

## Introduction to Making Every Contact Count



- Recognise why public health is everyone's business
- State the history and background to Making Every Contact Count
- Identify how our own actions can support the care, protection and wellbeing of individuals

In this session we introduce the idea that public health is everyone's business by exploring:

- The background to Making Every Contact Count
- The aims of Making Every Contact Count
- NICE (National Institute for Health and Care Excellence) behaviour change guidance
- The definitions of health and wellbeing
- How population health and individual health differ
- The wider determinants of health
- The notion of health inequality
- The factors that affect health and wellbeing

We also look at how our actions need to support the care, protection and wellbeing of individuals.



Making Every Contact Count is for everyone

# Introduction to Making Every Contact Count (MECC)

Over the course of this eLearning you will learn about the background and underpinning principles that are core to Making Every Contact Count (MECC):

- Public health is everyone's business
- Actions support the care, protection and wellbeing of individuals

**Question:** Thinking about your work role, what is the first thing you think of if someone were to ask you to describe your job?

**Answer:** You have probably described tasks that you do in your role. You may have included working or interacting with people, be they members of the public, colleagues or senior members of staff. Having conversations and talking to people probably features within your working day and it is something you do without thinking.

During this eLearning you will be introduced to the idea that using these conversations to talk about health and wellbeing and lifestyle is the key to Making Every Contact Count.



Making Every Contact Count is about conversations

### Every Contact Count is for everyone

Making Every Contact Count is about people having the knowledge and skills to raise awareness, motivate and signpost to other services to improve their health and wellbeing.

NICE guidance 2014 [1] recommends:

.....[people] in direct contact with the general public... use a very brief intervention to motivate people to change behaviours that may damage their health.

**Question:** On the diagram opposite where do you think Making Every Contact Count sits?

**Answer:** Making Every Contact Count includes 'Very Brief Interventions' and 'Brief Interventions'. It is the start of behaviour change and focusses on prompting the idea of change.



Behaviour change interventions mapped to NICE behaviour change individual approaches

What do we mean by Health and Wellbeing?

**Question:** Think about what being healthy means to you?

**Answer:** You have probably thought about your body and how you feel.

Health and wellbeing is made up of four factors:

- Physical health – this is the functioning of the body
- Mental health – this is the ability to think clearly
- Emotional health – this is the ability to recognise emotions and express them. It also involves the ability to deal with stress, anxiety and depression
- Social health – this is the ability to communicate with other people and form relationships

Health and wellbeing change over time and vary between different cultures and life stages. Being a healthy young adult does not automatically mean you will be a healthy older adult.



Being healthy is about a range of things

**Question:** What do you think the differences are between population health and individual health?

**Answer:**

### **Individual health:**

- Individual health is about a person and their risk of illness
- Individual determinants such as behaviour, lifestyle and biology affect an individual's health

We will see in the next section how other factors also influence an individual's health.

### **Population health:**

- Population health is a broad view. It focuses on the health of an entire population
- It concerns health for a group of individuals within a population. This includes the distribution of health within that group
- Population-based health is influenced by the individuals within that group as well as other factors



Individual versus population health

# The Wider Determinants of Health

## Individual's Circumstance and Health

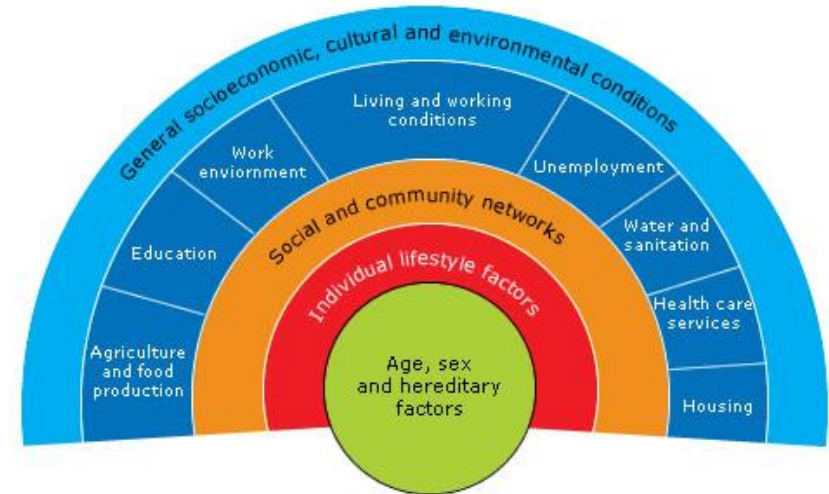
The wider determinants of health

An individual's poor health can be caused by many factors:

