

# Making Every Contact Count conference



Developing people  
for health and  
healthcare

[www.hee.nhs.uk](http://www.hee.nhs.uk)

## Acknowledgements

Many people helped to make this conference happen and we would like to thank them for their hard work. We would especially like to thank Alison Farrar whose initial idea has been brought to life by this conference, as well as Rachael Gosling, Mandy Harling, Linda Hindle, Simon How, Sally James and Em Rahman, for helping us to shape the programme.

In partnership with Public Health England, we would also like to thank the students from University of Salford who have supported the event behind the scenes on the day. Their support is much appreciated.

Health Education England would like to thank Public Health England for their support in organising the event.



Public Health  
England

University of  
**Salford**  
MANCHESTER

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## Foreword by Sir Stephen Moss:

Non-Executive Director Health Education England

Non-Executive Director Derby Teaching Hospitals NHS Foundation Trust

On behalf of Health Education England a very warm welcome to this conference on 'Making Every Contact Count', which we are hosting in partnership with Public Health England.

I am confident that you will find the event interesting, stimulating and thought provoking. There will be a rich opportunity to learn and contribute during a series of keynote addresses, workshops and the sharing of existing good practice.

At Health Education England we take very seriously our important role in ensuring, through high quality education and training that NHS staff use every contact they have with people, to promote healthy lifestyles.

Making Every Contact Count is a framework for supporting this approach. It enables the systematic delivery of consistent and simple lifestyle advice, helping people to make positive changes that will improve their health and wellbeing.

In our role as the system leader for education and training of the healthcare workforce in England we are working to ensure that the competencies needed to support behaviour change are embedded into the education training and development of all staff groups.

Working in partnership with Public Health England we are embedding the principles of Making Every Contact Count into training pathways to be translated into the everyday practice of frontline staff across health and social care.

I know that you will leave the conference feeling both informed and motivated to make a personal contribution to this important work

### Sir Stephen Moss

## Speakers



### Sir Stephen Moss

Non-Executive Director  
Health Education England  
Non-Executive Director  
Derby Teaching Hospitals  
NHS Foundation Trust

Sir Stephen is Non-Executive Director at Derby Teaching Hospitals NHS Foundation Trust, and has been appointed by the Secretary of State as a Non-Executive Director on the board of Health Education England from September 2014. Following a number of years in clinical practice he moved into a variety of nursing and general management roles, and has over thirty years' experience in posts at Board level including Chief Nurse, Chief Executive, Non-Executive Director and Chairman. Taking early retirement from the post of Chief Executive at Queens Medical Centre in Nottingham in 2005, he was asked to undertake the role of Chairman at Mid Staffordshire NHS Foundation Trust in 2009 following the highly critical report from the Healthcare Commission. In 2011, he was awarded an Honorary Doctorate of Laws from the University of Nottingham.



### Professor Penny A Cook

Professor in Public Health  
University of Salford

Professor Cook joined the University of Salford in June 2012. Penny has carried out epidemiological research on the overlap between population-level indicators of alcohol use, teenage pregnancy and sexually transmitted infections in teenagers, and research contributing to National Institute for Health and Care Excellence (NICE) guidance on HIV and sexual health. Her current research projects include an investigation into the uptake of NHS Health Checks and an evaluation of optimum management of patients living with heart failure in primary care settings. Penny teaches public health to undergraduates and postgraduates, aiming to instill in students the principles of the Making Every Contact Count agenda.



**Shirley Cramer CBE**

Chief Executive

Royal Society of Public Health and Institute of Healthcare Management

Shirley Cramer is an experienced voluntary sector leader in both the UK and the USA and has also held non-executive positions in both countries in the public and voluntary sectors. She was Chief Executive of Dyslexia Action, the UK's leading independent provider of services for individuals with dyslexia and other specific learning difficulties for over a decade. Prior to Royal Society for Public Health she was Interim Chief Executive of Alzheimer's Research UK and working on the 'Dementia Challenge'. She is Chair of the think-tank, British Future and also People in UK Public Health Group.



