

# Making Every Contact Count (MECC)

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26<sup>th</sup> June 2019



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# Making Every Contact Count (MECC)



- Behaviour change approach, aims to maximise the impact of millions of interactions
- Improve skills and knowledge and build confidence
- System wide approach
- Aligns with prudent healthcare, social prescribing and Making Choices Together
- Supports sustainable development, WBFGA, Parliamentary Review of Health and Social Care in Wales, A Healthier Wales



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# Making Every Contact Count

## MECC

- “Gadewch i ni wneud Cymru yn fwy iach, un sgwrs ar y tro”
- “Let's make Wales healthier, one conversation at a time”
- “Preparing students and supporting nurses and midwives to recognise their role and responsibilities in relation to prevention and population health outcomes”.



# Behaviour change

## What kind of behaviours do we want to change?

- Health harming lifestyle behaviours e.g. smoking, alcohol, physical inactivity
- Supporting individuals to adhere to treatment regimes or plans
- Increasing and supporting uptake of screening e.g. cervical cancer, bowel cancer screening
- Useful as a shared decision making aid
- Helpful to support managing others who 'want/need' to make a change, and are able to implement the change
- Can inform behavioural insights, to nudge changes
- Helpful for innovation to increase efficiency and reduce waste



# Lifestyle behaviours in Wales

**Almost half of the burden of disease in Wales is linked with smoking, alcohol, poor diet, physical inactivity and being overweight**



1 in 5 (19%) currently smoke



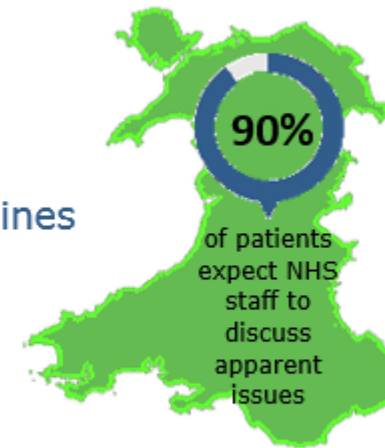
1 in 5 (18%) drank over weekly guidelines



8 in 10 (77%) do not eat 5 a day



1 in 2 (47%) do not meet recommended physical activity guidelines



Data from NSW 2017/18

<https://gov.wales/docs/statistics/2018/180627-national-survey-2017-18-population-health-lifestyle-en.pdf>