- Some we cannot change such as our genetic inheritance (green area)
- Some factors we can change, it is well known that lifestyle factors such as physical activity and what we eat can affect our health (red area)
- Other factors can also influence our health. For example, where we are born, grow, live and work (blue area). Known as the 'wider determinants of health', these circumstances also help to explain differences in health and life expectancy [3]

In summary, on top of our biology, health is shaped by a person's behaviour and the social and economic conditions that affect their lives.

Fig 1 [4] shows the complexity of health for individuals and populations.



**The determinants of health** (1992) dahlgren and whitehead

**Fig 1** The diagram above illustrates the conditions and factors affecting the health for individuals and populations

Can you list any of the determinants of health?

## Feedback

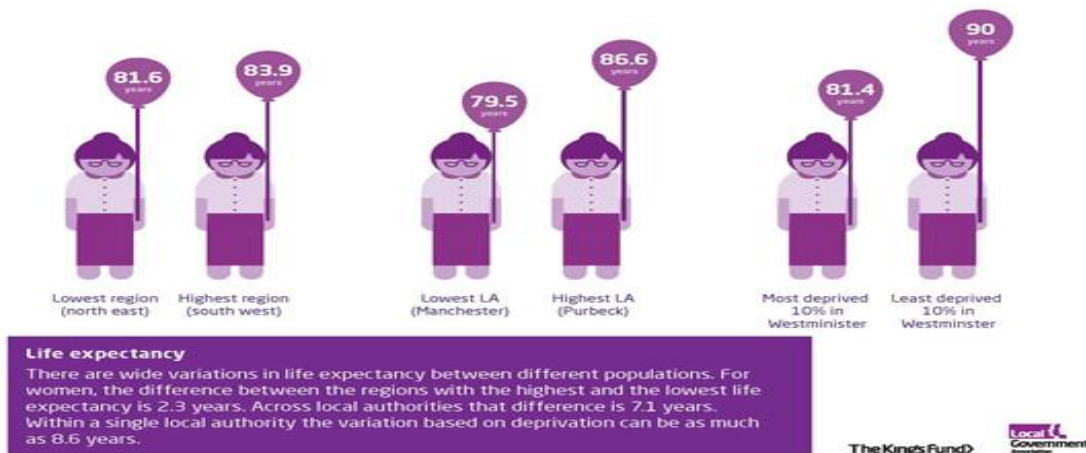
- The main determinants of health are (in no specific order):
- Work environment
- Living and working conditions
- Education
- Unemployment
- Water and sanitation
- Healthcare services
- Housing
- Social and community networks
- Individual lifestyle factors
- Age, sex, and hereditary factors
- Agriculture and food production

## Public Health Outcomes Framework

Wealthy areas fare better than those with lesser income or greater levels of deprivation. This is known as **health inequality**.