**Dr Charles Alessi**

Senior Advisor,

Lead of Dementia,  
Lead of New Models of  
Care and Wellness  
Public Health England

A practising GP in south west London, Dr Charles Alessi has held senior positions in primary and secondary care. He is co-chairman of the National Association of Primary Care and in 2013 was appointed Senior Advisor to Public Health England. He also is designated lead for dementia and wellness. Responsible for advising international governments and organisations, he is an Adjunct Research Professor at the Ivey School of Business and Adjunct Research Professor in Clinical Neurosciences at the Schulich School of Medicine and Dentistry. He also sits on the Mental Health Advisory Board of the University College London (UCL) Academic Health Partnership.



**Professor Peter Kinderman**

Professor of Clinical Psychology

University of Liverpool  
President-Elect  
British Psychological Society

A practicing clinical psychologist and academic, Peter's research interests are in psychological processes underpinning wellbeing and mental health, and in the application of such psychological science to public policy. He represented his profession whilst working with the UK Department of Health, the BBC, the Health Professions Council, the European Union Fundamental Rights Agency and the UK Office for National Statistics, amongst others. He has recently launched a free, online, open-access course exploring our understanding of mental health and wellbeing and published 'A Prescription for Psychiatry', which presents his vision for the future of mental health services.



**Professor Kate Ardern**

Director of Public Health  
Borough of Wigan

Kate attended Manchester High School and read Medicine at Manchester University. She was awarded the RCGP Professor Patrick Byrne Prize for General Practice. Kate has an MSc in Epidemiology and Health and Membership of the Faculty of Public Health. She was awarded Fellowship of the Faculty of Public Health 2006. In addition to her honorary Professorship at Salford University, Kate is also a Visiting Senior Lecturer at Manchester Metropolitan University. In addition to her substantive post as Director of Public Health for Wigan, Kate is Lead Director of Public Health for the Association of Greater Manchester Authorities for Health Protection and Emergency Planning & Response. She is currently also lead DPH for the Greater Manchester Health and Social Care Devolution early implementer priorities of alcohol harm reduction and public protection transformation, including the development of a multi-agency antimicrobial resistance programme for the conurbation.



**Dr Anna Mary Cooper**  
Lecturer in Public Health  
Programme Leader MSc  
University of Salford

Dr Cooper joined the University of Salford in 2013. Her current research projects focus on behaviour change and emotional intelligence in primary school children, the role of digital technology in research with primary school children, and NHS Health Checks in regards to the health check journey and the potential for sustainable behaviour change. In this regard, Making Every Contact Count is an important aspect of behaviour change, the principles of which Anna incorporates in her teaching of postgraduate public health students.



**Dr Simon How**  
Health and Wellbeing  
Programme Leader  
Public Health England  
- East of England

Simon started his career in the 1980's as a research microbiologist working on vaccine development. In 2008 Simon moved into public health and from 2011 to 2013 Simon was the Programme Manager for the Midlands and East Making Every Contact Count Programme. Following the transition to Public Health England in 2013 Simon has continued to promote Making Every Contact Count as an approach to improving population health and wellbeing and is currently co-chair of the multi-agency Making Every Contact Count National Advisory Group.



**Mandy Harling**  
Population Health Service  
Manager  
Healthcare Public  
Health team  
Public Health England

Based in the National Healthcare Public Health team at Public Health England, Mandy provides co-leadership for the Making Every Contact Count National Advisory Group and Making Every Contact Count programme of work. In addition to this, Mandy also provides a single contact point for armed forces, veterans and families public health matters and coordinates a national Provider Public Health Network of over 60 public health leads within acute, community and mental health trusts. Mandy has previous experience within the criminal justice and supported housing sectors, and had worked for seven years in the substance misuse sector, before moving to a national role at the National Institute for Health and Care Excellence (NICE).



**Claire Cheminade**  
Public Health Wider  
Workforce Lead – Wessex  
Health Education England

Claire leads on the implementation of Making Every Contact Count throughout Wessex. By ensuring organisations and their workforces have the knowledge, skills and confidence; Making Every Contact Count can empower them to recognise and act on opportunities they have with people to support them in changing their lifestyles and improving their health. Claire's future pledge to the Making Every Contact Count agenda is to continue the work across the system to ensure there is a consistent approach that embeds a culture whereby everyone is thinking about health improvement and prevention of ill health.