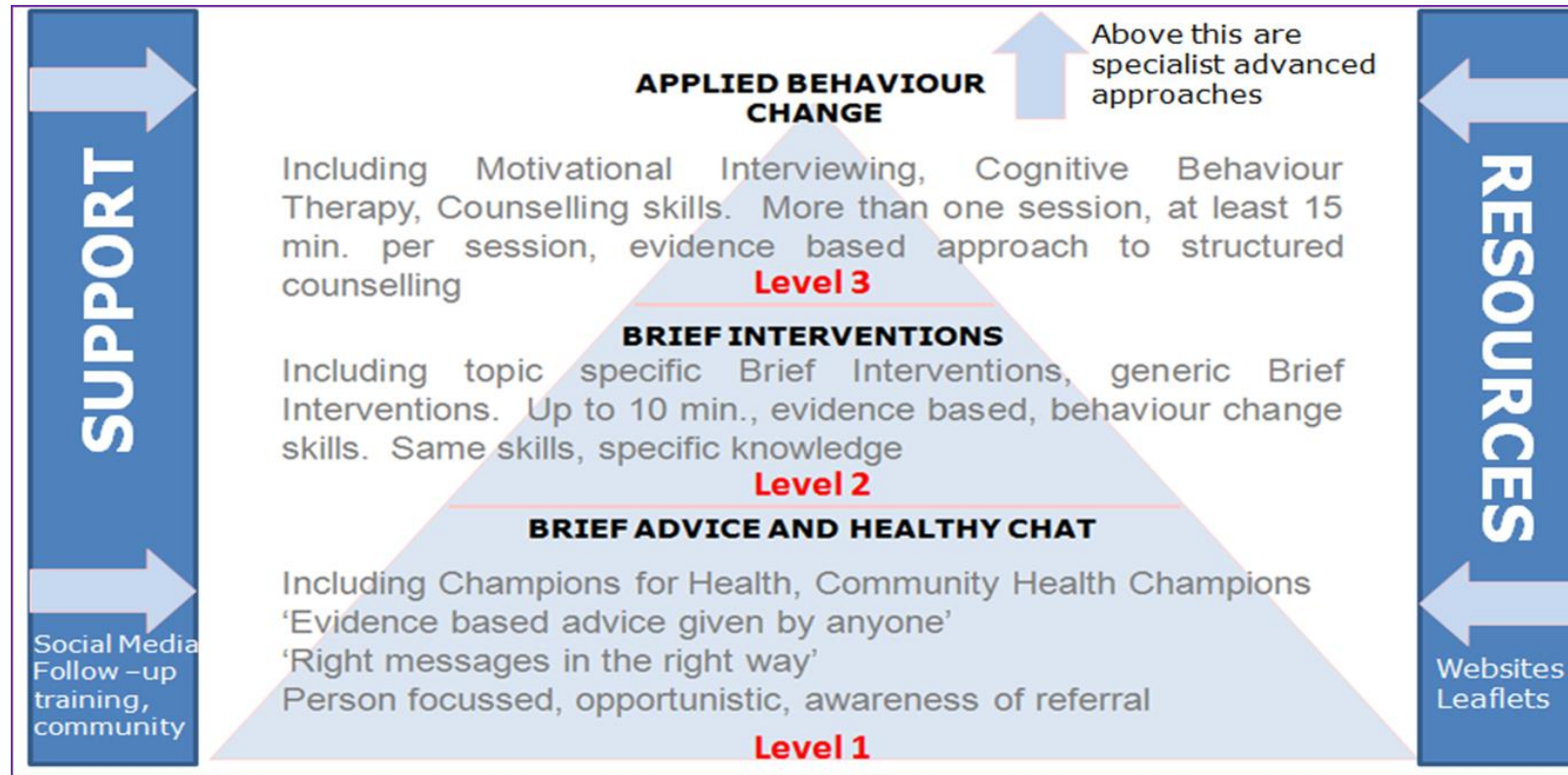
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# Overview of MECC



# Level 1 and Level 2 Training

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# Level 1 On – Line E Learning

## Making Every Contact Count

- July 2017 – Jan 2019....
- 1810 completed module
- Further analysis planned to include breakdown by professional groups & location

