Based Approach and involve local stakeholders including statutory and voluntary sector representatives working together to address issues of health inequality.

A half day workshop was held in Barton in March 2018 linked to the Barton Healthy New Town Programme and an introductory/awareness session was held in Wood Farm in April 2018. A further training session for all locality areas in the city and other partners/stakeholders took place in July 2018.

- Oxfordshire County Council Public Health and Library Service have worked together to pilot a project with some of the library staff to test a training model in the principles of MECC. With funding from Health Education England Thames Valley this has included e-learning and face to face workshops delivered by Oxford Health.
- Following a MECC training session that raised awareness for the strategic team, Oxfordshire Fire and Rescue Service are working with Public Health colleagues to embed MECC within Safe and Well visits.
- NHS Contracts are being reviewed by the Oxfordshire Clinical Commissioning Group for providers to complete a MECC Action Plan as per the standard conditions.
- The Oxford City Council Sport and Physical Activity Team coordinated a MECC Taster Session as part of a Partner Focus Group in April 2018 and as a result had a half-day training session for Sport & Physical Activity partners in September 2018.
- A training session for Refugee Resource front line staff was held in November 2018.
- Scoping work has been taking place with South Central Ambulance Service, Oxfordshire Pharmacies and for sessions to be delivered for Littlemore Health Partnership stakeholders and for staff at Rose Hill Children & Family Centre.
- Training has been delivered for some of the staff at Hedena Health and Manor Surgeries in Oxford.
- Work in other parts of the County has included training for some of the Banbury Brighter Futures stakeholders, West Oxfordshire Health & Wellbeing partnership stakeholders and some of the staff from South & Vale District Councils.

3. In what way (if any) did the OSP task & finish approach add value?

- Enabling a focus on localities in Oxford.
- Raising a wider awareness of MECC through the members of the OSP Board.
- Opportunities to discuss progress and collaborate as a Stronger Communities Group.

4. Detail any further support required?

That the Oxford Strategic Partnership continues to support and encourage organisations in Oxford to embed the principles of MECC into their work as part of their wider prevention programme.