**Sally James**  
Public Health Workforce  
Specialist - West Midlands  
Health Education England

Sally is a Public Health Workforce Specialist with over 20 years' NHS experience. She has worked in the West Midlands and North East Scotland in areas as diverse as primary care development, acute and specialised services commissioning, service improvement and, public health workforce development. A key part of Sally's role is leading the West Midlands' Public Health Practitioner Development Scheme; one of the first of the four UK pilots. Her role also has a strong focus on embedding the principles of Making Every Contact Count and prevention into commissioned undergraduate education programmes and in the widening participation agenda.



**Val Barker**  
Head of the Postgraduate  
School of Public Health  
Yorkshire and Humber

Val is a Public Health Specialist, a Fellow of the Faculty of Public Health and was previously Director of Public Health for Eastern Wakefield Primary Care Trust. As a public health specialist, Val's special interest was in substance misuse, sexual health and mental health and links with the criminal justice sector. She has worked at a local, regional, national and international level on a number of these issues. Val is currently also supporting the work of the Centre for Innovation in Health Management at the University of Leeds on an interim basis.



**Dr Charlotte Augst**  
Partnership Director  
Richmond Group

Charlotte came to London in 1997 and after her studies worked in health and science policy, in Parliament for charities and national regulators. Charlotte currently leads the work of the Richmond Group of Charities, a coalition of 13 large national organisations working with and for people living with long term conditions. One of the strategic priorities of the Richmond Group is to move interventions in health and care upstream, to enhance primary and secondary prevention and to support people to live as well as possible for as long as possible. Charlotte is also the trustee of a mental health recovery charity the Mosaic Clubhouse, in Brixton.



**Professor Ged Byrne**  
Director of Education  
and Quality - North  
Health Education England

Having been appointed a senior lecturer and consultant surgeon in 2000, Ged was appointed Hospital Dean in South Manchester in 2004. He took up his current role as Director of Education and Quality for Health Education North West in December 2013 and has recently been appointed as Director of Education and Quality for Health Education England (North). Ged has a long-standing interest in global healthcare capacity building and education, leading the development of the GuluMan healthcare link and is also the founder director of the Uganda-UK Healthcare Alliance. He passionately believes that education must be globalised for all NHS staff if they are to offer a fit for purpose role in the future of healthcare in the UK.



**Amanda Healy**  
Director of Public Health  
South Tyneside Council

Amanda has been a Director of Public Health for just over a year and previously worked across Gateshead South Tyneside and Sunderland as a consultant in public health. She has worked on reducing health inequalities using an assets approach for several years. Amanda began her career working as a 'look after yourself' tutor working with local communities and is committed to improving health and wellbeing. The public health team cover the three 'spheres' of public health: health improvement, health protection and health care quality.



**Josephine Johnson**  
RGN  
Project Officer (Public  
Health) - Nursing Division  
NHS England

Josephine is a Registered Nurse working in the Health Improvement team in NHS England and currently works as a project officer for public health in the national nursing division. Her role involves working with the medical directorate to commission for effective behaviour change interventions integrated within clinical pathways. This is being achieved through clinical leadership, sharing and developing commissioning tools and working in partnership with stakeholders including Health Education England.



**Katrina Stephens**  
Specialty Registrar in  
Public Health  
NHS England

Katrina has been working with NHS England's Medical Directorate since summer 2014. Her work with NHS England has included the NHS diabetes prevention programme, cardiovascular disease (prevention and early detection), and behaviour change (including Making Every Contact Count). She is in her final year of public health specialty training in Greater Manchester, and splits her time between Bolton Council and NHS England. Prior to public health specialty training she worked in the Department of Health's national support teams, and has also held strategy and commissioning roles with local authorities and primary care trusts.



**Professor  
Lisa Bayliss-Pratt**  
Director of Nursing  
Health Education England

Lisa was appointed as Director of Nursing at Health Education England in 2012. In this role she has responsibility for leading national policy, workforce planning, and the commissioning of multi-professional education and training for the non-medical healthcare workforce. Lisa has been awarded a number of Honorary Appointments including Honorary Professor of Inter-professional Education at the University of Wolverhampton, Honorary Visiting Professor at City University and Honorary Degree (Doctor of Business Administration) from the University of Coventry. She holds a Doctorate of Clinical Practice from the University of Southampton and a Postgraduate Certificate in Education from the University of Wolverhampton.

