

MAKING EVERY CONTACT COUNT in Camden and Islington

CANCER EDUCATION EVENT

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What is MECC?

- Making Every Contact Count is central to how we can better support residents to get the help they need earlier.
- Often residents will ask for help on issues outside of our own work area but we don't know what advice to give.
- MECC training is about spotting opportunities in the conversations we already have with residents to signpost them to support related to:
 - Money worries, debt and fuel poverty
 - Getting the right job
 - Housing
 - Health (stop smoking, physical activity, sensible drinking, mental health, healthy eating)
- **NOT** about telling someone how to live their life, it's about taking the opportunity to help direct people when appropriate.

Background and context

- MECC was launched in Camden and Islington in response to:
 - high levels of health and wellbeing needs, especially amongst those that are least well off;
 - local and national evidence suggesting that people who are most in need of services are often the ones least likely to access them early and may only seek help once at crisis point;
 - residents telling us through peer research that they understand key health messages but need help in putting those into action, mostly unaware of the range of services available to them and want more joined up, holistic services
 - staff telling us that they see missed opportunities to help people with health, housing or employment issues because they do not feel confident or knowledgeable enough to assist them
 - Corporate strategic initiatives looking to embed prevention and early intervention in ‘ways of working’.

Strategic fit in Camden

- The MECC programme was adopted by Camden's then Transformation Board in 2016 and seen as a key vehicle for operationalising the No Wrong Door Approach, with its ambition of:
 - Integration and simplification of access into services
 - Ensures residents receive the right support they need at the right time in order to reduce inequality
- Endorsed as a key principle and approach of the Health and Wellbeing Board (2016)
- MECC now aligns strongly with Our Camden Plan (2018-2022) and its focus on 'preventing problems and intervening early' and building strong communities.
- Camden CCG's Local Care Strategy and its focus on prevention.
- Adult Social Care transformation and the new Supporting People, Connecting Communities strategy
- Council's Landlord review and developing a changing relationship between the council as landlord and our tenants.
- The MECC approach forms the fundamental basis of social prescribing and supporting self care and therefore aligns well with the new model of social prescribing being implemented across Camden
- Priority for NLC STP Prevention Plan.

C&I MECC Programme

- Awareness, Very Brief Advice and signposting
- eLearning Module (40 min)
- All frontline staff in statutory and VCS

Keeping it simple

- SHINE/ Wish+
- iWorks/ Employment support site
- OneYou Islington/ Camden

- MECC Champions network
- Advanced topic specific training, (MHFA, smoking cessation, energy advice, etc.)
- Support and encourage colleagues to attend training and use the skills they have learned

Tier 1 MECC Introduction

Tier 2 Intermediate Level

- Awareness and recognition, brief advice and intervention and signposting
- 3-hour open or bespoke face-to-face sessions (RSPH accredited training)
- All frontline staff in statutory and VCS

