



Public Health
England

Midlands and East Making Every Contact Count Update January 2014

Our ambitions for the NHS in the Midlands and East



Eliminate avoidable grade
2, 3 and 4 pressure ulcers

Significantly improve quality
and safety in primary care

Create a revolution in patient
and customer experience

**Make every contact count using every opportunity to
deliver brief advice to improve health and wellbeing**

Ensure radically strengthened partnerships
between the NHS and local government



Survey of Organisations in Midlands & East

- Survey completed between June and August 2013,
- Ascertain level of MECC activity across the Midlands and East Region,
- 21 Local Authorities (LAs) and 39 NHS Trusts / CCGS responded.



Local Authorities (LAs)

- The majority of LAs surveyed work on MECC externally with stakeholders as well as internally with their own staff.
- The majority of LAs surveyed work on MECC mainly with local NHS Providers or the Voluntary Sector.
- The majority of work undertaken on MECC by LAs is around training.
- The main challenge for LAs around MECC is prioritizing it within their organization.
- LAs would like PHE to support them by providing advocacy, resources, sharing good practice, evidence and supporting them through MECC networks.



NHS Trusts / CCGs

- Over half of NHS Trusts surveyed work on MECC externally with stakeholders as well as internally with their own staff.
- The majority of NHS Trusts surveyed work on MECC mainly with other local NHS Providers or Local Authorities.
- The majority of work undertaken on MECC by NHS Trusts is around training and advice.
- The main challenge for NHS Trusts around MECC is prioritizing it within their organization and also capturing information.
- NHS Trusts would like PHE to support them by providing resources and sharing good practice.



Health Education England

- HEE West Midlands has in its Workforce Skills and Development Strategy for 2013-2018 the commitment to embed MECC and prevention in all its commissioned education and training programmes, with preventative care being the norm and an integral part of training, curricula and job roles.
- HEE East of England's Strategy has the health education prevention and public health agenda as one of its skills development priorities.
- HEE East Midlands has in its five-year strategy a clear focus on wellness, prevention and MECC.



What Next

- Refresh of every contact counts on line training tool, LA version
- MECC sharing practice event/s – any existing meetings \ events ?
- Addition of mental health, *5 ways to wellbeing* into MECC ?
- PHE centres provide MECC advice and support to LA and NHS organisations