

# A SMALL CHAT CAN LEAD TO A BIG CHANGE

## Stakeholder toolkit

May 2020



[healthierlsc.co.uk/MakingEveryContactCount](https://healthierlsc.co.uk/MakingEveryContactCount)



# About this document

This stakeholder toolkit provides guidance and support for partners who are supporting the new Lancashire and South Cumbria campaign **Making Every Contact Count (MECC)**.



# Introduction

Lancashire and South Cumbria health and care organisations have launched a new MECC campaign ‘A small chat can lead to a big change’ to help encourage local people to take action to improve their health and wellbeing.

The campaign has been designed by Lancashire and South Cumbria Integrated Care System and a range of multidisciplinary stakeholders supporting health and social care through a Lancashire and South Cumbria MECC steering group. The programme includes:

- A fully funded training programme that will train and support more than **100 MECC trainers** across the region over the next two years
- A new online campaign toolkit.



## Vision

**“For all of us in Lancashire and South Cumbria to be more informed, motivated and empowered to maintain and improve our own health and wellbeing through delivery of consistent health messages and support to access services.”**

# What is Making Every Contact Count? (MECC)

**MECC is an approach to behaviour change that uses many of the day to day interactions we have with other people, to encourage changes in behaviour that have a positive effect on people's health and wellbeing.**

It was established in 2015 by NHS England, Public Health England, Health Education England and wider partners.

MECC is not a new concept for many people. This campaign will help reignite awareness for some and introduce it to others.



# What is Making Every Contact Count? (MECC)

1. **MECC** is about prevention
2. **MECC** is about behaviour change for staff and volunteers, patients and public
3. **MECC** provides a big opportunity
4. **MECC** is for everyone in Lancashire and South Cumbria
5. **MECC** shouldn't be onerous



# What is Making Every Contact Count? (MECC)

A simple method of applying MECC is **Ask – Assist - Act**



ASK

First, find out what the person knows: **“I’m just wondering what you know about...”**

Then, ask permission: **“Would it be OK if we spent a couple of minutes talking about this and then you can tell me what you think?”**



ASSIST

Provide simple clear information using the resources on [Lancashire and South Cumbria's MECC Link](#) or Public Health England (PHE) materials.



ACT

Finally, ask what they make of the information: **“Having heard that, what's your thoughts, or what do you make of that?”**



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# MECC Link



**MECC Link helps staff and volunteers to raise awareness, motivate and signpost people to help them to improve their health and wellbeing.**

The Lancashire and South Cumbria MECC Link website contains suggested questions and useful links covering a range of topics including:

- Smoking
- Alcohol
- Mental wellbeing
- Suicide prevention
- Healthy diet and healthy weight
- Physical activity
- Social isolation and loneliness
- Oral health
- Financial inclusion
- Stay Well This Winter - Flu





# MECC Link

MECC Link has been designed to be easy to use on mobile, tablet and desktop so that you can access the resources on the go.

MECC Link is also available as a Progressive Web App (PWA) for Android and Apple mobile devices. By adding it to the home page of a mobile phone, you can access all content offline when there is no internet access. Visit:

[mecclink.co.uk/lancashire-and-south-cumbria/](https://mecclink.co.uk/lancashire-and-south-cumbria/)

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# Why this campaign is so important

**3,500**

deaths across  
Lancashire and South  
Cumbria are considered  
preventable

**40%**

of all premature  
deaths in the region  
are related to  
lifestyle behaviours

**£17.9bn**

is spent by the  
NHS nationwide on  
illnesses caused  
by smoking, weight  
and alcohol

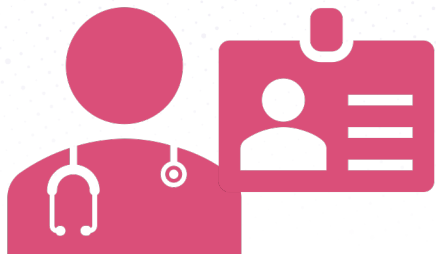
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# Key message for staff / volunteers

**Having a quick chat with someone about what is going on in their life can be all it takes to make a big difference to their health and wellbeing.**

For more information including signposting to local and national resources and support, visit:

[healthierlsc.co.uk/MakingEveryContactCount](https://healthierlsc.co.uk/MakingEveryContactCount)



# Key message for patients / public

**A quick chat with us about what is going on in your life can be all it takes to make a big difference to your health and wellbeing.**

Have a confidential chat today or visit:

[healthierlsc.co.uk/MakingEveryContactCount](https://healthierlsc.co.uk/MakingEveryContactCount)



# Campaign toolkit

To help raise awareness of MECC across the region, there is a range of flexible tools and resources publicly available to staff and volunteers of participating organisations:

- Campaign logo and assets
- A3 posters (8 designs)
- Web and email banners
- A5 flyer
- A6 'What next?' handout
- Social media posts
- Newsletter articles

[Download the campaign toolkit](#)



**A3 posters (8 designs)**

# Campaign toolkit



**Web and email banners**  
With and without logos



**A5 flyer**



# Campaign toolkit

## Social media posts Statics and animated GIFs



The handout is a white sheet divided into four quadrants, each titled 'WHAT NEXT?'. Each quadrant contains a form for users to provide contact details and a request for advice. The text in each quadrant is as follows:

- Top Left:** 'WHAT NEXT? You can get advice and support about:'. Below this is a line for input, followed by 'By contacting the following service(s):' and another line for input.
- Top Right:** 'WHAT NEXT? You can get advice and support about:'. Below this is a line for input, followed by 'By contacting the following service(s):' and another line for input.
- Bottom Left:** 'WHAT NEXT? You can get advice and support about:'. Below this is a line for input, followed by 'By contacting the following service(s):' and another line for input.
- Bottom Right:** 'WHAT NEXT? You can get advice and support about:'. Below this is a line for input, followed by 'By contacting the following service(s):' and another line for input.

Each quadrant also includes a footer with the text: 'Don't forget, we're always here for a chat. For more information, visit: [healthierlc.co.uk/makingeveryservicecount](http://healthierlc.co.uk/makingeveryservicecount)'. The footer also features the 'Healthier Lancashire & South Cumbria' logo and a small purple speech bubble icon with the text 'A SMALL CHAT CAN LEAD TO A BIG CHANGE'.



**A6 'What next?'  
handout**



**Staff / volunteer**



**Patient / public**





# Campaign toolkit



## Twitter and Facebook posts

Use with staff /  
volunteer facing  
.jpg or .gif

Health and care organisations across Lancashire and South Cumbria have launched a new #MECC campaign. For information and resources, visit [healthierlsc.co.uk/MakingEveryContactCount](https://healthierlsc.co.uk/MakingEveryContactCount) @HealthierLSC #SmallChatBigChange

Having a quick chat with someone about what is going on in their life can be all it takes to make a big difference to their health and wellbeing. For #MECC information and resources, visit [healthierlsc.co.uk/MakingEveryContactCount](https://healthierlsc.co.uk/MakingEveryContactCount) @HealthierLSC #SmallChatBigChange

Did you know? 40% of premature deaths across @HealthierLSC are thought to be lifestyle related. For #MECC information and resources to help people take action to improve their health and wellbeing, visit [healthierlsc.co.uk/MakingEveryContactCount](https://healthierlsc.co.uk/MakingEveryContactCount) #SmallChatBigChange

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Use with patient  
/ public facing  
.jpg or .gif

A quick, confidential chat about what is going on in your life can be all it takes to make a big difference to your health and wellbeing. For more information and support, visit [healthierlsc.co.uk/MakingEveryContactCount](https://healthierlsc.co.uk/MakingEveryContactCount) @HealthierLSC #SmallChatBigChange



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# Campaign toolkit



Newsletter  
article  
50 words

## Staff / volunteer facing newsletter

### Health and social care organisations join forces to Make Every Contact Count (MECC)

Local health and care organisations across the region have launched a new MECC campaign 'A small chat can lead to a big change' to help encourage people to take action to improve their health and wellbeing.

For more information including signposting to local and national resources and support, visit: [healthierlsc.co.uk/MakingEveryContactCount](https://healthierlsc.co.uk/MakingEveryContactCount)

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## Patient / public facing newsletter

### A small chat can lead to a big change

Did you know? 40 per cent of premature deaths in Lancashire and South Cumbria are thought to be lifestyle related.

