

BECAUSE THERE'S ONLY  
**ONE YOU**

**Tameside Schools Making Every Contact Count Training  
Evaluation Report  
2017/18**



**Tameside Children and Young People's  
HEALTH AND WELLBEING  
PROGRAMME**

This evaluation report has been guided by the Public Health England and the Health Education England's 'Making Every Contact Count Evaluation Framework'.<sup>1</sup>

Evaluation completed on 10 April 2018 by Charlotte Lee, Population Health Programme Officer

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## INTRODUCTION

All organisations responsible for health, wellbeing, care and safety have the opportunity to impact on people's mental and physical health and wellbeing. With increased pressure on organisations to reduce costs and increase quality and productivity, services can no longer be focused on symptoms or single issues in isolation. There is a need for systemic change towards proactive prevention and a greater emphasis on addressing the wider determinants of health, such as education, housing or social environment. Treating people without identifying and changing what makes them unwell is costly to all involved. The promotion of health and wellbeing should be at the core of an organisation's design and service culture.

## ABOUT MAKING EVERY CONTACT COUNT (MECC)

Making Every Contact Count is an approach to behaviour change that utilises the millions of day to day interactions that organisations and individuals have with other people to support them in making positive changes to their physical and mental health and wellbeing. MECC enables the opportunistic delivery of consistent and concise healthy lifestyle information and enables individuals to engage in conversations about their health at scale across organisations and populations. The fundamental idea underpinning the MECC approach is simple. It recognises that staff across health, local authority and voluntary sectors, have thousands of contacts every day with individuals and are ideally placed to promote health and healthy lifestyles.

- For organisations, MECC means providing their staff with the leadership, environment, training and information that they need to deliver the MECC approach.
- For staff, MECC means having the competence and confidence to deliver healthy lifestyle messages, to help encourage people to change their behaviour and to direct them to local services that can support them.
- For individuals, MECC means seeking support and taking action to improve their own lifestyle by eating well, maintaining a healthy weight, drinking alcohol sensibly, exercising regularly, not smoking and looking after their wellbeing and mental health. MECC focuses on the lifestyle issues that, when addressed, can make the greatest improvement to an individual's health:
  - Stopping smoking
  - Drinking alcohol only within the recommended limits
  - Healthy eating
  - Being physically active
  - Keeping to a healthy weight
  - Improving mental health and wellbeing.

## **What MECC is not?**

MECC is not about:

- adding another job to already busy working days
- staff becoming specialists or experts in certain lifestyle areas
- staff becoming counsellors or providing ongoing support to particular individuals
- staff telling somebody what to do and how to live their life.

## **MAKING EVERY CONTACT COUNT TRAINING FOR TAMESIDE SCHOOLS**

From 2012 MECC has been delivered to a wide range of local partners, with heavy investment allocated to Tameside MBC staff. With the understanding that the Children and Young People's Health and Wellbeing Programme has grown significantly since 2014 and the notion that a school is part of a community, the MECC budget for 2016/17 was allocated to train local schools.

Furthermore, there is an acknowledgement that schools have established relationship with parents/ member of the community.

### **Aims:**

Support the opportunistic delivery of consistent and concise healthy lifestyle information to all members of the school community e.g. parents, carers, teachers, staff and children.

### **Objectives:**

- To be able to describe the context and rationale for MECC in schools and individual's role in its delivery across the school community.
- To clearly explain the public health messages, how these support healthy lifestyles and how the school environment can support people to make healthier choices.
- To consider how they might incorporate MECC within their role in school and identify further opportunities to engage in health conversations or disseminate the MECC information throughout the wider schools community.
- To be able to confidently raise the issue of healthy lifestyles as part of their role within the school setting.

### **Inputs:**

Inputs are any resources that are used to develop or deliver MECC activity. The following points outline the Tameside School's MECC activity.

Financial resources:

- Cost of training package or delivery
- Cost of MECC resources

Human resources:

- Size/ number of staff group selected for training

Organisation leaders:

- Leaders/ stakeholders engaged in training
- Presentations/briefing made to leaders/stakeholder

MECC governance:

- MECC trainers identified
- Follow up pathway developed

MECC infrastructure:

- Number of topics with a signposting resources in place

- Local co-ordinator in place

## METHODOLOGY FOR EVALUATION

The methodology used to evaluate the MECC training with Tameside schools was both quantitative and qualitative. Using a range of questions including:

- Rating scales
- Multiple choice questions
- Closed questions
- Open ended questions

These questions were asked pre and post the training to compare and measure the participants learning as a result of the training.

Where qualitative data is included, analysis has taken place, creating codes against themes identified.

Furthermore analysis was made to study the cost/ investment made per training session and the number of participants trained, giving the figure for cost per head.

Please refer to **appendix A** to view the survey.

## OUTPUTS

Outputs of the MECC training included:

- 15 schools trained (13 primary schools, 1 secondary & 1 pupil referral unit).
- A mixture of time allocated for the training, break down as follows:

Time Allocated/ Requested	Number of Schools	Number of sessions
<b>Primary</b>		
1.5 hours	11	1
1 hour	1	3
1 hour	1	5
<b>Secondary</b>		
1.5 hours	1	1
<b>Pupil Referral Unit</b>		
1.5 hours	1	1

- 389 number of participants ,break down as follows:

