

### Camden and Islington MECC Programme

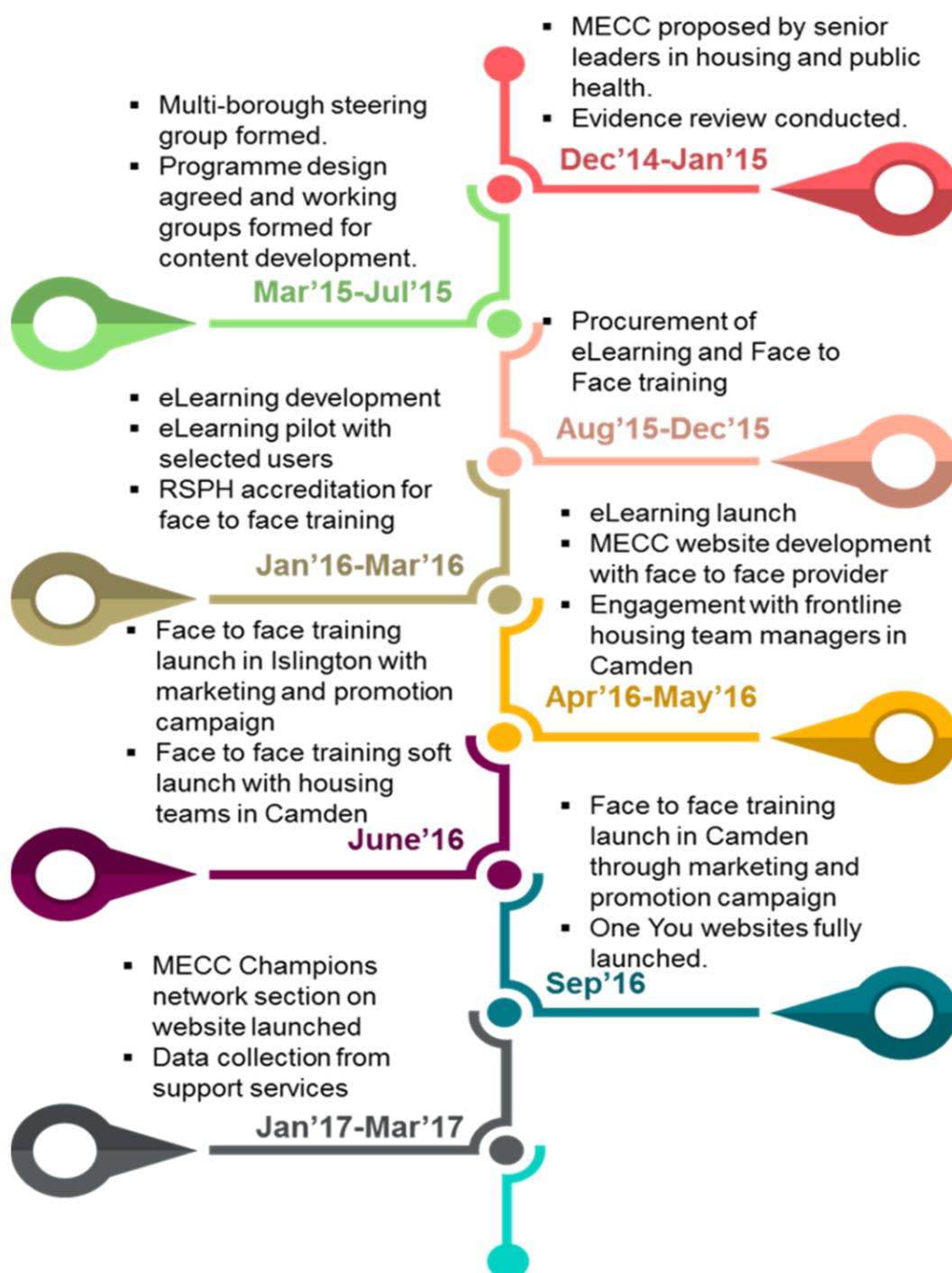
#### Background

MECC was being delivered elsewhere in the country, and Camden and Islington already delivered similar behaviour change training.

