



Making Every Contact Count: From Evidence into Action in Wessex

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BACKGROUND

In 2014 the Making Every Contact Count (MECC) approach in Wessex was piloted and independently evaluated by the University of Southampton, Population Health Sciences in five different NHS settings and one local authority, and evaluated using a multi-method design. The results informed the development of guidance for organisations to implement Making Every Contact Count in the form of the Wessex Making Every Contact Count Implementation Toolkit, to support further rollout.

METHODS

The pilot report together with learning from the early adopter organisations highlighted the opportunities and the challenges to implementing Making Every Contact Count, leading to recommendations for organisational readiness, system changes and staff training. The guidance developed followed an eight-step implementation cycle and a variety of supporting practical tools to facilitate the planning process, see figure 2.

MAKING EVERY CONTACT COUNT APPROACH

The Making Every Contact Count training in Wessex consists of:

- Making Every Contact Count **eLearning** for development of the underpinning knowledge to have a healthy conversation.
- Royal Society for Public Health (RSPH) accredited **Healthy Conversation Skills (HCS)** training which is two, 3 hour sessions delivered a week apart.

Training is cascaded through a Train-the-Trainer programme.



Figure 1 - The Making Every Contact Count Training Manual

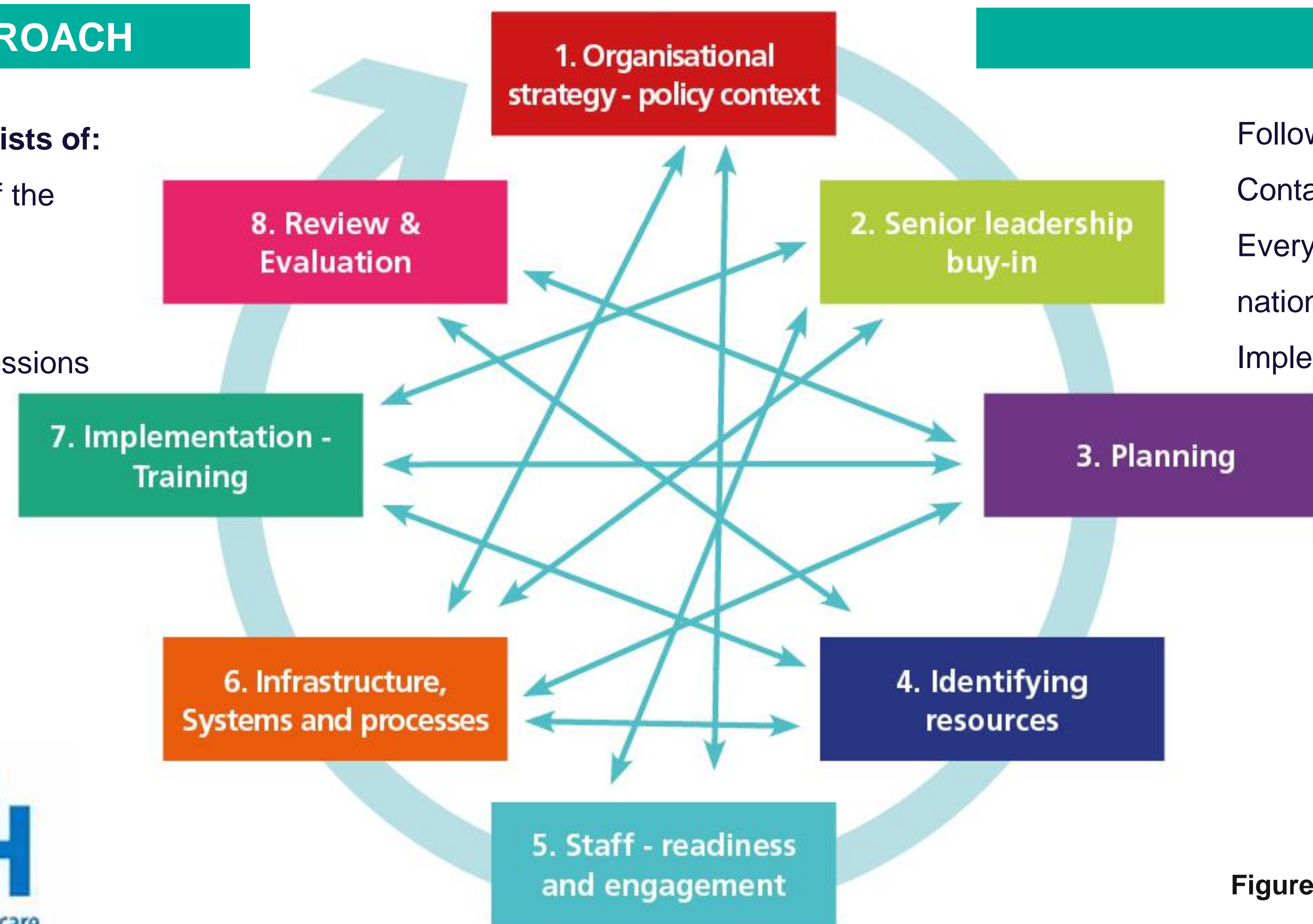


Figure- 2 Making Every Contact Count Implementation steps

RESULTS

Following consultation with the newly formed Wessex Making Every Contact Count Network the toolkit was launched at the national Making Every Contact Count Conference in January 2016 and has informed the national Public Health England Making Every Contact Count Implementation Guide.



Figure 3 - The Wessex Making Every Contact Count Implementation Toolkit

DISCUSSION

Piloting in different settings highlighted a range of important implementation issues and emphasised the need for a systems approach and attention to different organisational cultures for successful implementation of Making Every Contact Count. The toolkit, together with the Wessex Making Every Contact Count Network and the Train-the-Trainer Programme are now being used to support implementation across organisations in health, community, local authorities, and voluntary sector in Wessex.

MAKING EVERY CONTACT COUNT
AN INTERACTIVE LEARNING RESOURCE TO SUPPORT PEOPLE
DEVELOP THE KNOWLEDGE AND UNDERSTANDING TO MAKE EVERY
CONTACT COUNT BY ASKING OTHERS ABOUT THEIR HEALTH AND WELLBEING

