

**Making Every Contact Count
Evaluation Report
Cardiff and Vale Public Health Team
June 2015**

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1. Purpose

This report documents the findings of the evaluation of the Making Every Contact Count training programme which was delivered across Cardiff and the Vale of Glamorgan between April 2014 and March 2015

2. Introduction

Cardiff and Vale University Health Board (UHB) has stated its aim to become a Practising Public Health Organisation (PPHO)-that is, 'an actively and visibly health promoting organisation which takes every opportunity to consistently develop and support health improvement for its staff, its patients and its communities'. A key facet of a PPHO is building public health capacity throughout the health services workforce and beyond.

Cardiff and Vale UHB is committed to implementing the 'Making Every Contact Count' (MECC) approach developed by NHS Yorkshire and the Humber. The MECC approach recognises the crucial health improvement role of health (and other public and third sector) staff and aims to develop and embed the role as a systematic part of health services. The approach is based on behaviour change principles, using brief advice or brief intervention to identify appropriate opportunities to discuss healthy lifestyles with individuals who wish to make changes to their lifestyle behaviour, followed by appropriate advice and support.

The Cardiff and Vale MECC approach is to develop and deliver a brief advice/healthy chat/signposting intervention to systematically embed health improvement within the work of staff of the UHB and its partner organisations.

During the period of March to September 2013, Cardiff and Vale Public Health Team led the development of a pilot to deliver and evaluate MECC in a range of public and third sector organisations.



MECC pilot eval
report FINAL.doc

An evaluation report was produced and the following conclusions made:

- A general increase in the following was observed:
 - Participants knowledge of key health issues
 - Participants' belief of the importance of discussing healthy lifestyles
 - Participants levels of confidence when discussing healthy lifestyles

- Participants' awareness of how to raise the issue of healthy lifestyles with clients and where to signpost clients to.
- The training package was well received by participants.
- The need for adapting the training depending on setting and professional group was highlighted.
- Concerns were raised by participants about causing offence when discussing healthy lifestyles and not being able to answer further questions.

2.1 Development of training programme

- **2.5 hour session**

The full training session includes:

- An introduction to the concept of MECC
- An update on key knowledge and guidelines
- Information regarding signposting and referral
- Scenario work surrounding the 'healthy chat'

The full training session is offered out to all who request training.

- **1 hour session**

The condensed 1 hour session includes:

- An introduction to the concept of MECC
- An update on key knowledge and guidelines
- Information regarding signposting and referral

Scenario work is covered if there is time available.

This session is offered to those with pre-existing knowledge of health/healthy lifestyles or health professionals who require an update.

- **0.5 hour session**

The half hour session is delivered as a taster session or for those who are qualified health professionals who do not have sufficient time to complete the longer sessions.

It includes:

- An introduction to the concept of MECC
- An update on key knowledge and guidelines
- Information regarding signposting and referral

No scenario work is covered.

2.2 Current training package

Subsequent training has been edited in accordance with:

- Trainee feedback
- Trainer feedback
- Learning from other Health Board Teams that are also delivering MECC training

The main edits made to the training programme include:

- Excess text removed from slides
- Topic areas now appear in same order for each training presentation
- Links updated where appropriate

3. Training statistics 2014/15

3.1 Throughout 2014/15, the Cardiff and Vale Public Health team held 35 training dates and within these training dates, 39 training sessions were delivered.

Figure 1 shows the percentage of training session delivered by training length.

Figure 1:

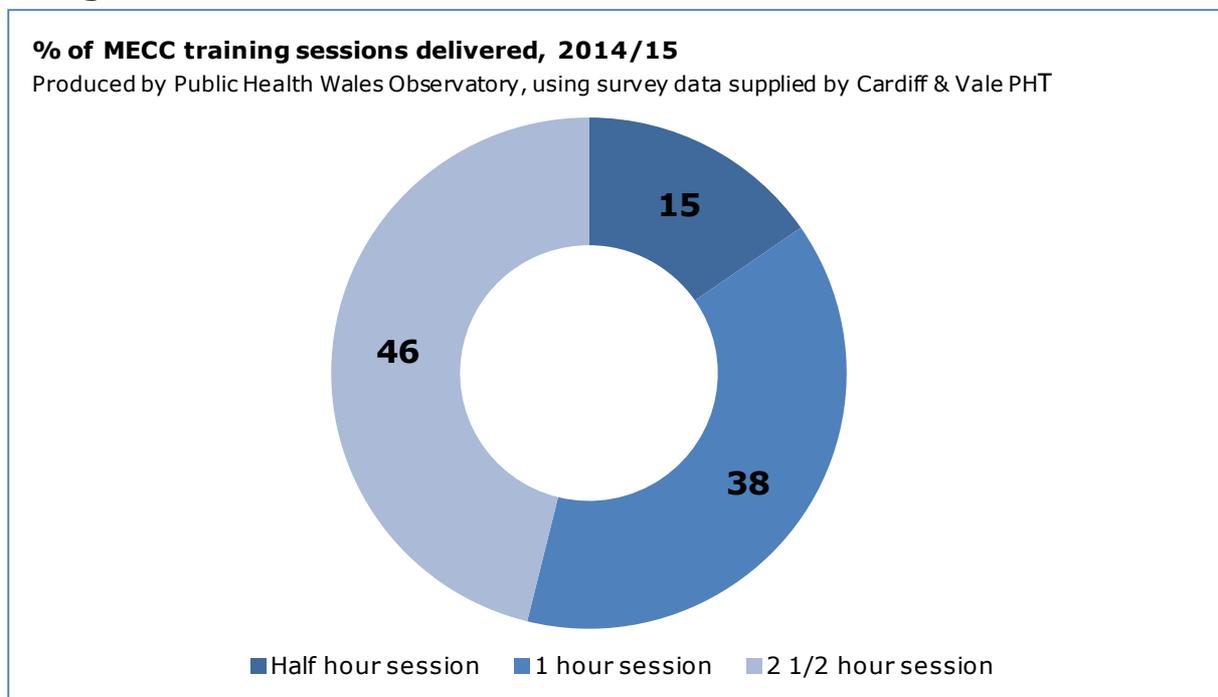
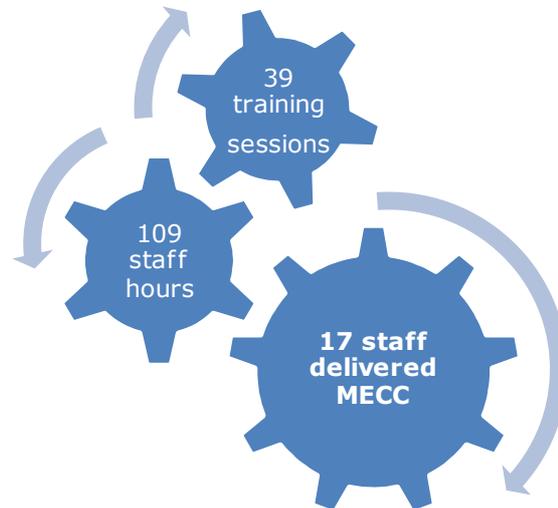