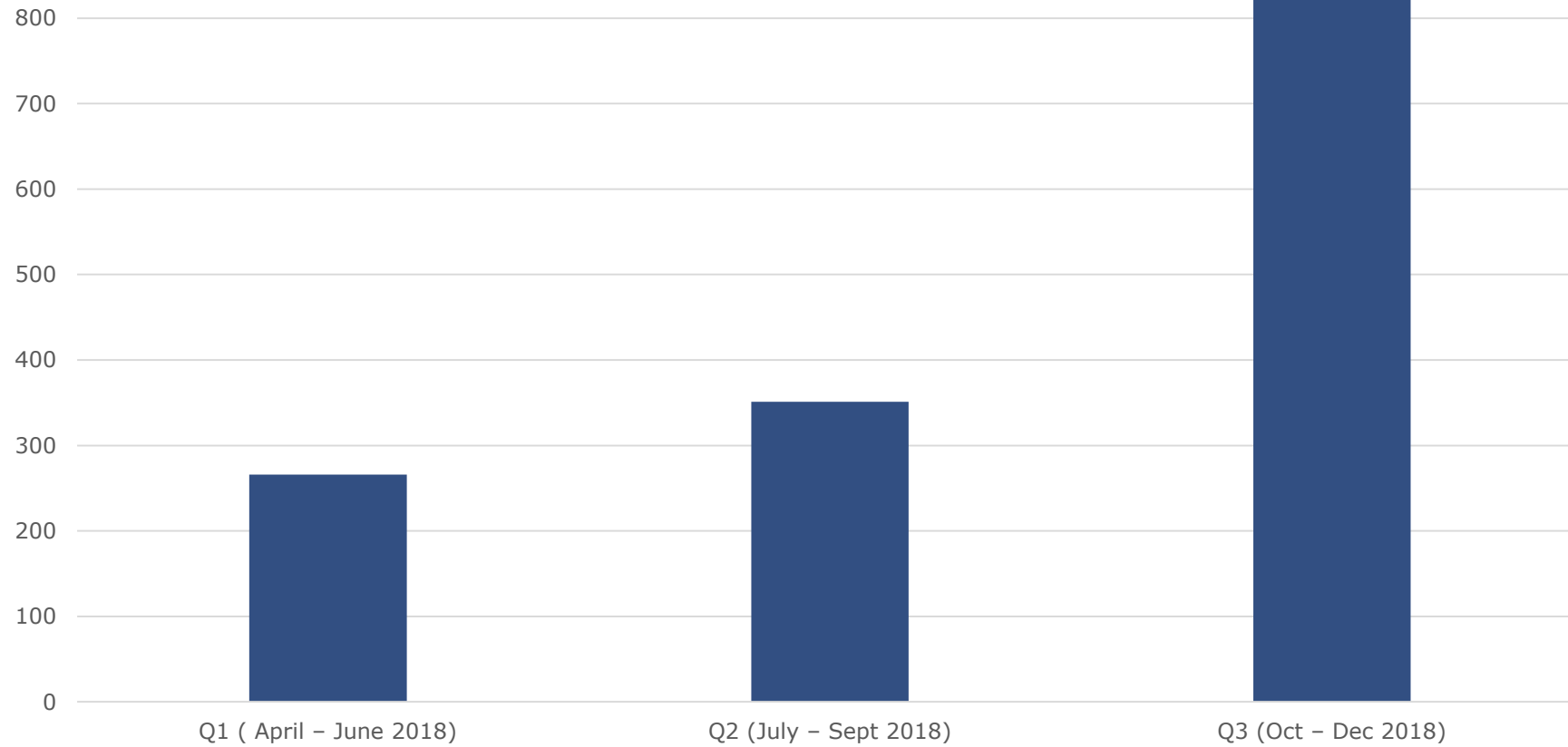




# Level 2 Training

Total 1466

MECC Face to Face Level 2 Training



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# Public Health Wales Research

PHW commissioned research among general population in Wales to gain a greater understanding of the health behaviour change conversations taking place – **from public's perspective**.

## Key Objectives

1. What are the **volume and type** of health behaviour change conversations taking place and who delivers them?
2. What are the service users' **experiences and perceptions** of the health behaviour change conversations they took part in?
3. What is the number of people that go on to make **relevant change** following such a conversation?



