



Feeling the Pain: Reducing Harm

November 2022



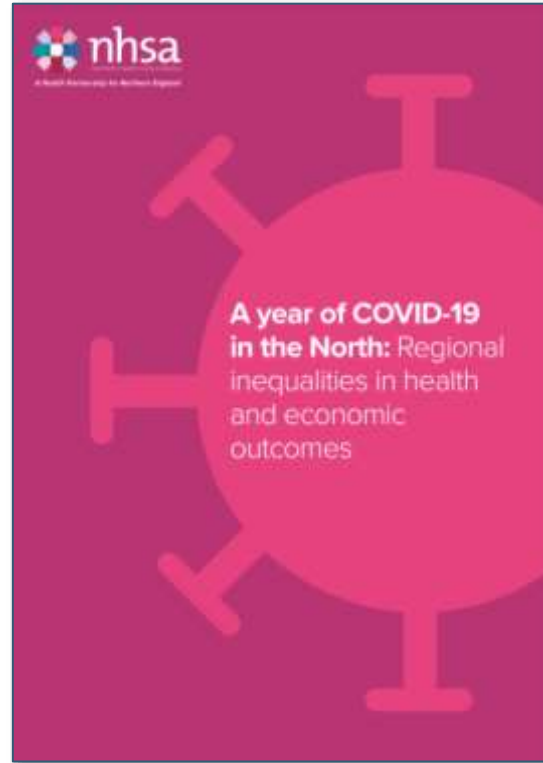


hello
my name is...

#MakingEveryContactCount #NENCMECC #MECC



What are health inequalities?



“Right now, in the poorest parts of the UK, people are dying years earlier than people in wealthier areas.

Quite simply – this is a matter of life and death”

L’Hôte et al (2022)

Health Inequalities



A Bus Journey through **NEWCASTLE** - Life Expectancy



KEY:

AREA AND DEPRIVATION QUINTILE

STATION

1 — 5
Most deprived — least deprived

LIFE EXPECTANCY FOR MEN

83

LIFE EXPECTANCY FOR WOMEN

81

The smallest changes can make the biggest difference

Obtained from www.localhealth.org.uk, Public Health England.
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MECC is...



An **approach to behaviour change** that uses the millions of day-to-day interactions that organisations and people have with other people.

Opportunistic delivery of **consistent and concise healthy lifestyle information.**

Takes a **matter of minutes** and is structured to fit into and complement existing professional clinical, care and social engagement approaches.

Evidence suggests that the MECC approach could potentially have a **significant impact on the health** of our population.





MECC is not about...

Giving already busy people more to do

Becoming experts in certain lifestyle areas

Telling people what to do or how to live their life

Becoming counsellors or providing on-going support to individuals

MECC can...

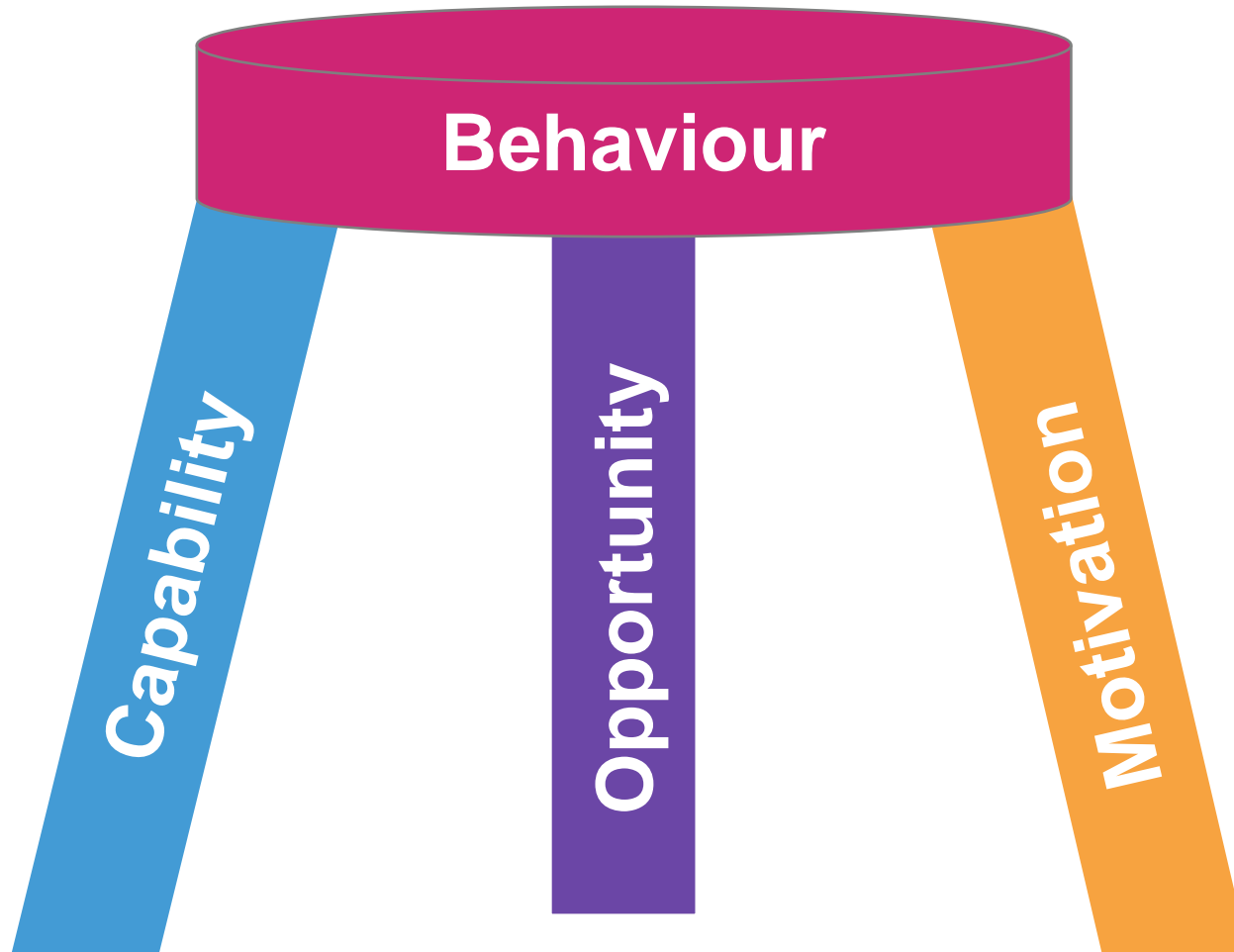
Alter how we interact with people about health and wellbeing

