

# Making Every Contact Count in West Sussex and Workforce Development

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# Making Every Contact Count is...

A *Health in All Policies*, transformational approach at the individual level, based on the foundation that every day there are millions of interactions between public service workers and the public.

**Local Government Association:** *LA's have an important role in supporting the implementation of MECC. Their services bring MECC opportunities and can impact on the wider determinants of health.*

**NHS Five Year Forward View:** *'Upgraded' focus on preventing illness, with staff using every contact as an opportunity to help people stay in good health, by not smoking, eating healthily, drinking sensibly, and exercising more.*

# MECC and the West Sussex Workforce

MECC helps foster health promoting conversations and can be embedded within **workplace culture** and **service delivery**.

MECC puts **prevention at the forefront** of service delivery.

The **understanding, adoption, and application** of a MECC approach is required to **develop and sustain a vibrant and motivated health & social care workforce** in West Sussex.



## Useful contacts

### Healthy diet, weight, physical activity

- [www.westsussexwellbeing.org.uk](http://www.westsussexwellbeing.org.uk)
- Chichester **01243 521041**
- Arun **01903 737862**
- Adur & Worthing **01903 221450**
- Mid-Sussex **01444 477191**
- Horsham **01403 215111**
- Crawley **01293 585317**

### Healthy mind

- [www.westsussexwellbeing.org.uk](http://www.westsussexwellbeing.org.uk)
- [www.mind.org.uk](http://www.mind.org.uk)

### Alcohol

- [www.westsussexwellbeing.org.uk](http://www.westsussexwellbeing.org.uk)
- [www.dontbottleitup.org.uk](http://www.dontbottleitup.org.uk)

### Smoking

- [www.westsussexwellbeing.org.uk/topics/smoking](http://www.westsussexwellbeing.org.uk/topics/smoking)

### All things health and lifestyle

- [www.nhs.uk/oneyou](http://www.nhs.uk/oneyou)
- <https://www.nhs.uk/change4life>
- [www.bhf.org.uk](http://www.bhf.org.uk)



west sussex wellbeing

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# What we have done in West Sussex?

- 1) Created toolkits and resources.



LEVEL 1 TOOLKIT

## Very brief interventions and signposting



*"Let's Make Every Contact Count – all you have to do is ask"*

### Key health messages



**Physical activity**  
It's recommended that adults do at least 150 minutes of moderate physical activity per week. This can be broken down into five, 30 minute sessions of aerobic activity (e.g. swimming, fast walking). Moderate activity is when your breathing is noticeably increased but you are still able to hold a conversation. Being active every day helps you stay healthy. It's easy to move more by starting small and building up gradually.

**Healthy diet**  
Check food labels when shopping to help you make healthier choices. Choose foods low in saturated fat, sugar and salt, and drink plenty of water, aiming for around 1.5 to 2 litres per day. Eating healthily is great for your body and your wallet. Preparing and cooking your own meals is generally cheaper than takeaways or ready meals and it's easier to control what goes in to your meal, so can be healthier.

**Smoking**  
Stopping smoking is the best thing you can do for your health. Every cigarette is harmful and can cause serious health conditions including cancer, stroke and heart disease. It's never too late to stop smoking and support is available. You're four times more likely to quit with help from an advisor.

**Drinking**  
Reduce your risks by drinking within the recommended 'lower risk' guidelines. Men and women are advised not to regularly drink more than 14 units a week, spread over three days or more, with regular, alcohol free days. There are approximately 14 units in six pints of 4% lager. Cutting down gives you more energy, helps you feel better in the mornings, lose weight, and reduces your risk of heart disease, cancer and stroke.

**Healthy weight**  
Being overweight increases your risk of type 2 diabetes, high blood pressure, cardiovascular disease and some cancers. It puts additional pressure on your joints and results in reduced mobility. If your waist is over 37 inches (male) or 32 inches (female) you are at increased risk, and over 40 inches (male) or 35 inches (female) you are at severe risk of weight related health conditions.

**Five Ways to Wellbeing**  
It's helpful to see good mental wellbeing as something you do, rather than something you are. Research shows that five behaviours done consistently can help boost our emotional wellbeing.

**Connect**  
Connect more with people around you and develop your relationships.

**Be active**  
Be active by finding an activity that you enjoy and making it part of your life.

**Keep learning**  
Keep learning new skills to help boost your confidence and give you a sense of achievement.

**Give to others**  
Give to others, whether this is by volunteering, helping others or simply smiling, saying thank you, and giving kind words to others.

**Take notice**  
Take notice more, be aware of the present moment including thoughts, feelings and the world around you.




[www.westsussexwellbeing.org.uk](http://www.westsussexwellbeing.org.uk)

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- 2) Delivered workshops and presentations.
- 3) Developed a MECC implementation framework.

# Who we have worked with so far

What we have done	Who we have worked with ( <i>number of staff trained</i> )
MECC skills workshops	Dietitians – Western (35); Age UK West Sussex (14); Stop Smoking and NHS Health check providers (45); Carer’s Support (25); West Sussex Pathfinder (16); Horsham Support Workers Housing Forum (15); Chichester Social Prescribers (6); Orthoptists – Western (9)
Presentations, implementation planning and resource distribution	West Sussex Wellbeing Hubs; Integrated Prevention & Early Help service; Healthy Child Programme; Occupational Therapists – Western; West Meads Surgery; Chichester/Regis/North Cissbury/REAL Care/Adur LCN’s; Coastal West Sussex CCG; West Sussex Care Point 2 Service; West Sussex Adult Social Care Managers Forums; West Sussex Library Service; Schools Apprenticeship Network; Prevention & Assessment Teams; Midwifery Services – Western; Change, Grow, Live, Voluntary Action – Adur & Chichester

# Key challenges

- 1) **Top-level commitment** is crucial to embed MECC within organisational culture, and **ensure MECC is a priority** of front-line service delivery.
- 2) **Commitment** from **operational MECC Champions** to deliver workshops and presentations, **embed MECC within service delivery pathways and practices** and support front-line workers in utilising a **sustainable MECC approach**.
- 3) **Evaluating** the organisational and service delivery **impacts of a MECC approach** via the number and quality of MECC conversations (e.g. *case studies and incorporating MECC into existing data collection methods*).

# How can Board members support MECC?

Become a **strategic MECC Champion**, using your positions and influence to **promote a MECC approach, engage other leaders, and identify operational MECC Champions to lead your own MECC implementation plans.**

Identify **key services, active leaders and operational Champions**, to phase in embedding MECC within existing service delivery structures, pathways, and commissioning plans.

# Next steps for MECC West Sussex - Public Health West Sussex will:

- 1) Continue **delivery** of **MECC workshops, presentations, implementation support, and distribution of resources.**
- 2) **Develop operational MECC Champions** to support the implementation and skills development within their organisations (***MECC train the trainer workshop***).
- 3) Develop a **MECC West Sussex network** to support Champions and other stakeholders.



# Thank you for your time. Any questions?

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MECC is:

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03302226308).