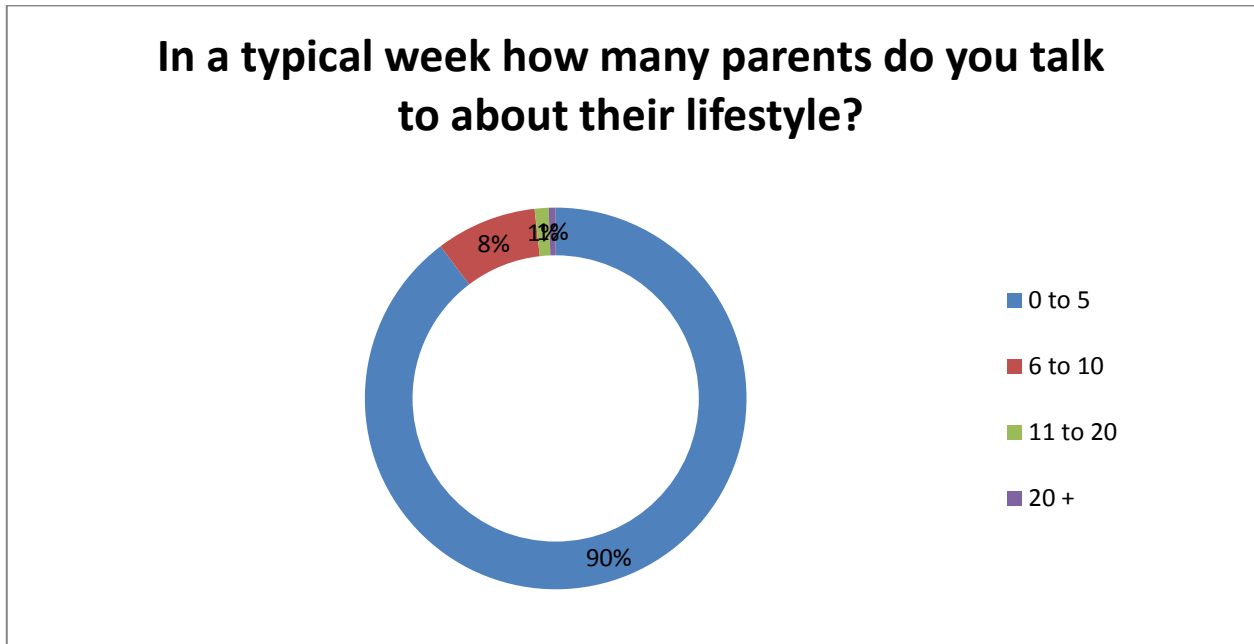
School type	Number of participants
Primary	346
Secondary	11
Pupil Referral Unit	32

- Each participant received the 'One You Tameside' leaflet tool (please see **appendix B**).
- Each school was followed up with email, letter, certificate and box of 'One You Tameside' to utilise in their conversations.
- A total of 342 survey forms were completed and returned.

## OUTCOMES

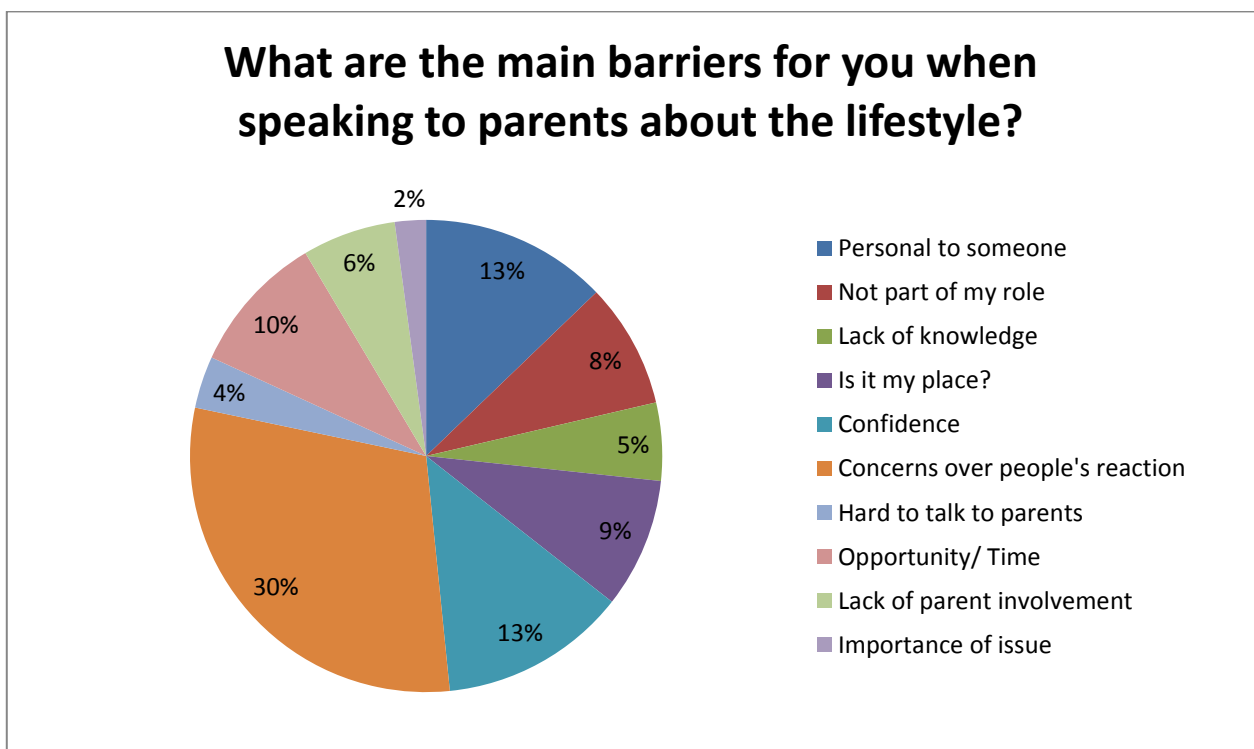
### Pre Survey

As part of the pre survey and to capture the potential reach/ opportunities a participant has to utilise MECC. The question 'in a typical week how many parents do you talk to about their lifestyle?' was put forward.



Over 90% of the participants who completed the survey form had on average 0 to 5 conversations with parents on a typical week.

The question 'what are the main barriers for you when speaking to parents/colleagues about the lifestyle?' was put forward to understand the main concerns a participant may have about utilising MECC.



