**SAMPLE NEWS / WRITTEN CONTENT FOR LOCAL ADAPTATION**

An indicative news article has been drafted below to demonstrate how you could launch your campaign either through your website, newsletter or bulletins. Three variants are provided to show how the content can be adapted. This is just an example so feel free to create your own to suit your local needs.

*LONG:*

A new campaign aimed at reducing health inequalities in Cheshire and Merseyside is kicking off on <insert launch date here>. The campaign is called Making Every Contact Count (MECC) and its goal is to create behavioural change on a large scale.

Every week there are millions of interactions between the public and healthcare workers - one million every 36 hours, in fact.

By giving workforce colleagues across the region consistent, simple messages they can use those conversations to point the public towards services that help improve their health and wellbeing.

Those conversations don’t need to be long. A chat as brief as thirty seconds could be all it takes to help signpost people towards better decisions about their lifestyle.

The main preventable health inequalities we want to target are issues caused by smoking, drinking and lack of exercise, as well as issues surrounding mental health. 36% of adults don’t get the recommended amount of exercise each week, and the NHS spends £17.9bn a year on illnesses caused by smoking, weight and alcohol.

With MECC, this will hopefully change for the better.

Every organisation has a MECC lead – yours is <insert name here>. They will be taking MECC forward and making sure everyone has access to the right information and resources. With their help you’ll begin to see a lot more about MECC in <organisation name> over the coming weeks, so watch this space.

Until then, you can keep an eye on the MECC Moments website [www.mecc-moments.co.uk](http://www.mecc-moments.co.uk) for more info, and please do help spread the word through your networks. This could be as simple as word of mouth – short chats is at the heart of the campaign after all. But if you’re on social media, feel free to start using the hashtags **#MECCMoments** too.

*SHORT:*

A new campaign aimed at reducing health inequalities in Cheshire and Merseyside will be kicking off on <insert launch date here>. Every 36 hours there are 1m interactions between healthcare workers and members of the public.

Making Every Contact Count (MECC) is behaviour change campaign that intends to use those interactions to tackle preventable illnesses.

Within those short conversations – they could be as brief as 30 seconds – colleagues across the region will have consistent, simple messages they can use to point the public the right way.

The main preventable health inequalities we want to target are issues caused by smoking, drinking and lack of exercise, as well as issues surrounding mental health.

You’ll be seeing a lot more about MECC in <organisation name> over the coming weeks and your MECC lead is <insert name here>.

Until then, you can keep an eye on the MECC Moments website [www.mecc-monents.co.uk](http://www.mecc-monents.co.uk) for more info, and please do help spread the word through your networks using the hashtags **#MECCMoments**

*VERY SHORT:*

A new campaign aimed at reducing health inequalities in Cheshire and Merseyside will be kicking off over on <insert launch date here>.

Making Every Contact Count (MECC) is behaviour change campaign that will harness the millions of interactions that occur between healthcare workers and the general public to tackle preventable illnesses.

Through consistent, simple messages workers will signpost the public towards local support for smoking, drinking and lack of exercise, as well as issues surrounding mental health.

The MECC lead for <organisation name> is <insert name here>, so watch out for more from then soon.

Until then, keep an eye on the MECC Moments website [www.mecc-moments.co.uk](http://www.mecc-moments.co.uk) for more info, and use the hashtags **#MECCMoments** to promote MECC in your own network.