

# Delivering Healthy Ambitions Better for Less



## Overview.

Making Every Contact Count is a region wide programme to ensure NHS staff are trained and confident to make the most of these opportunities which help people stay healthy and reduce system-wide costs to the NHS.

# What is the challenge?

The life course model which was set out in Healthy Ambitions described the numerous opportunities for the NHS to intervene at key moments – when people are ready to make a change. The advice of NHS staff can be crucial at these key moments.

## What is Making Every Contact Count?

Making Every Contact Count (MECC) puts the prevention of health problems and disease at the heart of every NHS contact. The aim is to use each contact with a patient to offer appropriate brief advice on staying healthy.

The NHS workforce is a great asset and is effective in getting the message across. MECC aims to mobilise all of the NHS workforce towards the goal of better health for the people of Yorkshire and the Humber. It will equip more and more NHS staff with the skills and competencies needed to support and encourage individuals to stay healthy.

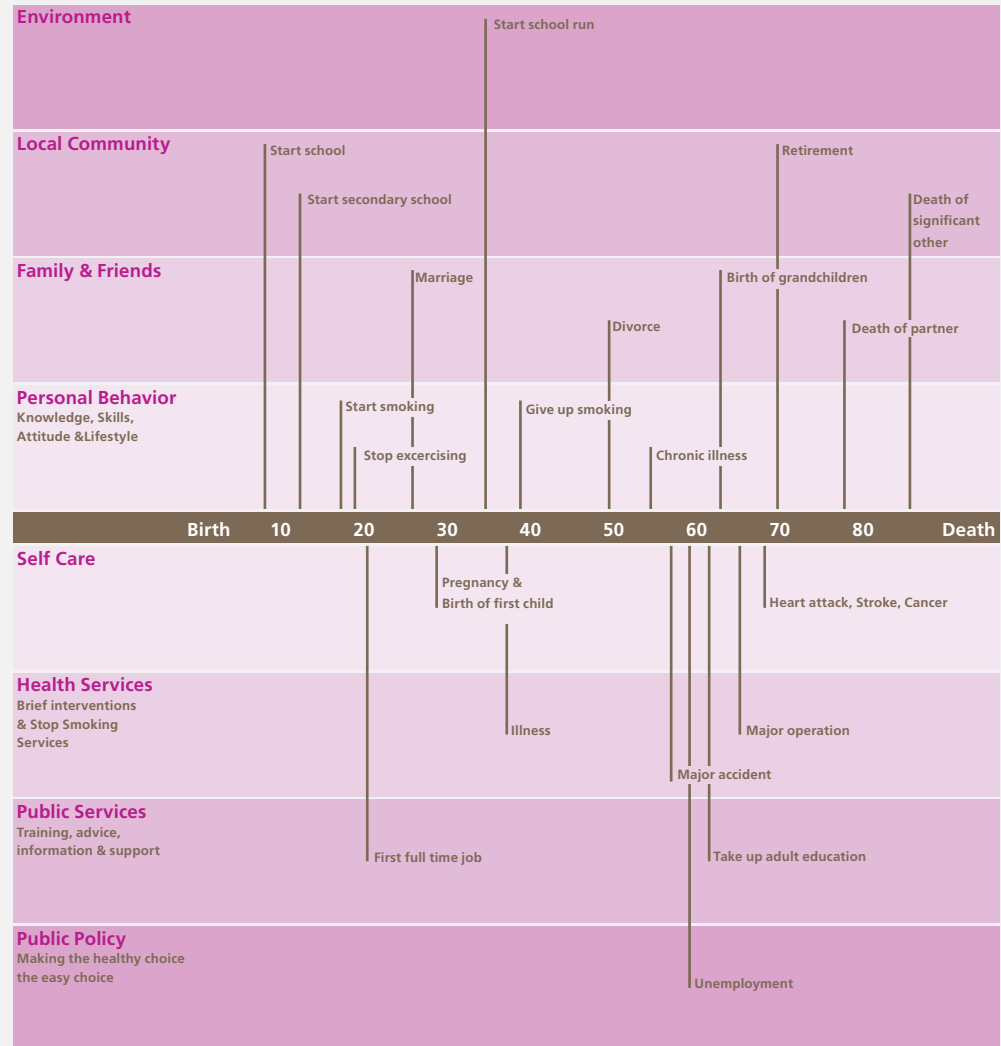
## How could we provide better care for less?