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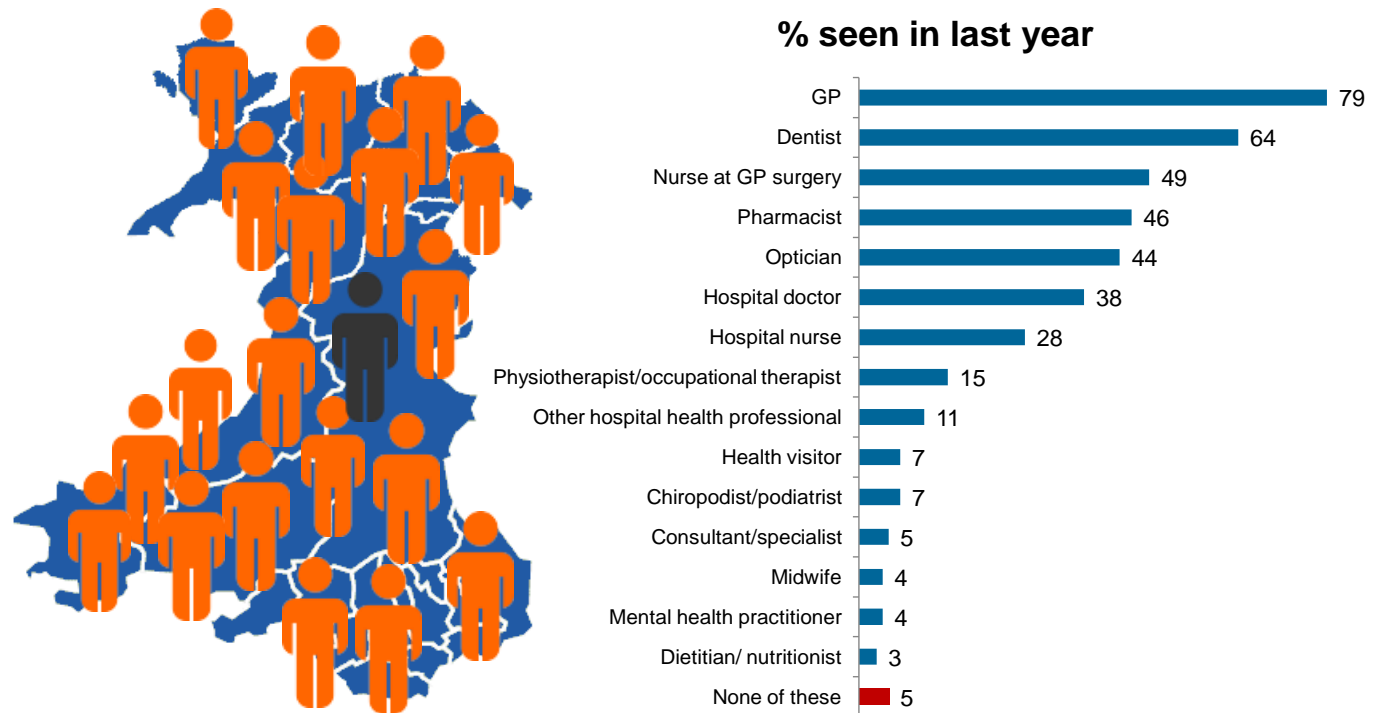


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# What are the opportunities for health behaviour change conversations?

95% of sample have had an appointment, consultation or conversation with a health professional in last year



Base: all adults (1,003)

beaufortresearch



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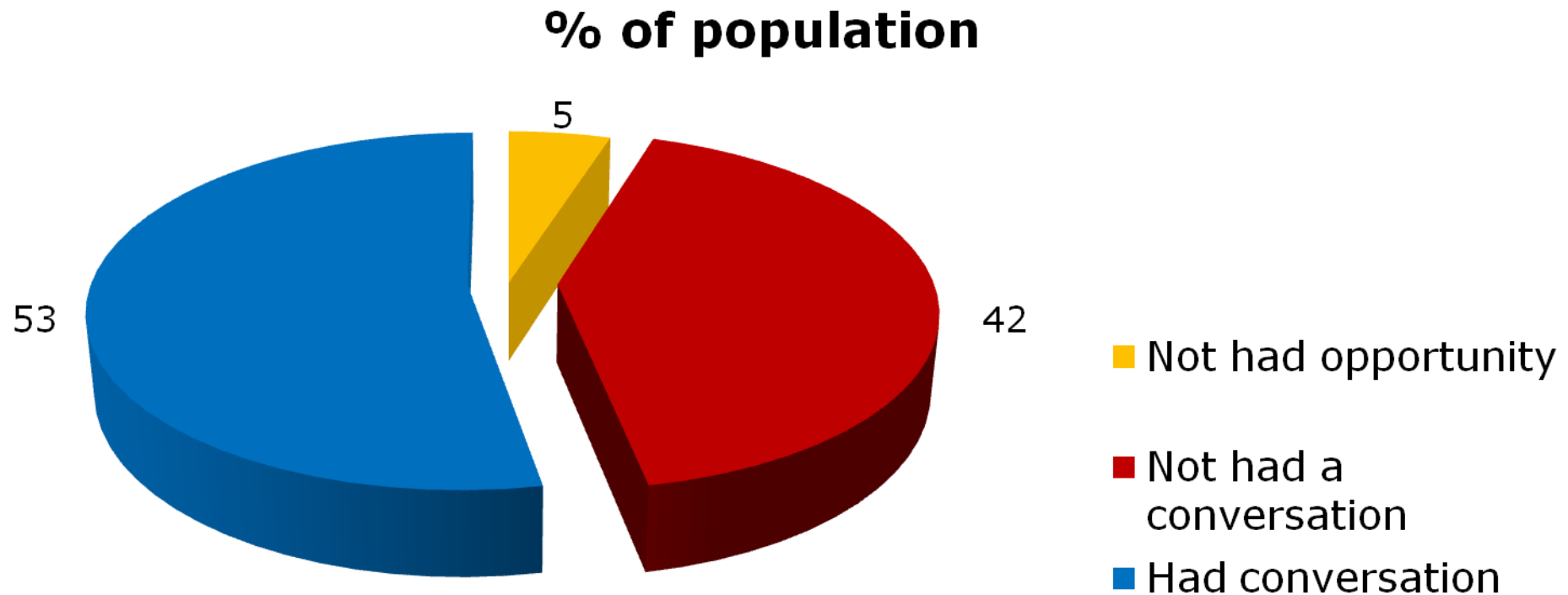