## Programme schedule

09:00 - 09:30

Ground floor

### REGISTRATION AND REFRESHMENTS

09:30 - 09:45

Lecture theatre 3

### WELCOME ADDRESS

**Sir Stephen Moss**

Non-Executive Director

Health Education England

Non-Executive Director

Derby Teaching Hospitals NHS Foundation Trust

09:45 - 10:45

Lecture theatre 3

### WHAT THE SYSTEM IS SAYING ABOUT MECC AND WHY IT IS IMPORTANT

**Chair: Professor Penny A Cook**

Professor in Public Health

University of Salford

**Shirley Cramer CBE**

Chief Executive

Royal Society of Public Health and Institute of  
Healthcare Management

**Dr Charles Alessi**

Senior Advisor, Lead of Dementia, Lead of New  
Models of Care and Wellness

Public Health England

**Professor Peter Kinderman**

Professor of Clinical Psychology

University of Liverpool

President-Elect

British Psychological Society

**Professor Kate Ardern**

Director of Public Health

Borough of Wigan

**Dr Paul Chadwick**

Consultant Clinical and Health Psychologist

Senior Teaching Fellow

The Centre for Behaviour Change

University College London

10.45 - 11.05

Dining area

### TEA AND COFFEE BREAK

14

11.15 - 12.00

Lecture theatre 3

### IMPLEMENTING MAKING EVERY CONTACT COUNT

**Chair: Dr Anna Mary Cooper**

Lecturer in Public Health

Programme Leader MSc

University of Salford

**Dr Simon How**

Health and Wellbeing Programme Leader

Public Health England - East of England

**Mandy Harling**

Population Health Service Manager

Healthcare Public Health team

Public Health England

**Claire Cheminade**

Public Health Wider Workforce Lead – Wessex

Health Education England

**Sally James**

Public Health Workforce Specialist - West Midlands

Health Education England

12.10 - 12:50

Case study 1- lecture theatre 1

### INCORPORATING MECC INTO PROFESSIONAL PRACTICE AND THE WIDER WORKFORCE

**Chair: Linda Hindle**

Lead Allied Health Professional and National

Engagement Lead Police and Fire Services

Public Health England

**Deborah Bancroft**

Advanced Physiotherapy Practitioner

Pennine Acute Hospitals NHS Trust

**Sally Eapen Simon**

Consultant in Dental Public Health

Public Health England

**Nigel Hughes**

Public Health Specialist

Community Pharmacy West Yorkshire

Case study 2 - lecture theatre 3

### SYSTEM-WIDE WORKING

**Chair: Rachael Gosling**

Consultant in Public Health

Liverpool Community Health NHS Trust

**Charlotte Orton**

Public Health Specialist Programme Manager

Leeds Teaching Hospitals Trust

**Chanele Keenan**

Respiratory Matron

Leeds Teaching Hospitals Trust

**Amanda Healy**

Director of Public Health

South Tyneside Council

**Duncan Young**

Public Health Project Lead

Liverpool Community Health NHS Trust

**Julie Curren**

Public Health Improvement

Specialist Support Officer

Liverpool Community Health NHS Trust

Case study 3 - lecture theatre 4

### STAFF ENGAGEMENT

**Chair: Gary Theobald**

Head of Human Resources and

Organisational Development

Health Education England

**Dave Rayner**

Commissioning Manager – North, Central  
and East London

Health Education England

**Elaine Turner**

Head of Programme Management Lead for  
Health and Wellbeing

Health Education England

**Eleanor Hill**

Public Health Specialist-External Settings

Public Health Workforce Development Lead

Stockport Council

**Marcus Safadi**

Staff Engagement Lead

Public Health England

Case study 4 - lecture theatre 5

### INCORPORATING HEALTH LITERACY APPROACHES INTO MECC

**Chair: Louise Goswami**

National Programme Manager for Library and  
Knowledge Services

Health Education England

**Sarah Hassell**

Workforce Development Manager

Public Health England - East Midlands

**Jonathan Berry**

Personalisation & Control Specialist

NHS England

**Holly Case**

Outreach Librarian

Surrey and Sussex Healthcare NHS Trust

