



# 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.





# 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?**

# MECC - overview

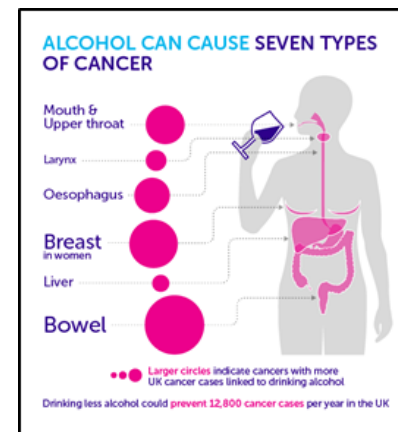
- A pragmatic and adaptable approach
- Enhancing the conversations we have using skills of asking and listening
- Not intended to add to the busy workloads of healthcare professionals and the wider workforce
- Broad adoption of the approach by people and organisations could potentially have a significant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

Topic	Medway	England
Smoking <ul style="list-style-type: none"> <li>pregnant women smoke at the time of delivery</li> <li>adults who smoke</li> </ul>	17.1% 17.6%	10.7% 14.9%
Alcohol <ul style="list-style-type: none"> <li>alcohol-specific mortality</li> <li>alcohol related harm hospital stays</li> </ul>	8.1 per 100,000 488 per 100,000	10.4 per 100,000 636.4 per 100,000
Healthy weight <ul style="list-style-type: none"> <li>prevalence of Obesity (inc severe obesity)</li> <li>prevalence of Obesity (inc severe obesity)</li> <li>adults are classified as overweight or obese</li> <li>breastfeeding initiation rate</li> </ul>	10.2% 21% 64.6% 70.7%	9.6% 20.0% 61.3% 74.5%
Physical activity <ul style="list-style-type: none"> <li>adults are physically inactive</li> </ul>	22.5%	22.2%
Mental health <ul style="list-style-type: none"> <li>hospital admissions for mental health conditions</li> </ul>	81.6 per 100,000	81.5 per 100,000
Low income families <ul style="list-style-type: none"> <li>children live in a low income families (under 16)</li> </ul>	18.5%	16.8%
Life expectancy <ul style="list-style-type: none"> <li>Inequality in life expectancy at birth</li> </ul>	78.5 years (males) 82.2 years (females) 6.8 (females) 8.9 (males)	79.5 (males) 83.1 years (female) - -

# Prevention is better than cure!

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

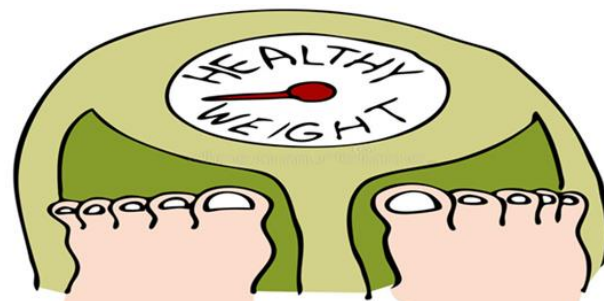
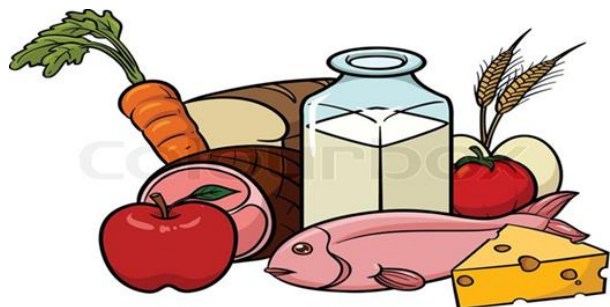
The four initial priorities are:

**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.

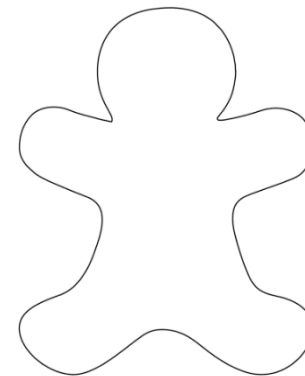


# Health and wellbeing messages





# 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

# 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

## What's available in Medway?

- Smokefree Advice Centre, 2a Railway Street, Chatham
- Group drop-in sessions across Medway
- 1-2-1 support to stop smoking in pregnancy, Nicotine Replacement Therapy
- Digital service launched in October – App, text message and online advisor options



## Being smoke free just got easier with our four quit options



### 1-2-1 Specialist Support

We offer a completely free service with highly trained, approachable advisers and drop-in sessions.

