



<b>Date of meeting:</b>	11 <sup>th</sup> October,
<b>Item Title:</b>	Making Every Contact Count (MECC) in West Sussex
<b>Executive Summary:</b>	<p>The aim of this item is to:</p> <ul style="list-style-type: none"> <li>- Provide an overview of the West Sussex Public Health approach to MECC in the context of the West Sussex Workforce.</li> <li>- Update on the MECC activity that has taken place to date, the range of partners that we have worked with and give an example of the outcomes achieved through workshop delivery.</li> <li>- Highlight system wide challenges, how the Board can assist with solutions to those challenges and the next steps for Public Health West Sussex regarding MECC.</li> </ul> <p>Too many people live in poor health and die prematurely, due to largely avoidable diseases and illnesses that are directly related to lifestyle behaviours (e.g. what we eat, drink, whether we smoke, and how active we are). Whenever West Sussex people have contact with front line services there is an opportunity to prompt small, sustainable lifestyle changes so that they feel significantly better in themselves and live more satisfying lives and be healthy for longer.</p> <p>MECC is an approach that enables individuals and organisations to develop a different way of working with people to promote and support health &amp; wellbeing. Telling people what to do generally does not work; MECC is about being more attuned to how we interact with people and learning how to spot opportunities to talk to people about their health &amp; wellbeing. MECC enables workforces to:</p> <ul style="list-style-type: none"> <li>▪ Utilise a holistic, person-centred approach to service delivery.</li> <li>▪ Deliver 'very brief' or 'brief' evidence-based interventions for lifestyle behaviour change, as outlined in the NICE Guidance on Individual Behaviour Change focusing on the key elements of <i>stopping smoking, drinking alcohol sensibly, increasing physical activity, maintaining a healthy weight and diet and promoting</i></li> </ul>

	<p><i>emotional health &amp; wellbeing (Five Ways to Wellbeing).</i></p> <ul style="list-style-type: none"> <li>Know about local support services and how to signpost people to them where appropriate.</li> </ul> <p>MECC related skills are transferable and can be used within a workplace health context. The pressures faced by Local Authority, health and social care and voluntary sector workforces are well known, and MECC offers a pragmatic solution to scaling up a transformational shift toward prevention as part of organisational culture change. MECC can equip workforces at all levels to be more confident in discussing lifestyle related issues with each other as well as the people they work with.</p>
<b>Recommendations for the Board:</b>	<ol style="list-style-type: none"> <li>1) Become or identify a strategic MECC Champion using your positions, relationships, visibility and influence to promote a MECC approach, engage other important leaders, and identify operational MECC Champions to lead their own MECC implementation plan.</li> <li>2) Identify key services, active leaders and operational Champions, to embed MECC within existing service delivery structures, pathways, and commissioning plans to mobilise MECC within your work areas.</li> </ol> <p>Public Health West Sussex can support this by providing MECC resources, support with training Champions and support with developing and implementation plans. Tailored workshops and presentations can be delivered to senior leaders and managers to enhance the understanding of a MECC approach.</p>
<b>Relevance to <a href="#">Joint Health and Wellbeing Strategy</a>:</b>	This supports the Workforce priority of the Joint Health and Wellbeing Strategy.
<b>Financial implications</b>	None.
<b>Consultation</b> (undertaken or planned):	The MECC resources and workshops have been subject to a peer review process with local colleagues from the health, social care and voluntary sectors and the Public Health England South East MECC network.
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