



# Making Every Contact Count with Solution Focused Techniques



# HOUSEKEEPING



# Welcome and introductions

Your name?

Where do you work ?

What does MECC mean to you?

What are you hoping to get out of the training?

# Learning aims

By the end of the training you will....

- Know what MECC is and how it relates to your role
- Gain a basic knowledge of key health & wellbeing messages
- Gain skills to help in having conversations about health and lifestyle choices
- Know details of local support services and national resources and where to go for more information

# Public Health England definition of MECC

“Making Every Contact Count is an approach to behaviour change that utilises 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.

MECC enables the opportunistic delivery of consistent and concise healthy lifestyle information and enables individuals to engage in conversations about their health at scale across organisations and populations.”

# Making Every Contact Count (MECC) is...

- Having **unexpected** and **opportunistic** conversations about health and wellbeing.
- Talking to people about the link between **what we do** and **our health**
- **Awareness** of local services and how to access them
- Signposting to **sources of support** and further information

# MECC and the Workforce

## Contact is powerful

- The size of the public sector workforce means there are many opportunities on a daily basis to engage the population in healthy conversations
- 1.2 million health-related visits a day to community pharmacies
- The NHS deals with over 1 million patients every 36 hours
- As public health people we have an opportunity to reach those workforces



# MECC Model

**MECC Level 1:** Very brief intervention. A very brief intervention can take from 30 seconds to a couple of minutes. It enables the delivery of information to people, or signposting them to sources of further help. It may also include other activities such as raising awareness of risks, or providing encouragement and support for change.

**MECC Level 2:** Brief intervention. A brief intervention involves oral discussion, negotiation or encouragement, with or without written or other support or follow-up. It may also involve a referral for further interventions, directing people to other options, or more intensive support.





# MECC Model



# Exercise: Opportunities to Chat (10mins)

Think of situations where you come into contact with the public in your day-to-day work and where the subject of health and wellbeing has or could come up.

(Consider smoking, alcohol, mental health/emotional wellbeing, weight/diet and exercise, substance misuse and sexual health)

- **Briefly write these down and feedback to the main group**
- **Success stories?**



## Confidence vote

At this point how confident are you in chatting to people about how they are feeling and raising issues, like health and wellbeing?

# MECC - overview

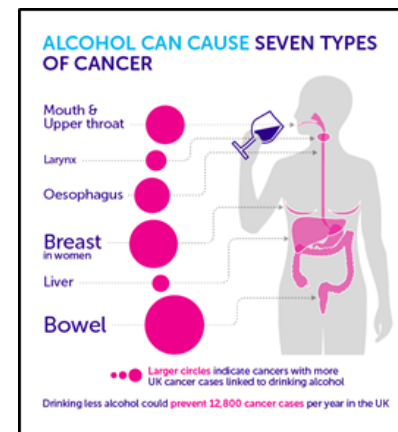
- A pragmatic and adaptable approach
- Enhancing the conversations we have using skills of asking and listening
- Not intended to add to the busy workloads of healthcare professionals and the wider workforce
- Broad adoption of the approach by people and organisations could potentially have a significant impact on the health of our population

# Who is Making Every Contact Count for?

- Everyone!
- Individuals who have contact with the public.
- Individuals and teams who have contact with people who experience health inequalities.
- Individuals and teams who have contact with people in a health, social care or community settings.
- Individuals, teams, managers, and senior leaders who have opportunities to talk about health & wellbeing to others.

# Why are we doing this?

- Long term diseases in our population are linked to lifestyle behaviour. 40% of deaths in England
- NHS spends £11bn a year on illnesses caused by the effects of diet, physical inactivity, smoking and drinking alcohol
- Obesity alone is estimated to cost the NHS in Medway around £25m per annum



# The need for Making Every Contact Count

- Too many people die early and live in poor health due to largely avoidable diseases and illnesses.
- The most common and biggest killer diseases include cancer, heart disease, stroke, respiratory and liver disease, and many are directly related to how we live (e.g. what we eat and drink, whether we smoke, and how active we are).
- By making small changes to lifestyle, we can feel significantly better in ourselves, live more satisfying lives and be healthy for longer.