[Find out more](#)



### Try Our Free Quit Smoking App

Our quit smoking app is like having a specialist adviser with you 24/7, available when you need it most.

[Find out more](#)



### Specialist Online Advisor Support

Free specialist support through your smart phone, tablet or PC without you having to leave the house.

[Find out more](#)



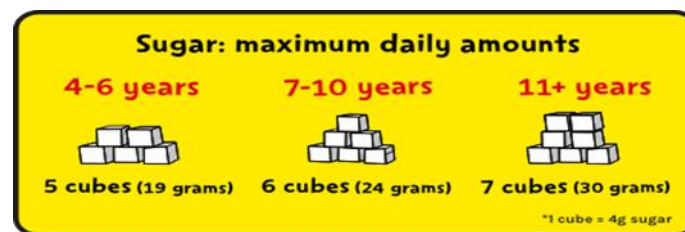
### Text to Quit Messaging Service

Prefer texting rather than face-to-face? Get support, tips and even vouchers for prescriptions to your phone.

[Find out more](#)

# Childhood Obesity

## What do we know?



- 20% of children aged 10-11 are obese
- Very overweight children tend to grow up to be very overweight adults, which can lead to health problems such as type 2 diabetes, heart disease and certain cancers
- Children in England are eating an extra 2,800 sugar cubes a year, which is more than double the recommended guidelines

## Guidelines

- Children aged 5-18 should aim for 60 minutes of moderate to vigorous physical activity daily
- This should include exercise for developing muscles and bones on 3 days a week. E.g. Climbing and jumping
- It is recommended that toddlers are physically active for 180 minutes each day and that babies should be allowed to move as much as possible
- Choose healthy snacks – 100kcal, two a day max

# Childhood Obesity (continued)

## Referral only for children carrying excess weight:

### **Mend 2-4 & Mend 5-7**

- 12 week course for children and their families
- Support learning healthy lifestyle habits

### **Triclub 8-12 year olds**

- 12 week programme meeting twice a week
- Mix of theory sessions, child exercise and family activities
- Based on current NICE guidance and recommendations
- Referral for children carrying excess weight
- Courses cover portion sizes, body image, what's in our food, cravings and much more.
- Support with maintaining a healthy diet and how to find time to move more every day.
- Phone 01634 333 741 or email [change4life@medway.gov.uk](mailto:change4life@medway.gov.uk) for more information.

# Childhood Obesity (continued)



**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 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

# Obesity (continued)

What's available in Medway?



## Healthy Way

Healthy Way is a free programme that will support you to adopt a healthier lifestyle.

[More about the programme →](#)

## Healthy way

- Free 11 week programme
- Food groups and a balanced diet
- Portion sizes
- Menu planning
- Diabetes prevention
- Stress management
- Behaviour change
- Food labelling
- Lifestyle and environment
- Health and maintaining progress

01634 334814

[healthyway@medway.gov.uk](mailto:healthyway@medway.gov.uk)



# Obesity (continued)

## What's available in Medway?



### Tipping the balance

Tipping the Balance is our community-based clinic helping people lead a healthier lifestyle.

Join the programme →

### Tipping the balance

- A community based programme which aims to help people lead healthier lifestyles
- Adults with a BMI greater than 35 can be referred by their GP
- Clients are offered 1-1 appointments with a Specialist Health improvement Practitioner who can refer on to a Dietitian or psychotherapist
- Clinics are held in community venues throughout Medway

01634 3303101

[tippingthebalance@nhs.net](mailto:tippingthebalance@nhs.net)

# Obesity (continued)

What's available in Medway? (Services for Children & Families)

## Little Food Explorers

- Focuses on next step foods for 8-12 month olds
- Supports first foods to expand tastes, texture, exposure to new foods.

