

# Making Every Contact Count



## *Prevention and Lifestyle Behaviour Change* A Competence Framework<sup>©</sup>

### Essential Public Health Stockport



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#### A Training programme to-:

1. Increase frontline staff's knowledge of local public health issues
2. Increase individuals' understanding of their role
3. Increase confidence in addressing lifestyle issues through conversations with clients
4. Increase referrals into lifestyle support services

#### Background

The key public health issues in Stockport and surrounds are similar to most other inner-city locations

- 1> Smoking
- 2> Obesity
- 3> Alcohol and Substance misuse
- 4> Sexual Health
- 5> Aging

Stockport also have a large workforce that engages with the population on the services they offer to good effect. However, like most other places, the workforce does not apply its existing resources effectively to provide advice, information and referral on those key public health issues.

This is a common problem around the country and in addition to that problem other issues were identified where a lack of action would see an increase in the severity of the problem:

- Reduction in the workforce/Efficiency Agenda (More for Less)
- Low staff confidence in delivering Public Health messages
- Many staff see Public Health as 'not my business'
- Vastly reduced training opportunities
- Competing priorities
- Perception of Public Health Demands
- Theory Practice Gap

It was agreed between all partners that a quick short programme was needed that would have maximum impact with all staff to better utilise the large workforce and improve the health message that all could and should deliver.

The Prevention and Lifestyle Behaviour Change: A Competence Framework can be found at:  
[www.yorksandhumber.nhs.uk/what\\_we\\_do/improving\\_the\\_health\\_of\\_the\\_population/making\\_every\\_contact\\_count](http://www.yorksandhumber.nhs.uk/what_we_do/improving_the_health_of_the_population/making_every_contact_count)  
The Making Every Contact Assessment Tool can be found at: [www.nwylearning.nhs.uk/MECCATtool](http://www.nwylearning.nhs.uk/MECCATtool)

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#### The Programme-: Essential Public Health (EPH)

The approach was based on **KISS** - keep it short and simple:

- No Jargon
- Not too much information
- Keep it relevant
- User Friendly Statistics and charts
- Pre and post programme Quiz to review/evaluate the programme

They used "Health Chats" as the outcome, which would be:

- Practical
- Very Brief
- Raise Issues
- Assess Patient Motivation
- Practical not Fact Packed
- Aim to Signpost
- Start Positive Change
- Evidence Bases (NICE)

The outcomes attributed to EPH so far include:

- Reduced the normal training time on this subject from 2 days to 2.5 hours. (saving between £34K-£69K)
- Improved knowledge & confidence of all who attended (30% reported)
- Increased lifestyle referrals with reported reduced DNA's
- 500 staff trained so far

#### Evaluation

- Pre- & Post session Quiz immediate 35% improvement
- 4 month post programme evaluation 75% rise in confidence
- 83% report having discussed lifestyle issues
- 30% have made a referral (low transference based around use of motivational tool)
- Winner of 2009 North West Public Health Awards
- Used NHS Y & H Strategy **Making Every Contact Count (MECC)** and the *Prevention and Lifestyle Behaviour Change-: A Competence Framework* to map against their programme. Using the Framework and mapping against its levels has been a positive experience as it gives external acknowledgement of the quality and approach this programme is delivering.
- For *MECC* and the Framework this demonstrates from an external partner the benefit of sharing and using this strategy to support work beyond the NHS Y & H boundary.

The programme has made a good initial impact and the issues to be included in the **Next Steps** are to:

- Use evaluation to focus on key issues (2011 Alcohol)
- Monitoring of DNA's and business performance
- Health, Social Care and Voluntary sector staff
- Children's Centres, Schools and Colleges
- Look at the *MECCAT*, when it is available, to see how this may be used by staff participating in the programme.

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The Making Every Contact Assessment Tool can be found at: [www.nwylearning.nhs.uk/MECCATtool](http://www.nwylearning.nhs.uk/MECCATtool)