MECC was launched locally in response to:

- High level of health needs, especially amongst those that were least well off.
- Local and national evidence suggesting people who were most in need of services were not accessing the available support services until their issues had exacerbated.
- Residents stating they understand key health messages but need help in putting these into action, mostly unaware of the range of services available to them.
- Staff reporting 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.
- Senior leaders in housing and public health proposing MECC.

The programme was launched in April 2016, and has been delivering for nearly two years. The implementation stages are outlined below:



**Residents understand key health messages but need help putting into action**

**Staff reported missed opportunities to help people**

**Senior leaders proposed MECC**



# MECC

MAKING  
EVERY  
CONTACT  
COUNT

## LET'S GET LONDON HEALTHIER, ONE CONVERSATION AT A TIME

### Approach

MECC aligns well with organisational objectives in both Camden and Islington, who have a strong emphasis on early intervention and prevention, as well as ensuring the residents have information they require about services that they can access.

The programme aims to:

- Provide staff and local partners in statutory, emergency, and voluntary sector with the knowledge and skills to identify needs and signpost/refer to services as appropriate.
- Increase the skills and confidence of staff and local partners in statutory, emergency, voluntary and community resident facing services to deliver simple evidence-based interventions to promote the health, wellbeing and quality of life of residents within Camden and Islington.
- Help develop an organisational culture that encourages and promotes health improvement by giving the right advice through early intervention and prevention.
- Improve experiences for residents and patients accessing services through a holistic and integrated approach leading to improved health and wellbeing outcomes.

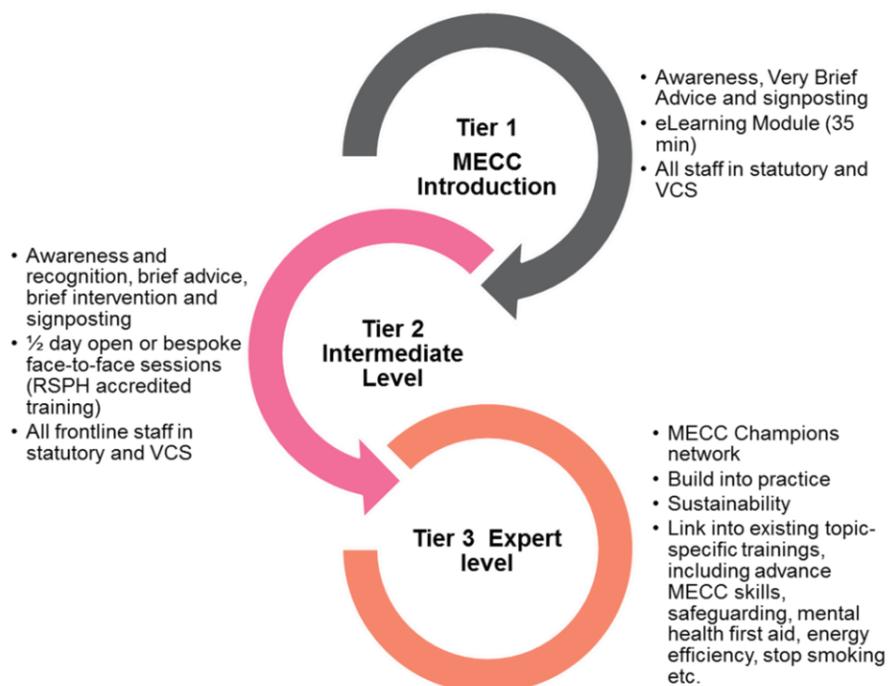
During the development of the programme a bi-borough MECC steering group was established to ensure that the training suited the organisation, as well as gathering senior level buy in for MECC prior to mobilisation of the programme.

### Implementation

Camden and Islington have trained:

- 1,021 staff to date.
- Mostly local authority staff in the first year and in year two expanded this to include NHS organisations, voluntary sector organisations, and private organisations.