# Public Health Priorities & Challenges in Kent

Topic	Kent <sup>1</sup>	England <sup>2</sup>
Smoking <ul style="list-style-type: none"> <li>Status of pregnant women at time of delivery (SATOD)</li> <li>Prevalence amongst adults (aged 18+)</li> </ul>	<b>13.8%</b> 15.2%	10.7% 15.5%
Alcohol <ul style="list-style-type: none"> <li>Adults drinking over 14 units a week</li> <li>Adults binge drinking on heaviest drinking day</li> </ul>	<b>27.7%</b> 15.0%	25.7% 16.5%
Healthy weight <ul style="list-style-type: none"> <li>4-5 year olds classified as overweight or obese</li> <li>10-11 year olds classified as overweight or obese</li> <li>Adults (aged 18+) classified as overweight or obese</li> </ul>	<b>24.4%</b> 32.8% <b>61.4%</b>	22.6% 34.2% 61.3%
Physical activity <ul style="list-style-type: none"> <li>physically inactive adults</li> </ul>	22.0%	22.3%
Mental health <ul style="list-style-type: none"> <li>Depression recorded prevalence</li> </ul>	<b>8.5%</b>	8.3%
Low income families <ul style="list-style-type: none"> <li>children in a low income families (under 16)</li> </ul>	18.4%	20.1%



# Prevention is better than cure!

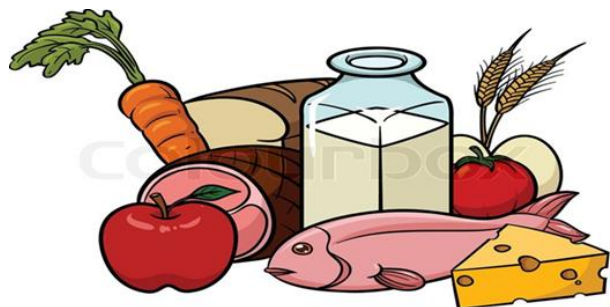
Kent & Medway Strategic Transformation Partnership has made prevention of ill health one of its key work stream priorities.

The four initial priorities are:

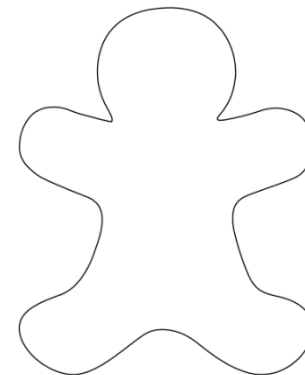
**obesity / mental health / alcohol related harm / smoking**

Importance of addressing lifestyle factors such as smoking, drug and alcohol use, physical inactivity and diet that contribute to the development of serious health conditions such as cancer, heart disease, diabetes and stroke and therefore early death.

# Health and wellbeing messages



# Exercise



- Draw the outline of a gingerbread person on a sheet of flip chart paper
- On the outside of the body, write down the negative lifestyle choices people make
- On the paper inside of the body write down the effects those choices have upon an individual's health
- Write down any diseases/conditions associated with these

# Healthy Lifestyle Services



## For Adults 18 + who live across Kent

**One You Kent** provides information and apps, local motivational support and services to help people improve their health in terms of healthy weight, eating well, moving more drinking less and help to stop smoking. **The One You Kent website** provides key information, a short health quiz and free apps to download.

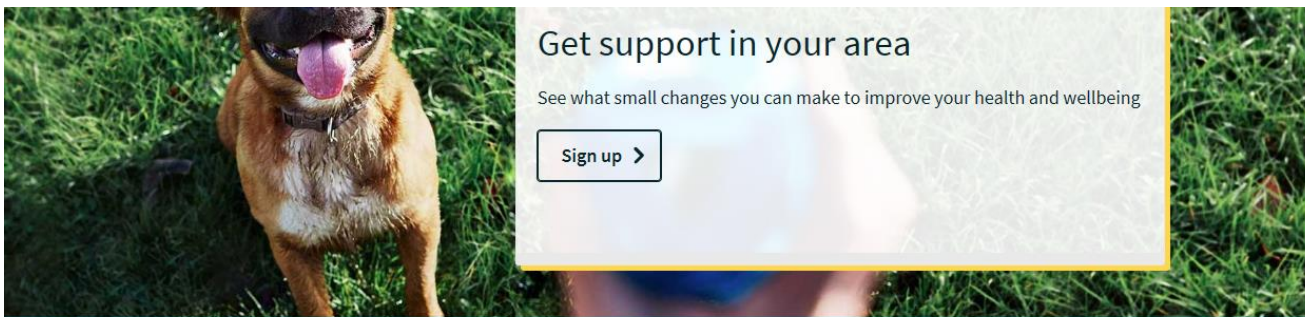
<https://www.kent.gov.uk/social-care-and-health/health/one-you-kent>

