

Cheshire & Merseyside MECC Strategic Framework 2018-19

Ref	Objective	Key Actions	Timescales	Lead	Outputs	Outcomes	Impact
1.	Creating a preventative culture working together to ensure MECC is embedded in organisational strategy	Develop and facilitate a PHE funded Systems Leadership MECC event	10/04/18	EOM/DL/LV	<ul style="list-style-type: none"> Event held with good attendance by all partners across C&M Initial draft of Strategic framework developed shared vision co-created 	<ul style="list-style-type: none"> Partners engaged and committed to work in partnership Draft framework developed to inform strategic planning and future priorities 	<ul style="list-style-type: none"> All partners are well informed and updated on current MECC activity, shared learning
		Establish the C&M MECC Partnership Board	30/06/18	EOM/LV	<ul style="list-style-type: none"> Board Co-Chairs appointed Members appointed representative of C&M Health and Care Sectors Communication of Board to all stakeholders and next steps identified 	<ul style="list-style-type: none"> Oversight of MECC framework Establishment of task and finish groups to support the board, in training, evaluation and communications and engagement Appoint task and finish Chairs 	<ul style="list-style-type: none"> Increase, at scale, number of staff receiving MECC training Data available to measure progress through evaluation Increased engagement with clinical staff and raised public awareness of MECC, identifiable branding
		Network of MECC champions & trainers developed	1/12/18-31/12/19	C&M organisations	<ul style="list-style-type: none"> Champions identified through MECC face to face training sessions and board 	<ul style="list-style-type: none"> 70% of trusts having a MECC Champion 	<ul style="list-style-type: none"> Keeps MECC high on the agenda in organisations Shared learning
		C&M MECC Pledge developed	01/09/18-30/12/18	Senior Leaders in C&M	<ul style="list-style-type: none"> Senior leadership workshop Dec18 Co-production of a C&M MECC pledge 	<ul style="list-style-type: none"> Commitment by organisations to the pledge and expectations to 	<ul style="list-style-type: none"> Staff released for face to face MECC training Organisations

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						<ul style="list-style-type: none"> training agreed Understanding how to achieve levels on MECC pledge 	<ul style="list-style-type: none"> aspiring to improve and achieve gold standard on the pledge
2.	Demonstrate Impact	High level scoping exercise with Local Authority and NHS Trust MECC Leads	24/08/18	LV	<ul style="list-style-type: none"> Gap analysis and challenges identified within the system at baseline. Report written and shared with DsPH and board 	<ul style="list-style-type: none"> Qualitative report into the assets and opportunities in place currently across Cheshire & Merseyside. Supports the case for system change and the MECC approach Training needs analysis 	<ul style="list-style-type: none"> Informs strategic planning and priorities Improved knowledge and understanding of current baseline
		Develop and deliver a robust evaluation framework	01/06/18 – 01/06/19	LV/CS/T&F	<ul style="list-style-type: none"> Chair appointed for T&F T&F group members recruited Evaluation PID agreed 30/09/18 Framework developed to possibly include pre/post training evaluation, organisational impact, LA survey to measure impact on commissioned PH services 	<ul style="list-style-type: none"> Task & finish group established Evaluation framework agreed and shared to support organisations achieve MECC objectives 	<ul style="list-style-type: none"> Consistent approach to measuring impact Support improvements to local MECC programmes
3.	Education & Training Programme	Develop and deliver an accredited, high quality MECC face to face training programme and development of a train the trainer model	June 2018- 31 Dec 2019	LT/LV/ T&F	<ul style="list-style-type: none"> Financial commitment from C&M NHS Trusts Chair appointed for T&F T&F group members recruited Training PID developed High quality, consistent face to face training programme developed and agreed by T&F group and Board 	<ul style="list-style-type: none"> T&F group established High quality, consistent MECC programme delivered by Halton PH team to front line provider trust staff 	<ul style="list-style-type: none"> Increased confidence of staff to have brief conversations. Increased number of patients referred Increased wellbeing of Trust staff (measured

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					<ul style="list-style-type: none"> • Accreditation of above programme • Development of a suite of MECC resources • Training delivered in phases <ol style="list-style-type: none"> 1. Delivery of F2F training 2. Delivery of F2F training 3. Train the trainer model established 4. Pilot of train the trainer model 5. Delivery of train the trainer 	<ul style="list-style-type: none"> • Increased capacity of staff trained, consistently and to a high level in C&M • Pilots of face to face training in both Primary Care and Local Authority 	through staff appraisals)
4.	Communications & Engagement	Maximising the impact of MECC through communications and engagement	01/06/18 – 31/11/18	TL/LV	<ul style="list-style-type: none"> • Stakeholder analysis completed • T&F group Chair appointed • T&F group members appointed • Communications and engagement strategy developed and agreed • Engaging C&M MECC brand commissioned • Comm’s campaign developed (aimed at frontline staff) • Comm’s toolkit developed, shared with local comm’s teams • MECC pledge agreed and shared for sign up • Shared e-resource hub developed to host resources/signposting 	<ul style="list-style-type: none"> • T&F group established • Shared branding to support promotion and identification of the programme. • Availability of a toolkit of current resources local, regional and national. • Updates to DsPH and stakeholders of the Partnership (dates TBC) 	<ul style="list-style-type: none"> • Best Practice shared • Central repository for C&M MECC resource • Improved ease of signposting to promote healthy lifestyles • Increased self-care by C&M population