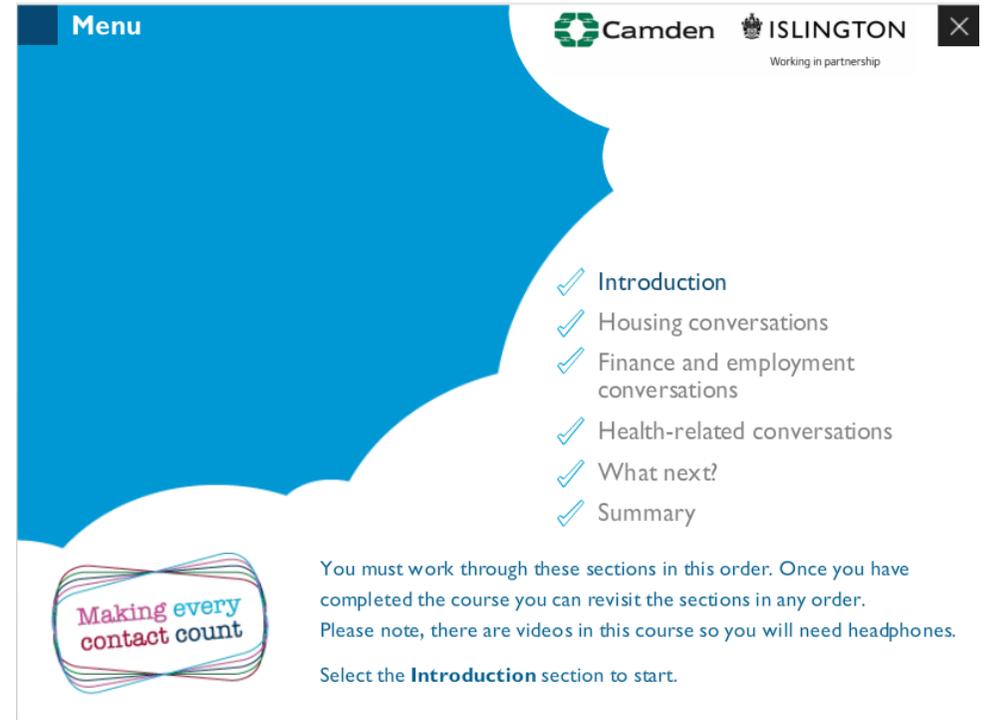
Tier 3 Expert level

Training content focuses on issues related to:

- Housing (including Falls)
- Employment (including Debt)
- Health (smoking, alcohol, healthy eating and physical activity and mental health)

MECC eLearning

- Content was developed with partners across different departments
- Over 700 staff have completed
- 40 minutes, can be accessed on the MECC website.



The screenshot shows a web interface for the MECC eLearning course. At the top left, there is a dark blue button labeled 'Menu'. To the right of this button is a header area containing the Camden and Islington logos, the text 'Working in partnership', and a close button (an 'X' in a dark square). Below the 'Menu' button, a large blue shape partially obscures the content. To the right of this shape, a list of course sections is displayed, each preceded by a blue checkmark icon. At the bottom left of the interface is a logo for 'Making every contact count' with the text 'Making every contact count' in a stylized font. To the right of this logo, there is a paragraph of text providing instructions on how to navigate the course.

Menu

 Camden  ISLINGTON
Working in partnership

- ✓ Introduction
- ✓ Housing conversations
- ✓ Finance and employment conversations
- ✓ Health-related conversations
- ✓ What next?
- ✓ Summary

 Making every contact count

You must work through these sections in this order. Once you have completed the course you can revisit the sections in any order. Please note, there are videos in this course so you will need headphones. Select the **Introduction** section to start.

2 Housing conversations

Introduction to housing

As you've already seen, poor housing can significantly affect our health.

Housing difficulties can be grouped into three main categories.

Select each **item below** to find out about these categories.

Environment

Trip and fall hazards

Other risks

Environment

Environment includes the temperature and dampness of the house.

In England, cold houses cause over 8,000 deaths each winter. In addition, around 56,000 people are admitted to hospital because they live in cold housing.

Damp houses have more mould spores in them, which can cause or worsen existing respiratory diseases, including asthma.

3 Finance and employment conversations



Introduction to finance and employment issues

As benefits only cover basic needs, such as food and clothing, difficulties such as a broken washing machine can cause a lot of hardship to people with low incomes.

Irregular bills can also cause difficulties - they may be difficult to pay, and cheaper ways to pay, such as direct debits or online, are not accessible to all. This can cause lots of stress and affect people's ability to cope.

In this section we'll look at indicators that may alert you to begin a conversation about financial and employment issues and signpost a person towards getting further help and support.

Select the **forward arrow** to continue.



4 Health-related conversations



Introduction to health

In this section you'll look at indicators to help you start conversations about health and lifestyle issues. The five key areas of focus are:

Select each of the **listed items** to find out more.

Smoking

Alcohol

Healthy eating

Physical activity

Mental wellbeing



01/14



2 Housing conversations



Ask

Dr Barr invites his next patient, Demi, to come into his consultation room.

Play the video using the controls.