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# How many health behaviour change conversations are taking place?

56% of those who've seen a health professional in past year have had a health behaviour change conversation



Base: all adults (1,003)



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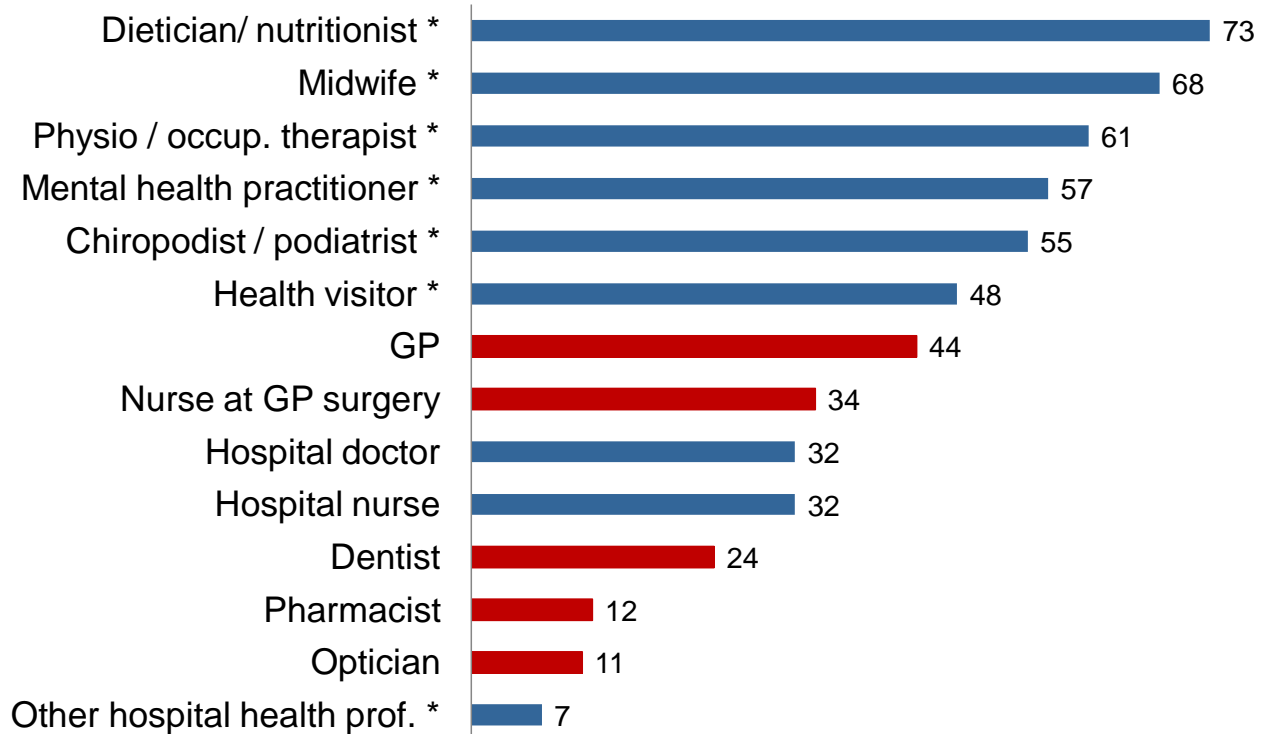
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# Who delivers health behaviour change conversations?