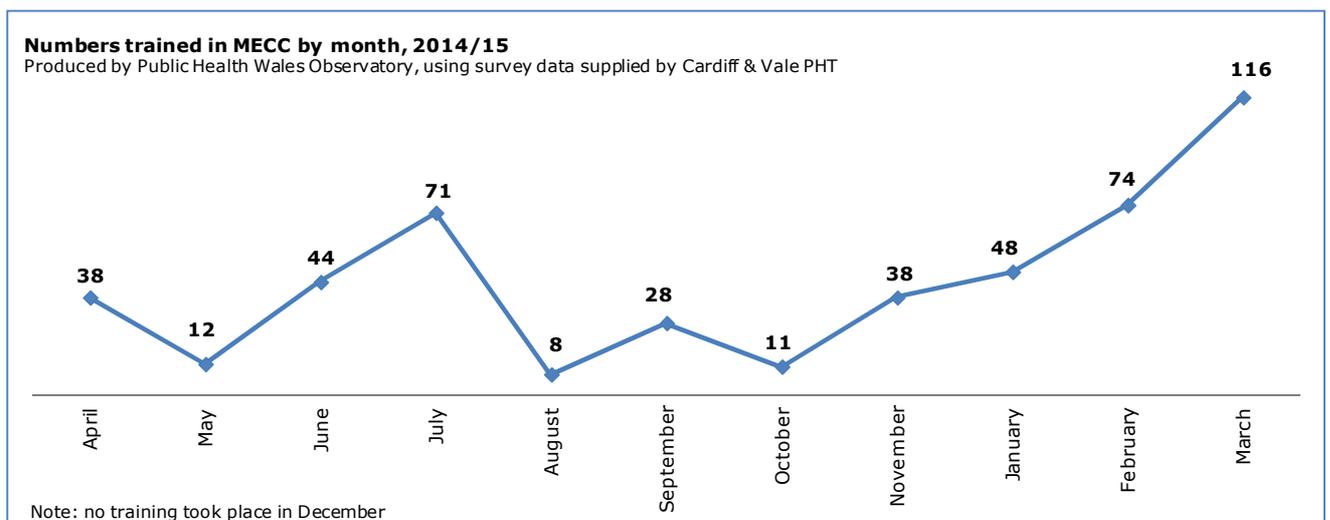
Figure 2 shows that over the year, 17 staff members delivered the three types of training, which in total took 109 staff hours:



3.2

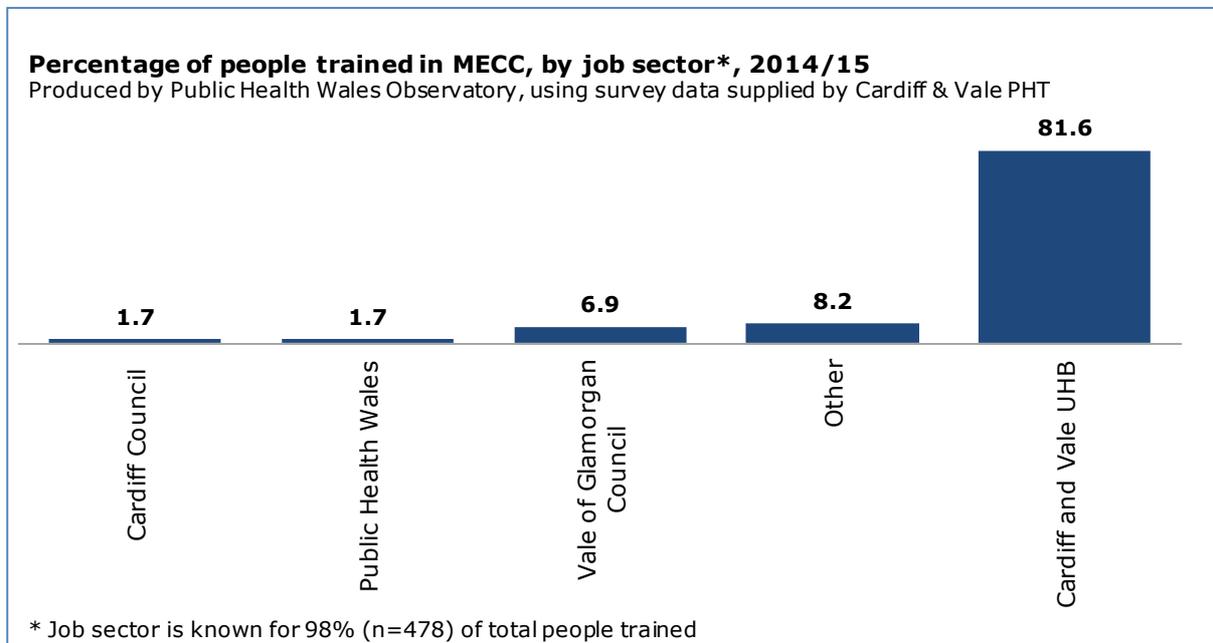
Throughout the year, 488 people were trained in MECC. **Graph 1** shows the numbers trained in MECC by month of training

Graph 1:



Graph 2:

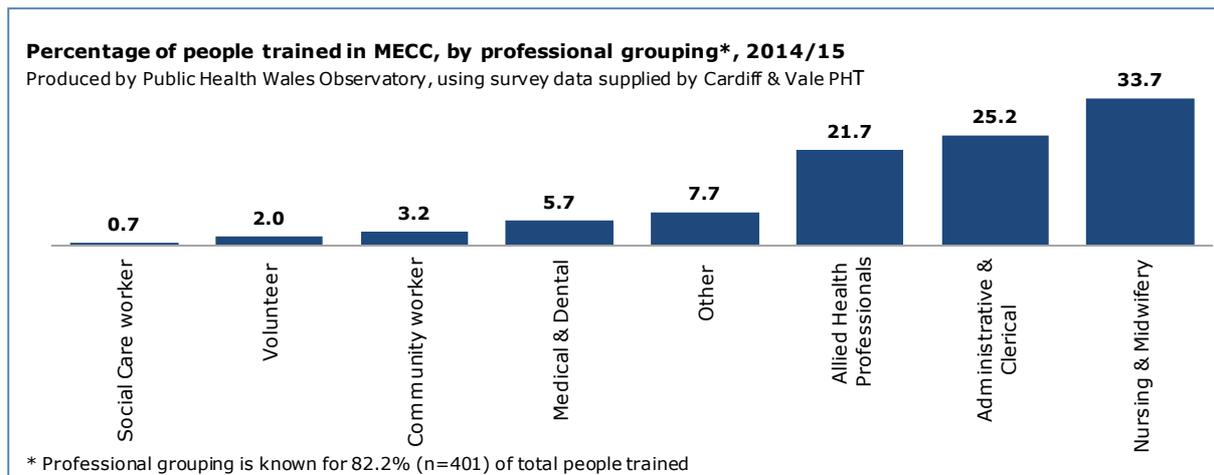
The vast majority of people (81.6%) trained throughout the year were Cardiff and Vale UHB employees.