A quick chat with us about what is going on in your life can be all it takes to make a big difference to your health and wellbeing. Find out more: [healthierlsc.co.uk/MakingEveryContactCount](https://healthierlsc.co.uk/MakingEveryContactCount)



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# Campaign toolkit

**Newsletter  
article**  
100 words

## **Staff / volunteer facing newsletter**

### **Health and social care organisations join forces to Make Every Contact Count (MECC)**

Did you know? In Lancashire and South Cumbria alone 3,500 deaths a year are considered preventable and 40 per cent of premature deaths are thought to be lifestyle related.

In response, local health and care organisations across the region have launched a new campaign 'A small chat can lead to a big change' to help encourage people to take action.

Having a quick chat with someone about what is going on in their life can be all it takes to make a big difference to their health and wellbeing.

For more information including signposting to local and national resources and support, visit:

[healthierlsc.co.uk/MakingEveryContactCount](http://healthierlsc.co.uk/MakingEveryContactCount)

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# Campaign toolkit



**Newsletter  
article  
100 words**

## Patient / public facing newsletter

### A small chat can lead to a big change

Did you know? In Lancashire and South Cumbria alone 3,500 deaths a year are considered preventable and 40 per cent of premature deaths are thought to be lifestyle related.

So local health and care organisations across the region have launched a new campaign 'A small chat can lead to a big change' and we're proud to be taking part.

A quick chat with us about what is going on in your life can be all it takes to make a big difference to your health and wellbeing.

Have a confidential chat today or visit:  
[healthierlsc.co.uk/MakingEveryContactCount](https://healthierlsc.co.uk/MakingEveryContactCount)



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# How partners can help

Everyone can get involved in MECC. So, whether you're a staff / volunteer facing or patient / public facing organisation, there's lots you can do to support the campaign.

To get started, you can download the MECC campaign toolkit from the [campaign website](#)



- **Print and display** campaign posters in prominent positions.
- **Print** copies of the What next? handout for public-facing staff.
- **Post** from your own channels using the social media posts provided in this pack and like and share **@HealthierLSC** MECC social media posts.
- **Raise awareness** about the importance of MECC through your organisation's e-newsletters, magazines and website using the e-flyer, banners and newsletter articles provided in this pack.

# Training

In order to train more than 100 MECC trainers, several two-day 'train the trainer' courses will be scheduled over the coming months.

If any of your staff and volunteers are interested in applying, they should contact [cheryl.smith@lancashire.gov.uk](mailto:cheryl.smith@lancashire.gov.uk) for more details.





# Training

## New MECC free online learning resource

The MECC e-learning programme is designed to support learners in developing an understanding of public health and the factors that impact on a person's health and wellbeing.

It focuses on how asking questions and listening effectively to people is a vital role for us all.

Access the free online MECC course:  
<https://www.e-lfh.org.uk/programmes/making-every-contact-count/>



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# Share your stories

## Please let us know:

- If you have used the campaign materials to **create successful MECC awareness raising activities and local training events.**
- If you have **real-life, local success stories** we can use as **case studies.** For example, a member of staff or volunteer who had a MECC conversation with the public who went onto get support or advice that helped them to stop smoking or lose weight.
- If you have any **great ideas** about how we can better promote MECC across the region.



# Useful links

For more information, visit:

[healthierlsc.co.uk/MakingEveryContactCount](https://healthierlsc.co.uk/MakingEveryContactCount)

To access MECC Link, visit:

[mecclink.co.uk/lancashire-and-south-cumbria/](https://mecclink.co.uk/lancashire-and-south-cumbria/)

For questions about the campaign toolkit and materials, please contact the Lancashire and South Cumbria communications inbox at:

[healthierlsc.communications@nhs.net](mailto:healthierlsc.communications@nhs.net)

For any questions about the MECC programme or the training, please contact:

[Cheryl.Smith@lancashire.gov.uk](mailto:Cheryl.Smith@lancashire.gov.uk)



February 2020 – The first 19 MECC trainers in Lancashire and South Cumbria