Health professionals with highest reach are not necessarily those most likely to be delivering behaviour change conversations

% had conversation during appointment/consultation/conversation with...



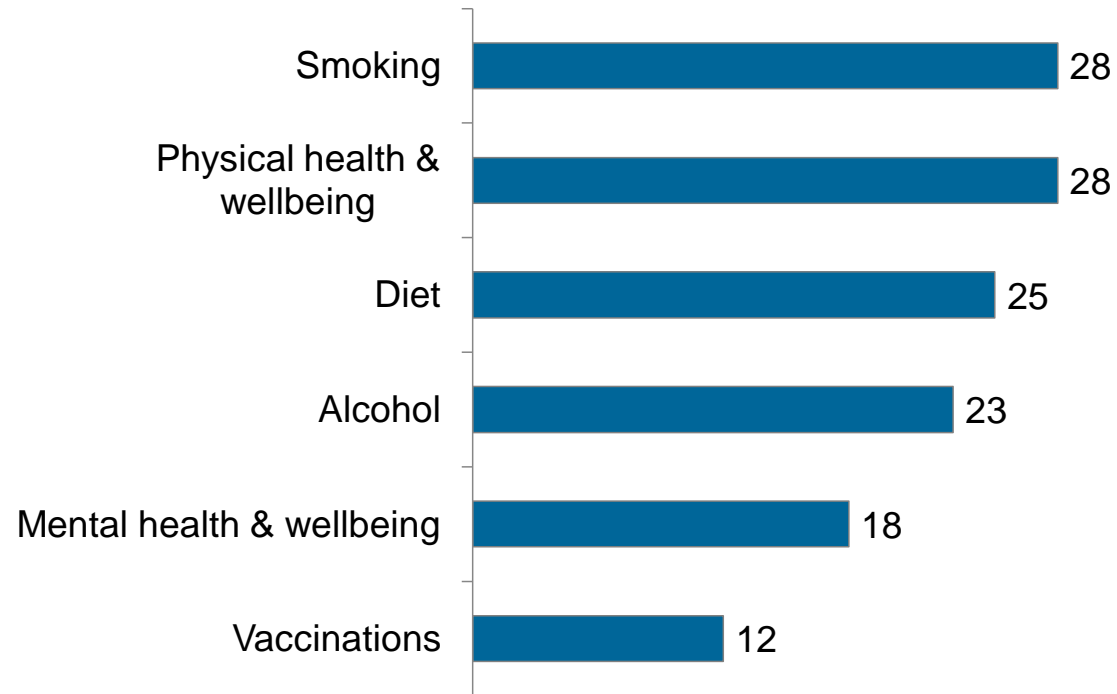
Base: adults who've had appointments/consultations with each type of health professional in past year \*Caution – small bases for some health professionals



# What are the conversations about?

More adults have had conversations about smoking, physical health & wellbeing, diet and alcohol than about mental health and vaccinations

**% of population who've had a behaviour change conversation with a health professional about each topic**



Base: all adults (1,003)

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# What impact are the conversations having?

Impact varies by age of individual and is influenced by whether conversation was related to reason for appointment/consultation



36% of conversations resulted in individual making a change



**Most likely** to have made a change:  
45-54s (45%)



**Least likely** to have made a change:  
75+ (18%)  
65-74s (28%)

27% made a change if conversation was unexpected

Base: all conversations (766)



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# PHW Research Summary

## High levels of interaction with health professionals

- Plenty of opportunities for health behaviour change conversations (especially GPs and dentists)

## Over half of contacts with health professionals generate a conversation

- But varies by professional

## The public's reaction to the conversations is generally positive

- No major negativity is evident, although question marks over their usefulness for some, especially if the conversations were unexpected