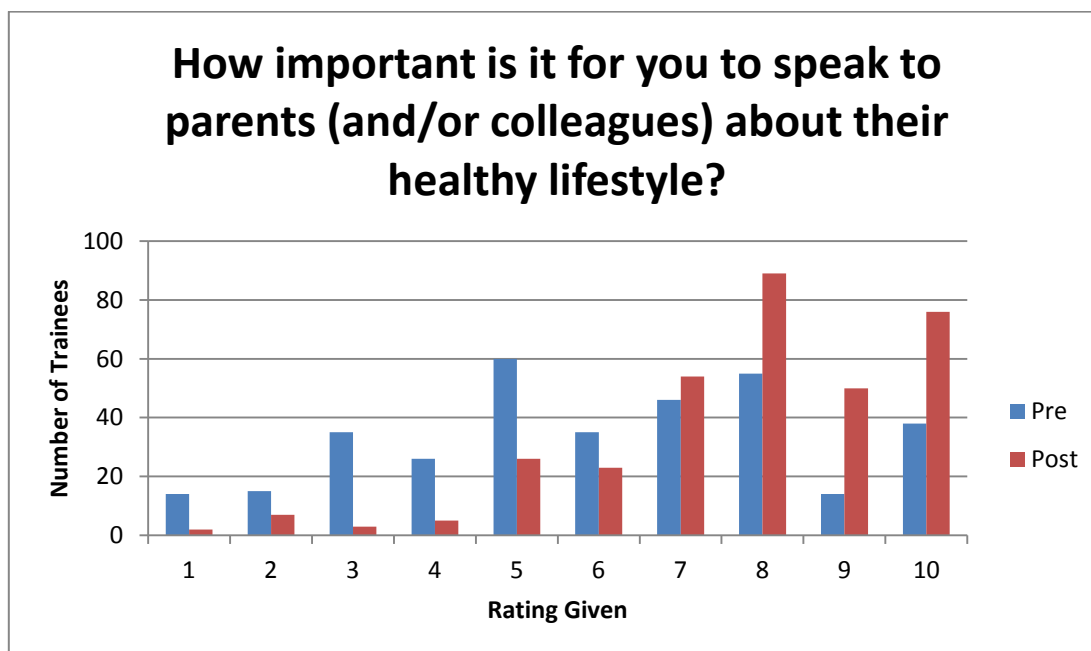
30% of participants identified ‘concerns of people’s reaction’ as a barrier to speaking to parents about their health and wellbeing. This was followed by 13% saying ‘it personal’ and that they ‘lack confidence’. 10% of participants said ‘time and opportunities’ was a barrier.

### Pre and Post Rating Scales

Three questions were asked both in the pre and post surveys to capture and measure a participant’s learning as a result of MECC training. All three questions had a rating system: 1 being ‘not at all’ and 10 being ‘very’. The following section details the results:

The first scale rating question asked ‘how important is it for you to speak to parents (and/or colleagues) about their healthy lifestyle?’

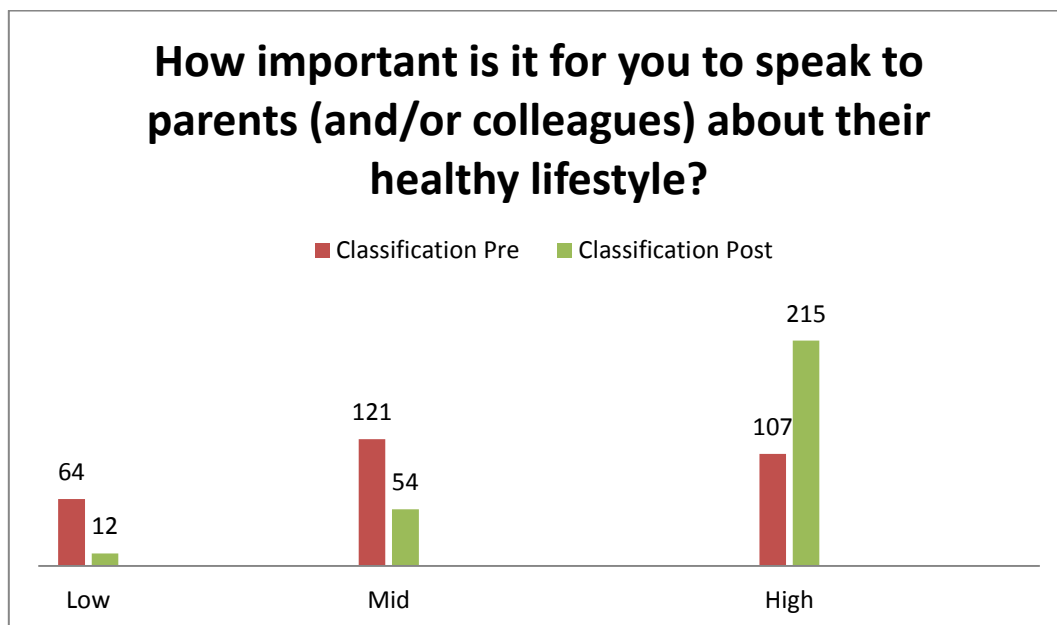
Question 1 How important is it for you to speak to parents (and/or colleagues) about their healthy lifestyle?							
Answer Options	Pre	Post	Percentage Change	Pre Average	Post Average	Average Scale Difference	Importance Increase %
1	14	2	-86%	6.0	7.8	1.8	18%
2	15	7	-53%				
3	35	3	-91%				
4	26	5	-81%				
5	60	26	-57%				
6	35	23	-34%				
7	46	54	17%				
8	55	89	62%				
9	14	50	257%				
10	38	76	100%				
Skipped	4	7	75%				



On average a participant rated the importance at 6, post the training on average a participant rated the importance at 7.8. This is an 18% increase in the importance of speaking to parents about healthy lifestyles.

We then looked at this by applying classifications to the ratings given. These were 0-3 (low), 4-7 (Mid) and 8-10 (high). The results below highlight a decrease in the low and mid classification and a significant increase in the high classification.