**Local motivational support** is delivered by **One You Kent Lifestyle Advisors** working across Kent.

<b>East Kent</b>	<b>03000 1231220</b>
<b>West Kent and Dartford</b>	<b>03000 200636</b>
<b>Gravesham</b>	<b>01474 320123</b>
<b>Maidstone</b>	<b>01622 602222</b>

A short referral form is also available on the One You Kent Website

# ONE YOU KENT



## Get support in your area

See what small changes you can make to improve your health and wellbeing

Sign up >



### One You apps

Try the One You apps, including Active 10 to get you walking every day and Smokefree to help you kick the habit.

#### Healthy heart

Your heart might be older than your real age. Take the Heart Age test to find out.

#### Walking and exercise referral programmes

Find out what activities are in your area.

#### Smokefree Kent

Make 2018 the year you give up for good. Find support and advice.

#### Get moving

Building activity into your day helps keep you healthy. Try Active 10 and other ideas to get going.

#### Healthy weight

Advice and services to help you manage your weight and improve your wellbeing.

#### Alcohol

Find out how much you drink, ways to cut down and where to find help if you need it.

#### Speak to a Lifestyle Advisor

Our advisors can support you to make the small lifestyle changes that can make a big difference to your health.

#### Healthy workplaces

Employers can help reduce sickness absence, increase productivity and save money by supporting workplace health

#### NHS Health Checks

If you're aged 40 to 74 you may be eligible for a free NHS Health Check.

# Smoking

## What do we know?

- Responsible for 37% of all deaths for respiratory diseases
- 26% of cancer deaths are attributed to smoking
- Smoking reduces life expectancy by 10-15 years

## Guidelines

- Quit!
- Men who stop smoking by the age of 30 add 10 years to their life
- Its never too late, but the earlier the better



# Smoking – what's available in Kent?

Smokefree Kent is part of **One You Kent**.

## Quitters' toolkit



Sunil Kochhar, Consultant Pharmacist, explains what help is available from your local pharmacy.



Susan Bray, Family Nurse Supervisor, explains the effect second hand smoke has on children.



Dr Rosé Edmonds, Veterinary Surgeon, explains the impact smoke can have on your pet's health.

### Stoptober

There are lots of ways to quit. Find a way that's right for you with Stoptober.

### Download the Smokefree app

A 4 week programme in the palm of your hand.

### Sign up for free support

Choose from a Quit Kit, a mobile app and face-to-face support.

### Smokefree videos

Get health advice and tips on quitting from Kent experts.

### Search Quit Clubs and support

Find places to get face-to-face support in your local community.

### Why quit?

Do it for your family, to improve your health and to save money.

One You Kent offers free advice and support to become smoke free.  
Phone 0300 123 1220 or text 'quit' to 87023

# Obesity



## What do we know?

- Obesity causes 13 different types of cancer and causes 6% of all cancer cases in the UK
- In 2014, 90% of adults with type 2 diabetes were overweight or obese
- 70% of the adult population are expected to be obese by 2034 in England

## Guidelines

- Stay on track with calories at mealtimes - aim for 400, 600, 600
- Daily calorie intake 2500kcal (Men), 2000kcal (Women)
- Aim for 150 minutes of moderate or 75 minutes of vigorous intensity physical activity each week
- Undertake muscle strengthening activity at least twice a week
- Minimise the amount of time spent sitting for extended periods



# Childhood Obesity



Healthmatters Obesity in children



**28%**  
of children  
aged 2 to 15 are  
**overweight  
or obese**

Younger generations are becoming  
**obese at earlier ages** and staying  
obese into adulthood



Of every 100 4 & 5 year olds in England  
there are...



