Making Every Contact Count (MECC) and behaviour change

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Why do we work here?

What is our purpose of our role in this organisation?
Levels of behaviour change intervention

- **Very Brief Interventions**: For everyone in direct contact with the general public. To raise awareness, motivate and signpost people to help them improve their health and wellbeing.

- **Brief Interventions**: Staff who have an opportunity to encourage and support people whose health and wellbeing could be at risk.

- **Extended Brief Interventions**: Staff who regularly come into contact with people for 30 minutes or more who are at higher risk.

- **High Intensity Interventions**: Specialist Practitioners

Behaviour change interventions mapped to NICE Behaviour Change: Individual approaches/PH49

Behaviour change interventions diagram by Health Education England
What is MECC?

- Population-level approach to behaviour change using the millions of day-to-day interactions that people have with other people to support them in making positive changes to their physical and mental health and wellbeing.

- A ‘formal’ national MECC programme (NHS, physical activity/healthy eating, smoking, alcohol, wellbeing).

- Opportunity to apply MECC principles to wider issues (MECC Plus) because skills needed to have an effective chat for change are TRANSFERABLE.

- Adapt to specific services to meet their client’s needs.

- Person-centred
What MECC is not....

- It is not about adding another job to your already busy working day
- It is not about you becoming a specialist in a certain lifestyle area
- It is not about becoming a behaviour change counsellor or providing ongoing support to particular individuals
- It is not about telling somebody what to do and how to live their life.
MECC: 3 simple steps:

1. “Ask”: recognise opportunities/about lifestyle behaviours (“change talk”)

2. “Advise”: about risks and benefits of change (confidence, key facts and key messages)

3. “Assist”: signpost and support or referral (where appropriate)

Skills and knowledge needed to give frontline staff the confidence to recognise and act upon an appropriate opportunity
Key knowledge and skills

- Be able to **identify opportunities** with service users, clients, colleagues and other members of the public and understand how to make effective approaches in promoting health

- Know the **current lifestyle recommendations** for health and effects of wider determinants

- Understand what **response and actions** would be appropriate in supporting lifestyle issues
The elephant in the room

- We might find it difficult to raise a lifestyle issue with a client if we......
- You are giving **factual advice** and not promoting a personal experience
- The conversation is about **them**, not about you
- Providing information **provides choice**
- Proving information and support about **unhealthy behaviours** may lead to us considering **lifestyle changes** ourselves.
MECC

Recognising the opportunity

- During any day to day contact with the client
- When you hear them mention/indicate a lifestyle problem.
- When you can see that support with a lifestyle issue may be of help
- As part of existing information gathering arrangements
Raising the issue- safely

- Do you have any concerns about…
- Have you thought about…
- What do you feel about…
- What do you think
- Are you aware of the risks

- Do you know…..
- Tell me about….
How do you feel about your general health and wellbeing?

Not Good  Very Good

How important is it for you to improve your general health and wellbeing?

Not Important  Very Important

Is there anything I can do to help you improve your health and wellbeing?
Key MECC resources:

- Health Education England
  www.makingeverycontactcount.co.uk
  - Evidence,
  - Implementation guide
  - On-line training
  - case studies

- Healthy Shropshire