Making Every Contact Count

Dr Siân Griffiths
What’s The Issue?

• Welsh Health Survey data shows people are making unhealthy lifestyle choices – with respect to diet, smoking, drinking and physical activity. Only 6% of adults have all four healthy behaviours.

• Vaccination uptake below target levels

• A lack of awareness amongst front line staff regarding everything available to enable or inform lifestyle changes

• Ensuring people make informed choices about leading a healthy lifestyle
What Have We Done?

Set up Making Every Contact Count which:

• Systematically promotes the benefits of healthy living across the Cardiff and Vale UHB

• Asking individuals about their lifestyle and changes they may wish to make

• Responding appropriately to the lifestyle issue/s once raised

• Taking the appropriate action to either give information, signpost or refer service users to the support they need.

An example of MECC Impact

In Cardiff & Vale University Health Board
• 14,000 staff (approximately)
• Millions of patient contacts a year
• If staff MECC with just ten people

Less than one hour a year for each staff member
= 140,000 opportunities to influence behaviour change.
What Barriers Did We Face?

• Engagement with prevention agenda

• Capacity of front line staff to deliver MECC
  – Time
  – Perception that it is telling people how to live their lives
  – Concerns about raising the issue
What Are We Doing Next?

- Planning implementation with UHB and partners
- Exploring national links
- Ensuring alignment with partnership strategies and outcome targets

- Training partners to level 1 competence - Level 1 The worker is able to engage with individuals and use basic skills of awareness, engagement, and communication to introduce the idea of lifestyle behaviour change and to motivate individuals to consider/think about making changes to their lifestyle behaviour(s).
  - Train the trainer
What Do We Need From CPB?

1. Support proposal to develop level 1 competence across partner organisations – staff recognise the vital role they can play and where discussion of lifestyle factors is routine

2. Consider how this approach can be utilised across the public sector and how it can be taken further

3. Identify what other public messages could have their profile raised using the principles of MECC