**Fig 1** opposite shows how inequality can influence life expectancy [5].

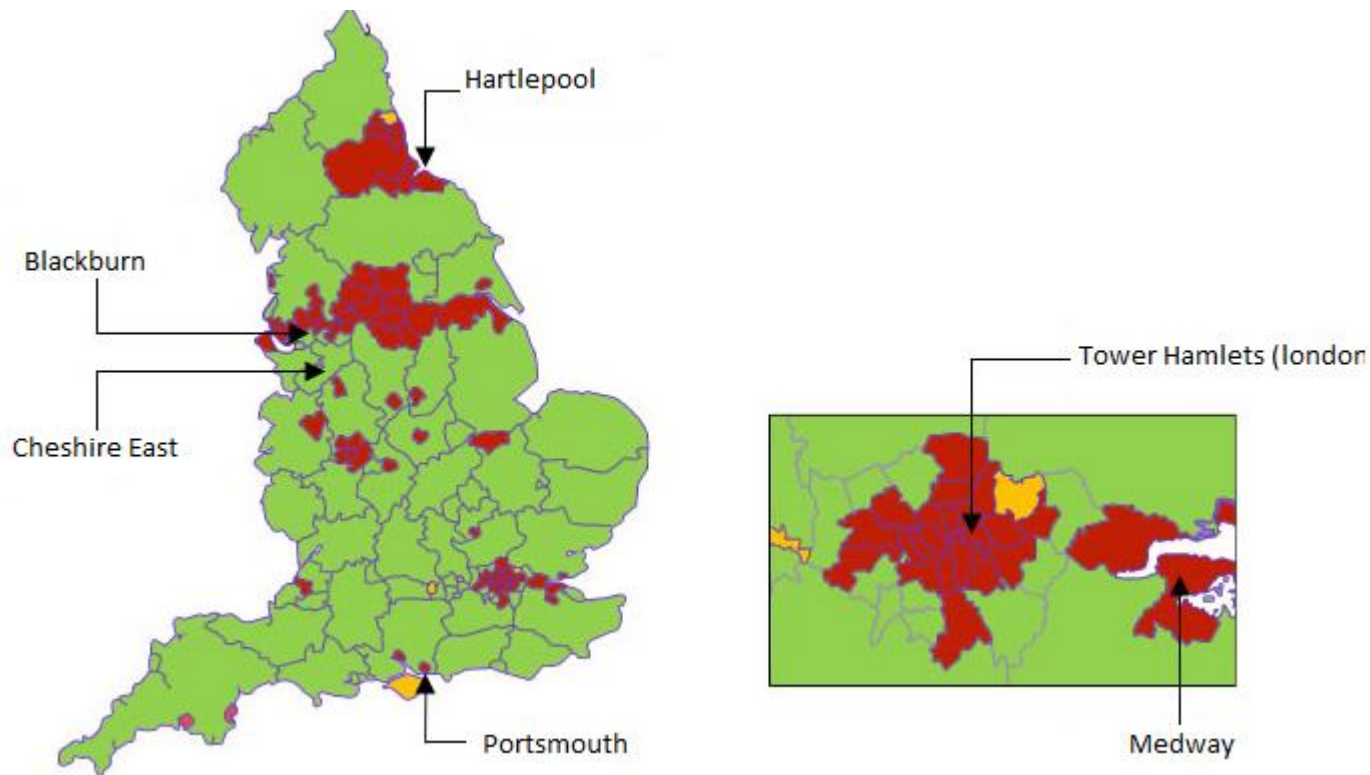
To explore where you live and/or work the [Public Health Outcomes Framework](#) shows you the wider determinants of health for your locality.



**Fig 1** Determinants of health and inequality can influence life expectancy [5] (Infographic reproduced with permission from the King's Fund)

# The Wider Determinants of Health Public Health Outcomes Framework

We have seen how inequality has an impact on a person's health and life expectancy. Inequality can also be seen in the types of lifestyle people often have. The map below are areas of England that have high levels of smoking?



# The Wider Determinants of Health

## Our Window on the World

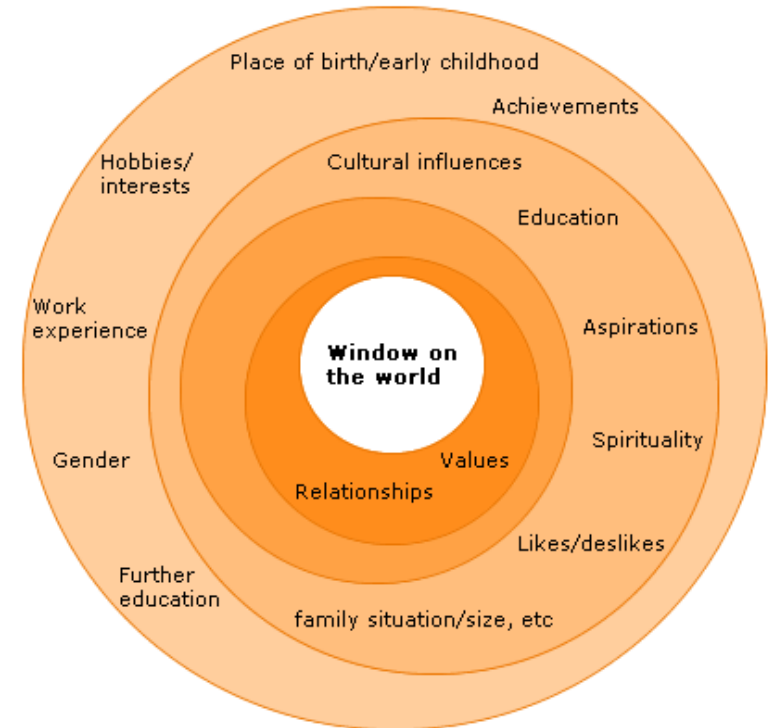
### How we see the world

As we have seen health and wellbeing is affected by people's perceptions and varies in different populations, and groups due to culture and social context.