Graph 2 shows the variety of professions that were trained in MECC. Just over a third of those trained were from the nursing and midwifery profession, followed by a quarter from administration and clerical professions¹. One-fifth of those trained were from allied health professions.

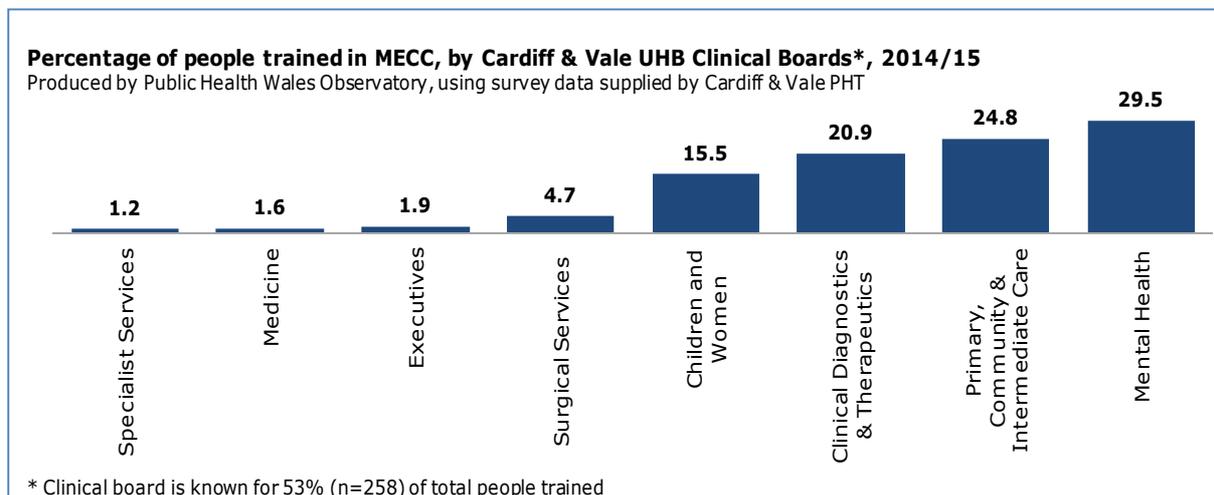
¹ These included: Programme Co-ordinators e.g. Expert Patient Co-ordinator; Managers if they haven't stated in professional grouping that they are a nurse e.g. 'Voluntary Service Manager'; 'Facilitator' in their job title e.g. 'Patient Experience Facilitator'; Human Resources e.g. HR Officer or 'Sickness Advisory Team member'; Medical Secretaries; Patient Services

Graph 3:



Graph 3 above demonstrates figures for those trained by professional grouping. The majority are from a healthcare setting.

Graph 4:



Clinical Board is known for just over half (53%) of those trained from the UHB. **Graph 4** shows that almost 30% of UHB trained employees were members of the mental health clinical board, followed by almost a quarter from the Primary, Community and Intermediate Care Clinical Board.

4. Impact evaluation

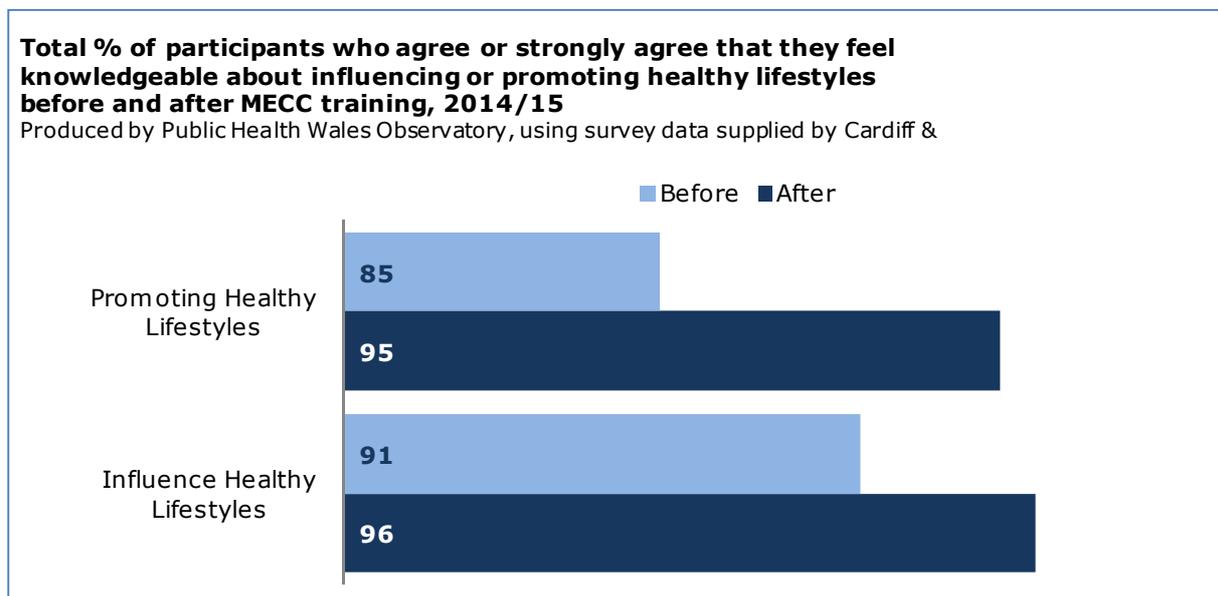
Pre and Post Evaluation forms were completed by trainees for every 1 hour and 2.5 hour session. The pre and post session surveys, the qualitative evaluation questionnaire, the one and six month evaluation forms and the trainer feedback questionnaires are contained in appendices 1 to 5.

4.1 Results

1. Knowledge about the factors that influence healthy lifestyles and the effectiveness of promoting healthy lifestyles

Graph 5 shows the percentage of participants reporting that they felt *knowledgeable about the effectiveness of promoting healthy lifestyles* increased by 10% after the training compared to before (95% post-training compared to 85% pre-training).