**Julie Spencer**

Society of Chief Librarians - Public Library

Universal Health Offer Lead

Head of Library and Information Services

Bolton Council

Case study 5 - lecture theatre 6

### ROLE OF MECC WITHIN NURSING AND MIDWIFERY

**Chair: Professor Lisa Bayliss-Pratt**

Director of Nursing

Health Education England

**Rose McCarthy**

Lecturer in Midwifery, Supervisor of Midwives  
School of Nursing, Midwifery, Social Work  
and Social Sciences

University of Salford

**Dr Lesley Choucri**

Senior Lecturer in Midwifery,

Supervisor of Midwives

School of Nursing, Midwifery,

Social Work and Social Sciences

University of Salford



## Programme Schedule

**13:00 - 14:00**

Dining and lounge areas

### LUNCH

Lecture theatre 2

#### MECC CINEMA (OPTIONAL VIEWING)

Film will be shown at the following times

13.10hrs, 13.25hrs and 13.40hrs

**14:05 - 14:45**

Lecture theatres: 1,3,4,5,6

Workshop 1 - lecture theatre 1

#### EVIDENCE AND EVALUATION

**Dr Simon How**

Health and Wellbeing Programme Leader

Public Health England - East of England

**Mandy Harling**

Population Health Service Manager

Healthcare Public Health team

Public Health England

**Suzanne Gilman**

Speciality Registrar – Public Health

Lancashire Care NHS Foundation Trust (LCFT)

**Emma Bates**

Public Health Practitioner

Milton Keynes Council

**Sarah Jewell**

Public Health Project Manager: MECC Kent, Surrey  
and Sussex

Medway Council

Workshop 2 - lecture theatre 3

#### IMPLEMENTING MECC FOR THE FUTURE WORKFORCE

**Chair: Em Rahman**

Head of Public Health Workforce

Development - Wessex

Health Education England

**Sally James**

Public Health Workforce Specialist - West Midlands

Health Education England

**Claire Cheminade**

Public Health Wider Workforce Lead – Wessex

Health Education England

**Alison Farrar**

Public Health Workforce Lead - North West

Health Education England

Workshop 3 - lecture theatre 4

#### SELF-CARE

**Andy Gill**

Strategy Development Lead

Health Education England

**Dr Cordelle Mbeledogu**

Specialty Registrar and Clinical Lecturer in

Public Health

Manchester City Council / University of Manchester

Workshop 4 - lecture theatre 5

#### THE CENTRALITY OF MENTAL WELLBEING TO MECC

**Jude Stansfield**

National Adviser

Public Mental Health

Public Health England

**Elysabeth Williams**

Public Mental Health and Suicide

Prevention Lead

Stockport Council

Workshop 5 - lecture theatre 6

#### NICE GUIDELINES AND BEHAVIOUR CHANGE APPROACHES

**Dr Paul Chadwick**

Consultant Clinical and Health Psychologist

Senior Teaching Fellow

The Centre for Behaviour Change

University College London

**14:50 - 15:50**

Lecture theatre 3:

#### FACILITATED DISCUSSION AROUND COMMISSIONING AND SUSTAINABILITY

**Chair: Val Barker**

Head of Postgraduate School of Public Health

Yorkshire and Humber

**Dr Charlotte Augst**

Partnership Director

Richmond Group

**Professor Ged Byrne**

Director of Education and Quality - North

Health Education England

**Amanda Healy**

Director of Public Health

South Tyneside Council

**Dr Simon How**

Health and Wellbeing Programme Leader

Public Health England - East of England

**Josephine Johnson RGN**

Project Officer (Public Health) - Nursing Division

NHS England

**Katrina Stephens**

Specialty Registrar in Public Health

NHS England

**15:50 - 16:00**

Lecture theatre 3

#### CLOSING REMARKS

**Professor Lisa Bayliss-Pratt**

Director of Nursing

Health Education England

## Facilitators



**Linda Hindle**  
Lead Allied Health  
Professional and National  
Engagement Lead Police  
and Fire Services  
Public Health England

I am responsible for supporting the contribution of the 12 allied health professions, Fire and Police services to improving public health across England including a focus on Making Every Contact Count. Follow Linda on Twitter @hindlelinda.