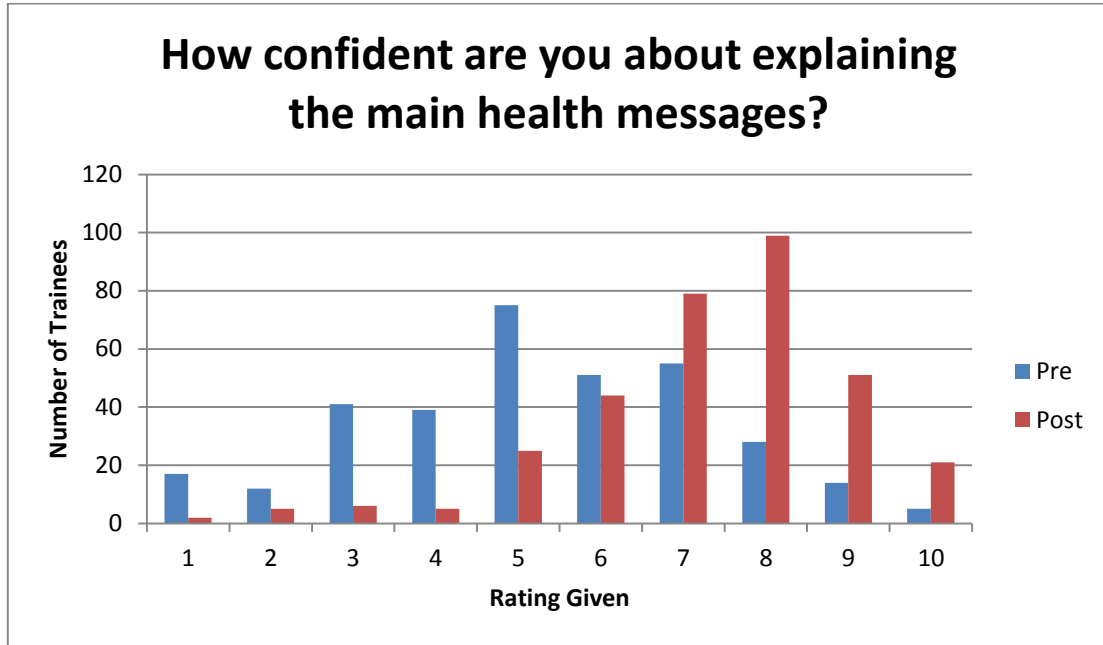
Question 1 How important is it for you to speak to parents (and/or colleagues) about their healthy lifestyle?				
Answer Options	Classification	Classification Pre	Classification Post	Classification Percentage Difference
1	Low	64	12	-81%
2				
3				
4	Mid	121	54	-55%
5				
6				
7	High	107	215	101%
8				
9				
10				
Skipped	N/A	N/A	N/A	N/A



The second scale rating question asked 'how confident are you about explaining the main health messages?'

Question 2 How confident are you about explaining the main health messages?							
Answer Options	Pre	Post	Percentage Change	Pre Average	Post Average	Average Scale Difference	Confidence Increase %
1	17	2	-88%	5.3	7.3	2.0	20%
2	12	5	-58%				
3	41	6	-85%				
4	39	5	-87%				
5	75	25	-67%				

6	51	44	-14%			
7	55	79	44%			
8	28	99	254%			
9	14	51	264%			
10	5	21	320%			
Skipped	5	5	0%			

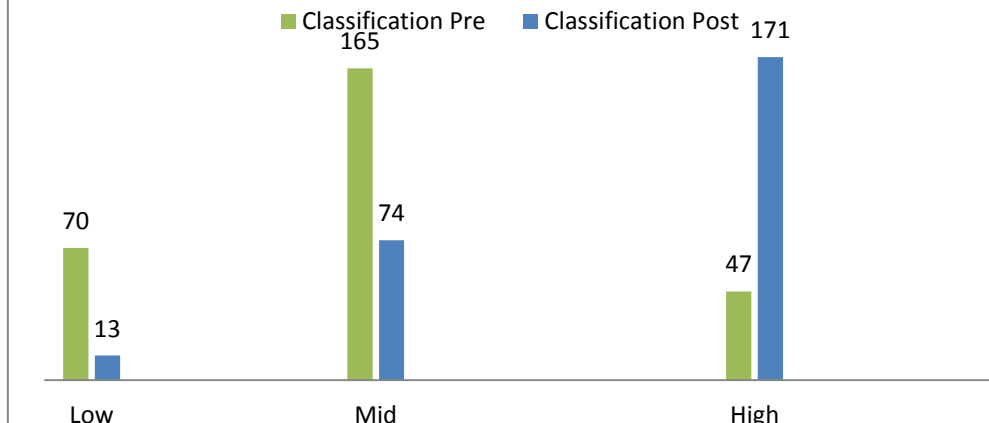


On average a participant rated their confidence/ knowledge about explaining the main health messages at 5.3, post the training, on average a participant rated their confidence at 7.3. This is a 20% increase in the confidence of participants explaining the main health messages to others.

Again we looked at this by applying classifications to the ratings given. These were 0-3 (low), 4-7 (Mid) and 8-10 (high). The results below highlight a decrease in the low and mid classification and a significant increase in the high classification.