Graph 5:

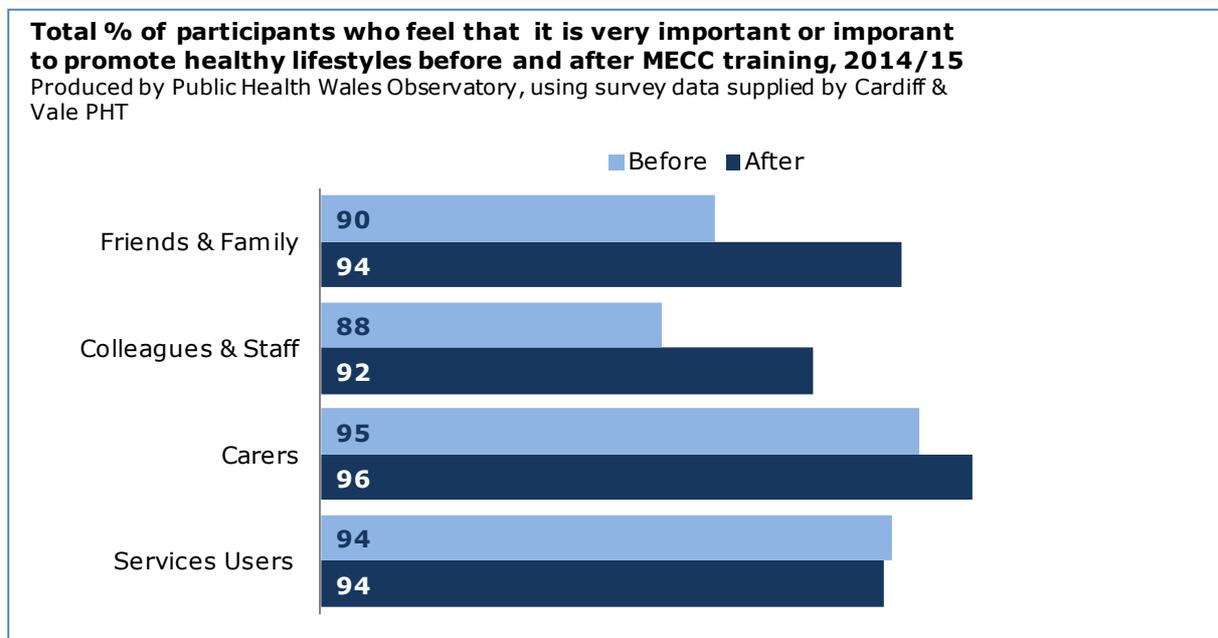


Graph 5 also shows a 5% increase in the percentage of participants who agreed or strongly agreed that they felt *knowledgeable about the factors that influence healthy lifestyles* was observed after the training compared to before the training.

2. Importance of promoting healthy lifestyles to friends and family, colleagues and staff, carers, and service users

Graph 6 shows that overall, there was an increase in the number of participants who agreed or strongly agreed that they felt it was *important to promote healthy lifestyles* across all the subcategories including: to their friends and family; colleagues and staff; carers with the exception of service users where no change was found. The greatest increase in importance was observed in the colleagues and staff category and the friends and family category. Both categories saw an increase of 4%.

Graph 6:



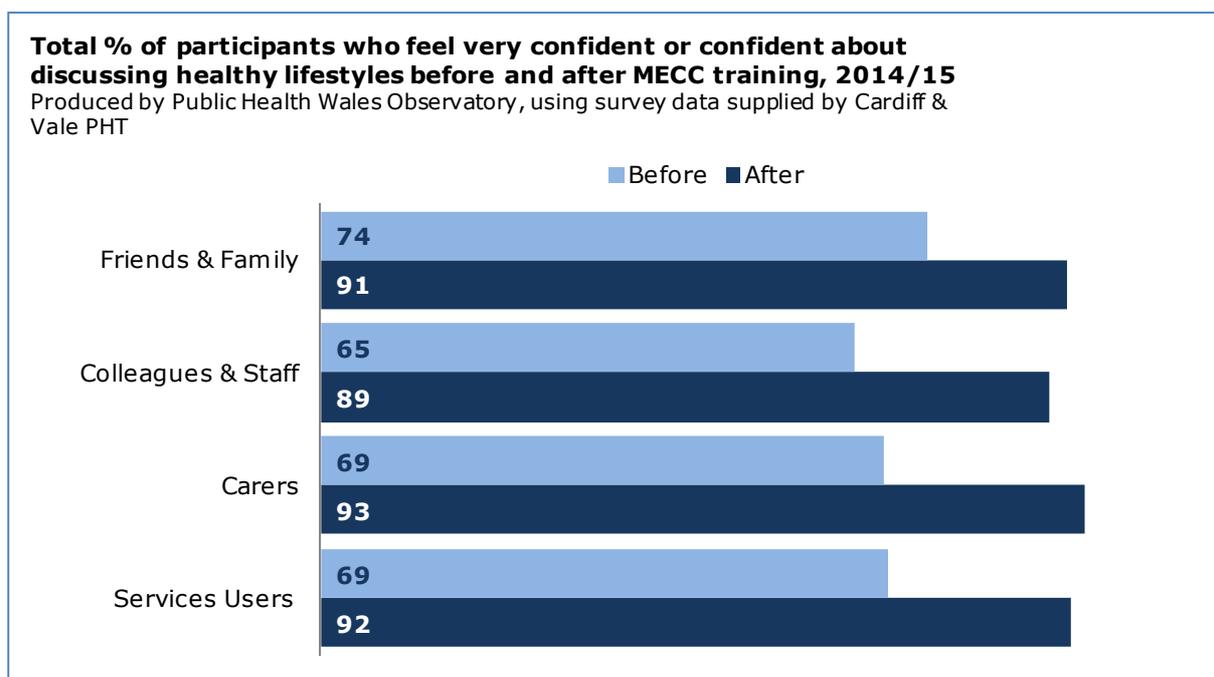
3. Confidence to discuss healthy lifestyles and MECC with friends and family, colleagues and staff, carers, and service users

Graph 7 shows that overall, there was an increase in the number of participants who agreed or strongly agreed that they felt *confident to discuss healthy lifestyles* to: their friends and family; colleagues and staff; carers and service users.

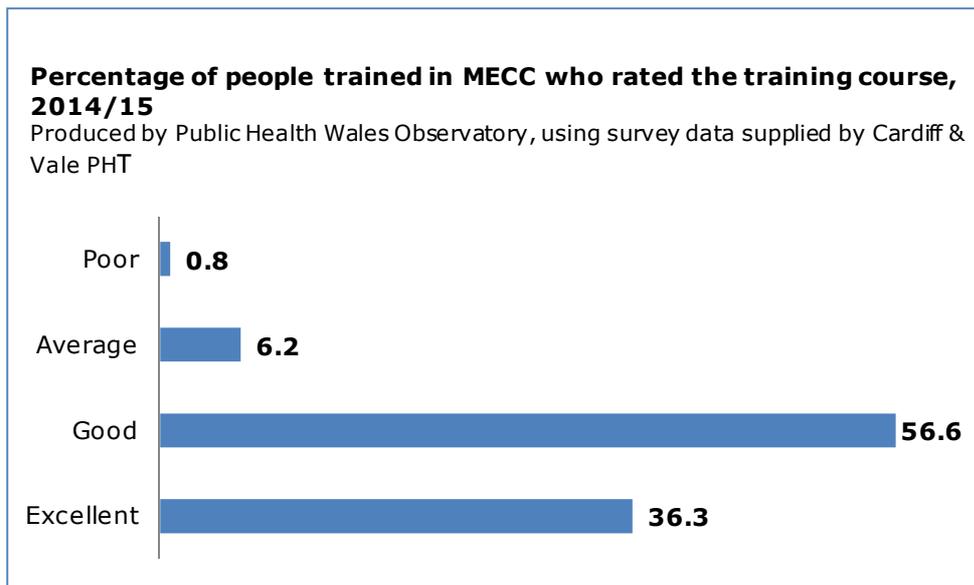
The highest increase was observed in the carers and colleagues and staff categories with an increase of 24% seen in each category.

