

Title:	Making Every Contact Count and Healthy Lifestyles Hub
Report to:	Health and Wellbeing Board
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Purpose

The purpose of this briefing report is to provide an update of the progress made towards implementing “Making Every Contact Count” (MECC) in Telford and Wrekin and to report the outcomes of the Healthy Lifestyles Hub pilot project. Both programmes of work contribute to reducing inequalities in health outcomes associated with lifestyle behaviours.

Background

Investing in the prevention of ill health can produce enormous benefits. It has been estimated that at least 80 per cent of all premature heart disease and over 40 per cent of all cancers could be prevented through healthy diet, regular exercise and by not smoking.

MECC is one of the five “ambitions” of NHS Midlands and East. Initially focused on NHS organisations, the ambition is to systematically utilise the millions of contacts that people have with providers of health and social care to deliver brief advice on healthy lifestyle behaviours and to signpost people to appropriate behaviour change services. NHS Telford and Wrekin is working in close partnership with Shropshire County PCT to provide support to the local NHS provider Trusts for the rollout of MECC; some elements of the Telford and Wrekin MECC delivery plan are being delivered jointly with Shropshire County PCT.

To support MECC implementation, guidance from the Strategic Health Authority recommended that local areas establish a referral system to enable staff trained to be able to refer appropriate clients into lifestyle services. Locally this development work had already been undertaken. During 2011/12 and following a period of consultation and engagement with clinicians, stakeholders, patients and members of the public, the public health team identified widespread support for a single point of access into lifestyle services to simplify the referral process for professionals and the public. Working in partnership with Telford and Wrekin Council, the Shropshire Community Health NHS Trust were commissioned to develop and deliver the Healthy Lifestyles Hub from First Point, Civic Offices (now operating from Addenbrooke). The service was officially launched in August 2011, with a full complement of staff from December 2011.

The Healthy Lifestyles Hub provides members of the public with access to: health information; over the phone advice and signposting; face to face brief interventions; health trainer support; and onward referral to specialist programmes for weight management, physical activity, smoking cessation, alcohol and emotional health and wellbeing. A vital part of the service is providing a central point of contact for professionals referring patients,

clients and service users for health information, advice and support to access quality assured Lifestyle Risk Management Services.

Progress to date

- All local NHS provider Trusts (Shrewsbury and Telford Hospital NHS Trust, Robert Jones Agnes Hunt, Shropshire Community Health NHS Trust and South Staffordshire and Shropshire Healthcare NHS Foundation Trust) have a Board level lead for MECC
- All local NHS provider Trusts have a MECC implementation lead and an agreed implementation plan
- Not including South Staffordshire and Shropshire Healthcare NHS Foundation Trust, total activity delivered in Q1 – Q3 combined includes:
 - 286 NHS frontline staff have completed MECC training
 - 6,000 MECC contacts by these trained staff
 - 1,663 referrals to smoking cessation services on the back of these contacts
 - 56% of those referred in this way have (to date) accessed smoking cessation services
 - Of those accessing smoking cessation services, 44% have achieved a 4-week quit
 - In addition, a further 350 referrals into other lifestyle risk management services

Total activity delivered from the Healthy Lifestyles Hub in Q1 – Q3 combined includes:

- 11,700 adults received opportunistic brief advice (less than 5 minutes)
- 3525 adults received a brief intervention (5 minutes – 30 minutes)
- 653 adults referred for an extended brief intervention (6 – 12 week lifestyle risk management service)
- 78% of those referred have accessed lifestyle risk management services. Health outcomes for adults that have completed an extended brief intervention will be reported at the end of Q4
- 608 adults have received support to agree a personalised health plan – to date 70% have achieved their healthy lifestyle goals (increased physical activity levels; improved emotional health and wellbeing; weight loss; a reduction in alcohol consumption; quit smoking)

Planned next steps

Although full guidance has not yet been received, it is understood that Clinical Commissioning Groups (CCG's) will lead MECC from 2013/14 with public health support. Information received (24th January 2013) from the Midlands and East SHA Cluster highlights the continuing importance of Making Every Contact Count as a key contributor to achieving the health outcomes in Domain 1 of the NHS Outcome Framework; reducing premature mortality. MECC will be supported by Public Health England and embedded in the training and education of health professionals via Local Education and Training Boards. Within local health economies local authority public health staff will support CCG's to embed MECC in health care contracts and work with local providers to sustain and build on their

achievements to date. MECC has been included in the agreement for the provision of Healthcare public health advice to the CCG. The CCG have identified a lead Director and officer support to take forward this programme of work with Public Health.

Discussions are also taking place with senior officers from the Council to consider the potential rollout of MECC to the wider non-NHS frontline workforce. The initial focus is to provide MECC training for frontline staff working at First Point, Wellington Civic and Leisure Centre and Madeley Library.

A service evaluation, including service user feedback and an audit against service standards is currently being completed for the Healthy Lifestyles Hub. The outcomes will inform further development of the service during 2013.