

Report to:	Health and Wellbeing Board
Relevant Officer:	Dr Arif Rajpura, Director of Public Health
Relevant Cabinet Member	Councillor Amy Cross, Cabinet Member for Reducing Health Inequalities and Adult Safeguarding
Date of Meeting	20 July 2016

MAKING EVERY CONTACT COUNT

1.0 Purpose of the report:

1.1 To provide an overview of the work being carried out by Lancashire Care NHS Foundation Trust (LCFT) in training in advice on health-related behaviours that has been supported by the Public Health Department at Blackpool Council. The programme should be seen as an opportunity to take a whole system approach to reducing health inequalities in Blackpool by embedding education and training in support of behaviour change.

2.0 Recommendation(s):

2.1 That Health and Wellbeing Board partners be asked to make a commitment to train their own workforce in Level 1 brief advice relating to health-related behaviours.

2.2 To note that Level 2 training will then be developed to help specific staff take these messages out into the community and using them within their day-to-day contact with individuals and communities.

2.3 That as Blackpool Teaching Hospital NHS Foundation Trust has already undertaken brief advice training for many of their staff and volunteers, it is requested that this training be revised to incorporate the main elements of the Lancashire Care NHS Foundation Trust model so that there is a comprehensive and consistent approach across Blackpool.

2.4 To note that Lancashire Care Foundation Trust, in partnership with Blackpool Council Public Health, is currently in the process of applying for research funding in order that this system wide approach can be fully evaluated.

3.0 Reasons for recommendation(s):

3.1 Improving health and wellbeing is an important aspect of Health and Wellbeing Board's remit and the Making Every Contact Count programme supports this.

There is good evidence to support the focus on the four health-related behaviours that form the Level 1 programme: - the health-promotion of; not smoking, sensible drinking, a healthy diet and regular physical activity. Poor engagement in these behaviours is a key determinant of morbidity and mortality and results in substantial social, healthcare and economic costs. In the UK, individuals who engage in any of these four behaviours were 3.5 times more likely to die over a 20-year period than those who did.

- 3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No
- 3.2b Is the recommendation in accordance with the Council's approved budget? Yes

4.0 Council Priority:

- 4.1 The relevant Council Priority is: "Communities: Creating stronger communities and increasing resilience"

5.0 Background Information

- 5.1 Blackpool Council's Public Health Department has been working with Lancashire Care NHS Foundation Trust in order to ensure Lancashire Care NHS Foundation Trust staff working in Blackpool are appropriately trained. The purpose of this training is to give all staff a basic understanding of health-related behaviours so they can deliver brief advice on healthy lifestyles through health chats.
- 5.2 An evaluation of the Level 1 Making Every Contact Count training for Lancashire Care NHS Foundation Trust staff was conducted by Lancaster University using a range of methods.
- 5.3 A review of literature was undertaken at the beginning of the process to provide the context and to identify learning from the experience of how Making Every Contact Count has been implemented in other parts of the country.
- 5.4 A staff survey was developed and completed by 576 staff from across the Trust and was supplemented by three focus groups and three individual key stakeholder interviews. This combination of quantitative and qualitative methods ensured that the evaluation captured both statistical information and insights into staff's experience of undertaking the training and implementing Making Every Contact Count.
- 5.5 The evaluation suggests that good progress has been made with the implementation of Making Every Contact Count and the development of appropriate training.
- 5.6 Lancashire Care NHS Foundation Trust and Blackpool Council are keen to promote health and wellbeing, recognising the interaction between physical health and mental health. Lancashire Care NHS Foundation Trust is a provider of both physical health

and mental health services, and as a provider of healthcare services across such a large population, it is well placed to take a population approach to prevention.

5.7 In 2015, Lancashire Care NHS Foundation Trust introduced the Making Every Contact Count (MECC) Programme in recognition of the many opportunities staff could have for conversations with service users about the health-related behaviours that have such a significant impact on their health and wellbeing.

5.8 The Lancashire Care NHS Foundation Trust Making Every Contact Count programme has two levels. Level 1 is focused on equipping staff with the skills and knowledge to initiate health chats which provide brief advice and basic health information. This is suitable for all staff. Optional face to face training is available for staff who want to practice having a health chat.

5.9 Level 2 is a brief intervention with active engagement between staff and the recipient on a specific topic or activity. This will be suitable for staff depending on their role and current skills. All level 2 modules, except the ones for behaviour change and screening, have been developed by Lancashire Care NHS Foundation Trust staff.

The modules are:

- Adverse Childhood Experiences raises staff awareness of the components of Adverse Childhood Experiences.
- Behaviour change, introduces staff to TEnT PEGS, an innovative tool developed by Manchester University health psychologists using evidence-based theories and techniques.
- Domestic Abuse, to help staff understand what domestic abuse is and their role in using routine enquiry to facilitate conversations that will identify and respond to domestic abuse.
- Five Ways to Wellbeing which shows staff how to incorporate this approach into wellbeing conversations with service users. It also invites staff to consider this approach in relation to their own wellbeing.
- Screening, written by NHS England staff, explains why screening programmes are important through the whole life course. It provides details of the five national screening programmes most relevant to Lancashire Care NHS Foundation Trust service users.

5.10 Does the information submitted include any exempt information? No

5.11 **List of Appendices:**

None

6.0 **Legal considerations:**

6.1 None

7.0 Human Resources considerations:

7.1 None

8.0 Equalities considerations:

8.1 None

9.0 Financial considerations:

9.1 None

10.0 Risk management considerations:

10.1 None

11.0 Ethical considerations:

11.1 None

12.0 Internal/ External Consultation undertaken:

12.1 Lancashire Care Foundation Trust ran a pilot of the Level 1 programme. Feedback from staff and service users was used to develop the programme now being implemented.

13.0 Background papers:

13.1 None