The lowest increase was observed in the friends and family category at 17% (91% post-training compared to 74% pre-training).

Graph 7:

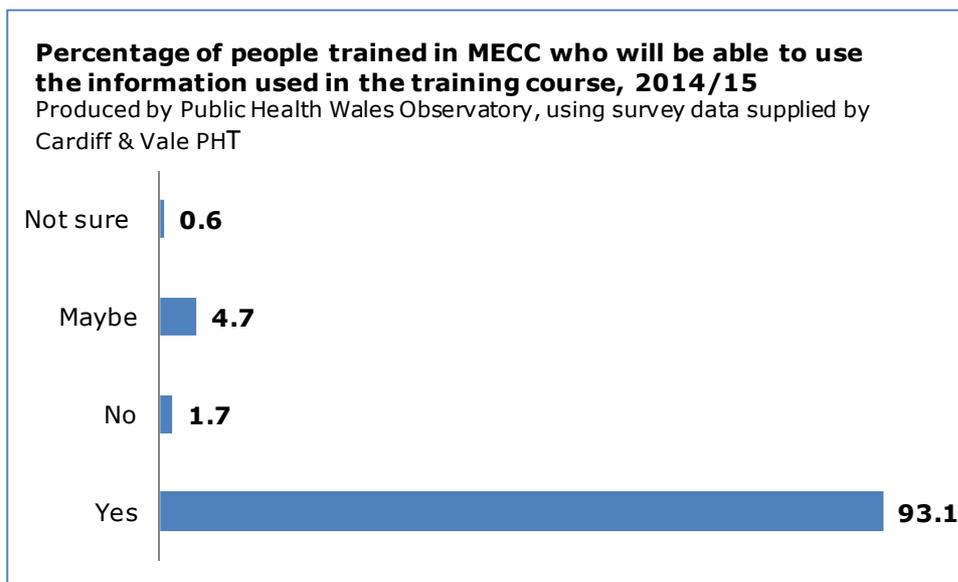


4. **Graph 8** demonstrates how the training course was rated by participants:



Over 80% of those who responded said that the training course was 'Good' or 'Excellent'.

5. **Graph 9** demonstrates that over 90% of those who responded said that they would be able to use the information given in the training course:



4.2 Qualitative data

-Post session survey results

1. What part of the training did you find most useful?

Responses

320 responses were received to this question. The most frequently cited themes are listed below:

- **47** participants said that **all** of the training was useful.
- Signposting Information-**58**
- Information and resources surrounding alcohol-**39**
- Scenario/activity work-**19**



...I thought the whole session was very good and full of information that is very useful...
(Volunteer-Expert Patients Programme)

2. What part did you find the least useful?

Responses

Out of the **108** responses to this question the following themes were observed:

- 'None' of it was least useful-**25**
- All useful information-**19**
- Part of job already/already knew information/too basic/simple-**18**
- Information relating to Immunisations-**9**
- Information relating to smoking-**8**



...I know all of the info because of my everyday work so less useful for me than for other attendees...
(Public Health Practitioner)

3. What specific things will you do in your work as a result of the training?

Responses

Out of the **295** responses to this question the following themes were observed:

- Advise/promote messages-**41**
- Ask more often/ask more questions-**24**
- Signpost/refer-**33**
- All of it-**7**



...Take opportunities to talk about healthy lifestyle...(Food and Nutrition Support Worker)

4. Do you feel you need any further training to help you 'Make Every Contact Count'?

Responses

Out of the **251** responses to this question the following themes were observed:

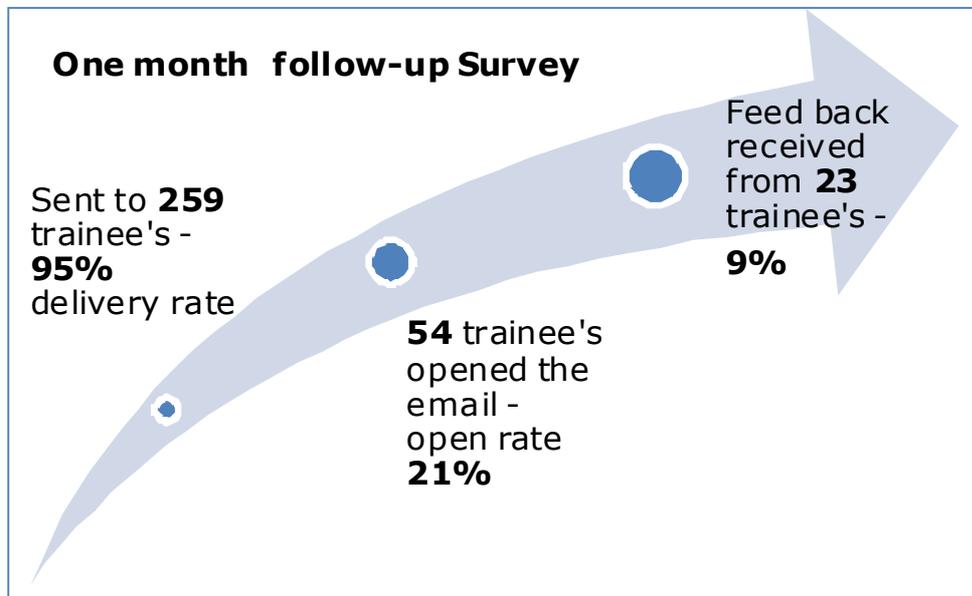
- No further training required-**187**
- Further training required-**11**
- Training on Motivational Interviewing required-**6**

4.3 Follow up results

1 and 6 month follow up evaluation questionnaires were sent out to every participant who had consented to be contacted. Emails were sent via Mail Chimp.

1 month follow up

- Questionnaires were sent to 259 participants.
- 23 responses received



- All participants said that they had used their MECC skills since the training (Q1).
- All participants apart from 1 had used their MECC skills more than 5 times and some as many as 40 (Q2).
- 4 participants said they had used their MECC skills daily (Q2).
- MECC skills were widely used with patients, colleagues and family/friends. One participant had also used their MECC skills with the public at an event (Q3).
- As all participants had used their MECC skills there were no responses to Q4.
- Participants had used the alcohol cup, wheel and Change 4 Life leaflets (Q5).

