

Population Health Case Study: Partnership approach in Cheshire & Merseyside (C&M) to up-scale and embed Making Every Contact Count (MECC) across the STP and wider system

1) The ambition

The Champs Public Health Collaborative is working with key partners to create a new innovative and large scale approach to MECC across the sub-regional footprint. The ambition goes beyond increasing MECC training opportunities to creating a culture shift and focus on prevention, to deliver tangible outcomes in health and care. C&M covers nine local authorities and 12 CCGs, and has a population of around 2.5m people.

2) The C&M approach

- **DsPH collective commitment to MECC at scale**

In August 2017, the C&M Directors of Public Health (DsPH) committed to upscaling MECC and supported key recommendations to help drive the delivery of MECC at pace and scale across the sub-region using a systems leadership approach with partners. This ambition was endorsed by Public Health England (PHE) and the NW Strategic Clinical Networks (SCN).

- **Dedicated joint post with DsPH and the SCN**

C&M DsPH collectively agreed to joint fund a MECC post with the Strategic Clinical Network to ensure dedicated capacity to lead activity and to engage with local partners and build collaborative relationships to help create a culture shift.

- **Systems Leadership Workshop to create a vision and strategic framework**

In April 2018, a systems leadership workshop was held with key partners from across C&M to establish a shared vision and the key elements of a strategic framework to make the ambition a reality. The partners wanted a consistent and standardised approach to MECC with an online portal to share resources and robust evaluation methods. Establishing a culture focused on prevention was seen as critical to enable staff to fully utilise MECC training and the partners identified that effective communication and senior leadership support essential. It was agreed to establish a Partnership Board to oversee the work on behalf of the broader network.

- **C&M MECC Partnership Board launched with task and finish groups**

The C&M MECC Partnership Board is now established and co-chaired by leaders from PHE and the Health and Care Partnership. The Board provides oversight of the MECC strategic framework and Plan. Three task and finish groups have also been established to support training, communications and engagement and evaluation.

- **Securing additional resources**

Additional resources have been contributed by the Provider Trusts and also via a successful bid to the Local Workforce Action Board.

3) The Strategic Plan

- **Scoping exercise**

A high level scoping exercise was completed to clarify existing assets and opportunities to inform strategic planning and establish a Gap analysis a baseline position.

- **Creating an inclusive and preventative culture**

The aim is to embed MECC into organisational strategies as part of a wider focus on prevention and enabling sustainable delivery. A MECC champion will be identified for each organisation to ensure that MECC maintains a high profile within each organisation embedding MECC into existing policies, processes and initiatives so MECC is seen as part of the everyday practice. An action of the MECC Systems Leadership Workshop in April was the agreement to develop a C&M MECC pledge for organisations to commit an ambition to achieve MECC.

- **Upscaling MECC training**

The aim is to support the development of a high quality, accredited face to face MECC training programme. This will increase the capability and confidence of front line staff to deliver the key healthy lifestyle messages and reduce the duplication and inconsistency of training which is apparent currently. The programme is planned to be rolled out in phases and will pilot a train the trainer model two areas to enable delivery at pace and scale. Wider roll out across all health and care organisations will follow the pilot phase. A suite of resources will be available on a developed shared portal. By developing a network of accredited trainers across the sub region it will support sustainability long term. The training will also have the added value of improving staff health and wellbeing by influencing staff's own lifestyle choices.

- **Communications and engagement**

The aim is to develop shared resources to maximise the impact of MECC and create consistent messaging across the sub region. A stakeholder analysis has been completed. An external provider will be commissioned to create a C&M engaging MECC brand alongside a communications campaign aimed at frontline staff and communications toolkit to be shared with local communications teams to support consistency. A shared central repository for resources and signposting will also be created which is essential in supporting the training rollout alongside an evaluation.

- **Evaluation**

The aim is to create a robust and effective evaluation framework to consistently capture information to highlight progress and support organisations to achieve MECC.