## Over a third of conversations result in a change

- Impact varies by health professional





# Making Every Contact Count

## Realising the potential

- Level 1 MECC E – Learning Package developed and available via MECC Website
- Level 2 national Knowledge and Skills Framework agreed
- HEIW agreement to embed MECC within curricula Health Professionals
- National Collaborative working group – LPHT/HB representatives
- Developing Level 2 generic skills based module (Sept 2020)
- Ambition to embed prevention role into Health Boards' BAU (structures, policies and practice)
- National MECC Communications plan to be developed



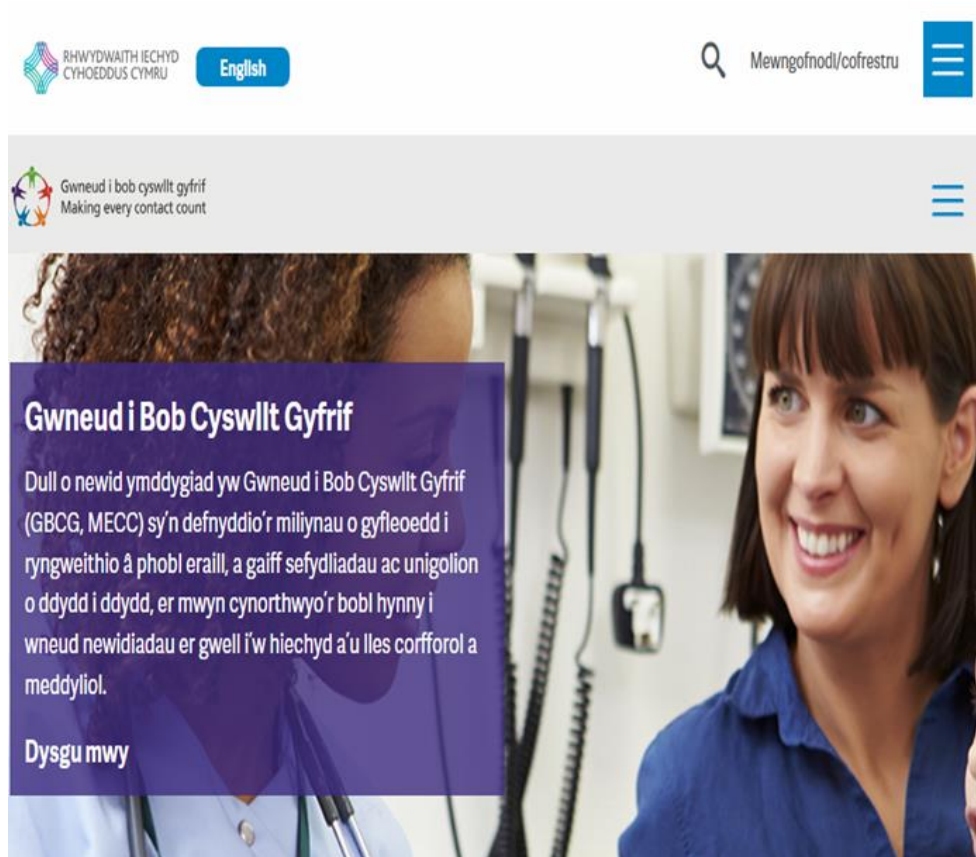
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# MECC website: [www.gbcg.cymru/www.mecc.wales](http://www.gbcg.cymru/www.mecc.wales)