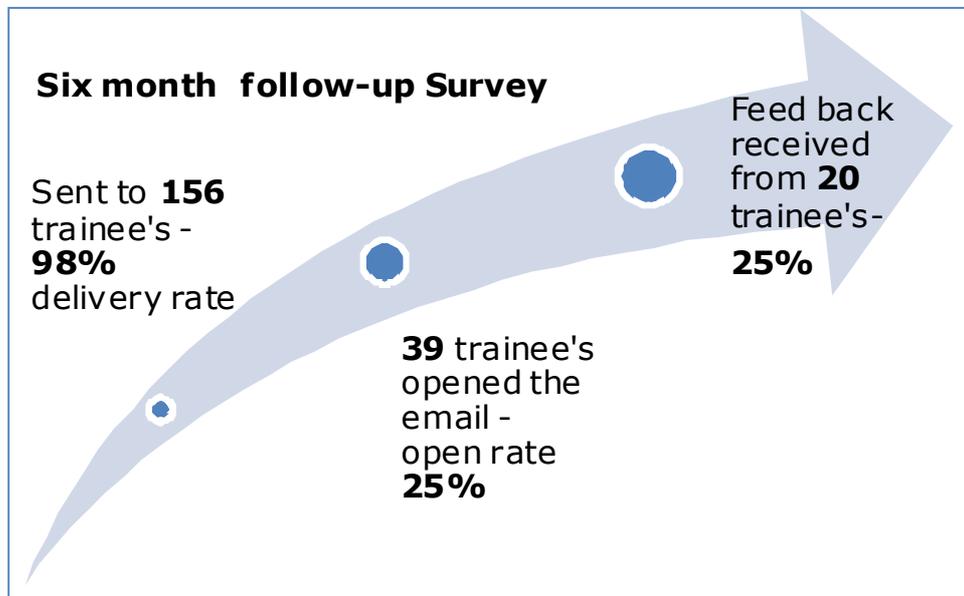


...I always believed I empowered patients prior to the MECC training however I have noticed that since the training I have been more assertive whilst being supportive within my empowerment...

(Podiatrist)

6 month follow up

- Questionnaires were sent to 156 participants
- 20 responses received



- All participants said that they had used their MECC skills since the training (Q1)
- Participants had used their MECC skills 1 to 50 times (Q2).
- MECC skills were widely used with patients, colleagues and family/friends (Q2.)
- One participant said they had used their MECC skills on themselves (Q3).
- All participants had used their MECC skills so there were no responses to Q4.
- Most participants had used the alcohol cup and wheel (Q5).



...Since receiving the MECC training I have used the skills I learnt on a regular basis with patients and their carers and have supplied dietary advice on several occasions...

(Senior Staff Nurse)

4.4 Trainer Feedback

Trainers were asked to answer a short questionnaire regarding their views on delivering MECC training. See Appendix 1 for further detail.



The following themes were observed:

- Overall, trainers found training enjoyable, particularly:
 - meeting other professionals and the conversations that occurred during training
 - the opportunity to do something different to their every day roles

.....It's a very different experience from my normal day to day work and gives me a chance to keep up the skills and knowledge that I don't necessarily use every day...

The following was also noted:

- Trainers worry about sticking to time
- Lots of content to cover and repetitive
- Scenarios are not favoured by all
- Trainers are unsure of whether the training actually translates into action
- Trainers would like to be made aware of feedback from evaluation forms

5. Conclusion

Overall, the following was observed:

- Training numbers have increased throughout the year.
- Most of those trained are employed by the UHB.
- The training was rated positively by the majority of participants.
- Participants felt that discussing healthy lifestyles was important and this increased as a result of training sessions.
- Knowledge of and confidence to discuss healthy lifestyles increased as a result of training sessions.
- The majority of participants felt that they could use the information provided in the training.
- Response rate for both 1 month evaluation and 6 month evaluation is low (9% and 25%).
- All participants who responded to evaluations used their MECC skills after the training.
- Overall, trainers enjoy delivering training sessions.

6. Recommendations and future plans

- Method of sending 1 and 6 month evaluation questionnaires should be assessed with a view to improving response rate.
- It has been suggested that trainers read over completed evaluation forms in order to be better informed of evaluation results.
- A Train the Trainer Programme is currently being developed. This will increase the capacity of the training team and allow teams to train new staff as and when required.

Appendix 1

Pre Session Survey

Please answer each question by ticking the relevant box

1. I feel knowledgeable about

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
a) The factors that influence healthy lifestyles					
b) The effectiveness of promoting health lifestyles					

2. I feel that it is important to promote healthy lifestyles and MECC to

	Very important	Important	Neither important nor unimportant	Unimportant	Very unimportant
a) Service users					
b) Carers					

c) Colleagues/staff					
d) My friends and family					

3. I feel confident about discussing healthy lifestyles in MECC to

	Very confident	Confident	Neither confident nor unconfident	Unconfident	Very unconfident
a) Service users					
b) Carers					
c) Colleagues/staff					
d) My friends and family					

Appendix 2

Post Session Survey

Please answer each question by ticking the relevant box

1. I feel knowledgeable about

	Strongly agree	Agree	Neither agree not disagree	Disagree	Strongly disagree
a) The factors that influence healthy lifestyles					
b) The effectiveness of promoting health lifestyles					

2. I feel that it is important to promote healthy lifestyles and MECC to

	Very important	Important	Neither important nor unimportant	Unimportant	Very unimportant
a) Service users					
b) Carers					
c) Colleagues/staff					
d) My friends and family					

3. I feel confident about discussing healthy lifestyles in MECC to

	Very confident	Confident	Neither confident nor unconfident	Unconfident	Very unconfident
a) Service users					
b) Carers					
c) Colleagues/staff					
d) My friends and family					

7. Any other comments

Appendix 3

Qualitative evaluation

The Post Session Survey also includes the following questions:

1. What did you think of the training course?

Excellent Good Average Poor

2. What part of the training did you find most useful?

3. What part did you find the least useful?

4. Do you think you will be able to use the information learnt today?

Yes No Maybe Not sure

If no, maybe or not sure, can you provide further details?

5. What specific things will you do in your work as a result of the training?

6. Do you feel you need any further training to help you 'Make Every Contact Count'?

Appendix 4

Evaluation forms were also circulated at 1 and 6 months post training.

1. Have you used the knowledge and skills gained from the training since you attended?
2. Approximately how many times have you made use of the training?
3. Who have you used your MECC skills with?
 - patients
 - clients
 - colleagues
 - family members
 - Other-please specify.....
- 3i. If you have not used MECC with anyone, what are the reasons for this?
4. Is there anything that has helped you or that you've found particularly useful when delivering MECC?
5. Have you used any of the resources you received as part of the training? If yes, which ones?
6. Do you feel like you need any further support to continue delivering MECC?