There are critical events which happen in the course of everyone's lives. Some of these are very specific but many are general – happening to many people at some point. Examples include having children, leaving school, having a serious illness or caring for a family member with a serious illness.

Making Every Contact Count is the programme which will enable NHS staff to deliver prompt advice on staying healthy at these key points.

The more we can use routine activities such as GP or dental appointments to communicate a staying healthy message, not only will the impact be more widespread and consistent but also more sustainable in the long term.

Modelling life course timeline and opportunities for "making the healthy choice the easy choice" / Source A Kingdom, October 2007



## Benefits of Making Every Contact Count

### Patient Benefits

Better health and longer, healthier lives for the people of Yorkshire and the Humber. By providing advice and support for behaviour change, we reduce the risk factors that are the causes of cancers and coronary heart disease. These diseases are the biggest killers in this region and are also the cause of years of disability for many people.

### Quality Benefits

One of the main principles of the MECC framework is to work with individuals and communities from their perspective. This means being understanding and responsive and offering advice tailored to circumstances. Not only is this likely to be more effective, it will make advice and support services more accessible, as well as community and patient focused.

### Efficiency Benefits

This approach uses the everyday contacts patients have with a range of NHS services, training and preparing NHS staff to Make Every Contact Count will 'build in' the ability of more and more NHS staff to offer brief advice and interventions to help patients change their behaviour and stay healthy.

This workforce transformation will be a big step in moving Yorkshire and the Humber towards the 'fully engaged' scenario described in the Wanless Report as the best way to deliver productivity as well as better health.

### Evidence

The Wanless Review said that to save £30bn of public expenditure by 2022/23, individuals needed to be "fully engaged" in their own health and healthcare. The case for change was set out clearly. If we continue to deal with risk factors in a piecemeal way then the results will be minor. A systematic approach on an 'industrial' scale is needed to achieve a major shift. If not the NHS will face an ever increasing, ever more costly, workload.

NICE guidance explained that there are certain common episodes in most people's lives that provide opportunities for significant behaviour and lifestyle change. Whilst all lifecourses are different, there are numerous opportunities for the NHS to help a person to stay healthy.

<http://www.nice.org.uk/nicemedia/live/11868/37987/37987.pdf>

Additional NICE guidance, particularly for interventions to reduce smoking and alcohol misuse, has confirmed the importance of brief interventions and advice. This has been summarised in "Prioritising Investments in Public Health" Dept of Health Oct 2008.

<http://www.healthengland.org/publications/HealthEnglandReportNo5.pdf>

Brief interventions for high risk drinkers in primary care are very effective.

Brief advice from NHS professionals can make a difference in encouraging smokers to quit.

[http://www.nice.org.uk/nicemedia/pdf/PH001\\_smoking\\_cessation.pdf](http://www.nice.org.uk/nicemedia/pdf/PH001_smoking_cessation.pdf)

The provision of drug therapies for people who smoke are also known to be highly cost effective.

Guidance on hypertension focuses on information, advice and motivation for individuals to make changes to their lifestyle.

<http://www.nice.org.uk/nicemedia/pdf/HypertensionGuide.pdf>

The cost of these brief interventions, across a range of risk factors – as part of ordinary service contacts – is a fraction of dealing with the consequences of smoking, alcohol misuses and being overweight/obese.

### Financial benefits

Applying the brief interventions approach advocated in Making Every Contact Count has the potential to make dramatic cost savings across the NHS system. Investment in prevention significantly reduces the costs of acute care.

Over 1 million people in our region smoke, reducing this number by just 2% would generate savings of £13.4m across the region in 1 year, almost £1m per PCT.

Research indicates that brief interventions reduce alcohol use by 15%. Alcohol related admissions in Y&H were estimated to cost £161m in 2008/09, a 15% reduction would generate savings of over £1.7m per PCT.

Implementing Making Every Contact Counts will increase the numbers of people who are motivated and supported to make positive lifestyle changes, saving lives and reducing costs to the NHS. A true win : win situation.

### Implementation

Ten PCTs in the region are already signed up to implementing Making Every Contact Count. Each PCT is now developing or has produced its own plan, to find out more use the local contact details below.

# Key contacts

## Regional contacts

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## Key local contacts

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