



Champs
Public Health
Collaborative

Health & Care Partnership
for Cheshire & Merseyside



Progress on Making Every Contact Count (MECC)

26.4.18

Prevention Board identified MECC as a key enabler

1. Map and build upon existing local MECC activity
2. Create a shared partnership vision across Cheshire & Merseyside (C&M)
3. Establish a Partnership Board and Strategic Plan
4. Share resources and learning across C&M
5. Strengthen local work and evaluation, plus support innovation
6. Develop engaging branding and campaign

Progress

- Director of Public Health (DsPH) funded a joint MECC post with the Strategic Clinical Network to ensure dedicated capacity to lead MECC and help establish a collective vision, Board and Strategic Plan
- LA (Halton) contribution to support training and communications
- A large number of CCGs and C&M providers have made a financial contribution to MECC
- High level (LA) scoping report
- Successful systems leadership workshop with partners 10th April
- Key next steps identified from the workshop to inform the new partnership Board and Plan
- Standardisation of current plans / literature / training / branding and co-ordinated approach

Endorsement from C&M Health and Care Partnership

- Call for radical upgrade in prevention in 5YFV and focus on prevention and public health
- Prevention is one of the 4 key strategic themes within the Health and Care Partnership
- System leaders recommend MECC as a cross cutting theme across three high level priorities: alcohol harm, high blood pressure and AMR
- Business cases highlighted a clear return on investment framework for implementing MECC
- C&M Health & Care Partnership Chair and CEO endorse MECC at scale

Collaboration with key partners – NICE, HEE, PHE, NHSE

- **NICE** has offered to collate all NICE guidance/products that relate to MECC and could support activity at sub-regional level
- **HEE** LWAB have endorsed the delivery of MECC at scale and a business case for additional funding will be submitted in May
- **PHE** have also agreed to support potentially around marketing and benefits realisation implementation
- **NHSE** have funded the expansion of Healthy Living Pharmacies and would like to see an expansion of MECC in Primary Care