Appendix 5

Trainer Feedback Questionnaire

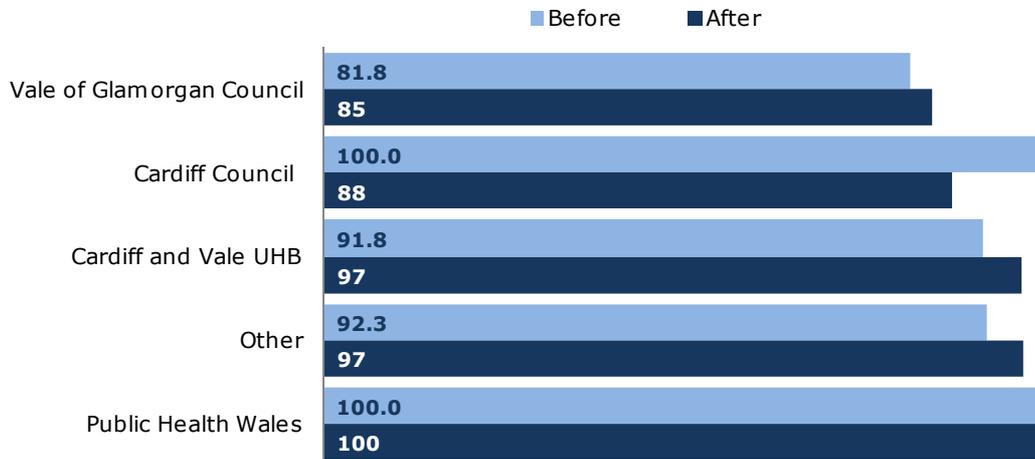
1. What do you enjoy about delivering MECC sessions?
2. What don't you enjoy about the sessions?
3. Are there any barriers to delivering training and if so what are they?
4. Do you think the sessions are enjoyable for those attending? Can you think of any specific examples that demonstrate this?
5. Do you feel the training is successful?
6. Is there anything you would like to change about the sessions?

Appendix 6

Q1a- stratified by job sector

% of participants who agree or strongly agree that they feel knowledgeable about the factors that influence healthy lifestyles before and after MECC training , by job sector, 2014/15

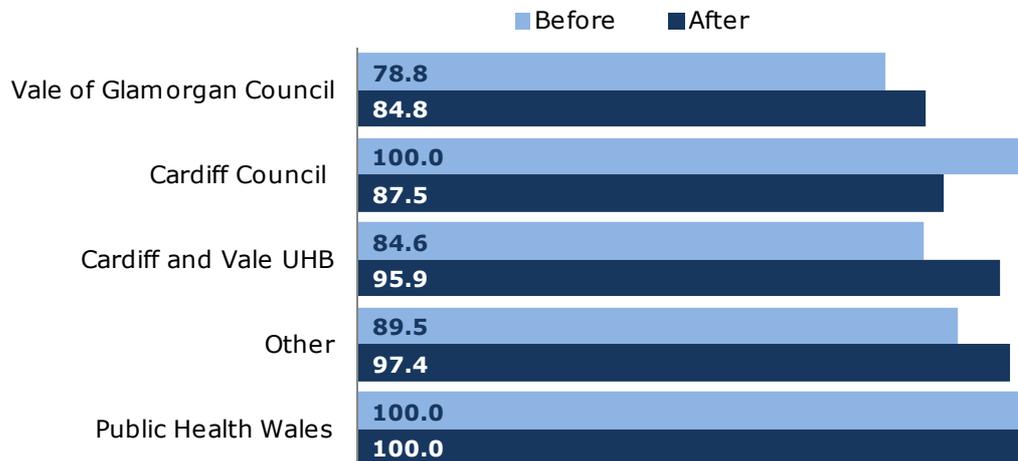
Produced by Public Health Wales Observatory, using survey data supplied by Cardiff & Vale PHT



Q1b- stratified by job sector

% of participants who agree or strongly agree that they feel knowledgeable about the effectiveness of promoting healthy lifestyles before and after MECC training, by job sector, 2014/15

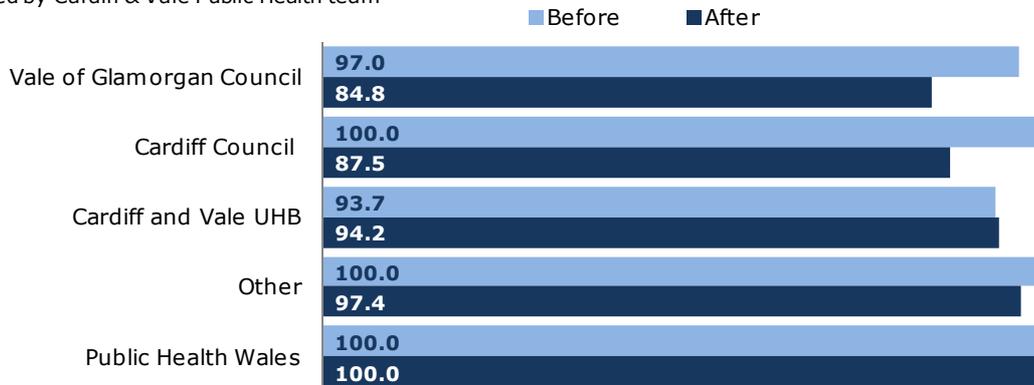
Produced by Public Health Wales Observatory, using survey data supplied by Cardiff & Vale PHT



Q2a- stratified by job sector

% of participants who feel it is either very important or important to promote healthy lifestyles and MECC to service users, before and after MECC training , by job sector, 2014/15

Produced by Cardiff & Vale Public Health team



Q2b- stratified by job sector

% of participants who feel it is either very important or important to promote healthy lifestyles and MECC to carers, before and after MECC training , by job sector, 2014/15

Produced by Public Health Wales Observatory using survey data supplied Cardiff & Vale PHT



Q2c- stratified by job sector

% of participants who feel it is either very important or important to promote healthy lifestyles and MECC to colleagues/staff, before and after MECC training , by job sector, 2014/15