Question 2 How confident are you about explaining the main health messages?				
Answer Options	Classification	Classification Pre	Classification Post	Classification Percentage Difference
1	Low	70	13	-81%
2				
3				
4	Mid	165	74	-55%
5				
6				
7	High	47	171	264%
8				
9				
10				
Skipped	N/A	N/A	N/A	N/A

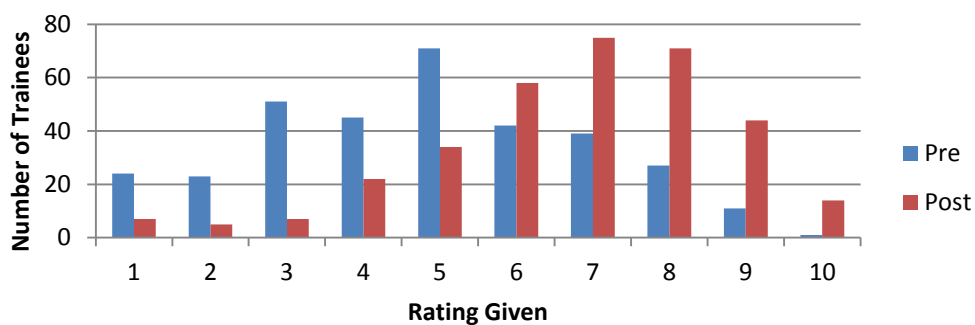
## How confident are you about explaining the main health messages?



The third scale rating question asked 'how ow confident are you in raising the issue of healthy lifestyles with parents (and/or colleagues)?'

Question 3 How confident are you in raising the issue of healthy lifestyles with parents (and/or colleagues)?							
Answer Options	Pre	Post	Percentage Change	Pre Average	Post Average	Average Scale Difference	Confidence Increase %
1	24	7	-71%	4.8	6.7	1.9	19%
2	23	5	-78%				
3	51	7	-86%				
4	45	22	-51%				
5	71	34	-52%				
6	42	58	38%				
7	39	75	92%				
8	27	71	163%				
9	11	44	300%				
10	1	14	1300%				
Skipped	8	5	-38%				

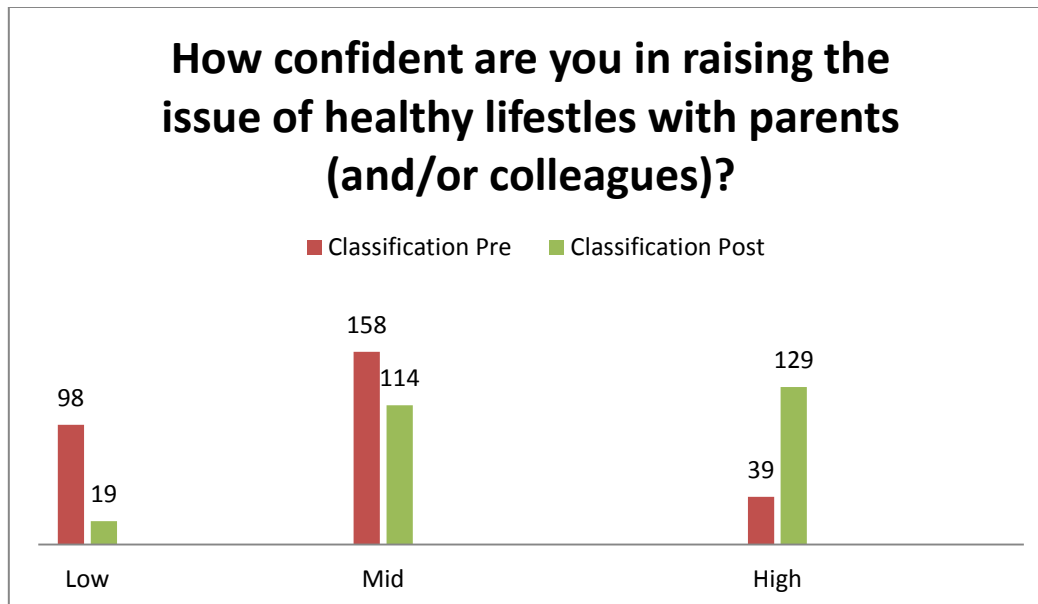
## How confident are you in raising the issue of healthy lifestyles with parents (and/or colleagues)?



On average a participant rated their confidence about raising the issue of healthy lifestyles at 4.8, post the training, on average a participant rated their confidence at 6.7. This is a 19% increase in the confidence of participants about raising the issue of healthy lifestyles with others.

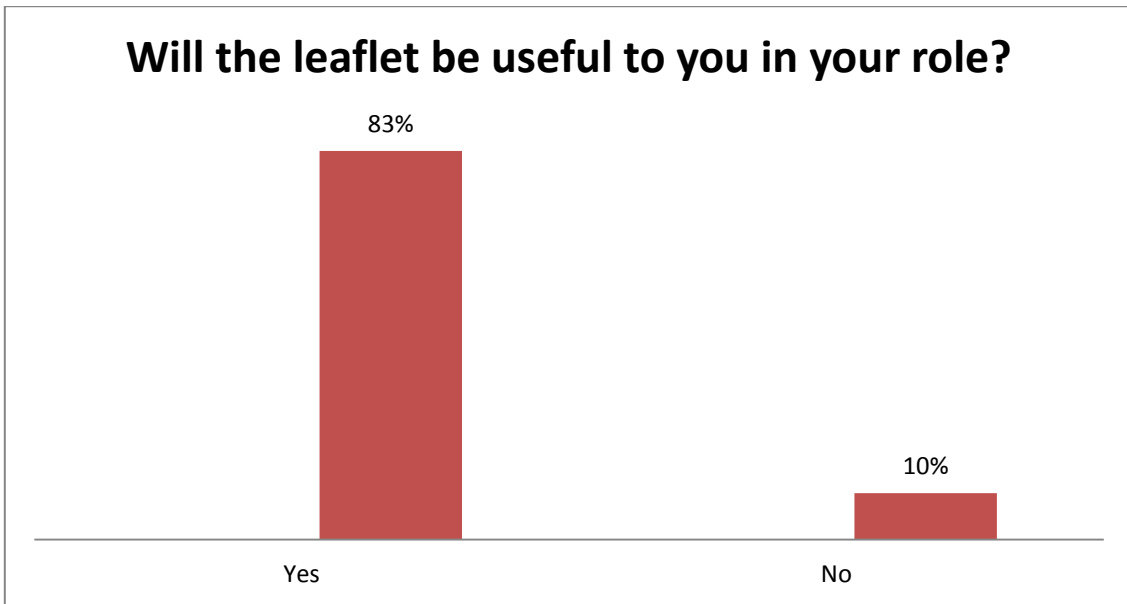
Again we looked at this by applying classifications to the ratings given. These were 0-3 (low), 4-7 (Mid) and 8-10 (high). The results below highlight a decrease in the low and mid classification and a significant increase in the high classification.

