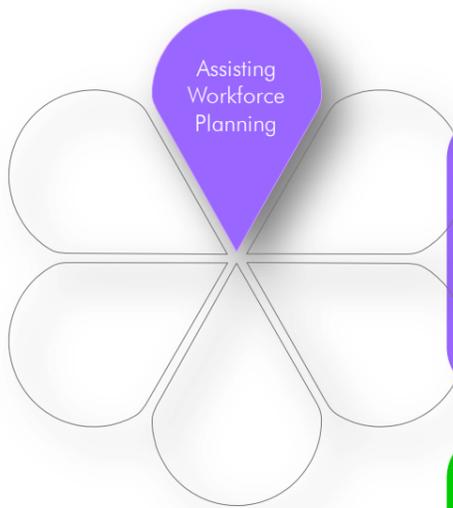


# Making Every Contact Count

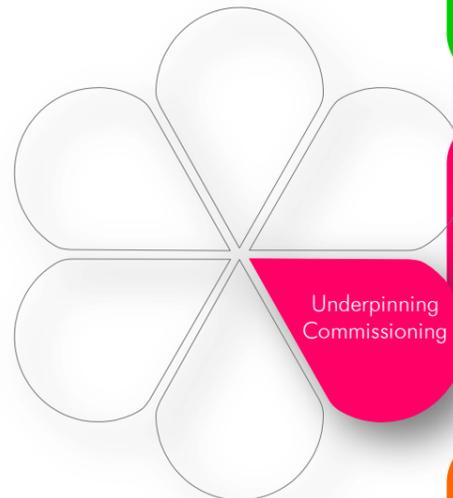
## Prevention and Lifestyle Behaviour Change A Competence Framework<sup>©</sup>



### Making Every Contact Count in Rotherham



Pharmacy is not always highlighted within workforce planning and especially the assessment of need, this story illustrates how MECC and the principle of supporting staff to feel confident and competent can be done across primary care provision. This approach links to the Making Every Contact Count and engages an important part of the workforce who access the public on a daily basis and widens opportunities like 'Healthy Living Centres'.



This is a great example of using a matrix approach to a number of strategies and programmes, Transforming Community Services, the Healthy Chat, MECC and the Framework to support strategic delivery and planning. The 'Ready Reckoner' approach in Rotherham is a simple way to plan further interventions and move people on which is a key element of the Framework level 1 - brief advice.

By incorporating the MECC and framework into their work in Rotherham it enables commissioners to link a performance management element to these important providers and expand the available workforce. This facilitates the industrialisation of the workforce to undertake behaviour change and commissioning of services to provide these interventions part of their everyday work.



Private providers are attracted to the concept of MECC and the framework as it enables them to understand clearly how they can deliver on their commissioning requirements. All elements being delivered in Rotherham are good examples of commissioners and providers using the framework as a currency which is flexible and transfers across sectors, settings and programmes bringing commissioners and providers together.

With 40% of Pharmacists in Rotherham actively participating in level 1 training it enables the pharmacy workforce to undertake brief advice and signposting to support the patient pathway and service provision. Linking to Healthy Living Centres supports Pharmacies and their workforce to contribute to behaviour change and health inequalities.

The MECCAT, which is soon to be launched, will support the learning needs of the whole workforce which is demonstrated by the Rotherham story. The opportunity to expand and increase the opportunities for delivery of the MECC message beyond traditional NHS workforce is an essential element and supports the 'Better for Less' agenda. Engaging with the whole community workforce to deliver health messages in Rotherham is a great example of how during a time of limited resources, development of the workforce, both in capability and capacity, can be done.

