

Making Every Contact Count

St Helens Council, Merseyside

Making Every Contact Count- Leisure Services



St. Helens
Council

Making Every Contact Count commenced in November 2014, through a series of briefing sessions across St Helens Council Management Networks. The briefing sessions included interactive workshops with senior, middle and front line managers. The workshops encouraged staff to consider their own working practices and how they/ their teams could make an impact on health locally.

Senior Officer 'buy-in' and support for Making Every Contact Count was essential to the successful roll out of the programme. Public Health Commissioners identified Leisure Services as a priority service to receive MECC training. MECC was viewed as an enabler for leisure settings to reframe the leisure offer to a more holistic "Health and Wellbeing service offer. The cascade of clear information from leisure managers through to the front line teams was essential to enable staff to understand the rationale, expectation and outcomes required from the MECC training.

130 leisure services staff with a variety of roles were trained in Level 1 MECC throughout 2015. The principles of the 'Health Chat', opportunistic health messages and signposting were core elements of the interactive training.

The Training course followed the 'Prevention and Lifestyle Change: A Competence Framework' Level 1 Generic Competences. Resources from HEE were utilised to create a handbook resource that provided standardised health messages synthesised local service information for signposting.

Evaluation of the courses demonstrated better understanding of key health messages, behaviour change principles and where to signpost, whilst staff reported feeling more confident to hold a 'health chat', raise the health topic and utilise tools to facilitate change. Learning rates against the learning outcomes ranged between 87- 92% following the training.



Qualitative feedback from individual learners included:

"...Listened, took it in, and thought about how I can use it in my everyday roles as a leisure/golf attendant and a dad and a husband"

"I know I can make a difference within the community..."

"The course was delivered brilliantly and the group activities helped get the point across."

Leisure Services were empowered to consider how they would implement the skills learned and evaluate the effectiveness of MECC in their everyday roles. They devised small notebook to use as a prompt for staff and to record their interactions and developed their digital systems to capture the MECC work. These methods will be monitored through monthly meetings with manager.

Learning from Phase 1 training and evaluation will be built into the roll out of phase 2 to wider Council Departments and Partnerships across St Helens.

MECC Summary:

St Helens Public Health Service Delivery team

Level 1 Training Programme

Implementation: April –December 2015

Target Audience:

- Frontline Council Services: Leisure Services(Phase 1)
- Phase 2: Sports Development, Environmental Wardens, Adult Social care, 3rd Sector services, library services, Helena Housing- outreach teams

Training Evaluation: Yes

MECC Evaluation: Ongoing
Phase 1 report due March 2016.

For further details

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