Question 3 How confident are you in raising the issue of healthy lifestyles with parents (and/or colleagues)?				
Answer Options	Classification	Classification Pre	Classification Post	Classification Percentage Difference
1	Low	98	19	-81%
2				
3				
4	Mid	158	114	-28%
5				
6				
7				
8	High	39	129	231%
9				
10				
Skipped	N/A	N/A	N/A	N/A



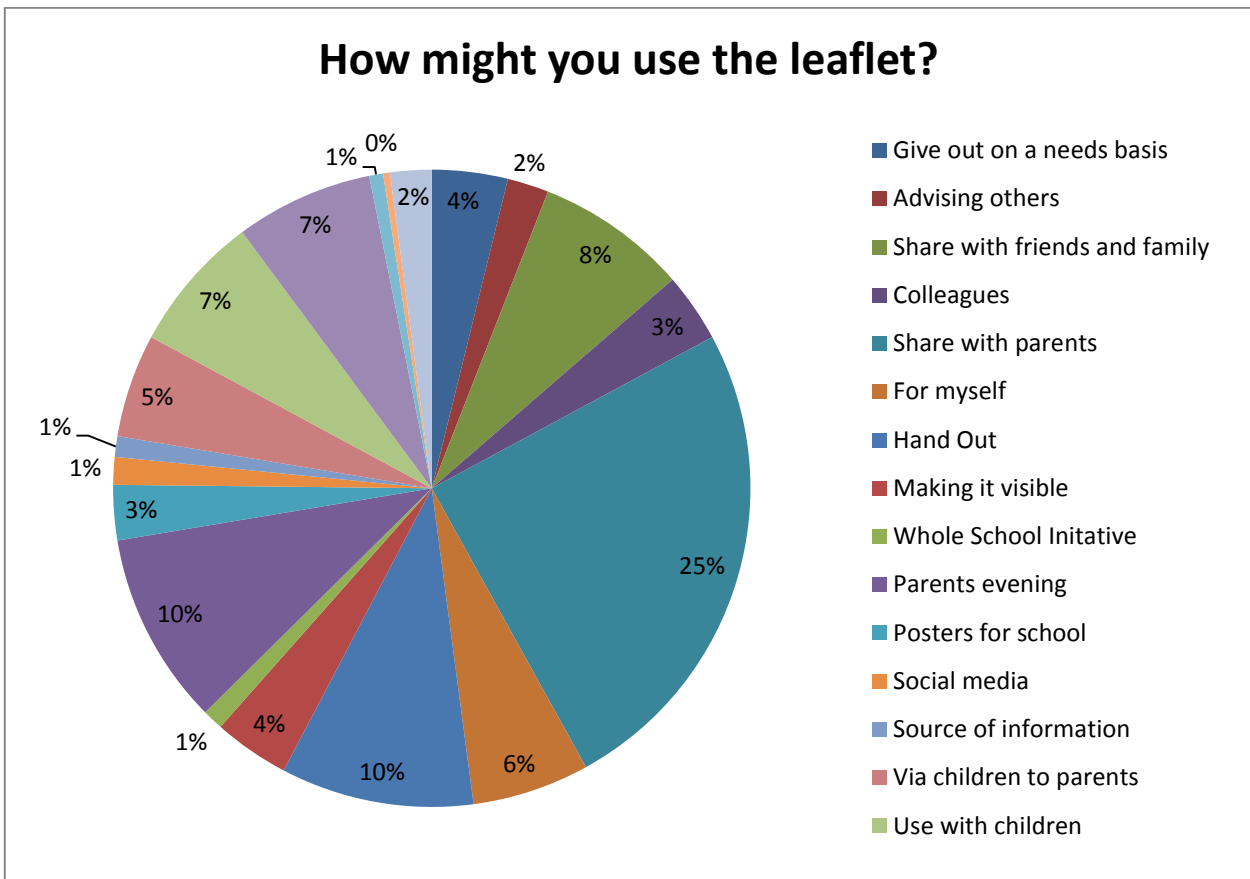
### Post Survey

As a result of the training, it was important to capture the intentions of the participants. Three questions were put forward in the post survey, starting with the question: 'will the leaflet be useful to you in your role?'



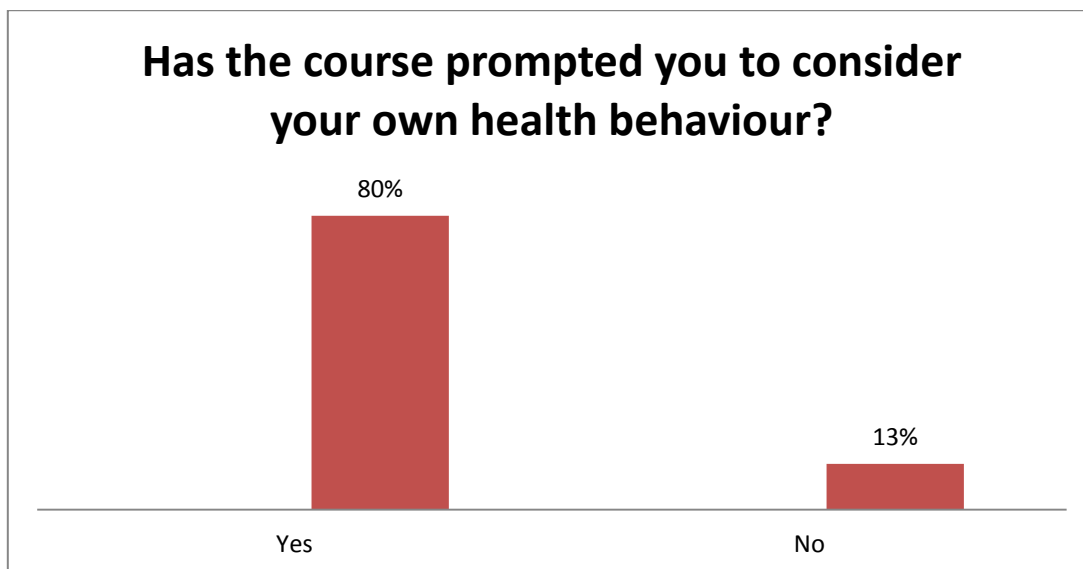
Over 80% of the participants felt the leaflet would be useful in their role.