**1**  
under  
weight



**77**  
healthy  
weight



**13**  
over-  
weight



**9**  
obese

Of every 100 10 & 11 year olds in England  
there are...



**1**  
under  
weight



**65**  
healthy  
weight




**14**  
over-  
weight



**20**  
obese

# Obesity – what's available in Kent?



[Home](#) > [Social care and health](#) > [Health](#) >

## Healthy weight

Find advice and services to help you achieve and maintain a healthy weight.

### How healthy is your diet?

Advice from Public Health England on choosing healthier foods.

### Get help with losing weight

Find a weight management service near you.

### Free advice and support

Sign up for free advice and support on losing weight and healthy eating.

### Get moving

Building activity into your day helps to keep you healthy. Find ideas to be more active.

### Change4Life

Healthy food and activity tips for you and your family.

### Know your score


Take our quiz to check how much you drink and find ways to cut down




<https://www.kent.gov.uk/social-care-and-health/health/change4life>

**MECC**  
MAKING EVERY CONTACT COUNT  
IN KENT & MEDWAY


# Obesity – what's available in Kent?

Kent County Council

Search kent.gov.uk...

[Home](#) > [Social care and health](#) > [Health](#) > [Healthy weight](#) >

## Search for healthy weight services



There are a range of services available in Kent to help you maintain a healthy weight. These services are delivered by local providers on behalf of Kent County Council, and you can contact them direct using the details below to find out what support they can offer.




[Sign up for support >](#)

Enter a postcode \*


[Search](#)

If the details for your organisation are missing or incorrect, please [login](#) or [register](#).

Give website feedback



[Contact us](#)[About the website](#)

Kent

# Alcohol

## What do we know?

- Alcohol has been linked to 20 types of cancer, liver disease, heart disease, high blood pressure and stroke
- 31% of men and 16% of women drink alcohol in a way that is harmful to their health & wellbeing
- Alcohol also causes weight gain

## Guidelines

- There is no safe level of alcohol consumption - Men and women are advised not to drink more than 14 units a week on a regular basis
- Spread your drinking over 3 or more days if you regularly drink as much as 14 units a week
- If you want to cut down try to have several drink free days each week

# Alcohol – what's available in Kent?



## Alcohol

## ONE YOU KENT

It's important to keep an eye on how much you drink and stay within the recommended limits.

It can be really easy to drink more than you should. We encourage you to take our Know Your Score quiz to check how much you drink and get information on ways to cut down.

### Support with alcohol

Visit your GP or pharmacist or find out how to access help and treatment.

### Alcohol units

Check how many units are in your drink and what the recommended guidelines are.

### Know your score

Take our quiz to check how much you drink, and find ways to cut down.

### Download the Day off app

A simple and easy way to track the days you drink alcohol and the days you don't.

### Drink less

Cut back on alcohol and feel a bit better every day – it's easier to start than you think.

### See our toolkit to quit smoking

Get tips and health advice to kick the habit.



# Mental health



## Wheel of Well-being

### What do we know?

- Every week 1 in 6 adults experiences a common mental health problem
- Between 2014-16 the suicide rate in Medway for all persons was higher than that of England
- Poor mental health and well being are associated with a range of adverse outcomes, including high levels of risk behaviours such as; smoking, alcohol and drug misuse and obesity

### Guidelines

Build the 6 ways of wellbeing into our daily lives;

