

DERBYSHIRE COUNTY COUNCIL**CABINET MEMBER FOR HEALTH AND COMMUNITIES****22nd October 2013****Report of the Director of Public Health****Making Every Contact Count: Enabling a wide range of public facing workers to take on a role in promoting health & wellbeing****1. Purpose of the Report**

To seek approval for the development of appropriate infrastructure to engage and train a wide variety of front line staff in partner agencies in the 'Making Every Contact Count' initiative.

2. Information and Analysis

'Making Every Contact Count' ('MECC') is about encouraging and supporting individuals to make choices that benefit their health and wellbeing. It builds capacity for health improvement and prevention through development of confidence and competence in non-specialist staff, in a wide variety of public facing organisations, for minimal investment. In this way, MECC is an example of improving health through the organised efforts of society.

The diagram in the Appendix demonstrates how MECC is a critical element of a whole system approach to supporting individuals to improve their own health and wellbeing and importantly this begins with the people of Derbyshire being health literate. MECC will compliment work already underway with:

- (a) health literacy, which helps individuals to take control of their own lives and navigate through health and care services; and
- (b) Health Champions (mainly volunteers), who have been introduced into a number of settings including workplaces and have a specific role of providing health information and connecting people into services.

MECC is not about preaching or telling people how to live their lives; rather, it is about ensuring system and scale in relation to health and wellbeing support. For example, nearly 23,000 people in Derbyshire are directly employed in health and social care. If each person undertook just one opportunity a week each year, this would create over one million opportunities to promote health and wellbeing.

Most commonly the perception of MECC is that it is about:

- Stopping Smoking
- Eating Healthily

- Maintaining a Healthy Weight
- Drinking alcohol within the recommended daily limits
- Undertaking the recommended amount of physical activity

However, if a contact is to truly count, the focus should be on the individual and their needs. This may involve accessing services to support the wider determinants of health, such as housing or financial support which may be barriers to wellbeing. It is therefore essential for organisations to work collaboratively with one another and ensure staff have a good understanding of how to link individuals into local services and that MECC compliments and integrates with other relevant initiatives.

Work is already underway to establish an integrated lifestyle system to support people to make changes to their behaviour and this will ensure that people with the greatest need are actively engaged and supported. MECC in Derbyshire is an integral part of the universal offer for health improvement, prevention and lifestyle services. It will achieve this through workforce development with a wide range of front line staff in partner organisations such as pharmacies, the Fire and Rescue Service, leisure, charities and voluntary sector, and private businesses and so forth.

It is proposed that an organisation is engaged to deliver the process of rolling out MECC across Derbyshire by building a lasting infrastructure of people within partner organisations at county and local level who can win “hearts and minds”, deliver MECC to their own staff and the public through a varied provision of training and support.

There will be close links with the lifestyle service review findings and emerging Locality working streams to ensure that:

- Community assets, talents, skills and capacity of organisations and individuals will be maximised in the roll out of MECC
- MECC builds on the best of the Derbyshire existing infrastructure for health and wellbeing (Call Derbyshire, First Contact, Prevention Strategy, Personalised care and so forth)
- Public sector organisations such as Fire & Rescue, Police, Health and Social care, CCGs, District and Borough Councils will be engaged for delivery of MECC for their own staff as well as delivery of MECC to the public
- Locality Leads will be asked to broker engagement of partner agencies based on ‘reaching the hard to reach’ and target groups as a priority but also with regard to universal coverage of MECC in Derbyshire
- Training will be a blend of face to face and e-learning

An annual budget of £40,000 was identified and approved by Cabinet on 30th July 2013 for the roll out of MECC in Derbyshire, building on work already started in the NHS and a small number of non-NHS partners. The implementation model will be based on the ‘Guide and Toolkit for MECC: using Every Opportunity to Promote Health and Wellbeing’ which has been

developed in Derbyshire. This toolkit enables organisations to consider the benefits of engaging with the County Council to deliver MECC, develop Health Champions or further invest in health coach development of their own staff.

An additional £10,000 was also agreed at the same meeting focused on health improvement delivery in pharmacies. Following consultation with the Local Pharmaceutical Committee, it is recommended that this is now used in conjunction with the main MECC funding to support the development of MECC in pharmacies which are interested in participating in the programme.

It is proposed that a suitable delivery partner will be secured through a competitive tendering process to enable implementation to commence in April 2014 and the outcome of the project, including any decision as to future funding, will be evaluated after 12 months.

3. Financial Considerations

The sums involved are within the approved budget.

4. Legal Considerations

The Director of Legal Services will provide legal support to the proposed tender process as required.

5. Other Considerations

In preparing this report the relevance of the following factors has been considered: prevention of crime and disorder, equality and diversity, human resources, environmental, health, property and transport considerations.

6. Key Decision

No.

7. Call-in

Is it proposed that call-in be waived in respect of the decisions proposed in this report? No.

8. Background Papers

None.

9. OFFICER'S RECOMMENDATION

That the Cabinet Member approves:

- (a) the development of appropriate infrastructure to engage and train a wide variety of public facing workers in the 'Making Every Contact Count' initiative, incorporating health champions and a foundation of health literacy as appropriate; and
- (b) the procurement of a suitable delivery partner to enable implementation of the initiative.

Elaine Michel
Director of Public Health

APPENDIX