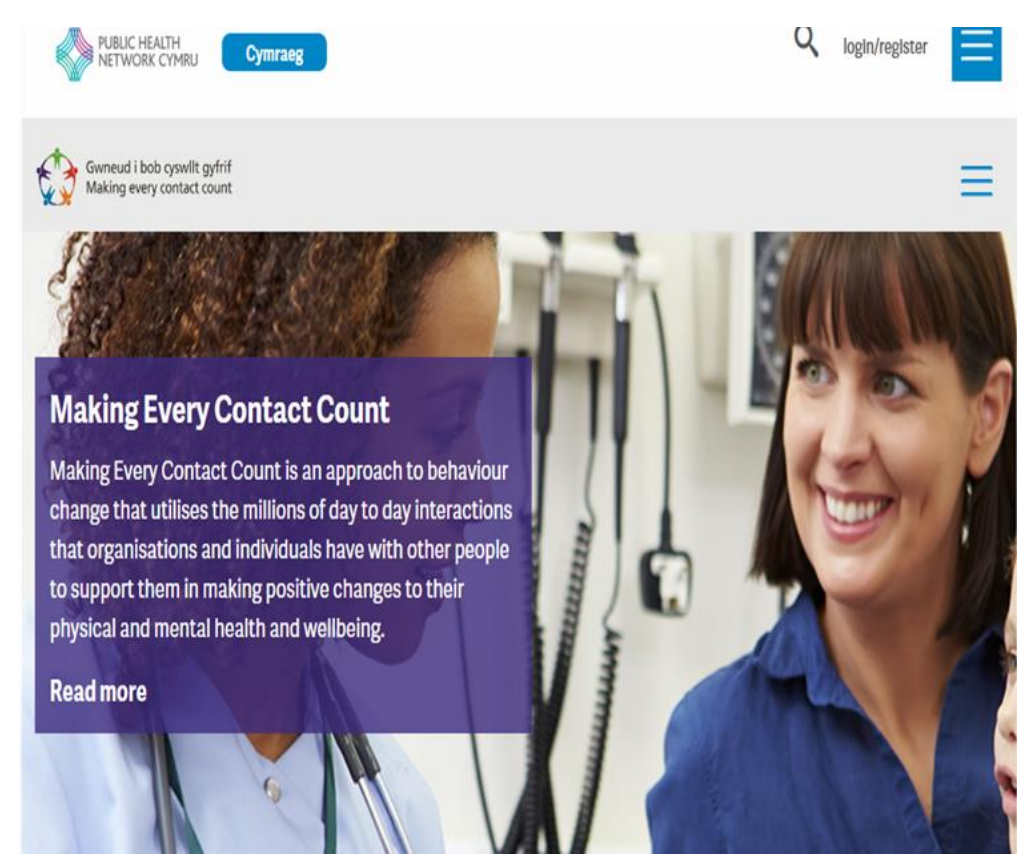


The screenshot shows the Welsh version of the MECC website. At the top left is the logo for 'RHIFYDWAITH IECHYD CYHOEDDUS CYMRU' with an 'English' button next to it. A search bar contains the text 'Mewngofnodi/cofrestru'. Below the header is a sub-header with the logo and the text 'Gwneud i bob cyswllt gyfrif Making every contact count'. The main content area features a photograph of two healthcare workers in a clinical setting. A purple text box is overlaid on the left side of the image, containing the following text:

**Gwneud i Bob Cyswllt Gyfrif**

Dull o newid ymddygiad yw Gwneud i Bob Cyswllt Gyfrif (GBCG, MECC) sy'n defnyddio'r miliynau o gyfleoedd i ryngweithio â phobl eraill, a gaiff sefydliadau ac unigolion o ddydd i ddydd, er mwyn cynorthwyo'r bobl hynny i wneud newidiadau er gwell i'w hiechyd a'u lles corfforol a meddyliol.

**Dysgu mwy**



The screenshot shows the English version of the MECC website. At the top left is the logo for 'PUBLIC HEALTH NETWORK CYMRU' with a 'Cymraeg' button next to it. A search bar contains the text 'login/register'. Below the header is a sub-header with the logo and the text 'Gwneud i bob cyswllt gyfrif Making every contact count'. The main content area features a photograph of two healthcare workers in a clinical setting. A purple text box is overlaid on the left side of the image, containing the following text:

**Making Every Contact Count**

Making Every Contact Count is an approach to behaviour change that utilises the millions of day to day interactions that organisations and individuals have with other people to support them in making positive changes to their physical and mental health and wellbeing.

**Read more**



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**Diolch yn fawr**  
**Thank you very much**

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**Making Every Contact Count: Programme Lead**

**02920 104647**



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