- Take notice
- Be active
- Keep learning
- Give
- Connect
- Care

## Mental and physical health and wellbeing – What's available in Kent?

- Live Well Kent is a service commissioned by **Kent County Council Adult Social Care, Public Health** and all **Kent CCGs**. The service was commissioned to support people's mental health and wellbeing. It is an open access service for people who reside in Kent who are over 17.
- The service has been commissioned to target people with common and serious mental health issues, and was set up to:
  - Transform fragmented delivery of different grant funded mental health services into a collaborative network
  - Support people to better manage their wellbeing within their local community, focusing on recovery and self-management.
  - Better understand and evidence the impact of the support that is provided.
- The contract is split into 4 Lots and delivered by **Porchlight** and **Shaw Trust**. Each Lot covers different parts of Kent. Lot 1 is delivered by Porchlight and covers **Dartford, Gravesham and Swanley**. Lot 2 is delivered by Shaw Trust and covers **West Kent**, Lot 3 is delivered by Shaw Trust and covers the **Ashford, Canterbury and Coastal** areas, and Lot 4 is delivered by Porchlight and covers **South Kent Coast, Swale and Thanet**.
- For more information, the website can be found at <https://livewellkent.org.uk/>



# Mental and physical health and wellbeing – What's available in Kent?



Are your feelings or worries impacting on your relationships, work or life generally? You're not alone: at least 1 in 4 people in the UK will experience a mental health problem each year.

At **Live Well Kent** we can help you improve your mental and physical health and wellbeing. It is a free service for anyone over 17.

You might want to improve your everyday living, become more independent and confident, meet new people, get better skills or find a job. Whatever it is, we're here to help. We won't judge you and



# Mental and physical health and wellbeing – What's available in Kent?

drinking or drugs intake and look after your sexual health.

## Training and work

We can help you gain new skills and qualifications, or support you to try a work placement or find a job.



### If you are in emotional distress and need urgent support, please contact:

**Mental Health Matters** - 0800 107 0160 24/7 helpline

**Samaritans** - 116 123 (free phone number) 24/7 support line

**Saneline** - 0300 304 7000 4.30 pm – 10.30 pm helpline

**Kent and Medway NHS and Social Care Partnership Trust (KMPT)** - Single Point of Access (SPA)  
0300 222 0123 – referral line for NHS Mental Health Services



### Where can you access Live Well Kent services?

Dartford, Gravesham & Swanley\*

Thanet\*

Swale\*

South Kent Coast\*

West Kent\*\*

Ashford\*\*

Canterbury and Coastal\*\*

\*\* Live Well Kent is delivered by Shaw Trust in these areas

\* Live Well Kent is delivered by Porchlight in these areas

For more information about where to access Live Well Kent services visit our [In your area](#) page.

# Mental and physical health and wellbeing – What's available in Kent?

## How to get help?

We have a 'no wrong door' approach. You can get help from us through any community service, by contacting us yourself, or someone like your doctor or a friend can refer you to us. We will talk you through how we can help you and give the support and advice you need. Please call on **0800 567 7699** or email [info@livewellkent.org.uk](mailto:info@livewellkent.org.uk)

To find out more about getting support from Live Well Kent, please visit [how to get help](#).

There is also a whole range of support available at **One You Kent**, a local health programme to help you make simple changes towards a longer and happier life.

## To make a referral

Call 0800 567 7699 or email [info@livewellkent.org.uk](mailto:info@livewellkent.org.uk) or fill out our [online referral form](#).

*'When you're in a dark forest,  
having someone to give you  
the time to share your  
thoughts and lift your spirit is  
one of the ways forward. I've  
learnt to say 'no' and step  
back at the right time before  
I'm overwhelmed'*  
Leng

## About Shaw Trust and Porchlight

### Shaw Trust

Registered Charity No. England and Wales: 287785, Scotland: SC03985.

Shaw Trust is a national charity working to create brighter futures for the people and communities we serve.

The charity was formed in 1982 in the village of Shaw in Wiltshire to support local disabled people to find employment. Since then Shaw Trust has grown in reach and now supports over 50,000 people a year to live independent and inclusive lives.

Today we provide employment opportunities, skills development training and health and well-being services across the UK. We operate charitable social enterprises, retail shops and work alongside Shaw Education Trust, which runs a diverse chain of academy schools.


For more information about Shaw Trust visit: [www.shaw-trust.org.uk](http://www.shaw-trust.org.uk) (opens in new tab or window).

# One You in Kent

https://kentcc.safelifeadvice.com/en/uk/en/advice/Forms\_advice/public/

Done

One You Kent Process - Rat...

Kent County Council

Search kent.gov.uk...

One You Kent

In order to support you to make more positive lifestyle choices we need to find out a little more about you. This will help us determine what support we will be able to offer you based on your preferences.