Society is diverse, so we need to respond appropriately and sensitively to people's gender, race and ethnicity, disability, religion, sexuality, class and age.

When we start to talk about health and wellbeing with people, we need to recognise how the context of their lives influences their health.

The **Fig 1** shows how we see the world [6].



**Fig 1** 'Frame of Reference' illustration used with kind permission from MHFA England. Originally adapted by MHFA England from Jacqui and Aaron Schiff

Can you list any factors that affect people's health and wellbeing?

## **Feedback**

- The main factors affecting people's health and wellbeing are (in no specific order):
- Relationships
- Values
- Family situation
- Likes/dislikes
- Spirituality
- Aspirations
- Education
- Cultural influences
- Achievements
- Place of birth/early childhood
- Hobbies/interests
- Work experience
- Gender
- Further education

# Making Every Contact Count

## The Benefits of MECC

### The need for Making Every Contact Count

The benefit of Making Every Contact Count is that it can help people live healthier lives and prevent ill health and early deaths. We will learn much more about this in Introduction to Lifestyle Topics (749-1003), but before we move on it is key we recognise the core health and wellbeing issues facing us.

These relate to:

- Stopping smoking
- Maintaining a healthy weight and diet
- Reducing alcohol consumption and substance misuse
- Improving mental and emotional health and wellbeing
- Increasing physical activity



Annual cost of lifestyle on the NHS [7,8]. A billion as illustrated here, is the widely recognised usage of billion as one thousand million (1,000,000,000)

## Who is Making Every Contact Count for?

We are all part of groups, communities and populations so Making Every Contact Count is for **EVERYONE**.

Especially for:

- Individuals who have contact with the public
- Individuals who have contact with people who experience health inequalities
- Individuals who may have the opportunity to talk about health and wellbeing with others



Making Every Contact Count is for **everyone**

# Making Every Contact Count

## Your Role, Scope and Responsibilities

Before we Make Every Contact Count we need to consider the following areas:

### Confidentiality

You should not reveal information about people to a third party without consent or a clear legal reason.

Role, scope and responsibilities

### Making Every Contact Count (MECC):

- Only the start of change – it is a quick conversation and so your role is to move people onto more specialist support
- Is not about counselling or advocacy – it is a very brief intervention focussed on specific health and wellbeing issues
- If you do not have the knowledge, signpost onto services you could raise expectation and impact motivation to change

MECC: Scenarios

**Question:** Look at the scenarios below. Do you think these are features of Making Every Contact Count?

A patient asks for help around an appointment with another department.

A person asks for advice about their drug dependency treatment.

A person you spoke to earlier returns after visiting a weight management service asking what to do about a food diary.

**Answer:** No – These examples go beyond Making Every Contact Count, as giving advice or advocating for someone is outside your Making Every Contact Count role.

The 'elephant in the room...'

You might find it difficult to raise a lifestyle issue if you smoke, drink too much, have an unhealthy diet, don't exercise enough or have emotional problems yourself.

However, having the confidence to raise lifestyle issues provides an opportunity:

- To support someone to change
- For someone to think about their lifestyle
- For someone to make a choice
- What can make it easier is to:
  - Acknowledge a healthier life may not be easy
  - Ask the person what they think
- Self-awareness

# Making Every Contact Count

## Your Role, Scope and Responsibilities

Question: How do you think your own health influences your confidence in starting a conversation about health?

Answer:

Your thoughts about having a healthy conversation may include personal barriers such as:

- I smoke/drink/have an unhealthy diet therefore I cannot ask about their lifestyle, it's wrong for me to ask...

However you could say:

- I understand how difficult... What do you think you could do to change [eating/physical activity etc...]?

- Making Every Contact Count is a very brief or a brief intervention
- Making Every Contact Count is about raising awareness and motivating people to think about changing their lifestyles
- Making Every Contact Count is a method of using current conversations you are having with people to raise the issue of health
- Making Every Contact Count is something everyone can use



Making Every Contact Count is for everyone