

## **Making Every Contact Count (MECC) Update Oxford Strategic Partnership – 18<sup>th</sup> February 2019**

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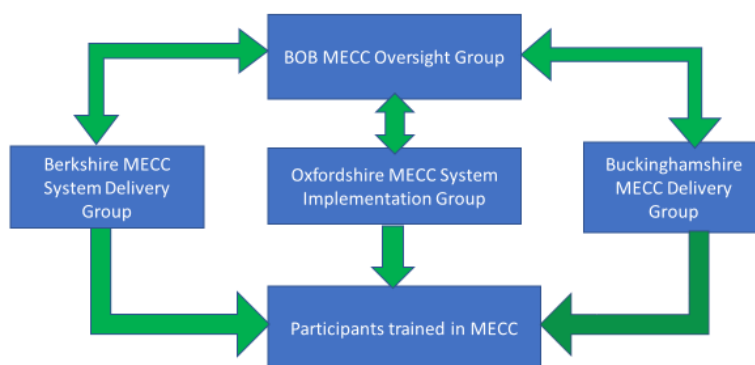
### **Introduction:**

Making Every Contact Count (MECC) is an evidence based approach to health improvement which involves training people to give them the confidence to raise issues about health with others and follow up with very brief advice and signposting for 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 this year. This MECC work has been aligned alongside the wider MECC activity in Oxfordshire to ensure consistency. As many of the stakeholders and partners involved in the implementation of MECC work across the County, an Oxfordshire wide update has been given in this report to provide context, with specific Oxford City MECC activity highlighted.

### **Strategic Position in Oxfordshire:**

Consistency of the MECC message is key and there is a structure in place to help facilitate this in Oxfordshire as below.



The first Oxfordshire MECC System Implementation Group meeting took place in March 2018, with the group scheduled to meet monthly as a task and finish group since then. 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. Task specific sub-groups are being established as and when needed.

An update on progress was sent to the Health Improvement Board in September 2018. The report recommended that that the Health Improvement Partnership Board:

- (a) supports and encourages organisations in Oxfordshire to embed the principles of MECC into their work as part of their wider prevention programme
- (b) encourages representation and participation in the Systems Delivery Group by other appropriate organisations from across the County.

One of the key purposes of the Oxfordshire MECC System Implementation Group is to facilitate inter-organisational collaboration by bringing together broad representation from statutory, voluntary and charity sector 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 and will be submitting proposed metrics to the HIB partnership meeting in February 2019.

### **Progress to date in Oxfordshire – including MECC activity in Oxford City**

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

- There has been 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 partners/stakeholders took place in July 2018.

- Public Health and the Library Service have been working together to pilot a project in several Oxfordshire Libraries to train library staff in the principles of MECC. With funding from Health Education England Thames Valley this has included e-learning and face to face workshops. Some of the staff from libraries in Oxford have included: Cowley, Blackbird Leys, Littlemore, County Library and Botley.

- 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.
- 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.
- Oxford Health NHS Foundation Trust rolled out training to their Wellbeing Champions during the summer in 2018 and have made MECC training available on their Learning and Development portal for staff on request.
- A training session for Refugee Resource front line staff was held in November 2018.
- A training session was held in October 2018 for stakeholders as part of the Brighter Futures in Banbury regeneration programme
- BOB STP delivered a train the trainer programme for MECC during December 2018 and January 2019. The 3 day course provides accredited training to upskill colleagues to become MECC trainers, increasing the sustainability of the programme.
- Training for South Oxfordshire and Vale of White Horse physical activity staff and class tutors took place in January 2019.
- Scoping work has been taking place with South Central Ambulance Service, and Oxfordshire Pharmacies. Initial discussions have begun with Oxford Brookes University.

#### **Next Steps for MECC in Oxford/Oxfordshire wide**

- Agreement of metrics to include in the process measures to be reported to the Health Improvement Board.
- Planned session in March at West Oxfordshire District Council, for staff and West Oxfordshire health & wellbeing group attendees.
- Scoping for sessions for Littlemore Health Partnership stakeholders and also for staff at Rose Hill Children & Family Centre.
- Co-ordination of a further training session to be held in May 2019 for locality area stakeholders and staff from GP Practices.

- Co-ordination of a session for Oxfordshire MIND front line staff.
- Continuing to encourage other partners to embed the principles of MECC within their organisations.

**Recommendations:**

1. 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.

**Sources of further information:**

<https://www.gov.uk/government/publications/making-every-contact-count-mecc-practical-resources>

<https://www.e-lfh.org.uk/programmes/making-every-contact-count/>