## Little Chefs groups

- For 2- 4 year olds and their families
- 6 week food exploration course supporting Early Years Foundation Stage standards

## Tricookery Courses

- 6 week practical cookery and healthy eating courses
- Courses available for families with 5 -17 year olds and adult only

# Obesity (continued)

## What's available in Medway?



**FitFix**

Designed for 13-17 year olds, FitFix helps you make foods and drink choices and how to get into healthy habits.

[More about FitFix →](#)

### FitFix

- A free 12 week healthy lifestyle programme for young people aged 13-17 years who are above a healthy weight
- Helps to improve young people's fitness as well as improve their knowledge of making healthier food and drink choices everyday
- Fitfix also helps to improve confidence and self esteem in young people with group exercise sessions, wellbeing and cooking sessions
- Programmes run across Medway in local venues

01634 333741

[Changeforlife@medway.gov.uk](mailto:Changeforlife@medway.gov.uk)

# Obesity (continued)

## What's available in Medway?

### Programmes



#### Health walks

Walking is free, fun and good for the mind and body - it's also a great way to socialise.

[Join a health walk →](#)



#### Cycling groups

Our cycling groups are free, run all year on flat routes and, most of all, fun.

[Join a cycling group →](#)



#### Nordic walking

Nordic walking is a great form of physical activity and uses 98% of the body's muscles.

[Join a nordic walk →](#)

# 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

## What's available in Medway?

- Turning Point Treatment Service (self referral available) [info@turning-point.co.uk](mailto:info@turning-point.co.uk)
- Open Road Recovery Service
- A Better Medway website [Lower my drinking](#)

# Alcohol (continued)

**A BETTER  
MEDWAY**  
Easier ways to be healthy

Home > A Better Medway > Alcohol and your health

## Alcohol and your health

1. Alcohol and your health

2. Lowering your drinking <

### Lowering your drinking

A few pints a week may seem harmless but your drinking levels could be harming your health.

You can now get help to control of your drinking with the new 'Lower my Drinking' service using a new mobile app. This app can help you measure and begin to address your alcohol consumption.

### Find out what your drinking levels mean

You can find out what your drinking levels mean by completing a quick 10 question assessment on how much alcohol you drink.

You will then get an overall drinking score to highlight if your drinking could be affecting your health.

There is a range of support available both online and in person if this is the case.

Complete the Lower My Drinking assessment

#### Related content

News >

#### Related pages

- Alcohol and your health >
- Check your health >
- Healthy child >
- Healthy mind >
- Get active >
- Losing weight >
- Volunteer >

[https://www.medway.gov.uk/info/200221/a\\_better\\_medway/439/alcohol\\_and\\_your\\_health/2](https://www.medway.gov.uk/info/200221/a_better_medway/439/alcohol_and_your_health/2)



# Mental health



## 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 5 ways of wellbeing into our daily lives;

- Take notice, be active, keep learning, give, connect



## What's available in Medway?

- Connect 5 / Youth Mental Health First Aid
- Men in sheds scheme
- MEGAN group support for those with mental health issues
- Mental health matters/release the pressure
- Cycling groups, health walks, free swimming for over 60's



# Signposting local services



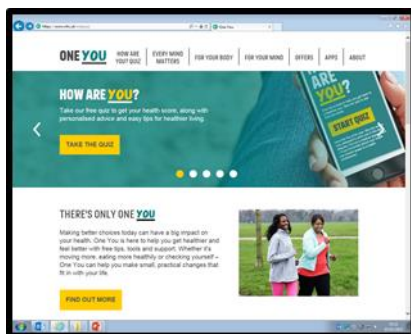
[Search A Better Medway](https://www.medway.gov.uk/info/200221/a_better_medway)

[https://www.medway.gov.uk/info/200221/a\\_better\\_medway](https://www.medway.gov.uk/info/200221/a_better_medway)



<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"**

# Any questions?





# A Better Medway Workforce Development Team

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