Enable staff to respond to opportunistic openings during routine interactions

Motivate someone to consider changing lifestyle behaviours that may be damaging their health and wellbeing



Behaviour Change: COM-B: Michie, et al (2011)



MECC Approach:

A short, opportunistic intervention with an individual.

Brief Advice:

*a conversation lasting
5-10 mins*

Staff who have an opportunity to encourage and support people who's health and wellbeing could be at risk

Very Brief Advice:

*a conversation lasting
30 seconds - 5 mins*

For everyone in direct contact with the general public
To raise awareness motivate and sign post people to help them improve their health and wellbeing

A conversation about what?



Anything of concern that may be affecting their health & wellbeing

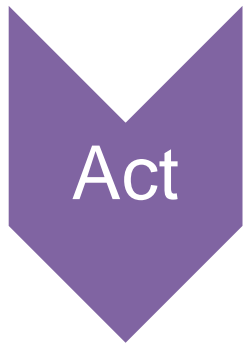
The 3 A's Model



What have you noticed or heard?
Raise the issue, open the conversation



Link a person's health and lifestyle habits.
Build person's understanding of benefits of making a change.



Offer concise and consistent information.
Signpost to areas of support/ refer to local support services

The Five Core Elements of MECC



Smoking



Physical Activity



Alcohol



Healthy Diet & Weight



Mental Health

Wider Determinants of Health



I've started the conversation, now what?

MAKING
EVERY
CONTACT
COUNT

MAKING
EVERY
CONTACT
COUNT

Services

About MECC

Contact

Making Every Contact Count

Helping public sector, voluntary and charity staff share
healthy lifestyle messages and services with the public in
the north east and north Cumbria.

Learn more >>>>>



www.meccgateway.co.uk/nenc

Potential Impact or Benefit of MECC?



Individual

Staff

Organisation

Local
Community

National
Population



MECC Developments

- **Better Health at Work Award**
 - Core MECC embedded
- **Financial Wellbeing** with MaPS piloted in part of the region – November 2022
- **Primary Care** – training taking place in Northumberland September 2022. Interest in Durham. North Tyneside arranged training



MECC Developments

- **Hypertension** – exploring opportunity to link MECC through North Tyneside initially
- **MECC Youth** version – October 10th scoping exercise
- **Screening & Immunisation** – enhance MECC Gateway January – March 2023



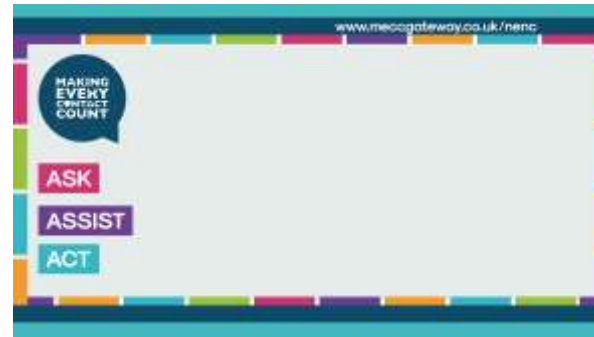
MECC Training Update



Comms & Marketing



In partnership with



**MAKING
EVERY
CONTACT
COUNT**

What
opportunity
do you have to
Make Every
Contact Count
today?



**Are there any
questions?**