**Deborah Bancroft**  
Advanced Physiotherapy  
Practitioner  
Pennine Acute Hospitals  
NHS Trust

I strive to support individuals to make healthy lifestyle choices; my colleagues to embrace wellness by Making Every Contact Count; and seek to promote the important contribution that allied health professionals can make to public health.



**Sally Eapen Simon**  
Consultant in Dental  
Public Health  
Public Health England

I believe that the dental workforce is well placed to help dental patients and their families adopt a healthier lifestyle. I will continue to champion Making Every Contact Count to improve the health and wellbeing of local people by working with commissioning organisations and dental networks to support the Making Every Contact Count agenda.



**Rachael Gosling**  
Consultant in  
Public Health  
Liverpool Community  
Health NHS Trust

I think the value of Making Every Contact Count is that it provides people with the skills to have conversations with the public about their health and to connect them with other services that can support behaviour change. I will continue to raise awareness of the importance of Making Every Contact Count within my own organisation and more broadly across the system.



**Charlotte Orton**  
Public Health Specialist  
Programme Manager  
**Chanele Keenan**  
Respiratory Matron  
Leeds Teaching  
Hospitals Trust

We believe that the acute care setting provides ideal opportunities to promote the importance of healthy living to our patients. We pledge to continue our Making Every Contact Count activity and to build on this in-line with our Trust's Public Health Strategy.



**Duncan Young**  
Public Health Project Lead  
Liverpool Community  
Health NHS Trust

Have we seen Making Every Contact Count make a difference? I pledge to work towards answering this question.



**Julie Curren**  
Public Health Improvement  
Specialist Support Officer  
Liverpool Community  
Health NHS Trust

Prevention is at the heart of my work. I will continue to promote and deliver Making Every Contact Count training to my colleagues to ensure that patients, colleagues, family and friends are supported to lead healthier lives.



**Gary Theobald**  
Head of Human Resources  
and Organisational  
Development  
Health Education England

I am proud to support the ambitions of the Making Every Contact Count initiative. I am particularly keen to ensure that all of our staff are properly supported so that they are able to have conversations with the members of the public to improve their health and well-being.



**Dave Rayner**  
Commissioning Manager –  
North, Central  
and East London  
Health Education England

I manage the Health Education England relationship with the lead employer for public health registrars in London and the South East and play an active role in public health matters at national, regional and local team levels. I am a member of Elaine Turner's Health and Wellbeing Group, the Public Health Executive for the London and the South East School of Public Health, and the Health Education England's Public Health Network.



**Elaine Turner**  
Head of Programme  
Management  
Lead for Health  
and Wellbeing  
Health Education England

Championing the principles of Making Every Contact Count, by ensuring that health and wellbeing is at the heart of our organisation. Through the accreditation of the London Healthy Workplace Charter we have been able to focus staff engagement activities around wellbeing and are working to share our way of working with NHS organisations across London.



**Eleanor Hill**  
Public Health Specialist-  
External Settings  
Public Health Workforce  
Development Lead  
Stockport Council

I believe Making Every Contact Count is about helping all our colleagues to have ordinary, everyday 'conversations' with the people they meet through their work, their friends and family. Humour, surprising images or facts and personal insight make these chats memorable, stimulate reflection and encourage action.



**Marcus Safadi**  
Staff Engagement Lead  
Public Health England

I believe in people being happy and healthy at work. I believe in working together, as teams and as organisations, and in making every contact count, so we can better protect and improve the nation's health.



**Louise Goswami**  
National Programme  
Manager for Library and  
Knowledge Services  
Health Education England

I firmly believe that both public and NHS libraries have a vital role in underpinning the Making Every Contact Count agenda resulting in improved health and well-being for all.



**Sarah Hassell**  
Workforce Development  
Manager  
Public Health England -  
East Midlands

We know that Making Every Contact Count makes a real difference to health outcomes, empowering individuals to adopt healthier lifestyles, and better manage their health. I am committed to continuing work with system partners to celebrate and share good practice, and to ensure that Making Every Contact Count approaches are embedded across every aspect of delivery.