Secondly it was asked 'how might you use the leaflet?'



25% said they would 'share with parents' and 10% saying they would use it to 'hand out' or at 'parents evening'. 8% said they would use it with family and friends.

Finally, participants were asked if the course prompted them to consider your own health behaviour.



### **Costs**

Each MECC training session delivered to a school cost approximately £500, with the 389 participants, this equates to £19.28 per head.

### **CONCLUSION**

The MECC training to date has taken place in 16% of Tameside schools. We have seen a reasonable increase in the staff's importance, knowledge and confidence about having conversations with others about healthy lifestyles.

### **RECOMMENDATIONS**

- Ask schools what would potentially increase their importance, knowledge and confidence further.
- Follow up schools to see what impact the MECC training has had to date.
- Scope additional tools to support schools that are MECC trained.

## Tameside 'Making Every Contact Count' Training Pre-Course Evaluation

<b>Date:</b>	<b>Role/Job:</b>	<b>Organisation:</b>
<b>Contact Tel No.</b>	<b>Email (please PRINT)</b>	

**1. How important is it for you to speak to parents (and/or colleagues) about their healthy lifestyle?**  
*Please circle*

Not at all important Very important

1      2      3      4      5      6      7      8      9      10

**2. How confident are you about explaining the main health messages? (for example – alcohol) *Please circle***

Not at all confident Very confident

1      2      3      4      5      6      7      8      9      10

**3. How confident are you in raising the issue of healthy lifestyles with parents (and/or colleagues)? *Please circle***

Not at all confident Very confident

1      2      3      4      5      6      7      8      9      10

**4. In a typical week how many parents (and/or colleagues) do you talk to about their lifestyle?**  
*Please circle*

0-5                      6-10                      11-20                      20+

**5. What are the main barriers for you when speaking to clients about their lifestyle?**

**6. Where did you hear about this training course?**

*Thank you: We will ask you to complete the next page after the training*

## Tameside Making 'Every Contact Count' Training Post-Course Evaluation

2

*As a result of the training you have just received:*

<b>1. How important is it <u>NOW</u> for you to speak to parents (and/or colleagues) about their healthy lifestyle? Please circle</b>										
Not at all important										Very important
1	2	3	4	5	6	7	8	9	10	

<b>2. How confident are you <u>NOW</u> about explaining the main public health messages? Please circle</b>										
Not at all confident										Very confident
1	2	3	4	5	6	7	8	9	10	

<b>3. How confident do you feel about raising the issue of healthy lifestyles with parents (and/or colleagues)? Please circle</b>										
Not at all confident										Very confident
1	2	3	4	5	6	7	8	9	10	

<b>4. What was the most useful part of the training for you?</b>										

<b>5. Will the leaflet be useful to you in your role? Please circle</b>										
Yes					No					

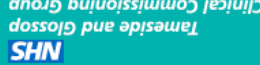


<b>6. How might you use the leaflet?</b>										

<b>7. Has this course prompted you to consider your own health behaviour? Please circle</b>										
Yes					No					

Please tick this box if you would be happy for us to contact you for case study purposes.

Thank you for completing this evaluation.

## Appendix B – One You Tameside leaflet







# TAMESIDE

# ONE YOU

[www.facebook.com/healthytameside](http://www.facebook.com/healthytameside)

### FREE APPS FROM ONE YOU






-  The One You Easy Meals app is a great way to eat foods that are healthier for you. You'll find delicious, easy meal ideas to help get you going if you're ever short of inspiration.
-  The more you drink, and the more often, the greater the risk to your health. The Days Off app from One You provides support and advice to change your drinking habits for good.
-  Quitting is the best thing you'll ever do! Find out how it will change your life for the better. Download the Smoke Free app from One You.
-  The Couch to 5K app has been designed to get you off the couch and running in just 9 weeks. Grab your trainers, download the app and follow the step-by-step instructions.

Get your free NHS Health Check by contacting your GP or call Be Well Tameside on: 0161 716 2000

**USEFUL WEBSITES:**  
[www.nhs.uk/oneyou](http://www.nhs.uk/oneyou)  
[www.nhs.uk/oneyou/apps](http://www.nhs.uk/oneyou/apps)  
[www.nhs.uk/choices](http://www.nhs.uk/choices)  
[www.nhs.uk/change4life](http://www.nhs.uk/change4life)  
[www.nhs.uk/healthcheck](http://www.nhs.uk/healthcheck)

### FIVE WAYS TO WELLBEING

TO ACHIEVE POSITIVE MENTAL WELLBEING;

-  **CONNECT**  
When life gets challenging, family, friends and strong community networks can help give you the strength to cope.
-  **BE ACTIVE**  
Moving more, increasing your heart rate and staying active can help your physical health and mental health.
-  **TAKE NOTICE**  
Reminding yourself to 'take notice' can strengthen and broaden awareness. Being aware of what is taking place in the present directly improves your wellbeing, allowing you to make positive choices based on your own values and motivations.
-  **KEEP LEARNING**  
Read, take up a new hobby or try something new.
-  **GIVE**  
Give your time to help someone else, or to volunteer in your local community.


