Making Every Contact Count

Chris French
Head of Public Health Commissioning
Today’s Presentation

- Overview Lifestyle Behaviours in Essex
- The Approach to Lifestyle Behaviour Change
- MECC E-Learning Package and Mobile App
Some Key facts for Essex

• Smoking causes the deaths of 6,700 Essex residents every year and around 2,000 women in Essex will still be smokers when they give birth. Smoking Costs Essex £322m per year. Social care costs to ECC is £29m per year.

• Approximately 240,000 people in Essex are drinking to a hazardous level and 58,000 are drinking to a level that will harm their health. Around 7,000 people are admitted to hospital each year.

• At least 1 in 4 people will experience a mental health problem at some point in their life. Over 150,000 Essex residents are expected to be living with a mental health illness. This can manifest in a variety of ways including stress, depression and anxiety.
Some Key facts for Essex

• Approximately 7 out of 10 adults in Essex are overweight or obese, the third highest prevalence in the East of England

• Over a quarter of the adult population in Essex is physically inactive, costing the local economy over £200 million per year. It is considered that physical inactivity is responsible for 1 in 6 deaths in the UK (17%), making it equally as dangerous as smoking.
Physical Activity

It's medically proven that people who do regular physical activity have:

• up to a 50% lower risk of coronary heart disease and stroke
• up to a 50% lower risk of type 2 diabetes
• up to a 50% lower risk of colon cancer
• up to a 20% lower risk of breast cancer
• a 30% lower risk of early death
• up to an 83% lower risk of osteoarthritis
• up to a 68% lower risk of hip fracture
• a 30% lower risk of falls (among older adults)
• up to a 30% lower risk of depression
• up to a 30% lower risk of dementia

Source NHS Choices 2015
Smoking
Each year smoking causes the greatest number of preventable deaths

References:

- Smoking: 81,400
- Obesity: 34,100
- Alcohol: 6,541
- Suicide: 5,377
- Traffic: 2,502
- HIV: 529
- Drug misuse: 1,738
Prevalence of adult smoking in Britain, 1948 – 2012

1948-1971 Tobacco Advisory Council; 1972-2010 GHS/GLS

- Men
- Women
Smoking prevalence and socio-economic disadvantage

Martin Jarvis

[Bar chart showing smoking prevalence across different deprivation scores for 1973 and 2004.]
Reduced Smoking Prevalence

- Specialist service
- Targeted subpopulations
- Harm reduction approach
- Trading Standards
How do we change our residents behaviour?
What if we......?

- Developed an E-Learning Package (understanding of issues BI Videos)
- A Mobile App and web site
- Trained all ECC staff
- District, Borough and City council Staff
- Community Providers, Acute and Mental Health Trusts, JCP and Probation
- Offered MECC to all of our suppliers to improve the Health of their workforce
Making Every Contact Count

Welcome to this e-learning module on Making Every Contact Count.

Completing this module will help you to understand when and how to deliver advice and information to anyone who could benefit from making a change to a healthier lifestyle.

This is supported by a new MECC mobile app and website which provide instant access to information on where you can signpost people to go to for further advice and local support.

This module will take you about 30 minutes to complete, however you can return to it at any point and you can use it in the future as a reference tool.

Click or tap on the blocks below to find out more

- Introduction
- What is MECC?
- How to MECC (using Listen, Advise, Assist)
- Where and when to MECC
Inspire Change

In the UK today there is a significant problem with people leading unhealthy lifestyles, including drinking more alcohol than is recommended, eating unhealthy food, smoking, and not engaging in enough physical activity.

Unhealthy lifestyles can have serious consequences, causing disease both in the short and long term, the effects of which can be dramatic for the individual and their families and also in terms of the financial costs to our wider society.

Click or tap the pins below for some shocking facts for Essex:
Your thoughts about carrying out MECC

What personal barriers do you have that may prevent you from sharing lifestyle advice?

Click or tap the arrow below to see some examples.

Delivering lifestyle advice only takes a few moments.

You don't need to know a lot of information about the topic in question. You will learn key messages about different topics by completing this training.

Just because you smoke or eat unhealthily doesn’t mean that you are unable to raise those issues with someone else. You may have empathy and insight into other people’s behaviour, and you may plant the seeds of change for someone and nudge them towards a healthier lifestyle.
Click play below to see an example of how to Listen, Advise and Assist.
The App

This mobile app is for the use of professionals and members of the public. It is a primary signposting tool providing sources of general information and advice around healthy lifestyle topics, as well as links to local services and support facilities.

Essex County Council is responsible for the public health of Essex residents. It is essential that residents are able to access information and services that will help them to improve their health.

If for example a person wishes to give up smoking or needs help and advice around managing their weight, details of local health and wellbeing services available for residents and how they can access those services can be found within the Essex Lifestyle app.
The Living Well Essex Portal

- Information source on wellbeing, social care and health in Essex
- General advice on self care and links to range of local support includes feedback on local services and lived experience
- Aimed at the public & professionals
- Soft launch 1st April 2015 continuing to develop, public launch June 2015
- Site developed in partnership with Healthwatch Essex, exploring wider partnership links
- Further developments include service directory and e-marketplace
- www.livingwellessex.org