**Holly Case**  
Outreach Librarian  
Surrey and Sussex  
Healthcare NHS Trust

I will use the ethos of Making Every Contact Count in my everyday work providing information for both clinicians and patients, to improve health and patient care.



**Julie Spencer**  
Society of Chief Librarians  
- Public Library Universal  
Health Offer Lead  
Head of Library and  
Information Services  
Bolton Council

As lead for the Universal Health Offer, through self-help health information schemes such as Reading Books on Prescription, I am responsible for promoting and coordinating public library activity with public health priorities locally and nationally, supporting individuals around prevention and early intervention.



**Rose McCarthy**  
Lecturer in Midwifery,  
Supervisor of Midwives  
School of Nursing,  
Midwifery, Social Work and  
Social Sciences  
University of Salford

Pregnancy is a pivotal time for positively influencing health; not just for pregnant women, but for their families and the wider community. I pledge to Make Every Contact Count with the women I care for and the students I teach, so that nobody misses opportunities to learn about improving health.



**Dr Lesley Choucri**  
Senior Lecturer in  
Midwifery, Supervisor of  
Midwives  
School of Nursing,  
Midwifery, Social Work and  
Social Sciences  
University of Salford

I believe passionately in supporting women to come safely to childbirth and motherhood and I will continue to champion the public health role of the midwife to improve health and wellbeing as a vital component of future strategy for all organisations and individuals involved in caring for mothers and babies within Making Every Contact Count.



**Em Rahman**  
Head of Public Health  
Workforce Development –  
Wessex  
Health Education England

I have worked in the field of public health since 2001 and I believe in enabling individuals to develop and maximise on their potential. I am passionate about addressing inequalities in health and recognise that developing a competent and capable workforce is key in mobilising this. I see Making Every Contact Count as a key workforce development programme which builds the confidence of staff to engage and interact with their citizens in a different way. Making Every Contact Count I believe allows organisations, workforces and individuals to recognise the role we all have to play in contributing to prevention and public health.



**Alison Farrar**  
Public Health  
Workforce Lead -  
North West  
Health Education England

I am totally committed to Making Every Contact Count and the prevention role of the health and social care workforce. I believe together we can improve our own health and the health of others through our combined efforts and that Making Every Contact Count is a significant enabler – I will continue to promote and support Making Every Contact Count at every opportunity.



**Andy Gill**  
Strategy Development Lead  
Health Education England

I believe passionately in supporting people to live healthier lives and I will continue to champion the role of Making Every Contact Count to improve health and wellbeing as a vital component of future strategy for all organisations and individuals involved in care.



**Dr Cordelle Mbeledogu**  
Specialty Registrar  
and Clinical Lecturer in  
Public Health  
Manchester City Council /  
University of Manchester

Cordelle chairs Manchester's Self Care Group which is developing an all systems approach to supporting self-care, and enabling patients to be active partners in their care. Workforce development is a key element of this. She pledges to support Making Every Contact Count through collaboration and sharing local experience.



**Jude Stansfield**  
National Adviser  
Public Mental Health  
Public Health England

Jude led the 2015 publication of the Public Mental Health Leadership and Workforce Development Framework. It included the integration of mental health and wellbeing into Making Every Contact Count which she pledges to continue to support.



**Elysabeth Williams**  
Public Mental Health and  
Suicide prevention lead  
Stockport Council

I am part of the design and delivery team for Connect 5; a programme that equips all frontline staff with the skills and confidence to recognise and respond to stress and distress and promote mental wellbeing within their everyday practice.



**Dr Paul Chadwick**  
Consultant Clinical and  
Health Psychologist  
Senior Teaching Fellow  
The Centre for  
Behaviour Change  
University College London

Dr Chadwick is Senior Teaching Fellow at the Union College London Centre for Behaviour Change, as well as a Trainer and Consultant Clinical and Health Psychologist with expertise in behaviour change for adults and children, changing eating and activity behaviours, diabetes, sexual health and atypical sexual development, intervention and treatment evaluation.

## For more information

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 Health Education England

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