**CONTACT:**  
[www.mind.org.uk](http://www.mind.org.uk)  
Be Well Tameside - 0161 716 2000

### DEBT, UNEMPLOYMENT AND HOUSING

Job insecurity, housing, debt and financial problems can all cause anxiety and distress.

**HOW CAN YOU FEEL MORE POSITIVE?**

The simplest things can often help you feel more positive in difficult times, such as keeping active, talking with friends and family and staying on top of admin, such as keeping your CV up to date and writing down key dates such as bill payments.



Although debt and unemployment is daunting, facing your fears is a step in the right direction. Try not to avoid things you find difficult and seek help. For example, if it looks like you're going into debt, get advice on how to prioritise your debts.

**CONTACT:**  
Tameside MBC Welfare Rights Service - 0161 342 3494  
New Charter Debt Advice Team - 0808 1782330  
Job Centre Plus Tameside - 0345 6043719  
Citizen's Advice Bureau - [www.citizensadvice.org.uk/](http://www.citizensadvice.org.uk/)

**DID YOU KNOW?**  
MEN AND WOMEN WHO DRINK SHOULD AIM FOR NO MORE THAN 14 UNITS OF ALCOHOL CONSUMED OVER A WEEK AND HAVE A COUPLE OF ALCOHOL FREE DAYS.

## DRINK LESS

HERE ARE SOME TOP TIPS TO HELP YOU DRINK LESS:  
[www.nhs.uk/Livewell](http://www.nhs.uk/Livewell)

### WHAT IS A UNIT?

**WINE 250ML:**  
228 calories and 3 units



**VODKA 25ML:**  
52 calories and 1 unit



**BOTTLE OF WINE 750ML:**  
683 calories and 9 units



**BEER (4%) 1 PINT:**  
180 calories and 2 units



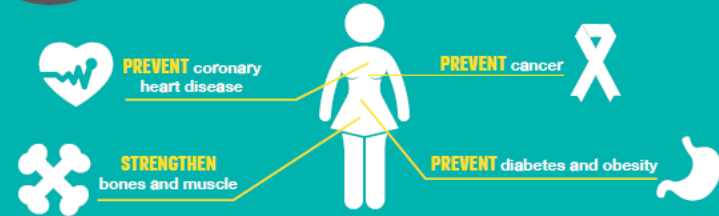
**CONTACT:**  
My Recovery Tameside - 0161 672 9426

**DID YOU KNOW?**  
ALCOHOL CAN MAKE YOU AGE FASTER, RAISE BLOOD PRESSURE AND BRING ON MENTAL HEALTH CONDITIONS SUCH AS ANXIETY AND DEPRESSION.

**DID YOU KNOW?**  
PHYSICAL ACTIVITY HAS MANY BENEFITS NOT ONLY FOR YOUR PHYSICAL HEALTH BUT YOUR MENTAL HEALTH TOO.

## MOVE MORE

THE MOST IMPORTANT THING IS TO DO SOME PHYSICAL ACTIVITY, AS LITTLE AS 10 MINUTES AT A TIME CAN BE REALLY GOOD FOR YOU. REMEMBER MOVING MORE IS BETTER THAN NOTHING. IT IS RECOMMENDED THAT ADULTS DO 150 MINUTES OF MODERATE EXERCISE A WEEK, BUT MOVING MORE WILL HELP TO:



HERE ARE SOME TOP TIPS TO HELP YOU MOVE MORE:  
[www.nhs.uk/Livewell](http://www.nhs.uk/Livewell)

**CONTACT:**  
Live Well Tameside - [www.livewelltameside.com](http://www.livewelltameside.com)  
Tameside Greenspace - [www.tameside.gov.uk/greenspace](http://www.tameside.gov.uk/greenspace)

**DID YOU KNOW?**  
SMOKING 20 CIGARETTES A DAY OVER A 1 YEAR PERIOD COSTS £3,024. OVER 5 YEARS THIS IS £15,120.

## SMOKE FREE

### BENEFITS OF QUITTING:



HERE ARE SOME TOP TIPS TO HELP YOU BECOME SMOKE FREE:  
[www.nhs.uk/Livewell](http://www.nhs.uk/Livewell)

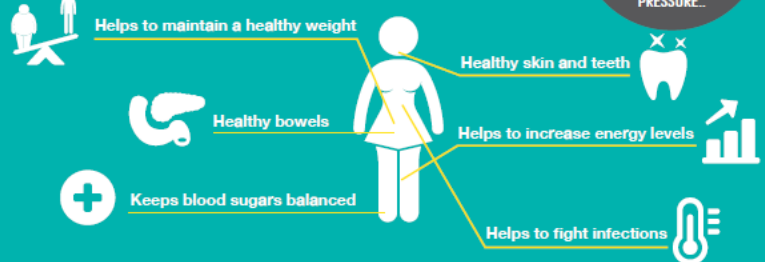
**CONTACT:**  
Be Well Tameside - 0161 716 2000

**FACT:**  
SMOKING INCREASES THE RISK OF CANCER, HEART DISEASE AND STROKE. SECOND HAND SMOKE IS JUST AS HARMFUL AS BEING A SMOKER. ENCOURAGE SMOKERS TO TAKE 7 STEPS OUT.

**DID YOU KNOW?**  
AN AVERAGE FIZZY DRINK CONTAINS BETWEEN 6 AND 8 TEASPOONS OF SUGAR.

## EAT WELL

### BENEFITS OF HEALTHY EATING:



HERE ARE SOME TOP TIPS FOR A HEALTHIER DIET:  
[www.nhs.uk/Livewell](http://www.nhs.uk/Livewell)

**CONTACT:**  
Be Well Tameside - 0161 716 2000

**FACT:**  
LOW ENERGY, LOW VITAMINS, CONTRIBUTES TO WEIGHT GAIN, POOR ORAL HEALTH, INCREASED RISK OF TYPE TWO DIABETES AND HIGH BLOOD PRESSURE.