MECC in Action

■ One training participant explains how MECC helped her signpost a client she was supporting for housing needs:

“I had gone to visit a young mum who I’d recently placed in temporary accommodation. She told me how she felt powerless to get a job because of having young children and no qualifications. I told her about Camden’s Employment team and gave her their contact details. The next time I visited she had received information about a local college and the crèche facilities available which led to her enrolling on a course.”



Results so far

- Over 1,021 people trained so far across the 2 boroughs face to face – and over 724 have completed eLearning
- Embedded in inductions, ways of working and contracts.
- Positive case studies of MECC in practice.
- Really wide engagement – NHS, LA, Police, fire service, faith leaders
- Excellent feedback from participants which we use to continually improve the training

The logo for 'Making Every Contact Count' features the text in a black, serif font, centered within a light blue rounded rectangle. This rectangle is enclosed by several overlapping, multi-colored lines (yellow, green, blue, purple, red) that form a larger, irregular shape around the text.

Making Every Contact Count

New **FREE** training for all staff

Staff have thousands of conversations with local residents every day. Making Every Contact Count is about finding opportunities in these conversations to help residents think about addressing wider issues that may be affecting their life including:

- money matters
- finding work
- housing
- health and wellbeing

To sign up or for more information, please visit:
camdenmecc.org.uk

MECC in action

- Camden's WISH Plus service recorded **184 referrals** as being a result of a MECC conversation (Sept '16-Dec 17)
- The Contact Centre team in Islington have made **672** "MECC" referrals into relevant services like iWork (employment advice) and iMax (benefits advice) (Apr'16-Nov'17)
- The increased referrals and website visits indicate residents are getting greater access to advice, information and support as a result of MECC.
- Next step is to collect case studies and customer journeys to build evidence base of improved outcomes.
- Case studies and examples of MECC collected so far have all been positive with no examples of the worker/ volunteer feeling out of their depth or experiencing an adverse outcome as result of initiating a MECC conversation being recorded.
- Over the next two years, referral data from commissioned lifestyle services like smoking cessation, weight management and alcohol advice services will be analysed to assess whether MECC impacts not only on referrals but also quit rates, behaviour change and health improvement.

Feedback post face to face training

Percentage of training participants who showed an improvement in scores from baseline to immediately after training (Apr 2016-Dec 2017)

99% reported improved skills and ability to deliver MECC interventions

99% reported improved knowledge of services in Camden or Islington

97% reported improved knowledge of health promotion practice

Percentage of participants who showed retention of learning 3 months after training (Apr 2016-Dec 2017) (Response rate of 5.2% (n= 53))

100% retained knowledge learnt on training

86.4% reported promoting positive health and wellbeing to their clients

99% retained the confidence to deliver MECC

Face to Face training feedback

- **Training feedback continues to be positive and informative**

Highlighted some of the issues that I had taken for granted, different ways of approaching situations

Vital component in a more holistic approach to health and wellbeing

Frontline staff need this information

Very beneficial if you work with people, and in your personal life

Good approach to dealing with difficult subjects

I think it was a useful way of thinking and looking at or addressing how to ensure that health and wellbeing can be raised/flagged as part of a range of contacts

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Great training that not a lot of people know of, very helpful in a workplace

Sign up and start *MECC-ing* a difference!

www.camdenmecc.org.uk

www.islingtonmecc.org.uk

Free accredited training that enhances your skills to help residents and will also help you with your career

Book an open course, or a bespoke course tailored to your organisation.

For more information please contact:
mecc@islington.gov.uk



Upcoming courses

MECC skills practice training	MECC skills practice training	MECC skills practice training
09th Feb 2017 09:30am	09th Feb 2017 13:30pm	14th Feb 2017 09:30am
The session runs for 3 and half hours and will equip participants with a range of specific MECC skills that will enable them to deliver MECC confidently and consistently well.	The session runs for 3 and half hours and will equip participants with a range of specific MECC skills that will enable them to deliver MECC confidently and consistently well.	The session runs for 3 and half hours and will equip participants with a range of specific MECC skills that will enable them to deliver MECC confidently and consistently well.
Book a place	Book a place	Book a place

■ **Questions?**