Components of our three tier delivery model are outlined below:



**A strong emphasis on early intervention and prevention and to ensure the residents have information about services they need.**

**1,021 staff trained to date**



# MECC

## MAKING EVERY CONTACT COUNT

### LET'S GET LONDON HEALTHIER, ONE CONVERSATION AT A TIME

#### Challenges

- It can be difficult to maintain momentum for MECC. There are quite a lot of internal communications directed at staff, so it can be hard to get the message across at times. A steering group and champions can cascade internal MECC messages to team members as well as corporate communications approaches.
- Evaluating longer term outcomes - it can be difficult to assess whether someone has access a service due to a MECC conversation, but can map out 'MECC referrals' into certain services.
- Gaining 3 month follow up information from those attending course.

#### Evaluation

A logic model framework was used to evaluate the programme with pre and post measures for training feedback, as well as recording MECC referrals/conversations where possible.

- 1,021 staff attended face to face training, and recorded over 858 MECC conversations.
- 741 staff completed the eLearning.
- 51 MECC Champions were recruited in the first 21 months of the programme to embed MECC principles across both boroughs.
- MECC training feedback has been positive in the first 21 months:
  - 98% of participants had knowledge of key health promotion guidance in areas such as healthy eating, weight, alcohol, physical activity, smoking, sexual health and mental health.
  - 5% of participants would recommend the training to others.
  - 99% of participants reported improved skills and ability to deliver MECC interventions post training, and the confidence to initiate conversations with clients about health related topics.
  - 72% of those completing the three month follow up evaluations reported promoting positive health with their clients.

#### Training feedback continues to be positive and informative



- Plans for 2018/19 include:
  - Further analysis of referral data from partner services, increasing knowledge of MECC principles within the Voluntary and Community Sector.
  - Improving strategic links with stakeholders to further develop knowledge and awareness of MECC.

**Difficult to maintain momentum but can cascade messages via steering group and champions as well as corporate communications.**

**51 MECC champions recruited.**



# MECC

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Successes include:

- Housing staff added MECC factsheet resources to electronic devices for signposting.
- CEO from Islington Council actively promoting MECC through digital channels.
- Islington Contact Centre recording MECC related referrals, displaying health promotion posters in their environment to prompt/remind staff and residents.
- All housing staff in Islington mandated to attend MECC training.
- MECC part of corporate inductions in both boroughs.
- Integration of MECC into contracts such as Smoking Cessation, Sexual Health Services and potential for integrating into upcoming leisure contracts.
- Voluntary sector organisation in Islington adding behaviour change tools to their assessment forms.
- Estate services delivering drop in days and using MECC learning to signpost for health and wellbeing issues.
- 'One You' websites in Islington and Camden were heavily promoted through MECC as the key signposting source for all health related issues. **6,315** and **12,968** visits to the Camden and Islington websites respectively (Sept 16- Dec 17).
- Training:
  - London Fire Brigade staff shortly to integrate MECC into their daily work in the community, and become even more preventative in their work.
  - Training for Healthy Living Pharmacy staff soon on MECC.

### Recommendations

- Make sure your MECC content is suitable and pitched at the right level for your audience.
- Ensure senior leaders, middle managers and front line staff teams are fully informed before starting the programme, and engage them in the process.

### CONTACT

For more information please see:

<https://www.islingtonmecc.org.uk/>

<https://www.camdenmecc.org.uk/>

<http://oneyoucamden.org/>

<http://oneyouislington.org/>

For more information on the pan- London MECC Programme:

[Meccinlondon@nhs.net](mailto:Meccinlondon@nhs.net)

<https://www.healthylondon.org/resource/mecc/>

**CEO from Islington Council actively promotes MECC through digital channels.**

**Over 20,000 visits to the Camden and Islington 'One You' websites.**

**London Fire brigade supported to integrate MECC into work.**

**Pharmacy staff to be trained.**