Please select the district where you live. \*

Tonbridge and Malling

☐ We need to know the area in which you live in order to select which local provider can support you to become healthier

Your health

Thinking about your health and wellbeing.  
What would be the most important thing of  
your life that you would like to change? (you  
may select more than one) \*

☐ Losing weight

☐ Improving my diet

☐ Have an NHS Health check/ MOT

☐ Quitting or cutting down on tobacco / nicotine

☐ Being more active

☐ Cutting down on drinking

☐ Finding activities in my local community

☐ Support on housing

☐ Support with debt

☐ Support with Education and training

# One You Kent referral forms

**SELF REFERRAL FORM**

All information provided will remain confidential and will be used by the council designated at the top of the form and anonymously by Kent County Council's Public Health Department for evaluation purposes only. Please tick the box if you agree your details to be kept on a secure database designed & administered by NHS Computing.

☐ I have read and understand this form ☐ I have read and I do not agree

Does Client Give Consent To Data Recording  
☐ Yes ☐ No

Consent To Contact  
☐ Yes ☐ No

\*Title

\*Forename

\*Surname

\*Date of birth

Email

Local Authority

Address Type

House Number / Name

Address line 1

Address line 2

Address line 3

Address line 4

Preferred Communication Language

Type Of Referral

Medical Conditions

Disability

## ONE YOU KENT Referral form

**NHS**  
Kent Community Health  
NHS Foundation Trust

0300 123 1220

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

Date of referral:

**Your details:**

Title:  Name:

Phone:  Email:

Address:

Postcode:

**Which service are you interested in? (tick any that apply)**

Get more active <input type="checkbox"/>	Quit smoking <input type="checkbox"/>	Lose weight <input type="checkbox"/>	NHS Health Check <input type="checkbox"/>	Cut down on alcohol <input type="checkbox"/>	General wellbeing <input type="checkbox"/>
---------------------------------------------	------------------------------------------	-----------------------------------------	----------------------------------------------	-------------------------------------------------	-----------------------------------------------

Any comments or questions?

How did you find out about One You Kent services?

**Preferred contact method:**

I consent to be contacted by Kent Community Health NHS Foundation Trust for the purposes of this referral via (please tick):  
 Phone ☐ Text ☐ Email ☐ Voicemails ☐

KCHFT will keep your information in accordance with the General Data Protection Regulation and the Data Protection Act 2018. For further information please see our privacy notice at: [www.kentnhs.uk/personalinfo](http://www.kentnhs.uk/personalinfo)

**Referred by (leave blank if you are filling this out yourself):**

Name:

Job title:

Organisation:

Email:  Phone:

Reason for referral:

Has the client been informed of this referral?  
 Yes ☐ No ☐

**ONE YOU KENT**

Please email this form to:  
[kchft.hireferral@nhs.net](mailto:kchft.hireferral@nhs.net)

# Signposting local services



<https://www.nhs.uk/live-well/>



<https://www.nhs.uk/oneyou/>

# MECC as a very brief intervention:

## *Ask, Advise, Assist*

Very Brief Interventions are:

- 'Healthy chats' that last **30 sec-2 min**.
- **Opportunistic**, and mainly about giving people information and directing them to further help.
- Used to pro-actively assess someone's willingness to engage in healthy lifestyle conversations.
- The 3-A's model characterises a VBI:

***Ask:*** Engage and raise the issue

***Advise:*** Inform and give key messages

***Assist:*** Help and/or signpost

## ***Ask, Advise, Assist – An example***

**"You have mentioned before that you would like to quit. How would you feel if you managed to stop smoking?"**

**"Stopping smoking is the best thing you can do for your health. You're four times more likely to quit with help from an advisor compared to alone"**

**"Your local Wellbeing hub has a list of all local pharmacies and GP practices that provide stop smoking support. I can give you a leaflet if you like? There are also useful tips about quitting on the ONE YOU and NHS Smokefree websites"**



# Tea and coffee break





# Kent Workforce Development Team

[PHWorkforceDevelopment@kent.gov.uk](mailto:PHWorkforceDevelopment@kent.gov.uk)