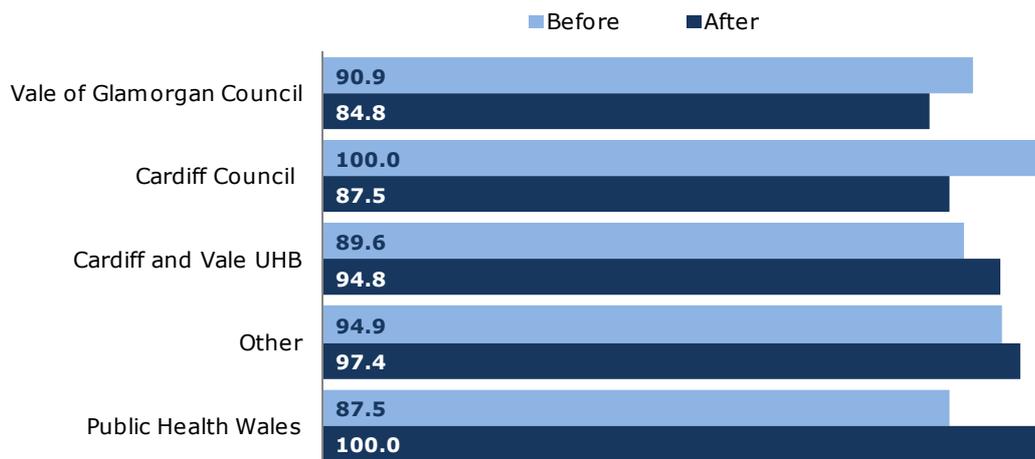
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Q2d- stratified by job sector

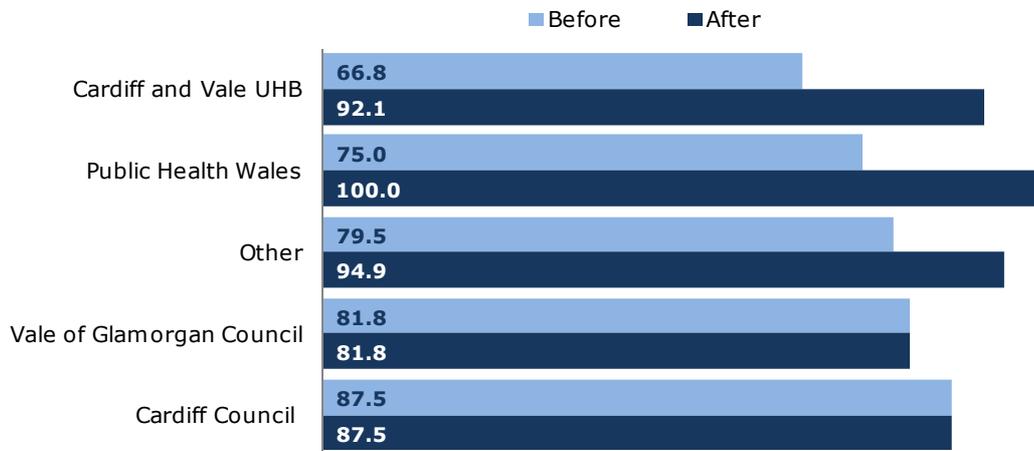
% of participants who feel it is either very important or important to promote healthy lifestyles and MECC to friends and family, before and after MECC training , by job sector, 2014/15

Produced by Public Health Wales Observatory, using survey data supplied by Cardiff & Vale PHT



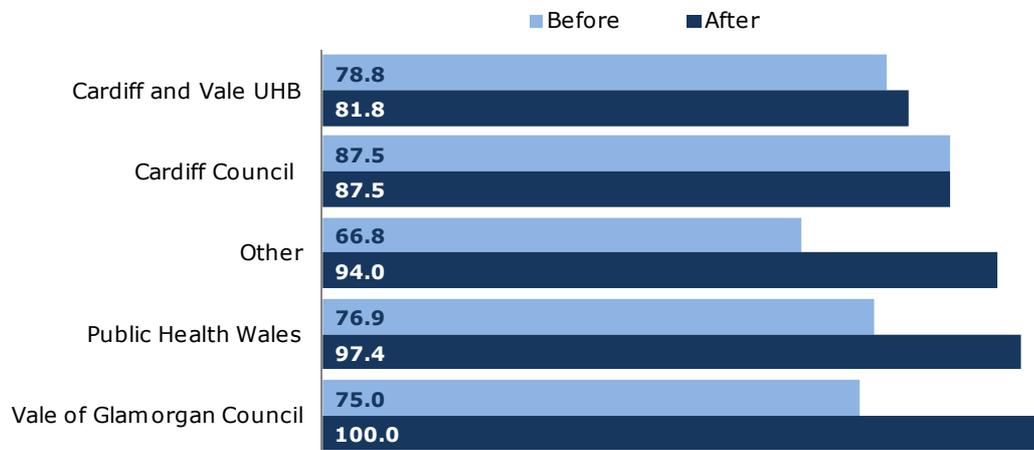
Q3a- stratified by job sector

% of participants who feel either very confident or confident about discussing healthy lifestyles in MECC to service users, before and after MECC training , by job sector, 2014/15
 Produced by Public Health Wales Observatory, using survey data supplied by Cardiff & Vale PHT



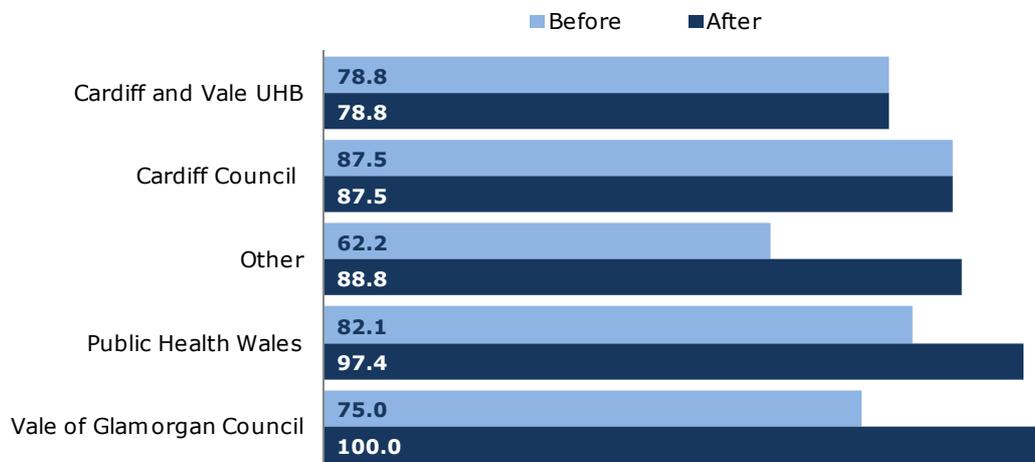
Q3b- stratified by job sector

% of participants who feel either very confident or confident about discussing healthy lifestyles in MECC to carers, before and after MECC training , by job sector, 2014/15
 Produced by Public Health Wales Observatory, using survey data supplied by Cardiff & Vale PHT



Q3c- stratified by job sector

% of participants who feel either very confident or confident about discussing healthy lifestyles in MECC to colleagues/staff, before and after MECC training, by job sector, 2014/15
Produced by Public Health Wales Observatory, using survey data supplied by Cardiff & Vale PHT



Q3d- stratified by job sector

% of participants who feel either very confident or confident about discussing healthy lifestyles in MECC to friends and family, before and after MECC training , by job sector, 2014/15

Produced by Public Health Wales Observatory, using survey data supplied by Cardiff & Vale PHT

